

Onboarding Customers Communications

Communications Flows



Onboarding Customers Communications

X1 Communications Flow

08.06.2019



Overarching goals for Onboarding are company-wide goals:



Improved Customer Experience

- Anticipatory messaging – what the customer needs and when
- How to use services & why they'll want to
- Communicate impactful news simply and and openly through programs such as Fiber Deep
- Proactive 'equipment update' communications



Decreased Onboarding Call-in Rate

- Installation information
- Product usage education through detailed Onboarding 'tracks'
- Transparency and clarity – 'Close the loop' service communication programs



Digital First

- Prompting Username creation
- Promoting use of My Account with multiple reasons to believe
- Drive convenient, digital options when action needed from service communications



Decreased Churn

- Understanding why our products are better
- Take advantage of the full power of Xfinity
- Optimize cadence and touchpoints to find immediate upgrade opportunities

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Customer insights fuel messaging for Onboarding. First phase of customer research brought to light some important learnings, particularly for very early messaging:

What we know:

- There is anxiety from point of sale through the point where all new services are running smoothly.
- Customers feel a loss of control.
- They expect and want personalization.
- There are a lot of communications...because there is a lot to talk about! And a lot we want customers to do.
- Customers who receive Onboarding emails or who have experienced Journey Assistant have lower churn, higher NPS, more digital engagement, etc.

What we are doing as a result:

Re-casting early communications with guiding principles:

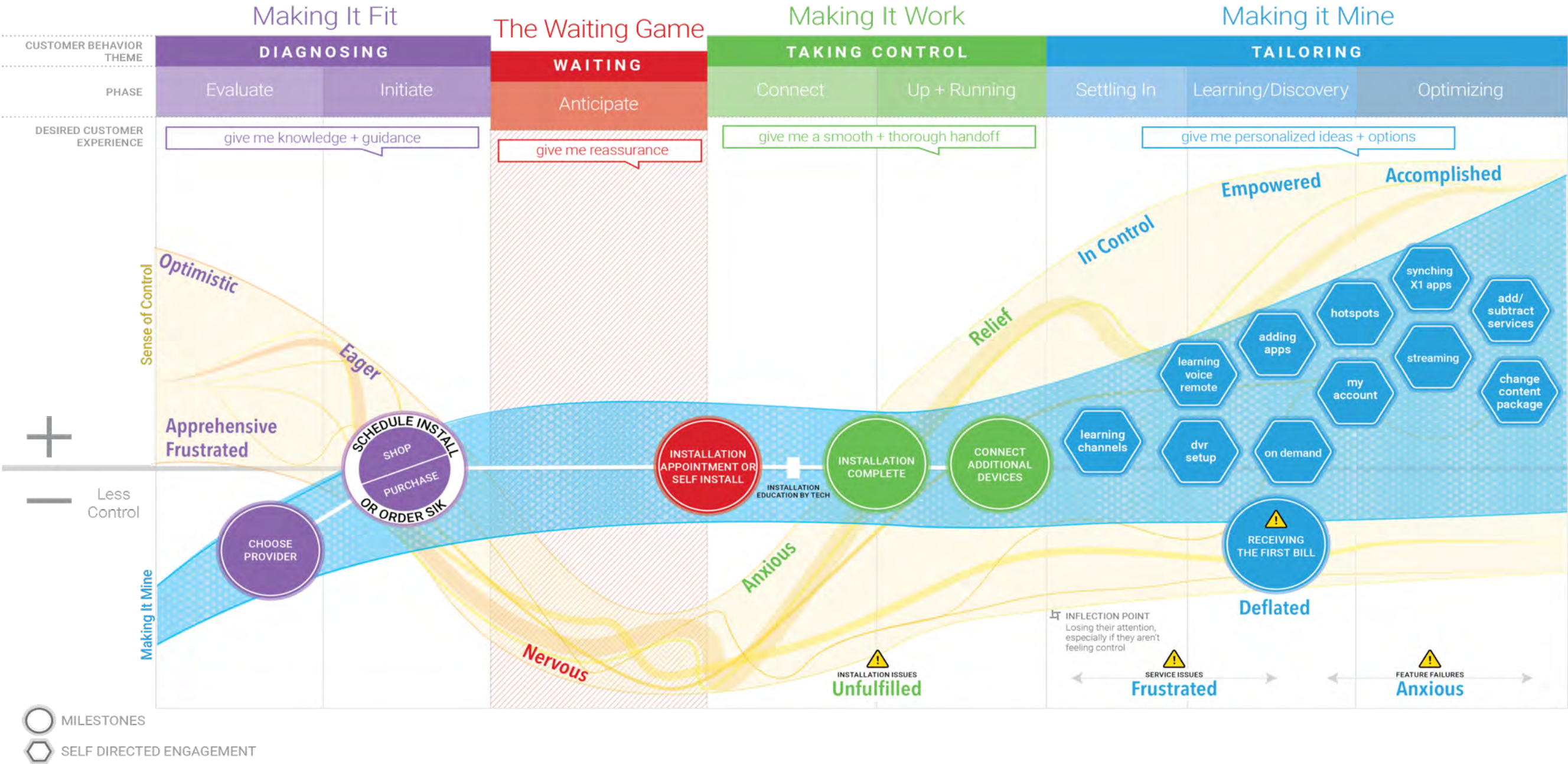
“Here’s what to expect next”:

You’ll hear from us frequently as you get started. We want to walk you through every step from prepping for the installation, through the install, and getting to know all about your XFINITY services – so you’ll know and love them as much as we do.

“Here’s what to do next”, for example:

- Set up your username
- Tell us your billing preferences in My Account
- You can start using WiFi Hotspots and view shows and movies with the Stream App, etc.

Journey Map

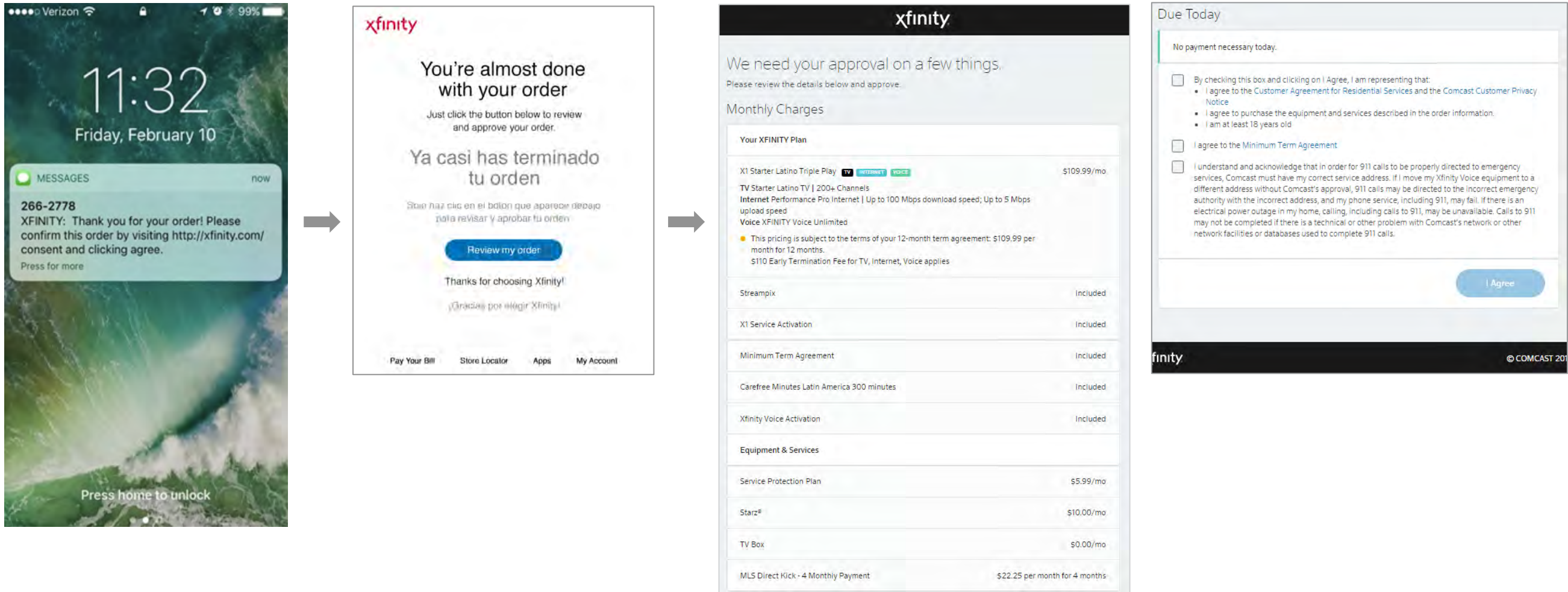


Customer Journey

Order Placed

Consent Email and SMS Flow

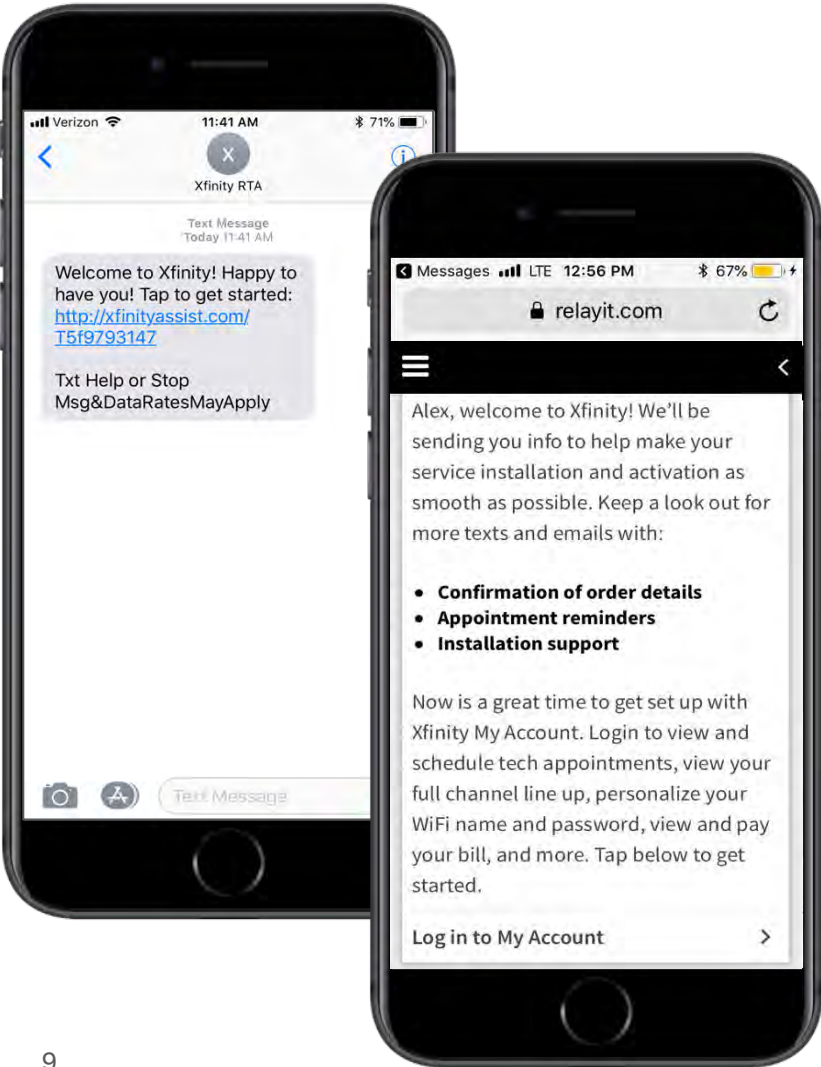
Customer consent for service-related SMS. Links to landing page where customer clicks “agree”



Order Placed

SMS Welcome

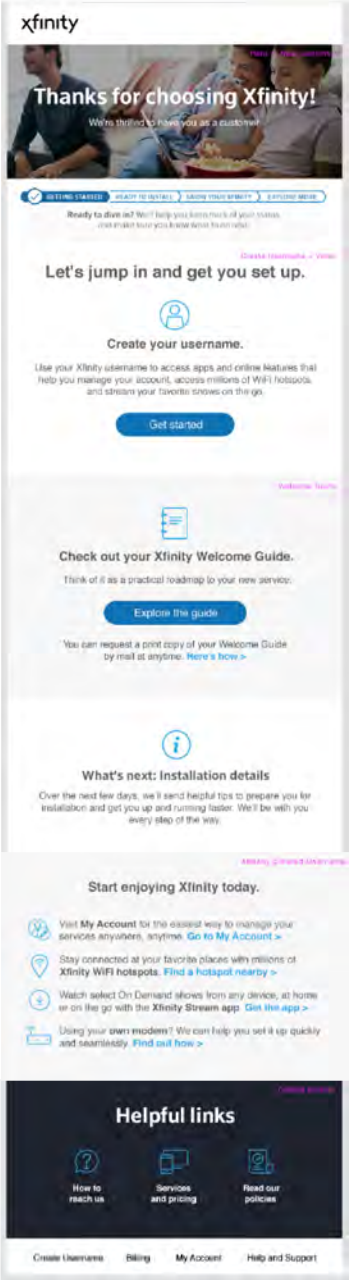
Informs customers of what to expect next and drives Username Creation.



5 Minutes

Welcome

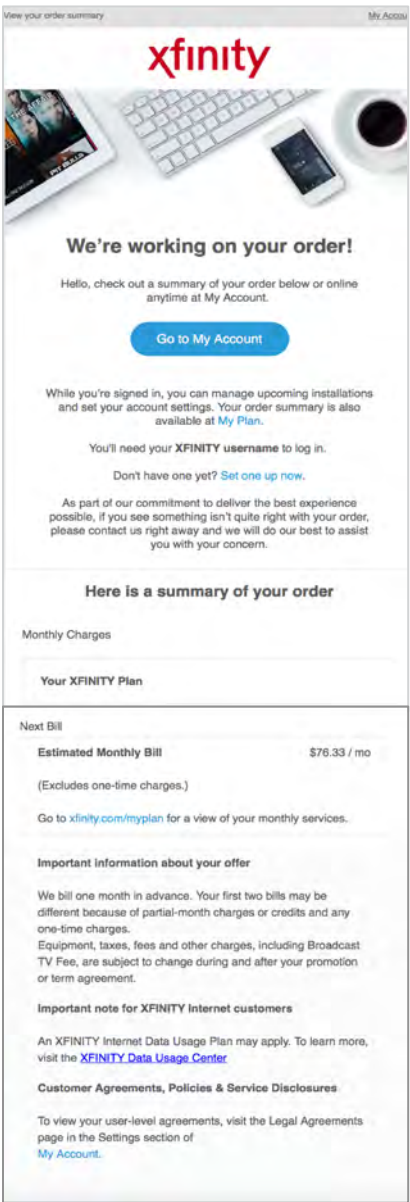
Informs customers of what to expect next and drives Username Creation.



15 Minutes

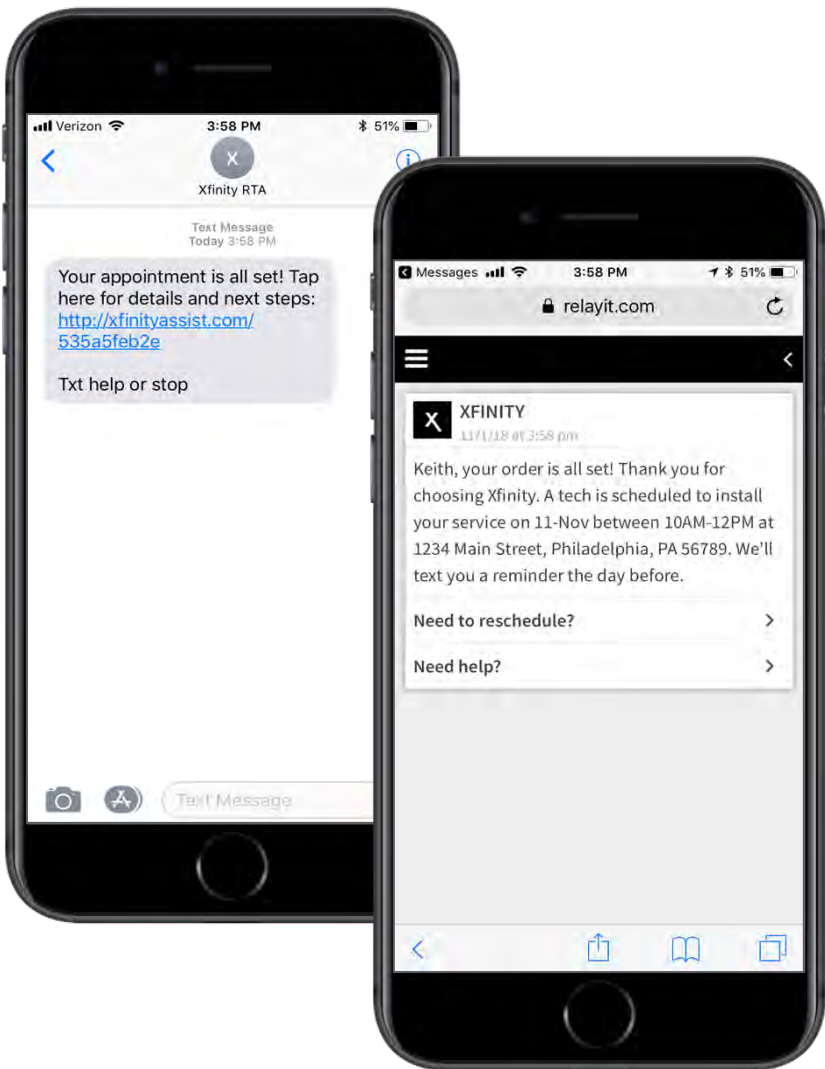
Order Confirmation

Order details & contract info
Drive My Account & UID



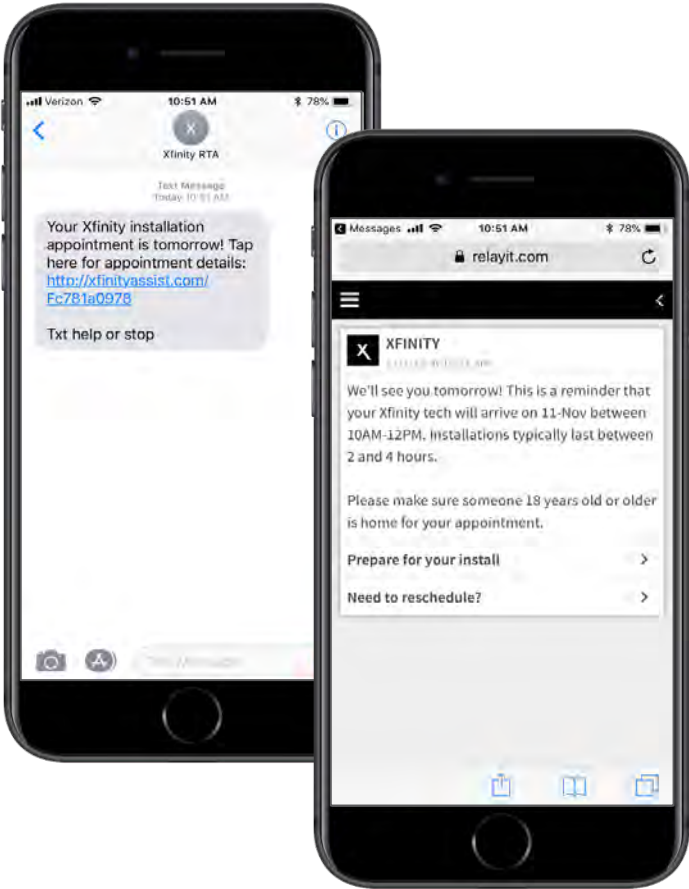
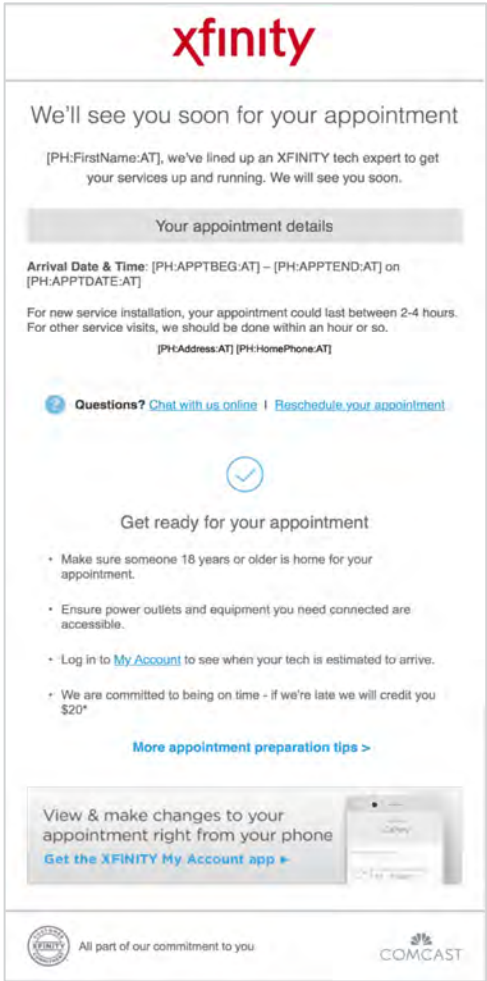
SMS Appointment Confirmation

Appointment Confirmation. Use My Account to manage.



