



Comcast Corporation
300 New Jersey Avenue, NW
Suite 700
Washington, DC 20001

February 24, 2012

VIA ELECTRONIC FILING

Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554

Re: *Consumer Information and Disclosure*, CG Docket No. 09-158

Dear Ms. Dortch:

Comcast appreciates that establishing positive relationships with consumers is essential for any provider that wishes to attract and retain customers in the fiercely competitive marketplace for video, data, and voice services. Comcast values each and every customer and has strong incentives to provide our customers with useful, timely, accurate, and complete information about the services to which they subscribe. Comcast is committed to developing processes and systems that keep our customers more informed, and regularly monitors industry practices, Commission statements and priorities, and customer feedback to assist us in those efforts.¹

As part of this commitment, Comcast has been working toward the development of an enhanced consumer disclosure feature that will provide additional information to customers regarding their services upon activation. Specifically, this functionality contemplates email, and in the future SMS, notification of service plan details upon activation and eventually upon any addition, downgrade or cancellation of a customer's services. Over the past year, Comcast has engaged its customers regarding this effort through its Customer Voice Community – a nationwide group of Comcast customers who provide their input on Comcast products, services and initiatives -- and has obtained extensive feedback regarding their receptivity to auto-generated communications in general and the format for the disclosures that Comcast will provide in particular. Among other things, customer feedback overwhelmingly supported concise, easy to read messaging with a minimal amount of copy and legal disclaimer. They also stated a preference for formats that would approximate the appearance of their bill.

¹ The information provided herein supplements Comcast's previous filings in this proceeding. *See* Comcast Comments, filed Oct. 13, 2009; Comcast Reply Comments, filed Oct. 28, 2009.

Based on this feedback, Comcast is pleased to announce its development of this new consumer disclosure feature, and believes that deployment of this feature will provide our customers with the ability to review and confirm service options immediately upon ordering, which in turn will enhance our customers' understanding of service options, pricing, and the bills they will receive.

In the first half of 2011, Comcast began providing order confirmations by email to new customers in approximately 95% of Comcast's footprint. Customer utilization of this feature continues to grow.² That email order confirmation, an example of which is attached as Appendix A to this letter, identifies:

- the products and service levels the customer has chosen;
- the customer's contact information; and
- the date and time of any scheduled service appointments.

Beginning in the fourth quarter of 2011, Comcast enhanced the information contained in the email order confirmation, consistent with our goal of reducing uncertainty for our customers, including by incorporating the following information:³

- a more detailed order summary that includes a break out of the products and services, and the respective monthly recurring fees and any one-time charges that will appear on the first bill;
- a consolidated estimate of applicable taxes and fees;
- details regarding any scheduled service appointment;
- a link to a pre-installation checklist; and
- the customer's contact information.

Illustrative examples of this version of the e-mail order confirmation are attached as Appendix B. In addition, all e-mail order confirmations now inform the customer if they are on a promotion and, in a majority of our markets, indicate its duration. By mid-year 2012, the language pertaining to promotional discounts on the e-mail order confirmations will be standardized across Comcast's markets in an effort to ensure that all customers across our footprint are being given

² The vast majority of Comcast's residential service sales occur via phone so Comcast Customer Account Executives (CAEs) have typically provided a verbal confirmation of this information to the new customer. *See* Comcast Comments at 8-9 (filed Oct. 13, 2009). CAEs now routinely ask new customers for their email contact information in order to provide them with an electronic confirmation of the sale.

³ Comcast utilizes two billing systems. Certain of its proposed changes may be applicable in one billing system prior to their availability in the other. Ultimately, similar information will be provided across all markets, with the goal of presenting an email order confirmation that closely approximates that customer's first bill.

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the same clear notice of a promotion and duration. A customer also may contact Comcast directly at any time to confirm the date on which the customer's promotion is due to expire.

Comcast will begin to further enhance the email order confirmation in the second quarter of 2012 to include more detailed breakouts of taxes and fees. In addition, in 2012, Comcast will expand the use of the confirmation for upgrades and downgrades and the ordering of additional services by existing customers. In the latter half of 2012, Comcast hopes to introduce SMS confirmations for customers who prefer that method of communication and to expand its confirmations to encompass per-transaction events (e.g., pay per view events, etc.).

