

2020 MEDIACOM SURVEY

Prepared by Sue Callaway, Town Council Member

BRIEF SUMMARY

The Town of South Bethany administered the 2020 Mediacom Survey through the Survey Monkey online service for a two week period beginning May 14, 2020 and ending at NOON on June 1, 2020. A total of 407 responses were received – one of the largest response rates ever for a South Bethany town survey.

This is the 4th Mediacom survey the town has administered since 2008 regarding their services.

Attachment A includes graphic displays of responses to questions 1 through 25. It is significant to note that questions regarding the quality of Mediacom's Service; Mediacom's responsiveness to outages and connectivity issues; customer service response; Mediacom's communication re: channel line-ups, changes and rates; appointment scheduling; channel offerings; cost; Internet service; and Mediacom's overall response *all scored overwhelmingly in the POOR to FAIR range.*

Attachment B includes 30 pages of categorized responses to questions 26, 28, 29, and 30. These questions provided responders an opportunity to: 1) list reasons for visiting the local Dagsboro Mediacom office; 2) provide specific comments regarding Mediacom services; 3) provide specific recommendations for ways Mediacom could improve their services; and 4) provide specific reasons why they do not use Mediacom Cable TV.

RECOMMENDATIONS FOR FOLLOWUP

It is apparent that Mediacom continues to provide low-grade services to the property owners in South Bethany. A look back at previous South Bethany survey results dating back to 2009, clearly demonstrates that the quality of service delivery and the cost for those services has continuously failed to deliver the kind of Cable TV, Internet and phone coverage that our citizens deserve to have. Responses indicate that our Mediacom customers are tired and frustrated with the service and wish the town could/would do something. Quite frankly they cannot grasp why we are unable to do something when they hear of some other changes made in surrounding towns. While we are not responsible for the quality of the service delivery – we do have some control over what we do

about that. As we head into contract negotiations, it appears now is the time to take more definitive action.

After reading and categorizing 30 pages of specific written comments, I recommend that we present Mediacom with the following list of most important issues to address over the forthcoming year. If Mediacom is responsive to the list, citizens may indeed be good with staying with the “known provider” rather than making changes.

- 1) **LOWER RATES** – the cost for their current services does not align with the quality of product and service – offering better rates for long-time customers who have “stuck” with Mediacom through the years
- 2) **IMPROVE CONNECTIVITY ON CABLE TV AND INTERNET** - South Bethany customers are hungry for reliable, dependable, consistent Cable TV and Internet
- 3) **ADJUST SEASONAL RATES AND IMPROVE “RETURN TO SERVICE” PROCESS** – This is a consistent appeal from seasonal property owners. Such disastrous and frustrating circumstances and adventures as some called it, is causing many to cancel Mediacom TV and turn to other alternatives.
- 4) **IMPROVE CUSTOMER SERVICE** – Lost time with hours on the phone waiting to speak with someone or get an answer is driving people away. They want faster response, a more responsive/informed call center, and a designated Mediacom specialist or group that is trained to be responsive to South Bethany customers.
- 5) **IMPROVE SERVICE RESPONSE AND COMMUNICATION** – Service response that includes timeliness, flexibility, faster outage response and a sincere focus on the customers’ needs.
- 6) **PROVIDE MORE WELL-TRAINED SERVICE TECHNICIANS** – there is a need for more service technicians who are knowledgeable and can address the problems. Confidence in getting a well-trained professional is diminishing.
- 7) **UPGRADE EQUIPMENT** – Requests for better software and inside equipment such as modems and routers that are obsolete will provide customers with the most current, functioning equipment that will help eliminate repeated service calls and customer frustration.

- 8) BETTER MAINTAIN EXISTING EQUIPMENT LOCATED ON THE STREETS OF SOUTH BETHANY** – South Bethany takes pride in its community and having old defective cable wires and boxes on our streets not only look bad but likely contribute to multiple service issues.
- 9) INCREASE CHANNEL SELECTION** – A frequent comment expressed was a need for better selection of channels and HD channels – better channel offerings in package plans. This goes back to cost vs value.
- 10)_ELIMINATE THE PHONE OPTION/REQUIREMENT TO RECEIVE A BETTER PACKAGE RATE** – The need and interest in having a landline is almost obsolete. Better package rates *without* the phone option would be well-received.