Triggered – Appointment Reminders

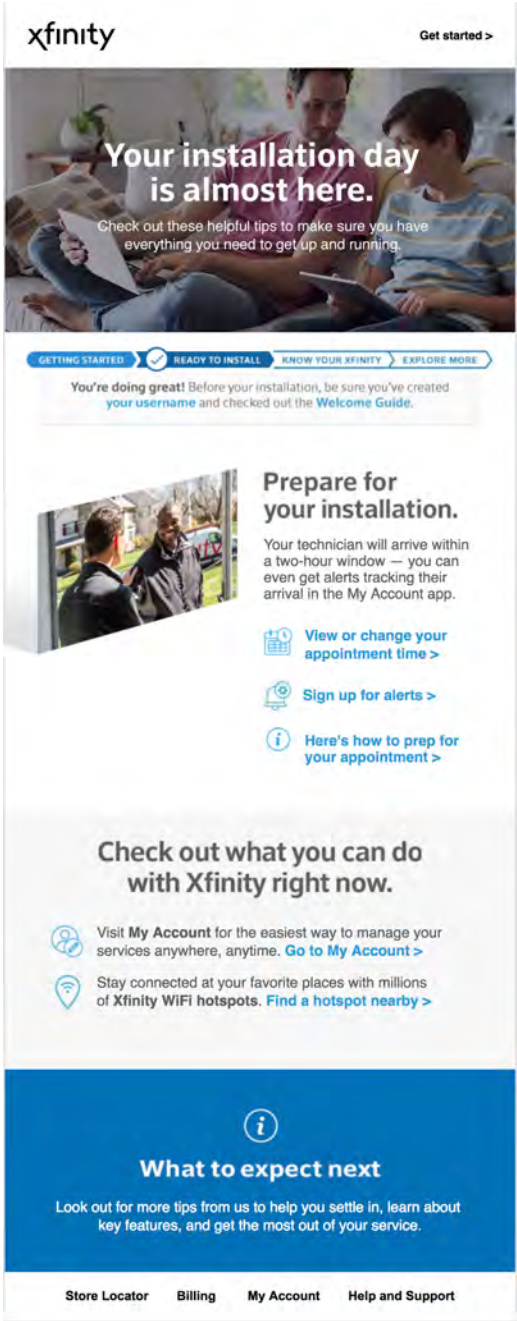
Appointment Reminder & prep tips.
Use My Account to manage



2 Days Before Install

Pre-Install Email

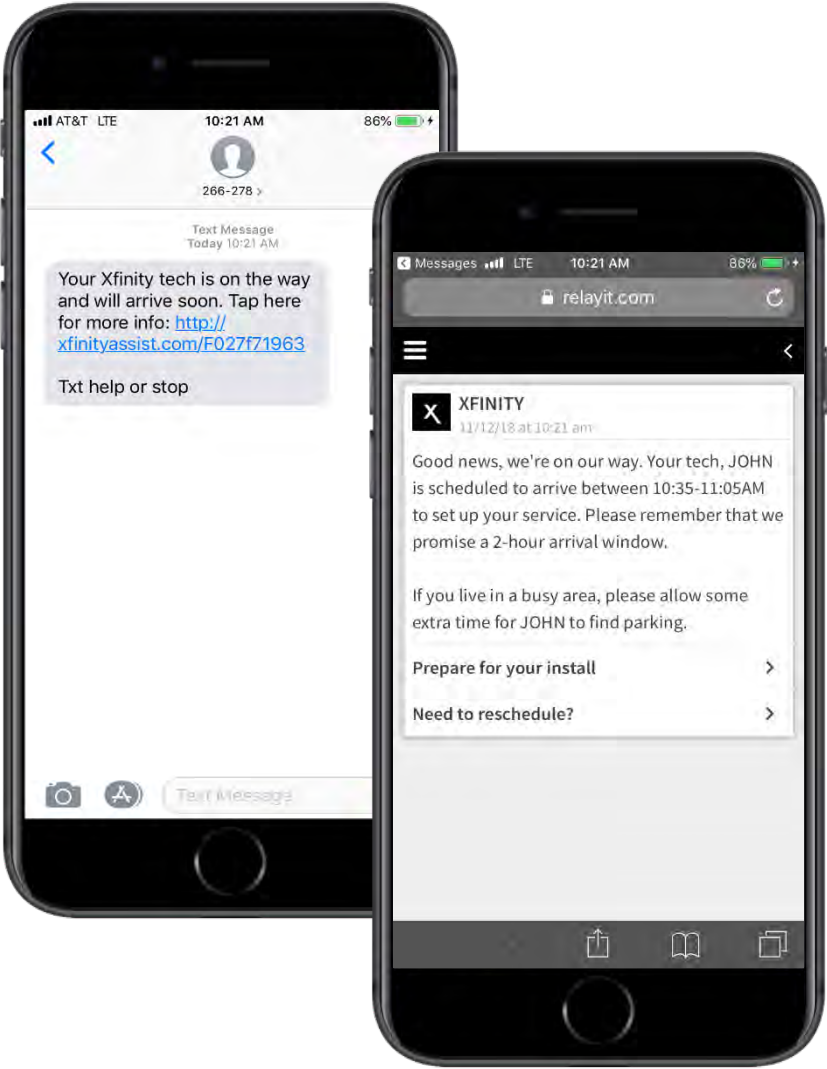
- How to prep for installation
- Adding pre-activation video and WiFi hotspot message as well as Stream



Day of Install

SMS Tech ETA

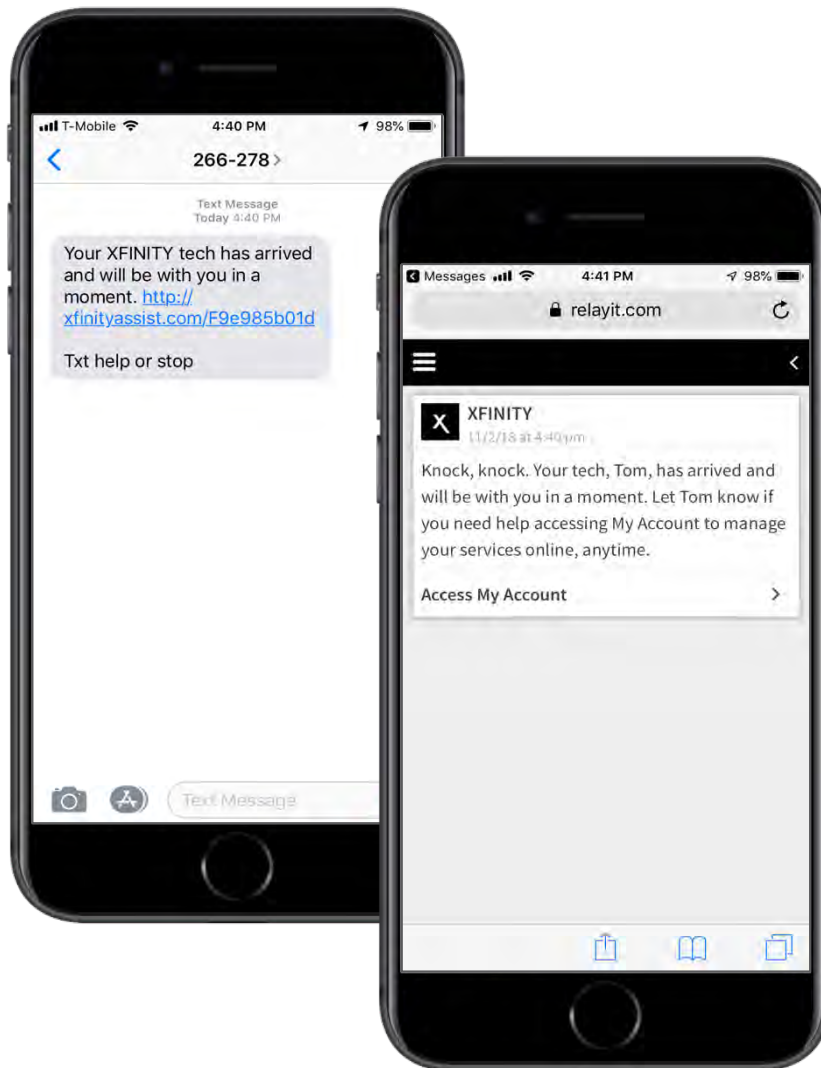
- Estimated arrival timeframe
- Tips for prepping for install and Username creation



Day of Install

SMS Tech Arrival

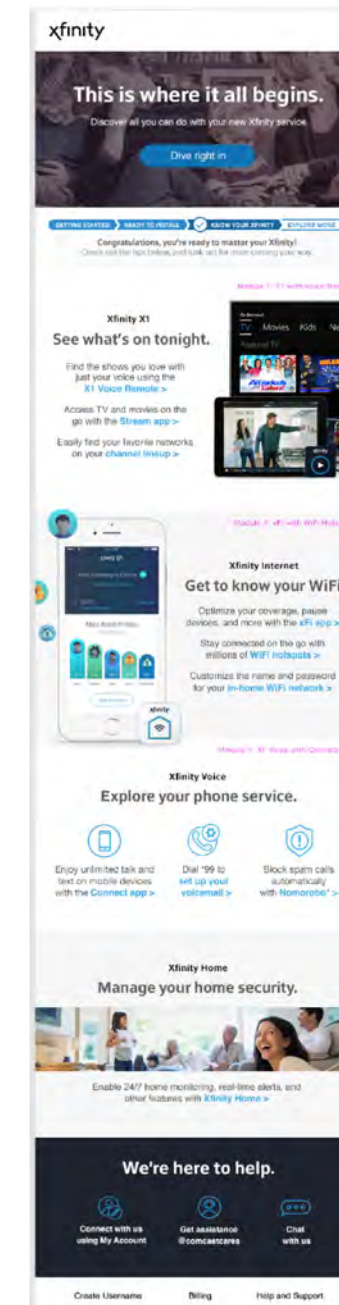
- Tech has arrived at their home
- My Account log in



Day 2

Welcome Email

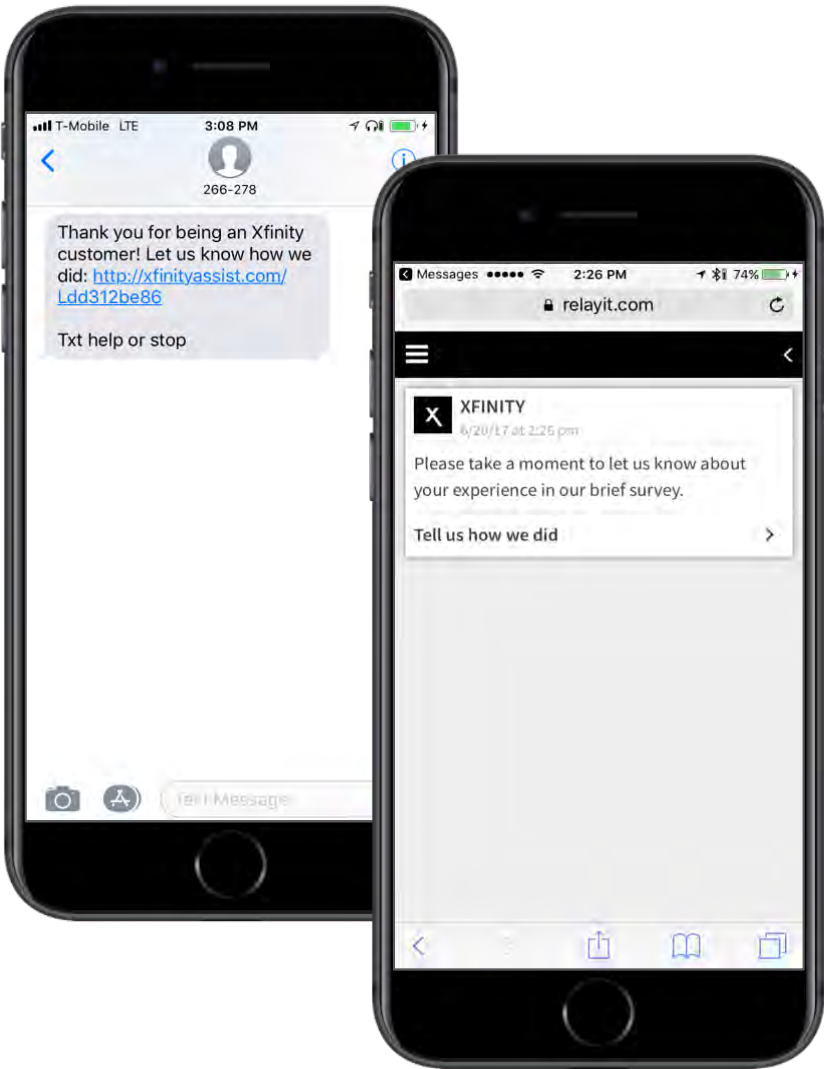
- Drives to Welcome Guide, Product highlights, and ways to get help



2 Days Post Install

SMS NPS Survey

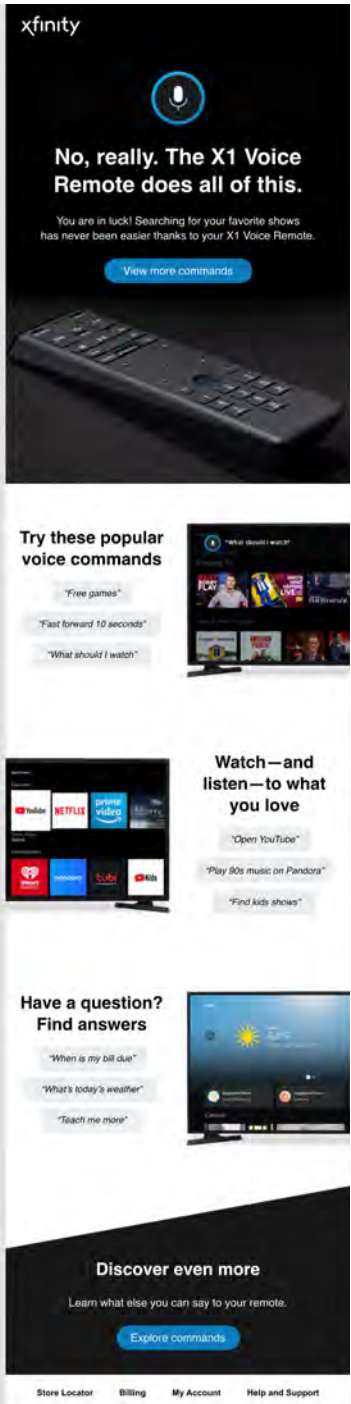
- NPS survey



Day 3

Voice Remote

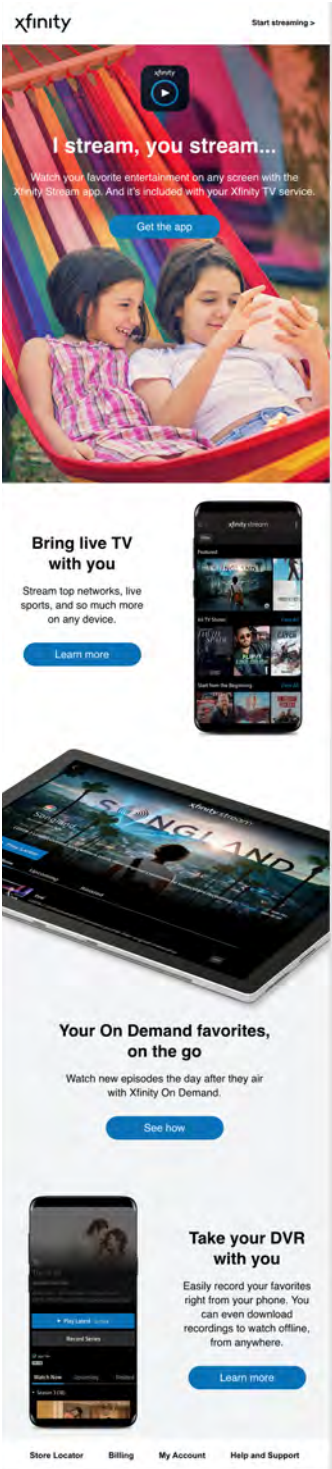
- Education on the X1 Voice Remote and popular voice commands