Comcast believes that providing this type of information will ensure that our customers fully understand the services and features to which they have subscribed, thereby reducing any consumer confusion when the first bill arrives. Customer response to Comcast's initial form of email order confirmations has been overwhelmingly positive.

Comcast recognizes that managing our relationships with our customers is not a static process, and we will continue to seek customer feedback and invest resources to ensure that customers are well informed upon ordering services. We believe that doing so will have a positive effect on our relationships with our customers. These latest enhancements to our customer service efforts underscore that the marketplace is driving service providers like Comcast to respond to the demands of our customers in the absence of any government regulations. In light of these developments – and those that will be introduced in the future to respond to ever-changing consumer preferences and needs – we believe government mandates in this area are unnecessary.

Please do not hesitate to contact me should you have any questions.

Sincerely,

Kathy A. Zachem

Kathy A. Zachem
Senior Vice President
Regulatory and State Legislative Affairs

cc: Josh Gottheimer
Zac Katz
Sherrese Smith
Jessica Almond
Joel Gurin
William Lake

Appendix A



Service Announcement



We'll See You Soon

Your installation appointment is confirmed.

Dear EMS,

Thank you for choosing Comcast. Below are the details of your order and your installation appointment.

**Your
Appointment**

Your appointment is scheduled for:

Date - **Thursday, September 30, 2010**

Arrival Window - **8:00 AM - 11:00 AM**

To change your appointment, [chat with us](#)



Your Contact Information

Please review the information below to confirm it is correct.

Name: EMS STAGING
Email Address: neha_deshpande@cable.comcast.com

To change your contact information, [chat with us](#)

Your Order

Account Number: ending with 7003

Service(s): Triple Play package which includes Digital TV, High-Speed Internet, and Digital Voice

Expect Superior Service

With Comcast, you can expect a consistently superior customer experience. That's our [Customer Guarantee](#).

- ▶ **30-day, money-back guarantee on all services**
- ▶ **Appointments scheduled at your convenience**
- ▶ **Courtesy and respect during home visits**
- ▶ **Easy-to-understand packages and a clear bill**

We'll answer your questions anytime, 24 hours a day, 7 days a week.

Call 1-800-COMCAST

Please do not respond to this email. Responses are not monitored.

This message is for the designated recipient only and may contain privileged and confidential information. Any misuse of this email is strictly prohibited. For information about Comcast email preferences, visit comcast.com/preferences.

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Appendix B

SAMPLE



[Like Us](#)

Help and Support | Contact Us

Welcome to XFINITY! We'll see you soon.



Your installation appointment is confirmed

Date Wednesday, December 07, 2011

Arrival Window 73010

Address 1140 Testway
Waukegan, IL 60085

Account Number Ending with 1217

[SEE HOW TO PREPARE FOR YOUR INSTALLATION →](#)

Want to reschedule?

[CHAT WITH US →](#)

or call 1-800-XFINITY

[HOW TO READ YOUR BILL →](#)

Did you know?



XFINITY TV, Internet, and Voice services are backed by our 30-Day Money-Back Guarantee.

Your Information

Name [Redacted]

Email [Redacted]

Phone (601) 484-6113

Your Order Summary

Xfinity TV

Digital Premier	\$119.20/mo.
Video Discount X 6 Mo	\$-34.21/mo.

Package, Service and Equipment Fees	\$84.99
Installation and Other Fees	\$29.95

Taxes, Surcharges and Fees

\$9.01

Estimated Total

\$123.95

The above summary is an estimate of the charges which may appear on your first billing statement and is not binding. This summary may reflect promotional pricing available to you for a limited period of time based upon the terms of a promotion or term contract under which you subscribed. Upon the conclusion of such promotion or term contract, the monthly rate for services and equipment will increase in accordance with the promotional terms. All other pricing is subject to change from time to time. Charges do not include taxes, franchise fees, other fees assessed by or on behalf of any governmental authority, Regulatory Recovery Fees, or charges for individually billed items (e.g. International calls, pay-per-view, On Demand selections, etc.). For information about XFINITY policies and terms of service, go to www.comcast.com/policies.



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