

Comcast - Interactive Customer Tutorials

When building projects large in scope we find it best to build modularly.

Comcast has engaged in several initiatives that have proven that education about services and products produce lower churn and higher customer satisfaction. Historically, these have been high impact and high cost tactics, such as the live tutorials via telemarketing. To date, the Tutorial program has been very successful, reducing churn among those contacted by 2/3. Offering Tutorials on-line gives consumers the opportunity to refresh, or initiate other tutorial programs of interest. In order to meet customers' needs, Comcast partnered with MassMonopoly to develop new interactive ways to engage the customers and allow customers to choose how they interact with Comcast.

Comcast, as a company, has a goal to give customers the ability to learn about products and services in a fun, engaging and interesting manner that encourages absorption of sometimes complex ideas and reduces the fear of the unknown. MassMonopoly did this through a series of on-line, interactive tutorials which increase loyalty and reduce churn.

- Allow those customers with a desire to "do it on their own" vs. a live conversation with a customer service representative.
- Expand the reach of the concept by allowing non-subscribers to have access to the tutorials.
- Engage customers by designing around the audience's key archetypes to produce an environment that encourages interaction and "feels right" to the customer.

Phase 1 - Storyboarding the project

In order to achieve a high level of functionality and meet critical project deadlines, as well as keep the budget in line with Comcast's requirements, the tutorials are built with FLASH components. It accommodates large numbers of visitors and excellent session, and progress tracking.

Phase 2 - Shoot the actors

A "real" customer and family member in engaging surroundings. We deliver a personalized, entertaining, on-demand learning experience. Blending video with product demos, we keep the participant interested and asking for more!

Phase 3 - Create the 3D environments

A "real" home: that's where it all happens. We deliver the tutorials in a digital 3D environment that is more flexible and more economical to create and modify than physical stages!

Phase 4 - Building the framework

The tutorials need to be responsive to the clicks and drags of the consumer and should not require an exorbitant expense in bandwidth and/or hardware.

Phase 5 - Piece it all together

We designed the project architecture to be modular, and easy to update: new components and new publications can be replaced rapidly. The tutorials offer interfaces with easy navigation and small foot-print for smooth video.

Phase 6 - Launch

Using videos, graphics, and animation, the tutorials promote a sense of friendliness and reliability. The combination of video delivery and web-based training, appeals to deliberate and fast learners alike.

This site is live, you can view the Tutorials now!

[View the online Tutorials and explore the World Of Comcast \(Requires Flash\)](#)