Day 4

Stream App

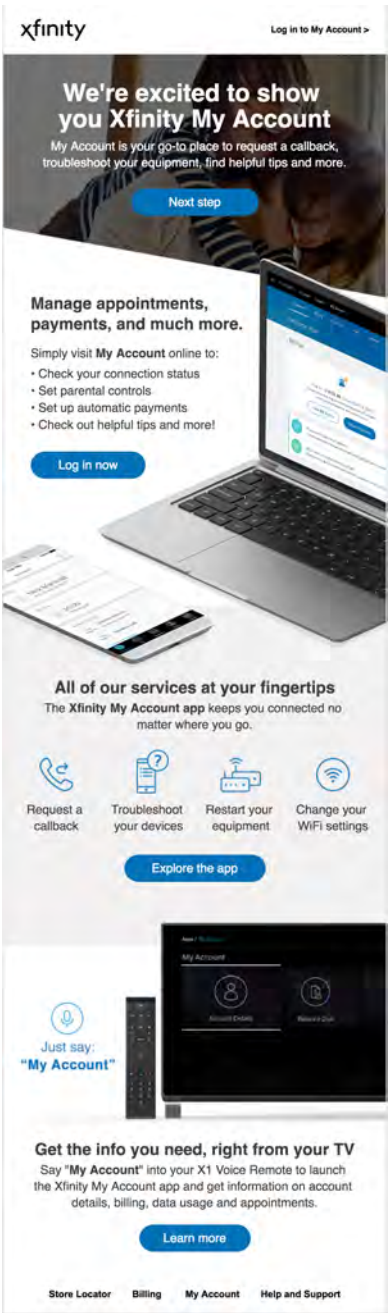
- Stream App: drives app download



Day 5

My Account

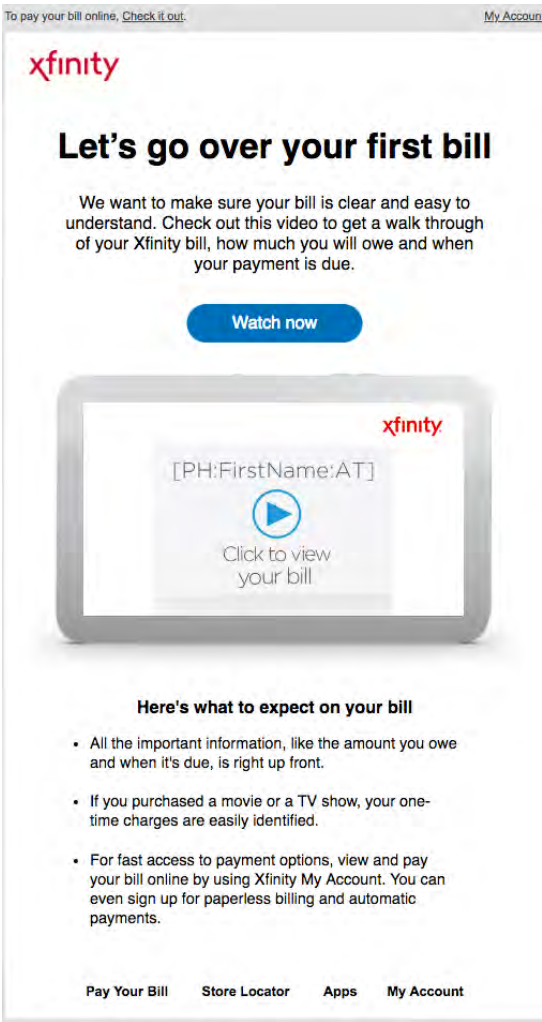
- My Account details



Day 6

First Bill (Video Email)

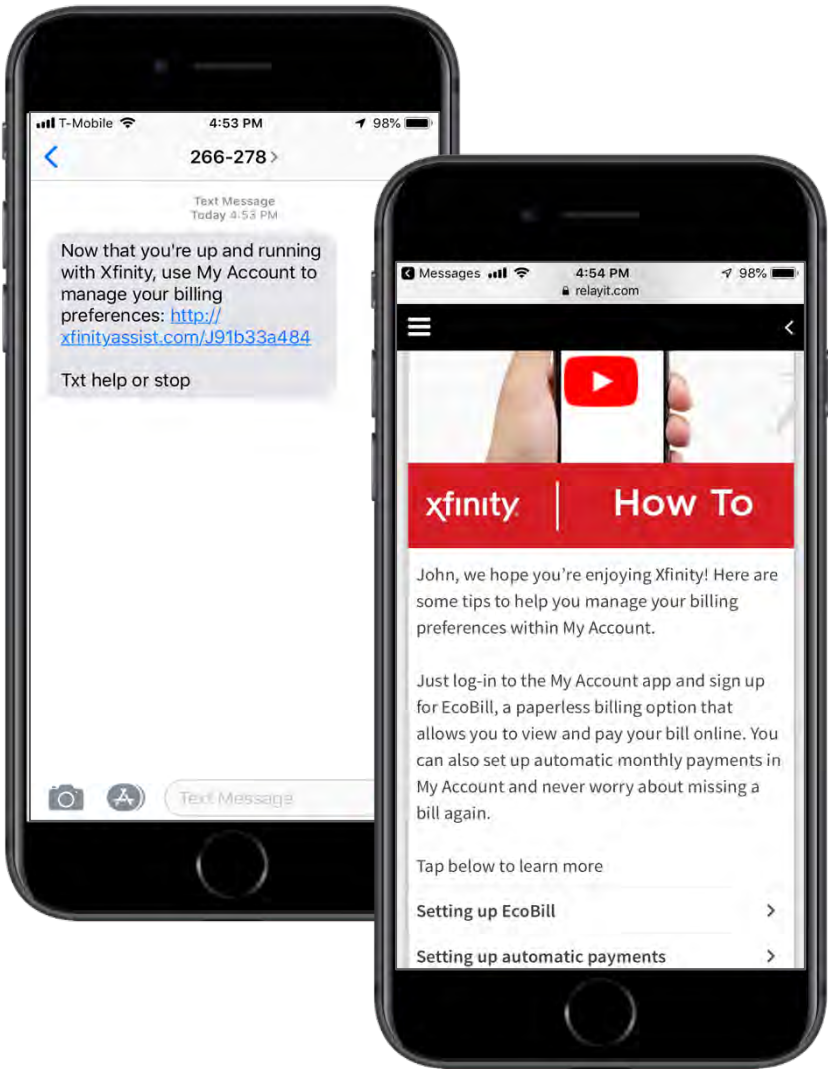
- Walks customer through bill structure (typical first bill arrives around day 7)



7 Days Post Install

SMS Wrap Up

- Final SMS check-in that focuses on signing up for Automatic payment and Paperless Billing



Day 7

WiFi Hotspots

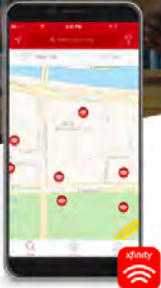
- Wifi Hotspot
- xFI


[Get started >](#)

Seriously! We're giving you access to WiFi on the go.

Surfing and streaming from wherever you are is easy with millions of Xfinity WiFi hotspots, included with your Xfinity Internet service at no additional cost.

[See for yourself >](#)



Find WiFi hotspots near you.

Easily locate fast, secure WiFi hotspots with the [Xfinity WiFi app](#), so you can seamlessly connect on the go.

[See nearby hotspots](#)

xfinity xFi

Manage your home WiFi from anywhere.

Xfinity xFi makes it easy to view and control your in-home WiFi, right from your mobile device or computer.



See what devices are online and how long they've been on.



Pause WiFi on any of your devices during meals or at bedtime.



Optimize and evaluate WiFi performance within your home.

[Get started](#)

[Store Locator](#)
[Billing](#)
[My Account](#)
[Help and Support](#)

Day 8

Bilingual Options

- Targeted specifically for Spanish speaking customers

xfinity Empieza

Do you want to see this email in English? Click here >

¿Hablas español? ¡Nosotros también!

Tanto si estás buscando recomendaciones personalizadas de shows o leyendo biografías de actores, Xfinity X1 te permite disfrutar de tus funciones favoritas, en español y en inglés.

Ver funciones

Di "hola" a tu Control Remoto por voz X1

Cambia la configuración del idioma en X1 diciendo "Change menu to Spanish" a tu Control Remoto por voz. Para volver a cambiarlo, simplemente di "Cambia el menú a inglés".

Más información >

Ve la mejor televisión en un solo lugar

Disfruta de más de 60 canales en español, además de películas y shows de éxito con Xfinity On Demand™, y ve a tus equipos favoritos con la Premier League, MLS y La Liga.

Comienza a ver >

Disfruta de tus programas favoritos, en español, con SAP.

Cambia el idioma del sistema de audio secundario (SAP) a español, para que puedas ver todos tus shows favoritos como quieras.

Muéstrame cómo >

Encuentra entretenimiento para niños excelente

La sección de Kids Zone en X1 cuenta solo con programación infantil y ofrece resúmenes de los shows populares en el idioma que eligas.

Más información >

Tu cuenta en tu idioma

Xfinity My Account te permite ver y administrar la información de tu cuenta y facturación fácilmente, en español y en inglés.

Ingresar en Mi cuenta

Localizador de tiendas Facturación Mi cuenta Ayuda y apoyo técnico

Day 9

Platform Apps

- Intro to X1 apps

xfinity Get started >

Take TV to the next level with X1 apps

The apps you know and love are built right into your TV – simply press the **Xfinity** button on your remote and select **Apps** to get started.

[Explore all the apps](#)

xfinity x1 Sports Edge

Sports on X1

Get live scores and see upcoming game schedules, all in one place. Plus, easily switch between highlighted games so you never miss a moment. Press **X** on your remote to get started.

[Learn more](#)

xfinity x1

Netflix

Netflix app

Easily access Netflix right from X1—no more changing inputs. Now you can discover new favorites and search for Netflix TV shows and movies using the X1 Voice Remote.

[Find out more](#)

Netflix streaming membership required

xfinity x1

Xfinity xFi app

Take control of your in-home network right from your TV with xFi. Ask your X1 Voice Remote to view your WiFi name and password, see who's online, and even pause WiFi at dinnertime.

[Get started with xFi](#)

Ready to explore more?

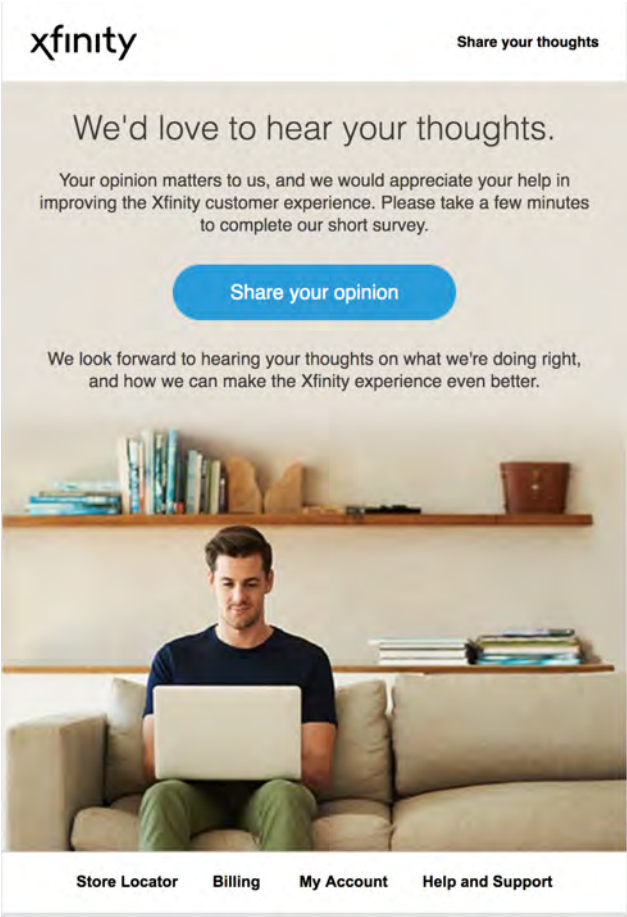
[See all the apps available on your TV >](#)

Store Locator Billing My Account Help and Support

Day 11

Connects Survey

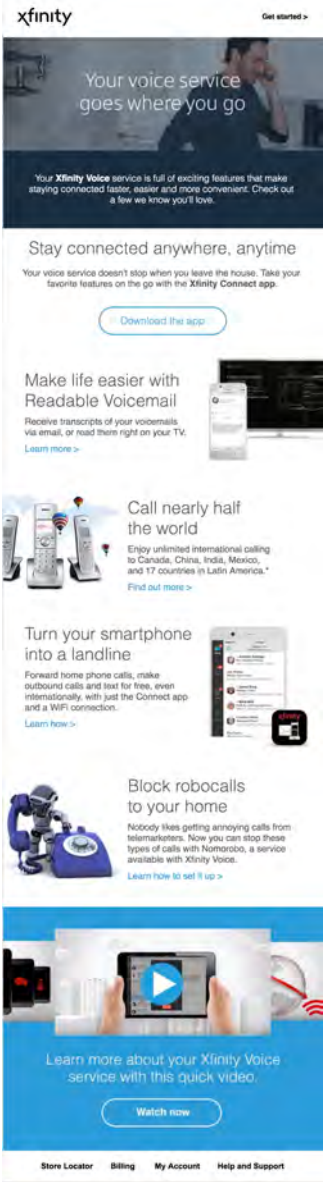
- New customer survey



Day 12

Voice Welcome

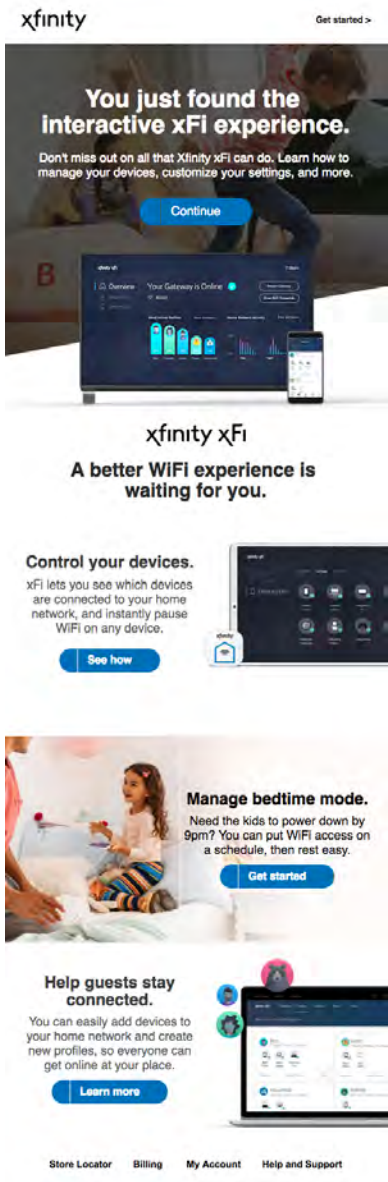
- Xfinity voice service details
- Connect app



Day 13

In-home WiFi xFi

- xFi features and tips



Help & Support


Get started >

Come by! We're here to help you.

Let us treat you to personalized help and expert advice at your local Xfinity Store.

Take a look



You should know about these features.

Troubleshoot on the go with Xfinity My Account.

Easily check your connection status, refresh your equipment, and more.

Log in



Get assistance on our Help & Support page.

Find answers to frequently asked questions, learn more about our services, and get product tips and tricks.

Get started



Your X1 is here to help.

Simply say "help" or press A on your Voice Remote to watch support videos, troubleshoot issues, and more.

See how



We're always nearby.



Send us a tweet:
@comcastcares >



Find a store near you >



Chat with us online >

Store Locator

Billing

My Account

Help and Support

XH Upgrade


Call 1-855-659-6801 to learn more about Xfinity Home

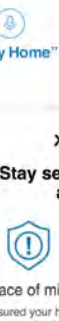
Control your home security, right from the couch.

Xfinity Home lets you look after your home and family, all on your TV screen with X1. Arm and disarm your system, view live or recorded video*, and more using just your voice with the X1 Voice Remote.

[Learn more](#)

Or call us at 1-855-659-6801 to hear about our latest offers.

*Additional equipment purchase required.



"Xfinity Home"

xfinity home

Stay seamlessly connected and protected.



Peace of mind

Rest assured your home is secured with 24/7 professional monitoring.



Control on the go

Easily arm and disarm your system, right from your phone with the Xfinity Home app.



Real-time alerts

Set rules to stay connected with text and email notifications.



Stay in the know

Access your system from your phone, tablet, or computer.

[Explore features](#)



Already have existing home security equipment?

It could be used with Xfinity Home, and we can upgrade your system with the latest security and automation technology**.

[Learn more](#)

**System takeover currently not available in MA.

Store Locator

Billing

My Account

Help and Support

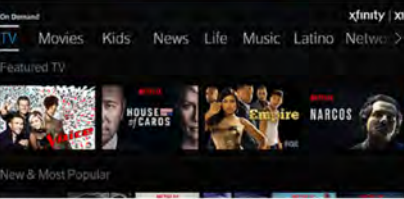
Netflix


[Get started >](#)

Say hello to Netflix on XFINITY X1

Love Netflix? We thought so. Now you can find Netflix right where you find all your entertainment—right on X1. No need to change inputs!

[Learn more](#)

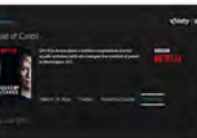


Shows, movies and Netflix entertainment—all on X1

Use the **X1 Voice Remote** to discover Netflix titles instantly. Just say "show me Orange is the New Black" and we'll take it from there.

[Learn more >](#)





Mark a show as your Favorite to quickly access it later. Grab your X1 Voice Remote and say "show me my favorites" to find your top shows instantly.

[More X1 tips >](#)

Netflix titles are now included in your **personalized recommendations**. Get ready to discover new shows and movies you'll love.

[Find out more >](#)



[Learn more](#)

Netflix streaming membership required

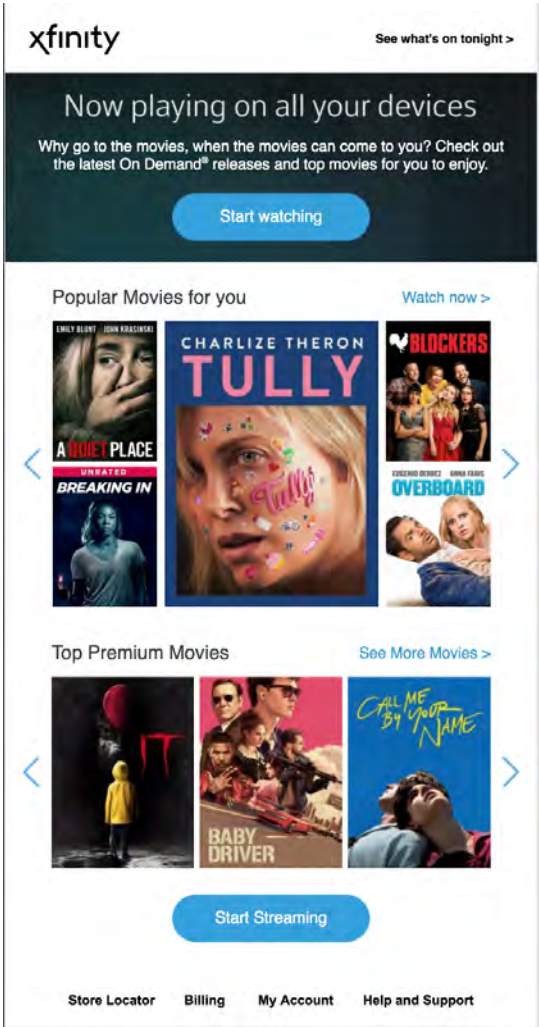


All part of our commitment to you



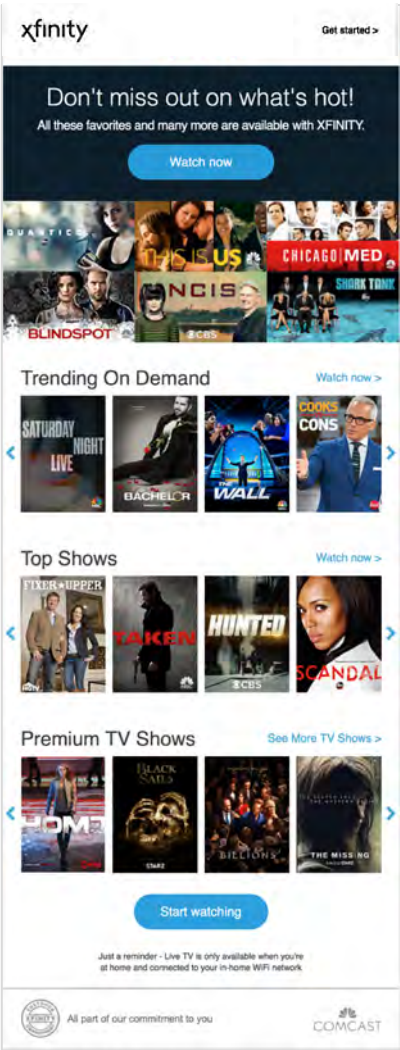
Popular Movies

- Intro to content messaging



Trending TV Shows

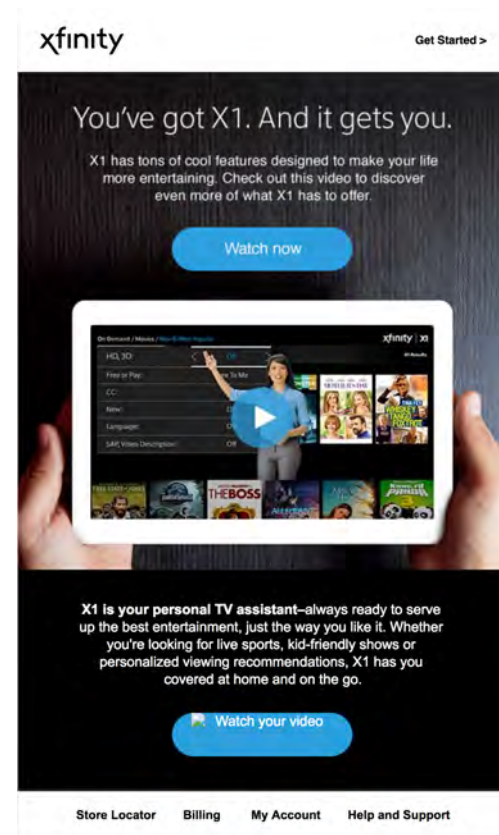
- Intro to content messaging



Day 30

X1 Education Video

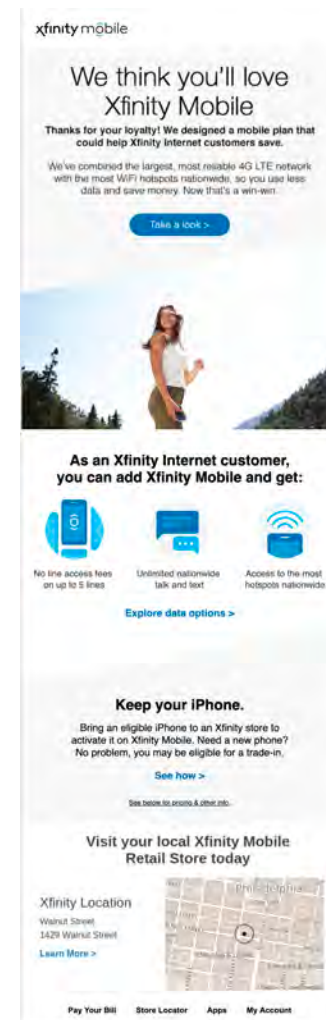
- An in-depth look at X1 features



Day 31

Xfinity Mobile

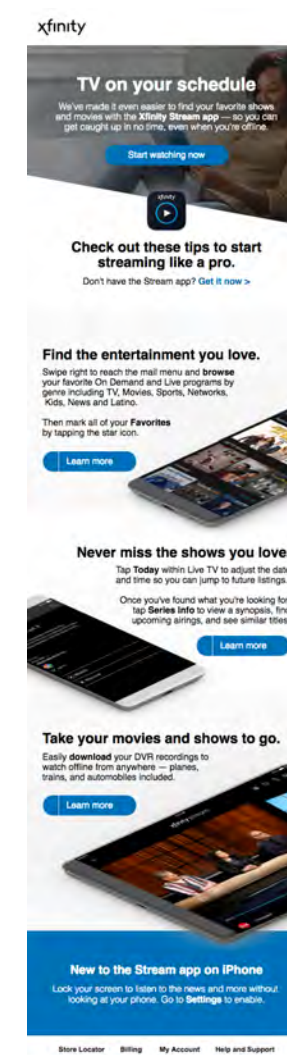
- Mobile Upsell focuses on benefits of Mobile for Internet customers



Day 37

Stream App Advance Tips

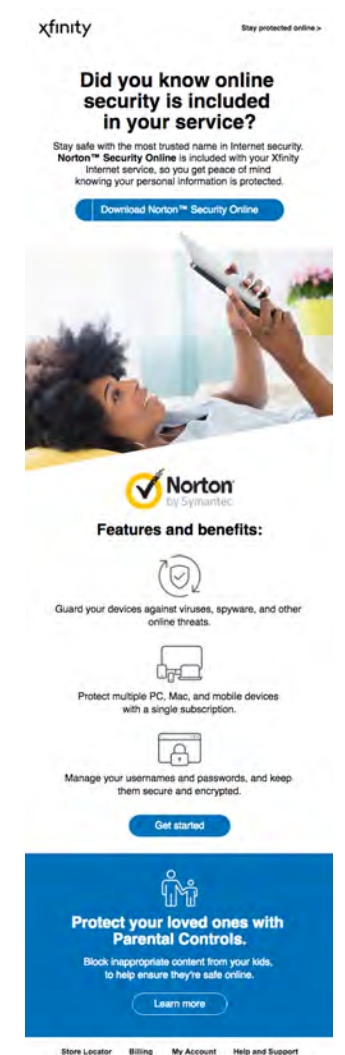
- Drives Stream app usage and Stream app download through tips and tricks



Day 43

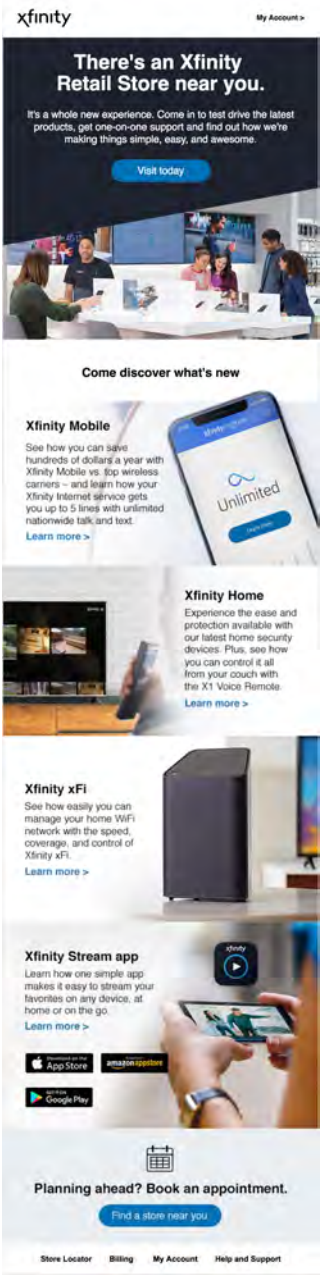
Norton

- Intro on Norton



Xfinity Store

- Intro to Xfinity Retail (goal is to drive store traffic and test drive Xfinity products)



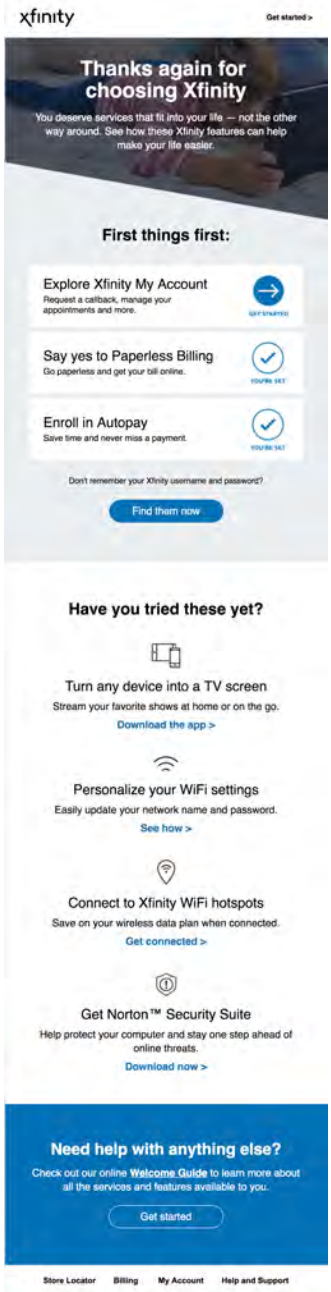
Refer-A-Friend

- New RAF Offer



Checklist

- Personalized to-do list that focuses on signing up for My Account, paperless billing, and Automatic Payments, and other key features



X1 Purchase Pin

- Setting up parental controls and purchase pin

xfinity

Get started >

Keep control of what your kids are watching with Xfinity X1.

Xfinity X1 Parental Controls allow you to block inappropriate content and prevent accidental purchases before they happen—so you don't have to worry when the kids take control of the remote.

Learn about Parental Controls



Ready to get started? Here's how.

To access Parental Controls, you'll need to set up a Parental Control PIN. To create your PIN:

1. Press the Xfinity button on your remote.

2. Go to Settings, then Parental Control and select Parental Control PIN.

3. Enter a 4-digit PIN of your choosing, then re-enter your PIN to confirm.

Once you've created your PIN, you can set Parental Controls like Purchase Protection, Safe Browsing, Safe Search, and more.

Discover more Parental Controls

On Now



X1 Kids Zone: Fun for them. Peace of mind for you.

X1 Kids Zone is a customizable guide just for kids. It uses Common Sense Media scores to filter in kid-friendly content from live TV, free On Demand titles, your DVR recordings and purchases. You can even filter down to specific age ranges and enable autoplay.

Check it out

You can also manage Parental Control settings with My Account

Visit My Account

Store Locator

Billing

My Account

Help and Support

Day 70

X1 Help Menu

- Education on self-service and troubleshooting tips on X1

xfinity

Get started >

Need help? Just say so.

Get the help you need right from your X1 Voice Remote — simply say "help" or press A for assistance.

Learn more



Tell us what you're looking for—literally.

Find your answers faster. Just say "What's my Xfinity username," "restart my TV," or "view my bill" into your Voice Remote to get the help you need.

Find out more

Get help and manage your account on any device

Press A or say "help" into your Voice Remote

With the Xfinity My Account app

At xfinity.com/myaccount

Store Locator

Billing

My Account

Help and Support

Day 83

Kids Zone

- Kids Zone and parental controls

xfinity

Get started >

Relax. We've got the kid stuff covered.

Kids Zone on X1 lets you customize the entertainment just for your family. Let them browse, shuffle, and watch their favorite shows and movies, all curated for ages 12 and under.

Get the fun started

Con Kids Zone, tu hijo disfrutará de programación educativa y divertida en un ambiente seguro.

Más información

Kids control the lineup.

All their favorites in one place

Kids can watch their favorite age-appropriate shows and movies live or through Xfinity On Demand.

Learn more



Searching made simple

Finding their favorite shows is easy — just ask the X1 Voice Remote. Kids can browse recently-watched programs, networks and favorite themes.

Explore search options



Go ahead, give them the remote.

Customize by age group.

Easily restrict viewing and searches by specific age ranges to fine tune your children's viewing experience.

See age settings

Stay safely in the zone.

Set up your Parental Control Pin so kids can't exit without permission or change settings on their own.

Learn how

Store Locator

Billing

My Account

Help and Support

21



Onboarding Customers Communications

HSD Communications Flow

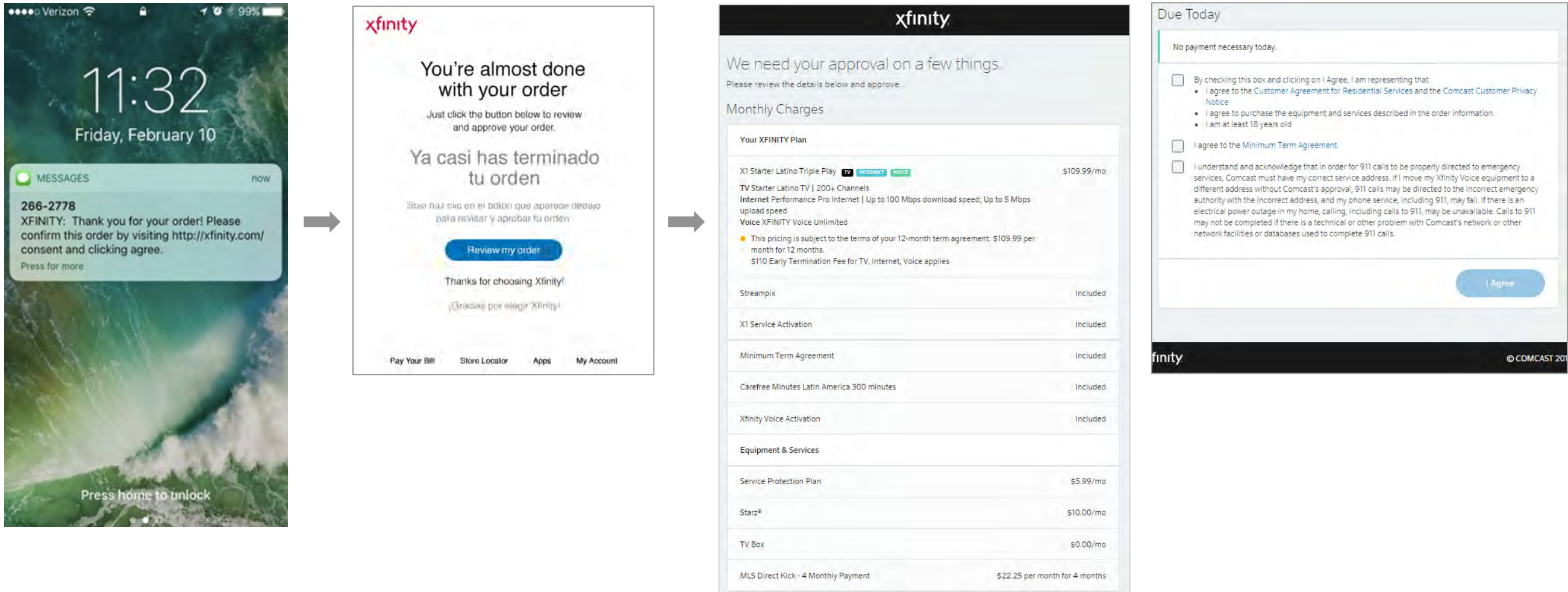
08.06.2019



Day of Order

Consent Email and SMS Flow

Customer consent for service related SMS. Links to landing page where customer clicks “agree”.



Day of Order

SMS Welcome

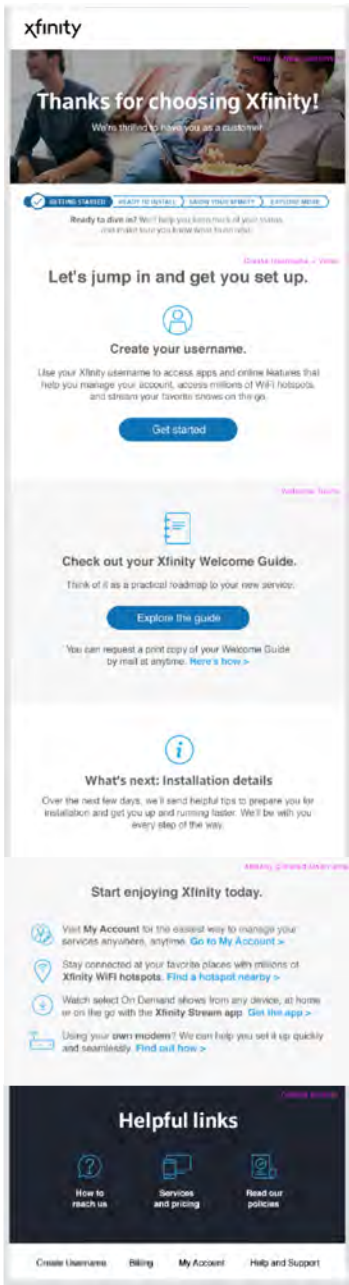
Informs customers of what to expect next and drives Username Creation.



5 Minutes

Thank You Email

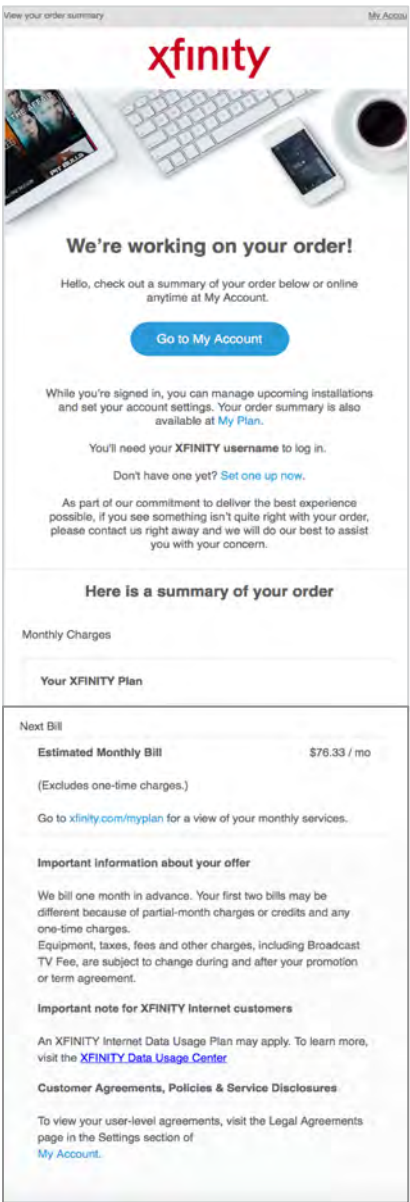
Order details & Username creation. Legal Info Delivery: DWG, Channel Lineup, et al., Contract info Drive My Account & UID



15 Minutes

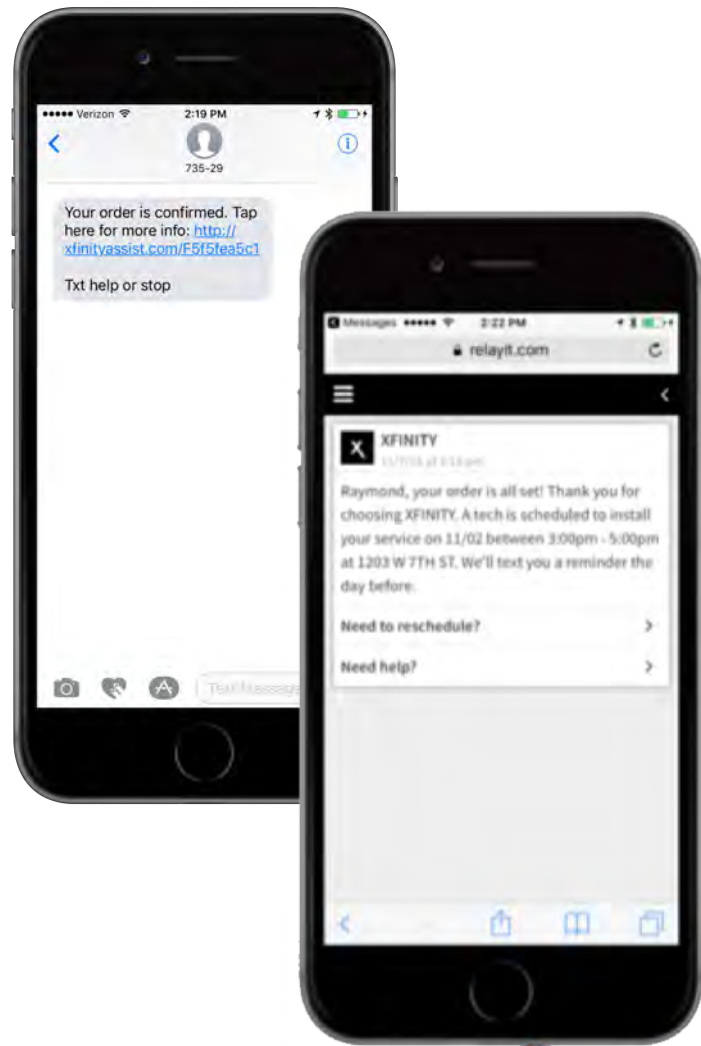
Order Confirmation

Order details & contract info Drive My Account & UID



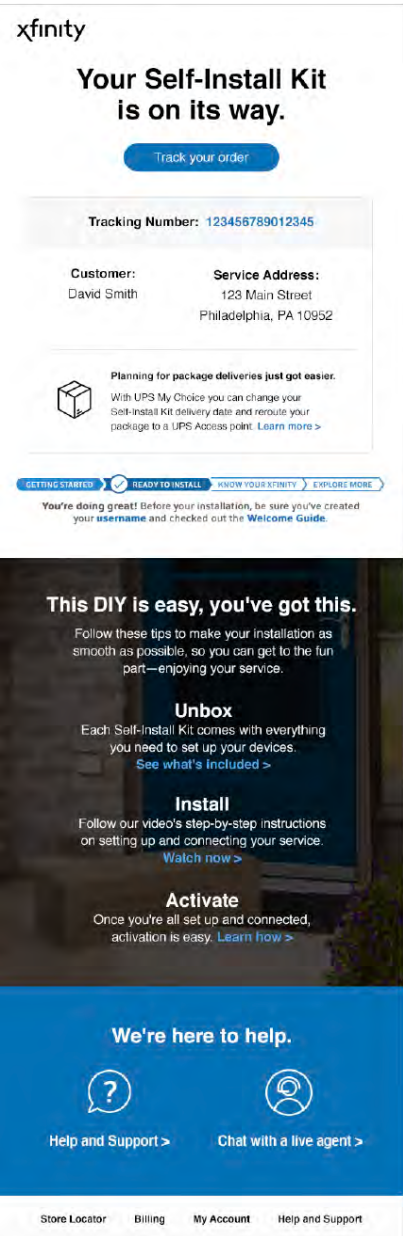
SIK Order Confirmation

Order shipment details with links to self-install kit overview and links to assistance.



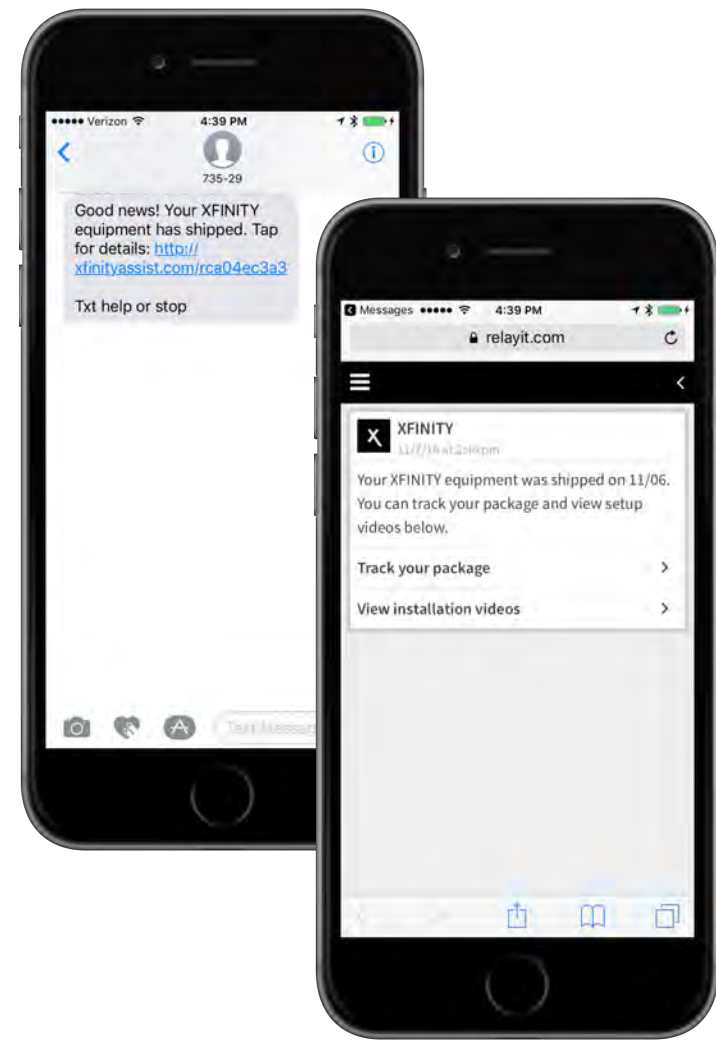
SIK Equipment Shipped

Shipment confirmation with tracking details and Self-Install tips.



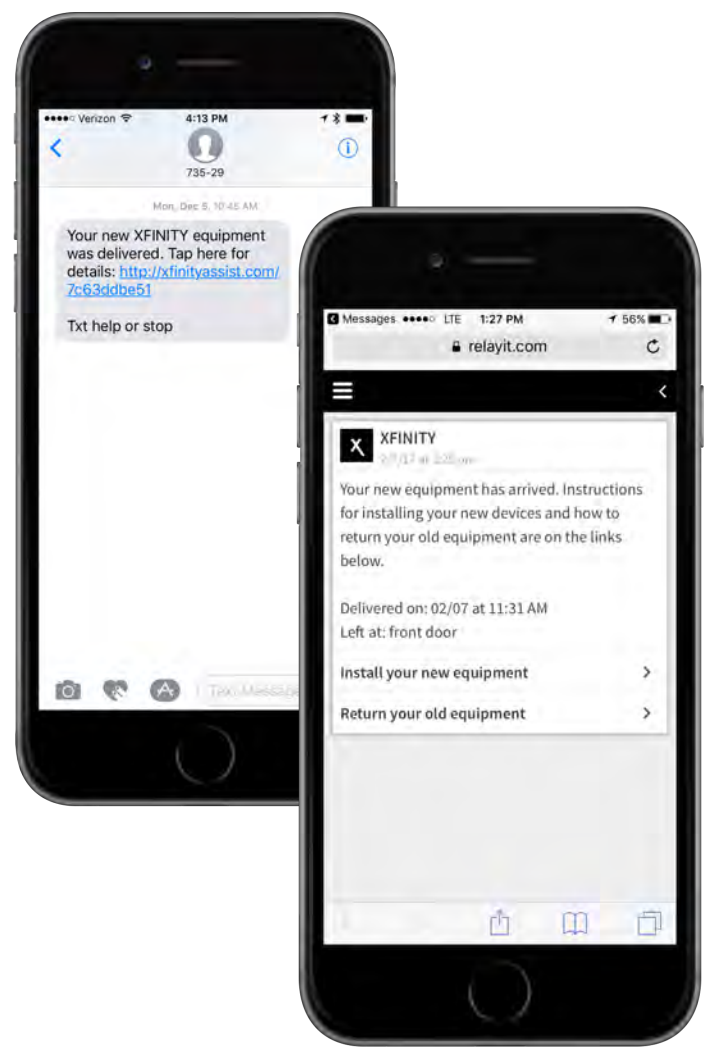
SMS Equipment Shipped

Shipping and Tracking information. Includes Installation videos.



Equipment Delivered

Self install instruction and information on how to return old equipment.



Welcome Email

Drives to Welcome Guide
Product highlights
Ways to get help.



NPS Survey

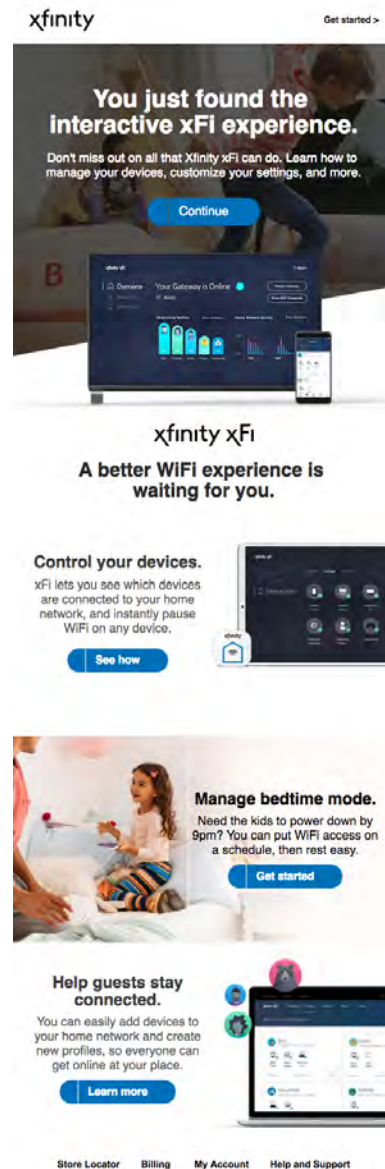
NPS Survey



Day 5

Internet Tips

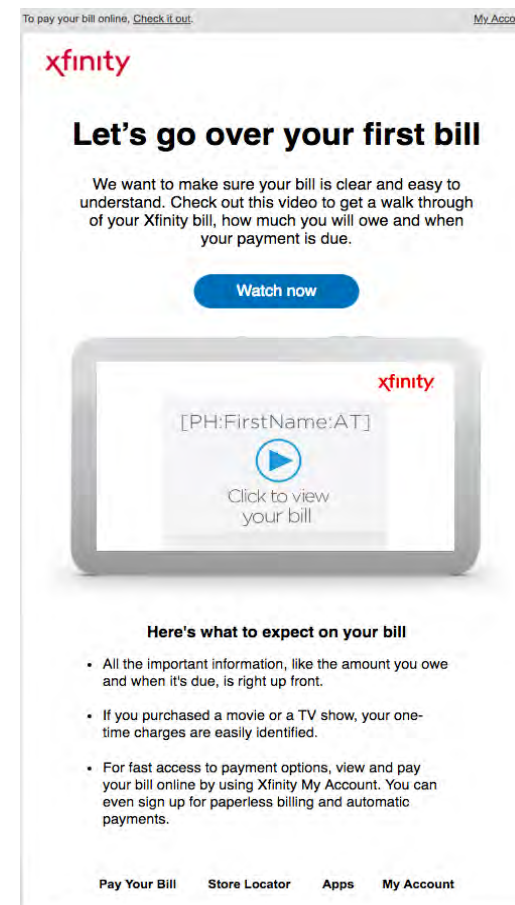
xFi Tips



Day 7

First Bill (Video Bill)

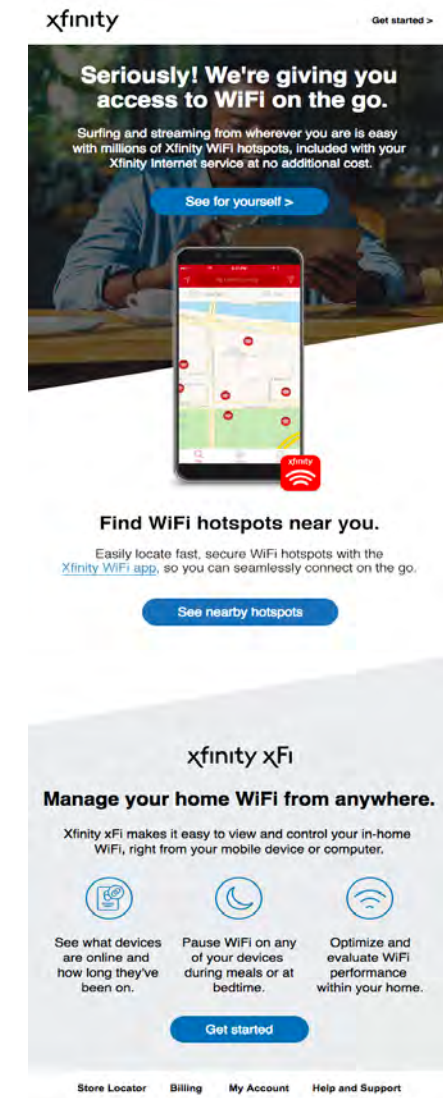
Walks customer through bill structure.



Day 7

WiFi Hotspots

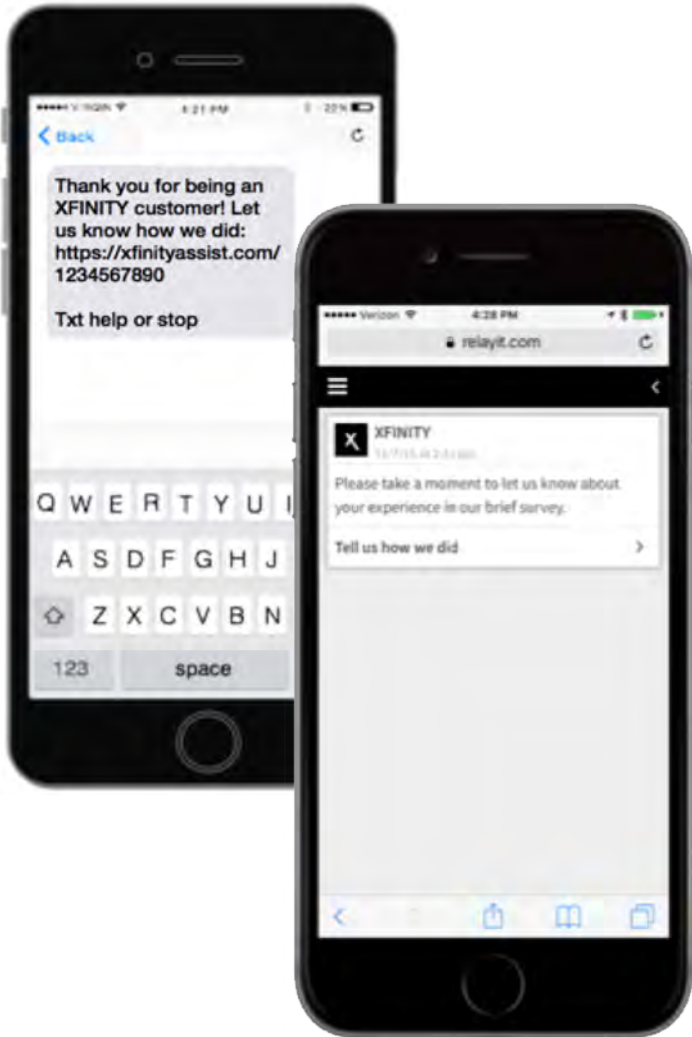
Near WiFi Hotspot xFi



7 Days post Install

SMS Wrap Up

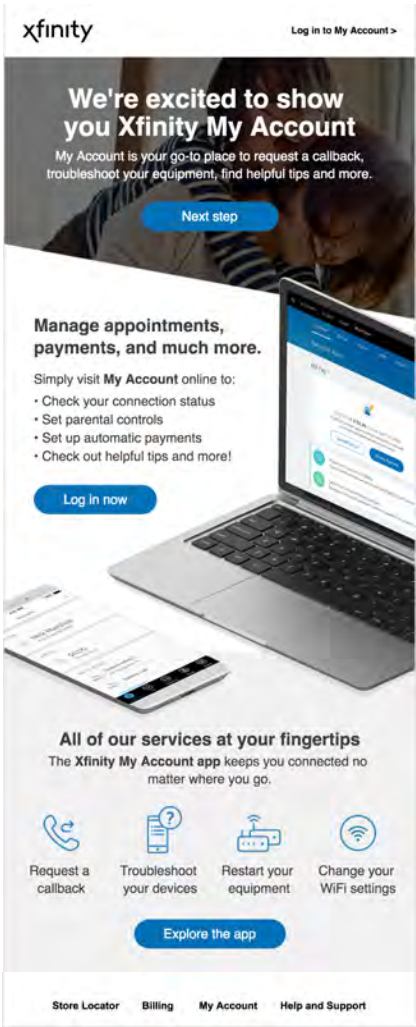
Final SMS check-in that focuses on signing up for AutoPay and Paperless.



Day 9

My Account

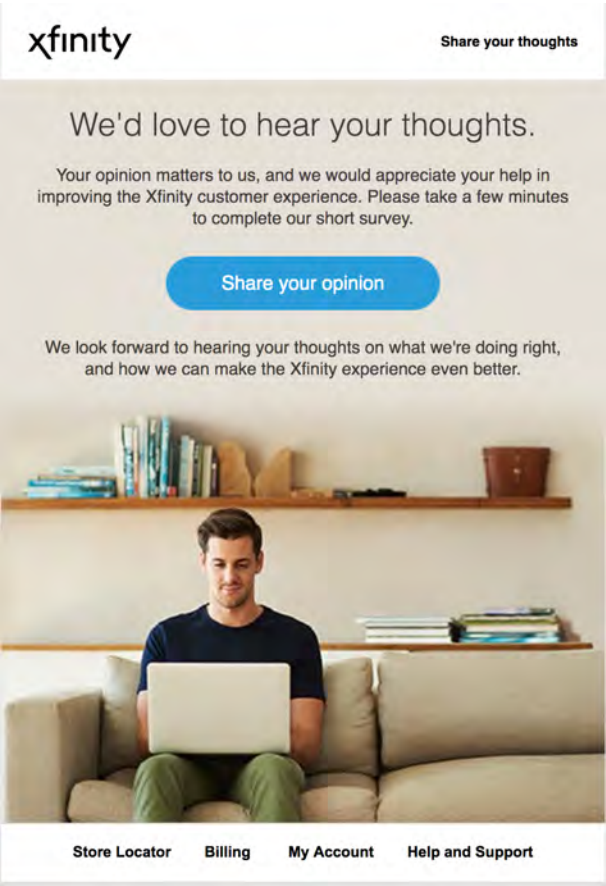
My Account Details



Day 11

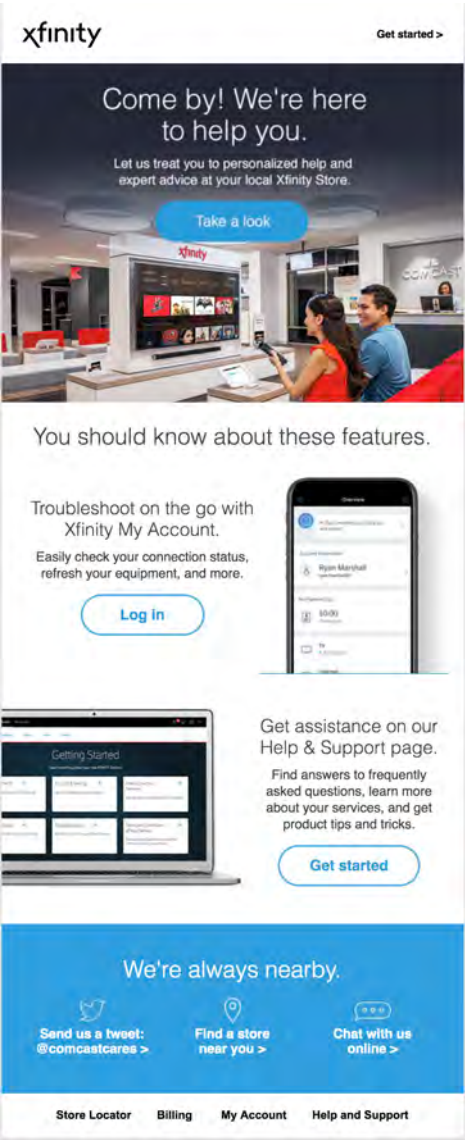
Connects Survey

New Customer Survey



Help and Support

Help options, including Retail, online, My Account



XiTV Upgrade



IE Dedicated Email

A dedicated resource email that drives to online Learning Center



Day 30

Xfinity Mobile

Mobile Upsell focuses on benefits of Mobile for Internet Customers

xfinity mobile

Introducing a
new kind of network

For Xfinity Internet customers, designed to save you money.

We've combined the largest, most reliable 4G LTE network with the most WiFi hotspots nationwide, so you use less data and save money. Now that's a win-win.

Check it out.



As an Xfinity Internet customer,
you can add Xfinity Mobile and get:



No line access fees
on up to 5 lines



Unlimited nationwide
talk and text



Access to the most
hotspots nationwide

Explore data options >

Keep your iPhone.

Bring an eligible iPhone to an Xfinity store to activate it on Xfinity Mobile. Need a new phone? No problem, you may be eligible for a trade-in.

See how >

See below for pricing & other info.

Pay Your BillStore LocatorAppsMy Account

Day 37

Refer-a-Friend

New RAF offer

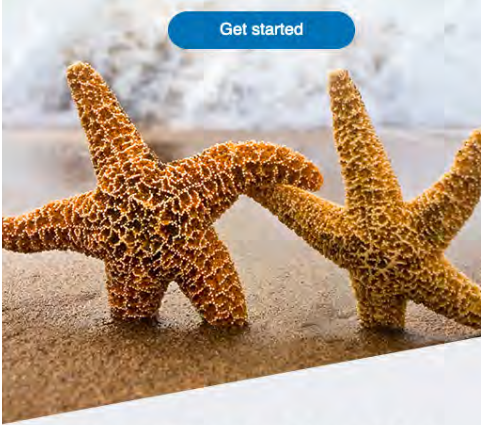
xfinity

It pays to have friends



Now it's easy to refer your friends and get up to \$500 a year. Each friend can earn up to \$100 too!

Get started



Great friends stick together

Get up to \$500 in Visa® Prepaid Cards when your friends sign up for Xfinity!



Earn up to \$175 for each referral—plus, your friend can earn up to \$100 too.



Once they're referred, your friends & family can add services online, in store or by phone.



Now, new & existing customers can earn rewards when they sign up for Xfinity Mobile.

Ready to share and earn?

Get started

Store Locator

Billing

My Account

Help and Support

Day 43

Norton

Info on Norton
that is included
with service


Stay protected online >

Did you know online security is included in your service?

Stay safe with the most trusted name in Internet security. **Norton™ Security Online** is included with your Xfinity Internet service, so you get peace of mind knowing your personal information is protected.

[Download Norton™ Security Online](#)





Features and benefits:



Guard your devices against viruses, spyware, and other online threats.



Protect multiple PC, Mac, and mobile devices with a single subscription.



Manage your usernames and passwords, and keep them secure and encrypted.

[Get started](#)



Protect your loved ones with Parental Controls.

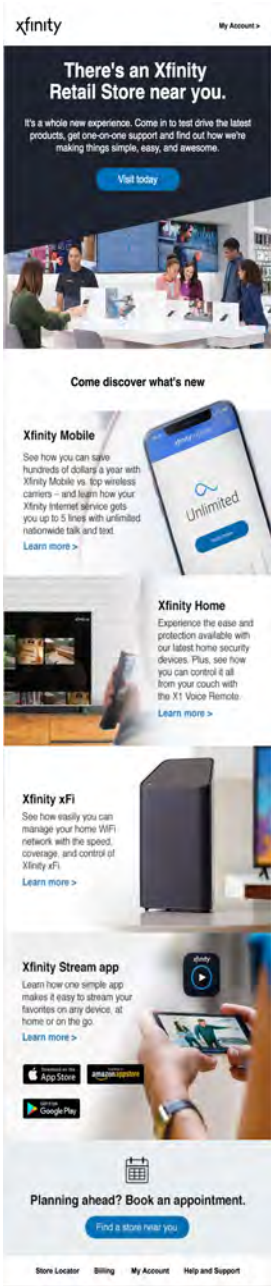
Block inappropriate content from your kids, to help ensure they're safe online.

[Learn more](#)

[Store Locator](#) [Billing](#) [My Account](#) [Help and Support](#)

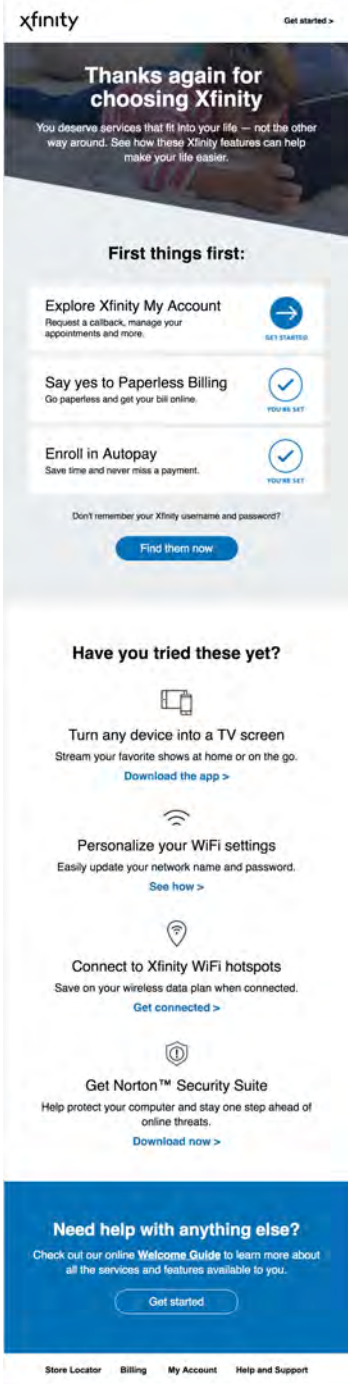
Xfinity Store Email

Intro to Xfinity Retail. Goal is to drive store traffic and test drive Xfinity products



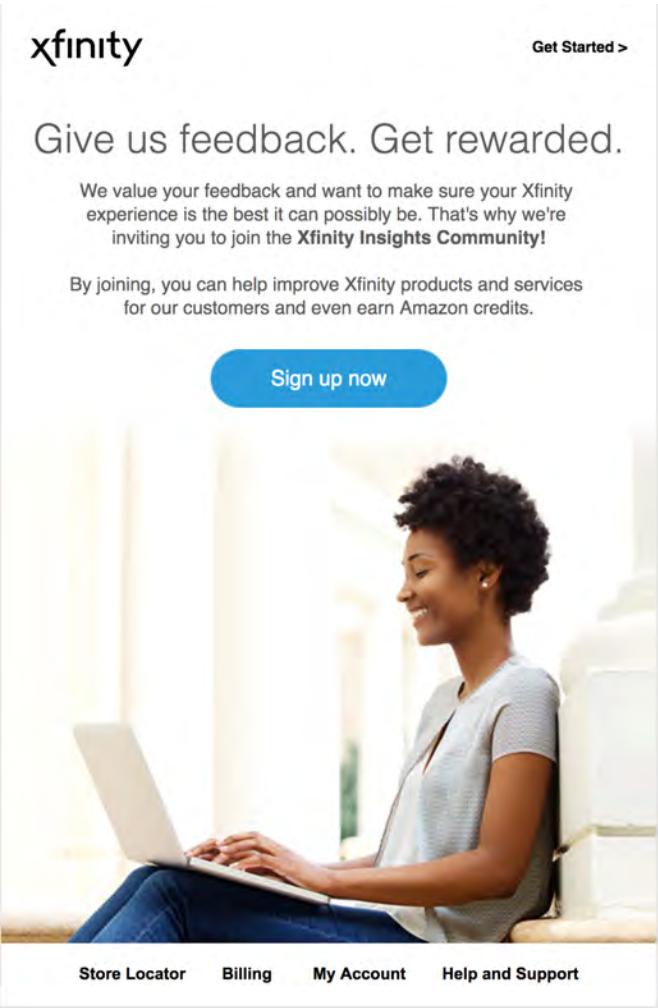
Checklist

Personalize to-do list that focuses on digital first actions



Xfinity Insights Panel

Customer feedback





Onboarding Customers Communications

Movers Communications Flow

11.27.2018



Tailored Comms

- Speak to customers as if we know they are moving.
- Not as if they are new customers.

Modified content

- The vast majority of movers keep the same product packages, so most communications use the more “advanced features.”

Tenure

- Customers who are moving may not have received full “onboarding” when they were new. Content still gives an overview.

Cross-sell

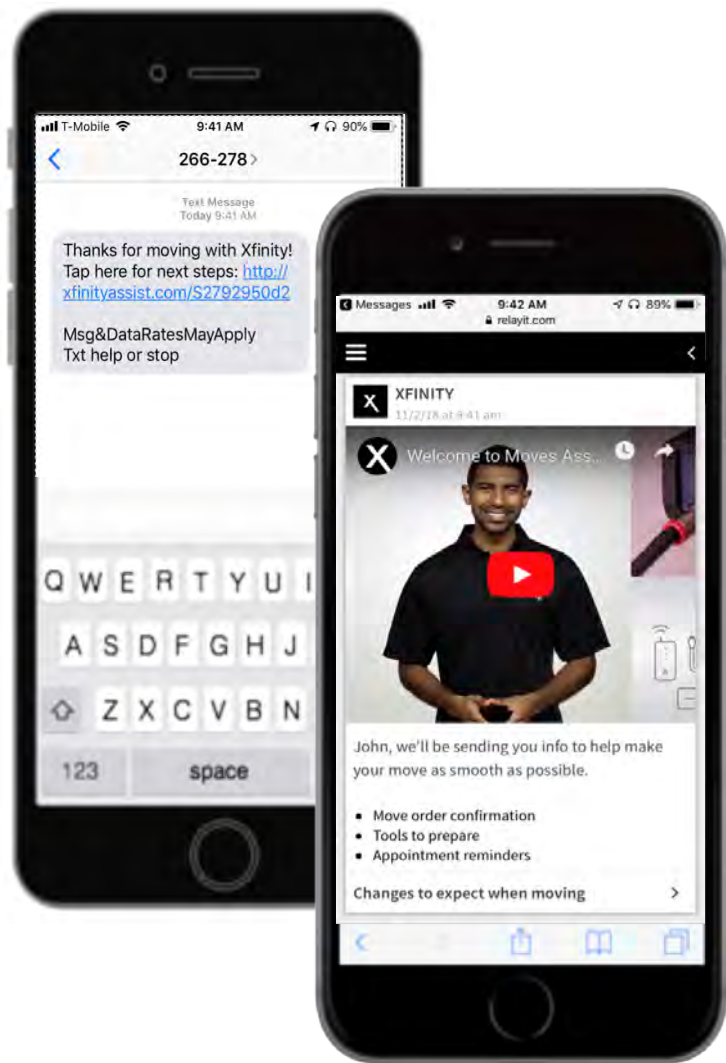
- A move means a new home...and opportunity to XH cross-sell.

Customer Journey

Day of Order

SMS Welcome

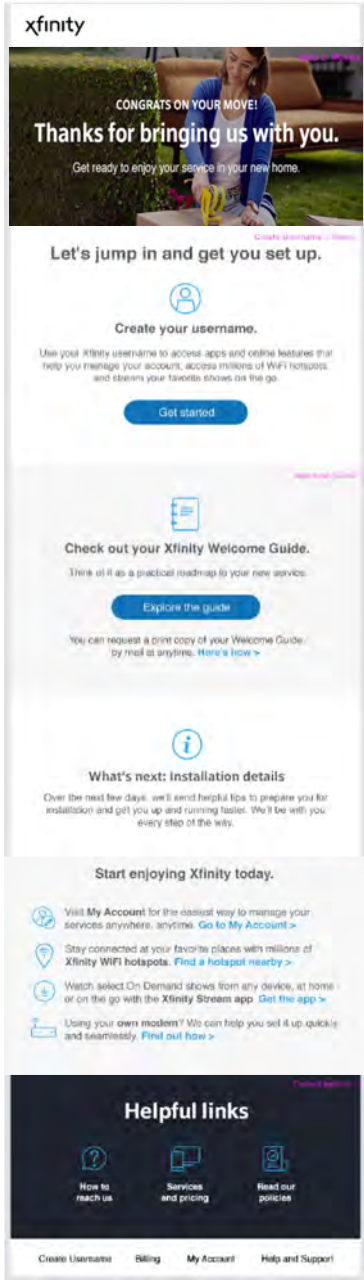
Informs customers of what to expect next and drives Username Creation.



5 Minutes

Thank You Email

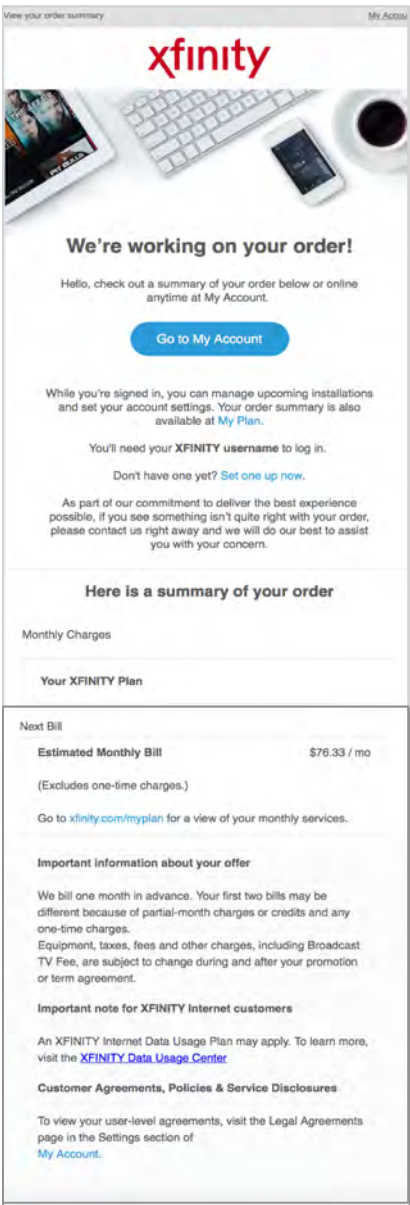
Legal Info
Delivery: DWG,
Channel Lineup,
et al.



15 Minutes

Order Confirmation

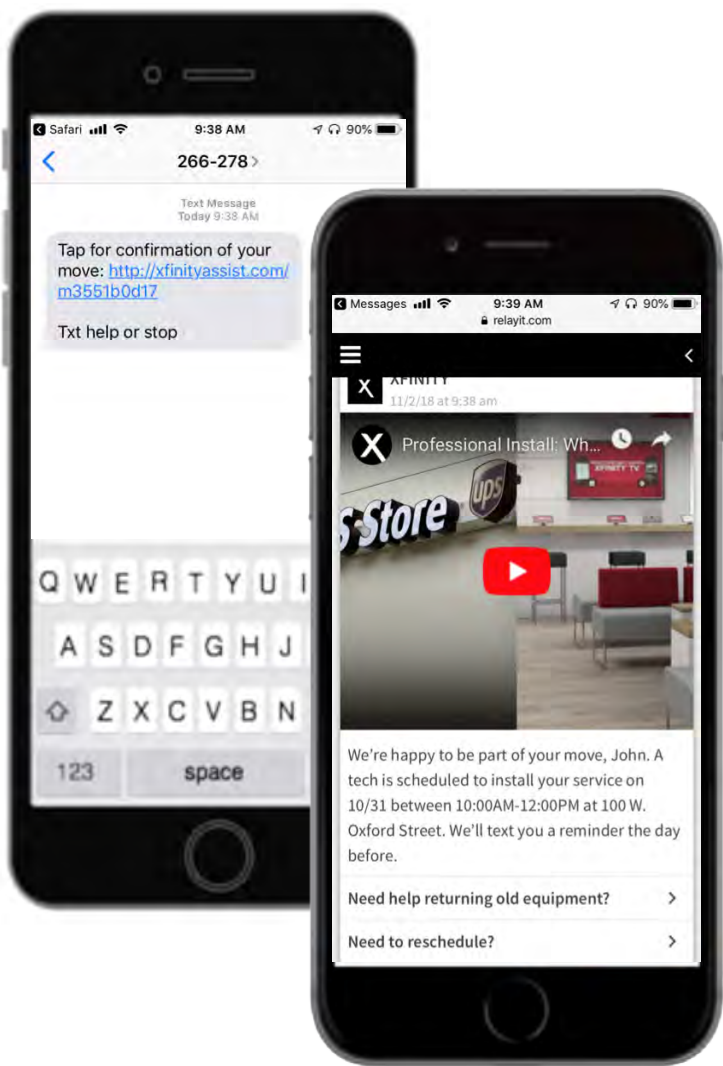
Order details &
contract info
Drive My
Account & UID



Pre-Install

Appointment Confirmation

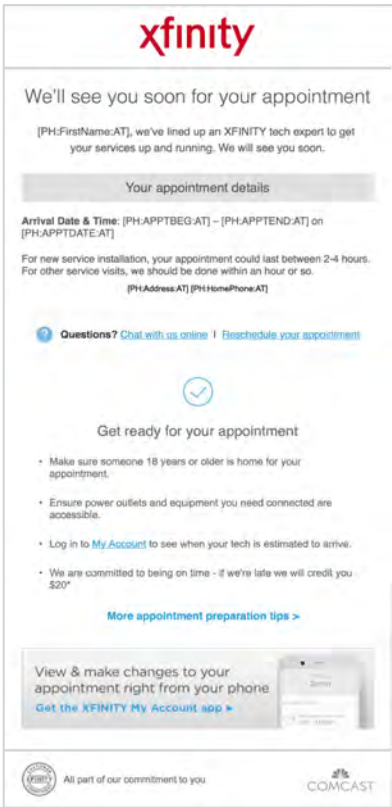
Appointment Confirmation
Use My Account to manage. * See Appendix for Stream PreActivation.



Pre-Install

Triggered – Appointment Reminders

Appointment
Reminder &
prep tips
Use My Account
to manage



2 Days Before Install

Pre-Install Email

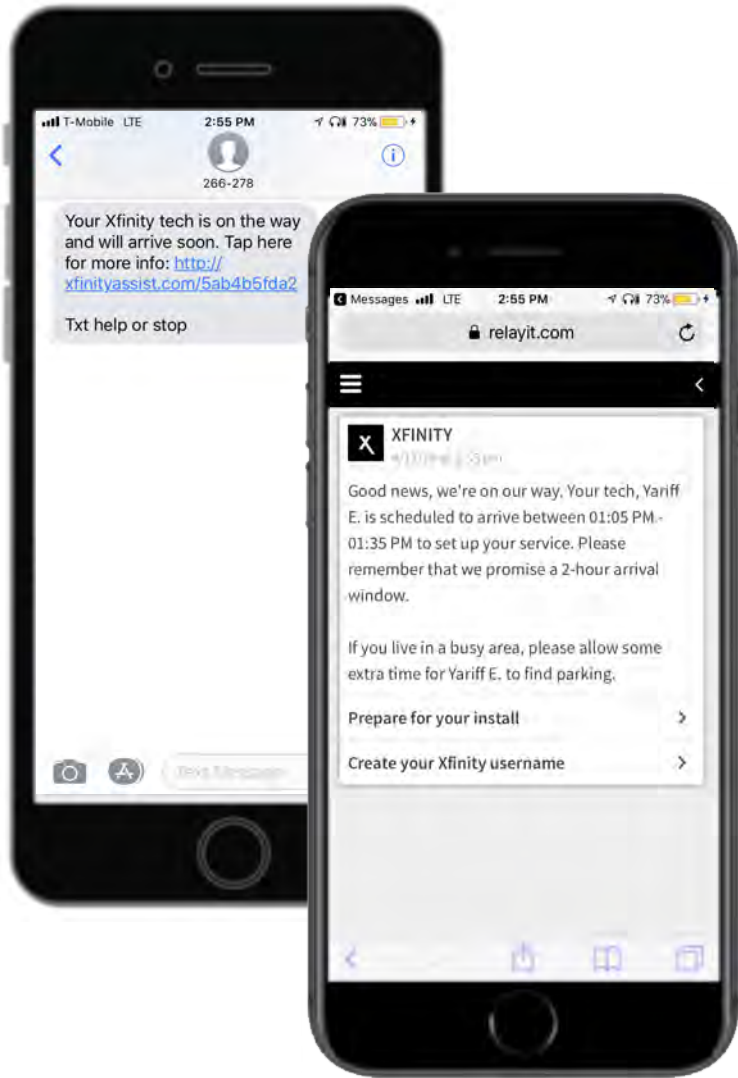
How to prep for
installation or
SIK install
instructions
Adding pre-
activation video
and WiFi
hotspot
message as
well as Stream.



Day of Install

Tech ETA (On-Time)

Estimated arrival timeframe
Tips for prepping for install and
Username Creation



Day of Install

Tech Arrived

Tech has arrived at their home
My Account log in



Day 2

Welcome Email

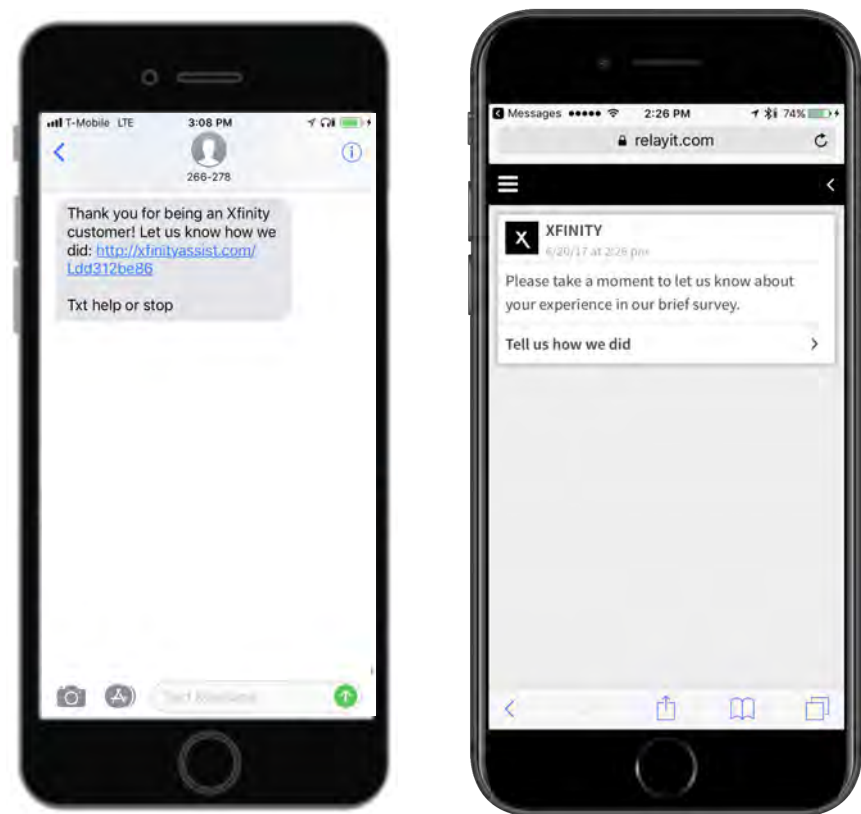
Drives to
Welcome Guide
Product highlights
Way to get help



2 days Post Install

SMS NPS Survey

NPS Survey



Day of Install

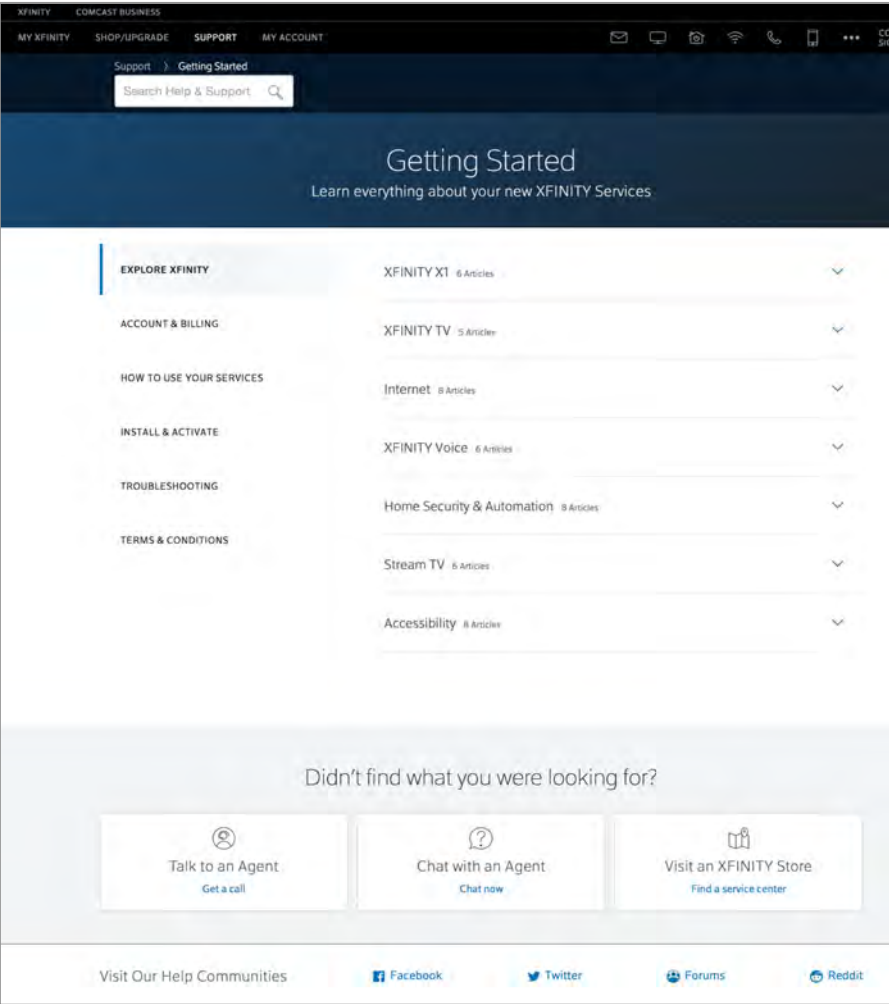
Welcome Insert (print)

How to get started: UID & My Account
FAQs
Stream and xFi apps



Digital Welcome Experience

Includes Printable Channel Line-Up and
Printable Rate Card.



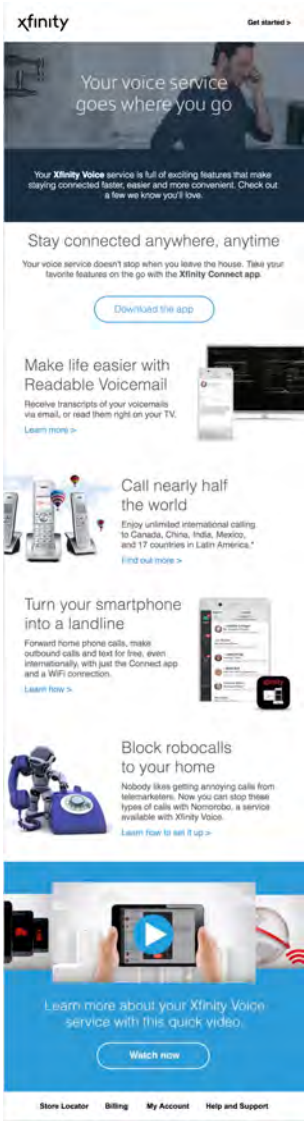
Welcome Guide

Printed guide only sent to customers without
email. Mailed on demand welcome kit with a
dedicated Steam Page.



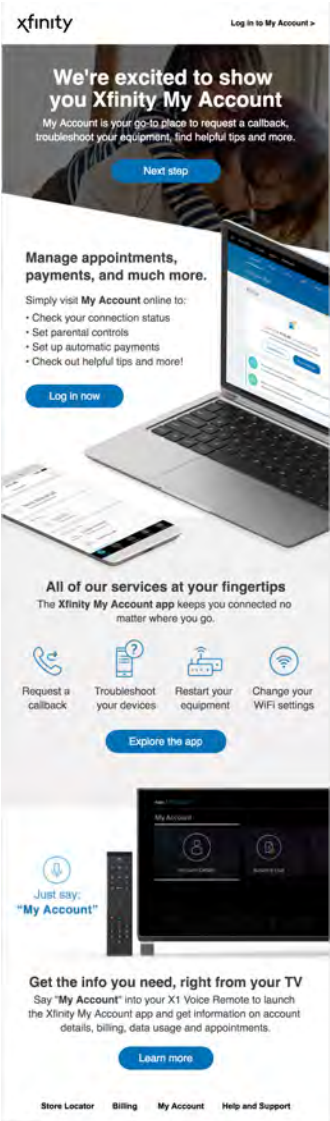
Voice Welcome

Xfinity voice service details and Connect app



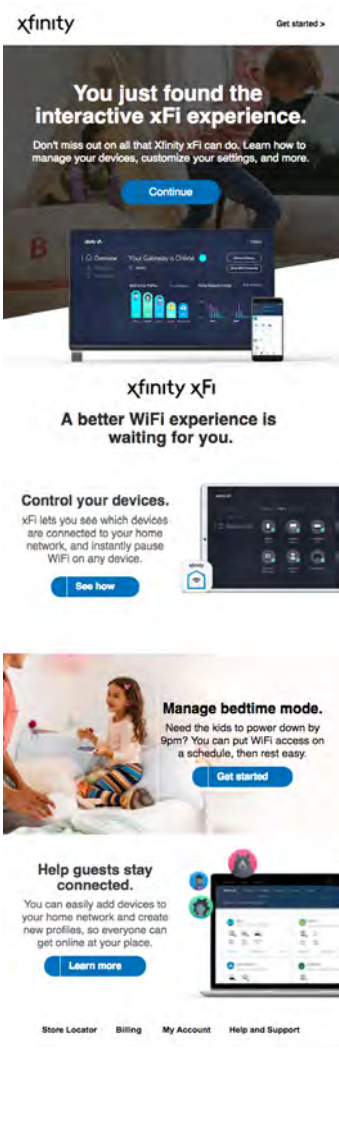
My Account

My Account details



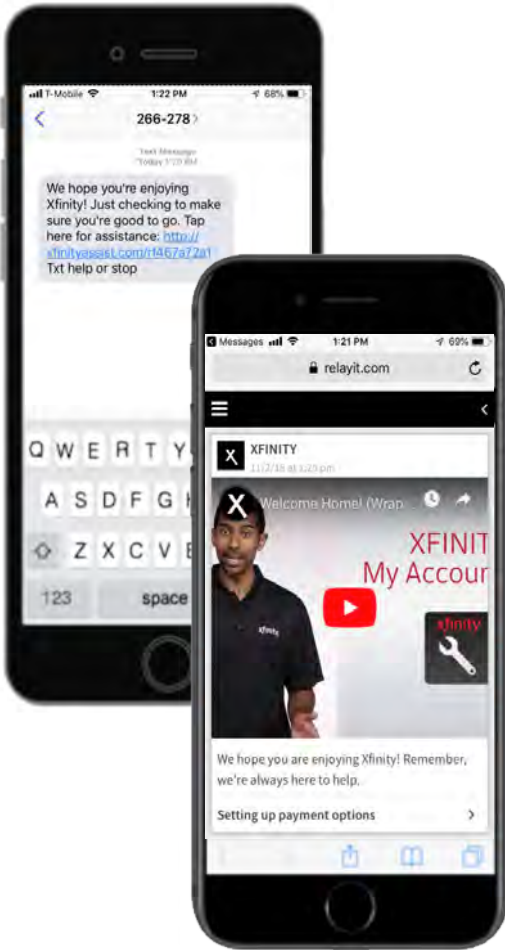
Internet Tips

Getting started with xFi



SMS Wrap Up

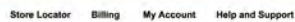
Final SMS check-in that focuses on downloading the Xfinity Stream app



Stream App and Drives App download



Help options, including Retail,
online, My Account



Xfinity Home details and upgrade information

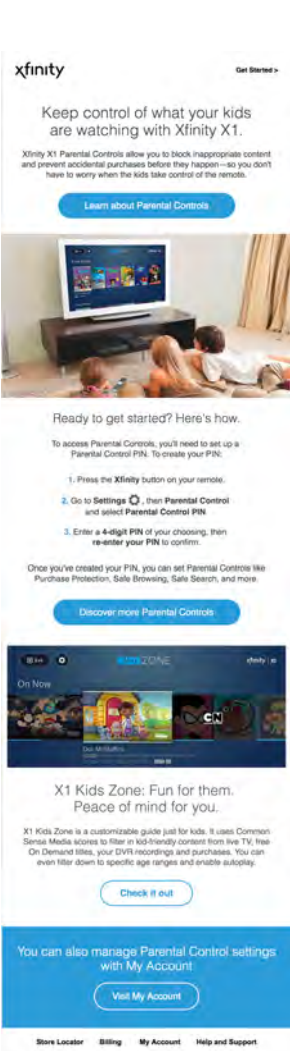


Targeted specifically for Spanish speaking customers



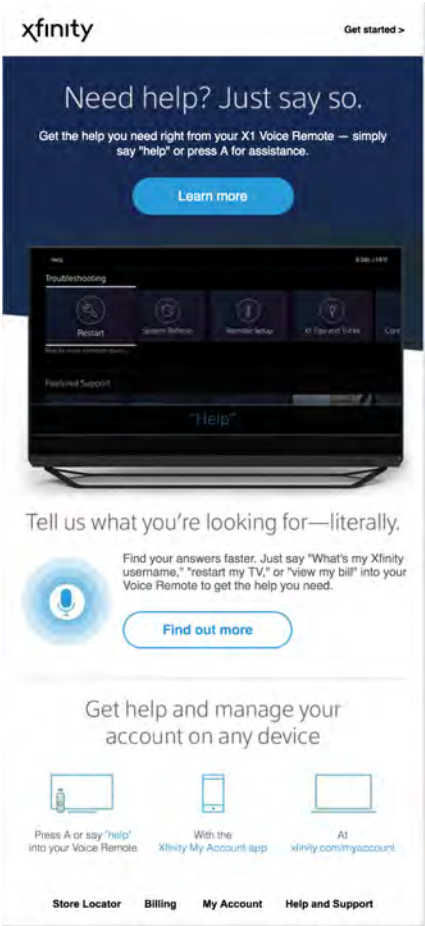
X1 Purchase Pin Security

Intro on setting up Parental Control, Purchase Pins. and security



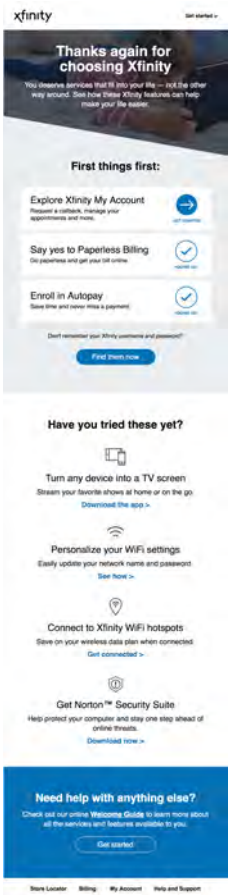
X1 Help Menu

Education on self service and troubleshooting tips on X1



Checklist

Personalized to-do list that focuses on signing up for My Account, Paperless Billing, and Automatic Payments as well as other key features



Stream App Advanced Tips

Drives Stream App usage and Stream App downloads through tips and tricks



Day 45

WiFi HotSpots

Near WiFi Hotspots xFi


[Get started >](#)

Seriously! We're giving you access to WiFi on the go.

Surfing and streaming from wherever you are is easy with millions of Xfinity WiFi hotspots, included with your Xfinity Internet service at no additional cost.

[See for yourself >](#)



Find WiFi hotspots near you.

Easily locate fast, secure WiFi hotspots with the [Xfinity WiFi app](#), so you can seamlessly connect on the go.

[See nearby hotspots](#)

xfinity xFi

Manage your home WiFi from anywhere.

Xfinity xFi makes it easy to view and control your in-home WiFi, right from your mobile device or computer.



See what devices are online and how long they've been on.



Pause WiFi on any of your devices during meals or at bedtime.



Optimize and evaluate WiFi performance within your home.

[Get started](#)

[Store Locator](#)
[Billing](#)
[My Account](#)
[Help and Support](#)

Day 50

Kids Zone

Kids Zone and parental controls


[Get started](#)

Relax. We've got the kid stuff covered.

Kids Zone on X1 lets you outsource the entertainment just for your family. Let them browse, shuffle, and watch their favorite shows and movies, all curated for ages 12 and under.

[Get the fun started](#)



Con Kids Zone, los Kids disfrutan de programación educativa y basculan en un instante según:

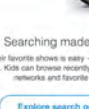
[Más información](#)

Kids control the lineup.

All their favorites in one place

Kids can watch their favorite age-appropriate shows and movies live or through Xfinity On Demand.

[Learn more](#)



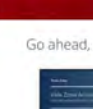
Searching made simple

Finding their favorite shows is easy — just ask the X1 Voice Remote. Kids can browse recently-watched programs, networks and favorite themes.

[Explore search options](#)



Go ahead, give them the remote.



Customize by age group.

Easily restrict viewing and searches by specific age ranges to fine tune your children's viewing experience.

[See age settings](#)

Stay safely in the zone.

Set up your Parental Control Pin so kids can't exit without permission or change settings on their own.

[Learn how](#)

[Store Locator](#) [Billing](#) [My Account](#) [Help and Support](#)

Day 60

Xfinity Mobile Upgrade

Mobile upsell focuses on benefits of Xfinity Mobile

xfinity mobile

Introducing a new kind of network

For Xfinity Internet customers, designed to save you money.

We've combined the largest, most reliable 4G LTE network with the most WiFi hotspots nationwide, so you use less data and save money. Now that's a win-win.

[Check it out](#)

**As an Xfinity Internet customer,
you can add Xfinity Mobile and get:**

No line access fees
on up to 5 lines

Unlimited nationwide
talk and text

Access to the most
hotspots nationwide

[Explore data options >](#)

Keep your iPhone.

Bring an eligible iPhone to an Xfinity store to activate it on Xfinity Mobile. Need a new phone? No problem, you may be eligible for a trade-in.

[See how >](#)

[See below for pricing & other info.](#)

[Pay Your Bill](#)

[Store Locator](#)

[Apps](#)

[My Account](#)



Onboarding Customers Communications

XITV Communications Flow

11.27.2018



Summary of Xfinity Instant TV Flow:

Objective:

Educate new Xfinity Instant TV customers on their service, promote adoption and early engagement of key features across their product portfolio.

What's Included:

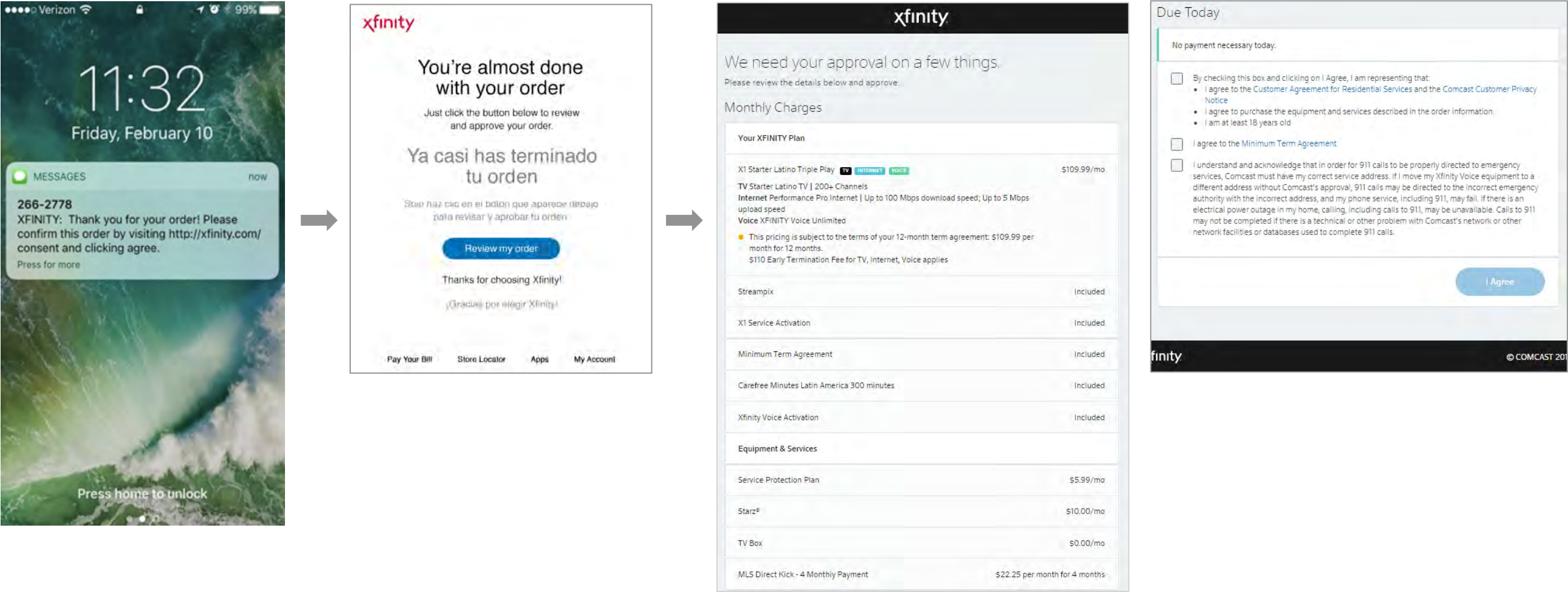
- 0-60 days of email communications
- Product and feature education and engagement, including:
 - Welcome
 - My Account features
 - Xfinity Stream app
 - In-home WiFi tips - xFi specific
 - WiFi Hotspots locator
 - Stream app advanced tips
 - Norton Security
 - Upsell (in production)

Customer Journey

Order Placed (Instant)

Consent Email and SMS Flow

Customer consent for service related SMS. Links to landing page where customer clicks “agree”.



Order Placed (Instant)

SMS Welcome

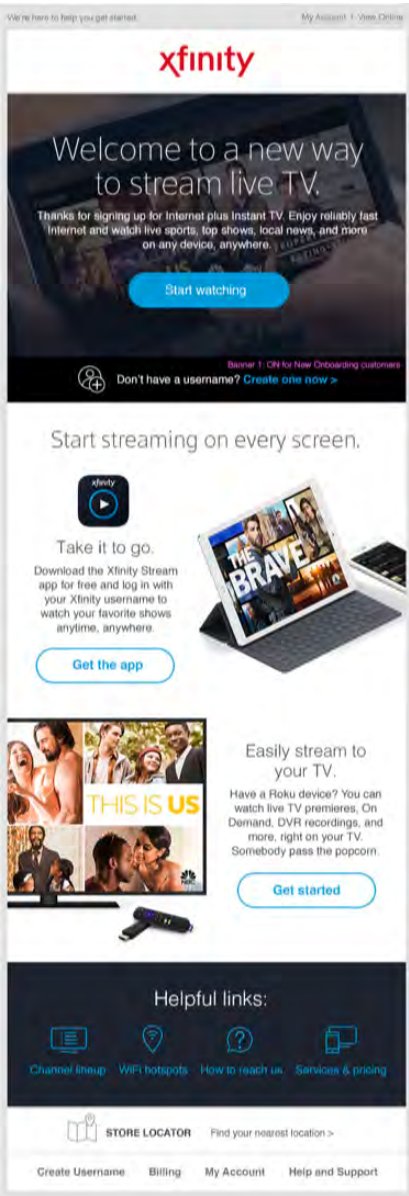
Informs customers of what to expect next and drives Username creation.



Day of Order (30 minutes)

Day of Order – XITV Welcome

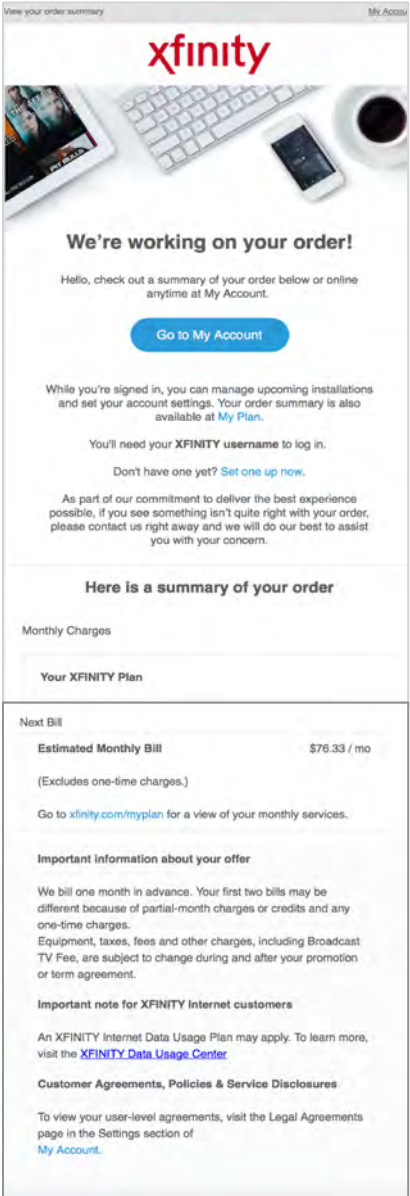
Details how to access XITV: Stream app download; Roku



Day of Order (6 hours)

Day of Order Confirmation

Order details & contract info: Drive My Account & UID



Day 1 (Triggered)

Appointment Confirmation & Reminder

We'll see you soon for your appointment

[PH.FirstName:AT], we've lined up an XFINITY tech expert to get your services up and running. We will see you soon.

Your appointment details

Arrival Date & Time: [PH.APPTBEG:AT] - [PH.APPTEND:AT] on [PH.APPTDATE:AT]

For new service installation, your appointment could last between 2-4 hours. For other service visits, we should be done within an hour or so.

[PH.Address:AT] [PH.HomePhone:AT]

[Questions? Chat with us online](#) | [Reschedule your appointment](#)

Get ready for your appointment

- Make sure someone 18 years or older is home for your appointment.
- Ensure power outlets and equipment you need connected are accessible.
- Log in to [My Account](#) to see when your tech is estimated to arrive.
- Log in to [My Account](#) to see when your tech is estimated to arrive.
- We are committed to being on time - if we're late we will credit you \$20*

[More appointment preparation tips](#)

View & make changes to your appointment right from your phone

[Get the XFINITY My Account app](#)

All part of our commitment to you



2 Days Before Install

Pre-Install Notice

Your installation day is almost here.

What to expect: Your technician will arrive at your home to install your new service. They will be with you for the duration of the installation.

Prepare for your installation.

Your technician will arrive at your home at the time listed on your appointment card. They will be with you for the duration of the installation.

- Make sure someone 18 years or older is home for your appointment.
- Ensure power outlets and equipment you need connected are accessible.
- Log in to [My Account](#) to see when your tech is estimated to arrive.
- Log in to [My Account](#) to see when your tech is estimated to arrive.
- We are committed to being on time - if we're late we will credit you \$20*

[Check out what you can do with Xfinity right now.](#)

[View & make changes to your appointment right from your phone](#)

[Get the XFINITY My Account app](#)

All part of our commitment to you

Day of Install

SMS Tech ETA

Estimated arrival timeframe; tips for prepping for install and Username creation



Day of Install

SMS Tech Arrival

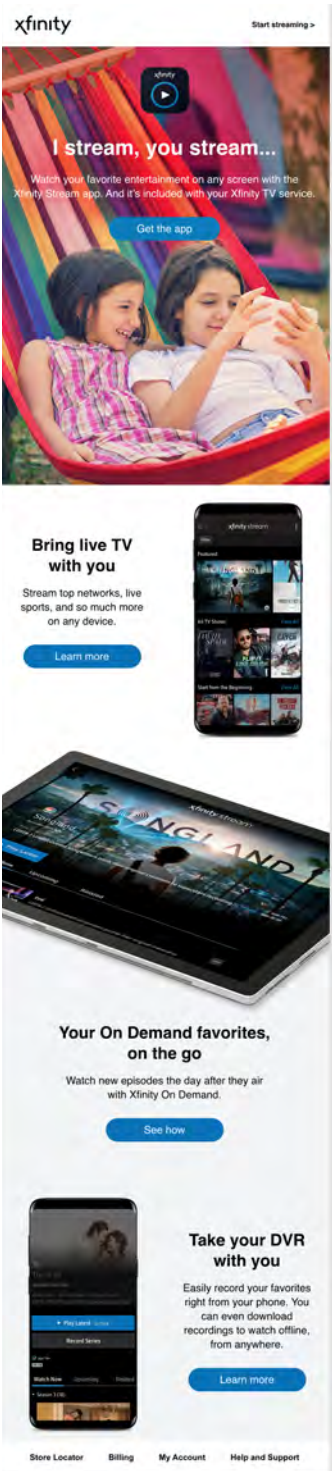
Tech has arrived at their home; My Account log in



Day 2

Stream App

Stream App and Drives App Download



2 Days Post Install

SMS NPS Survey

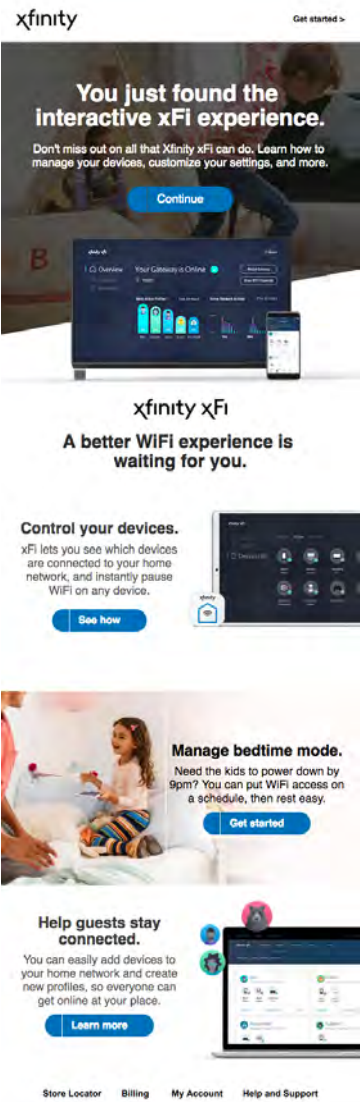
NPS survey



Day 3

In-home WiFi (xFi)

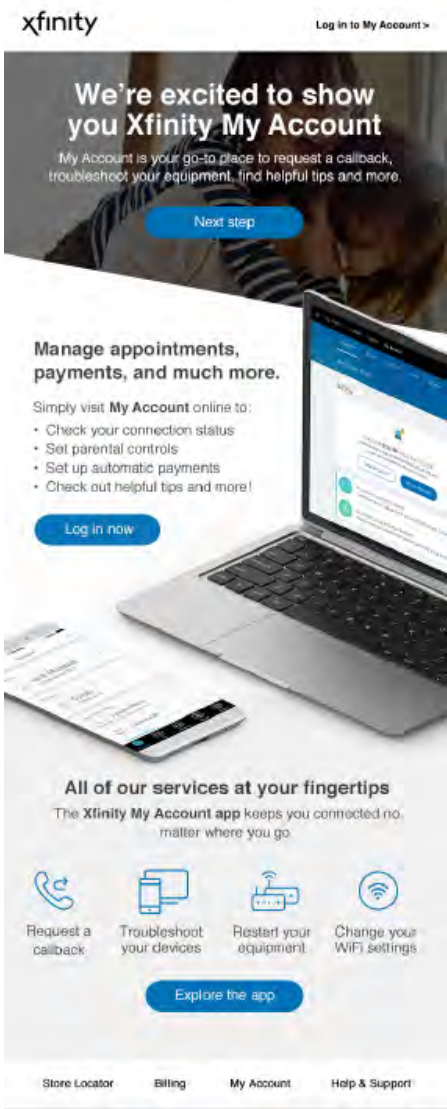
xFi tips



Day 4

My Account

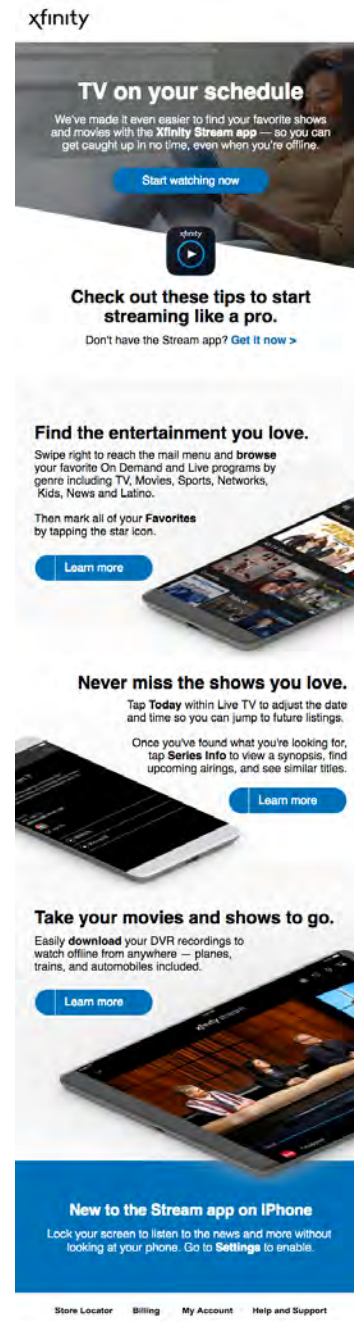
My account details



Day 6

Stream App Adv. Tips

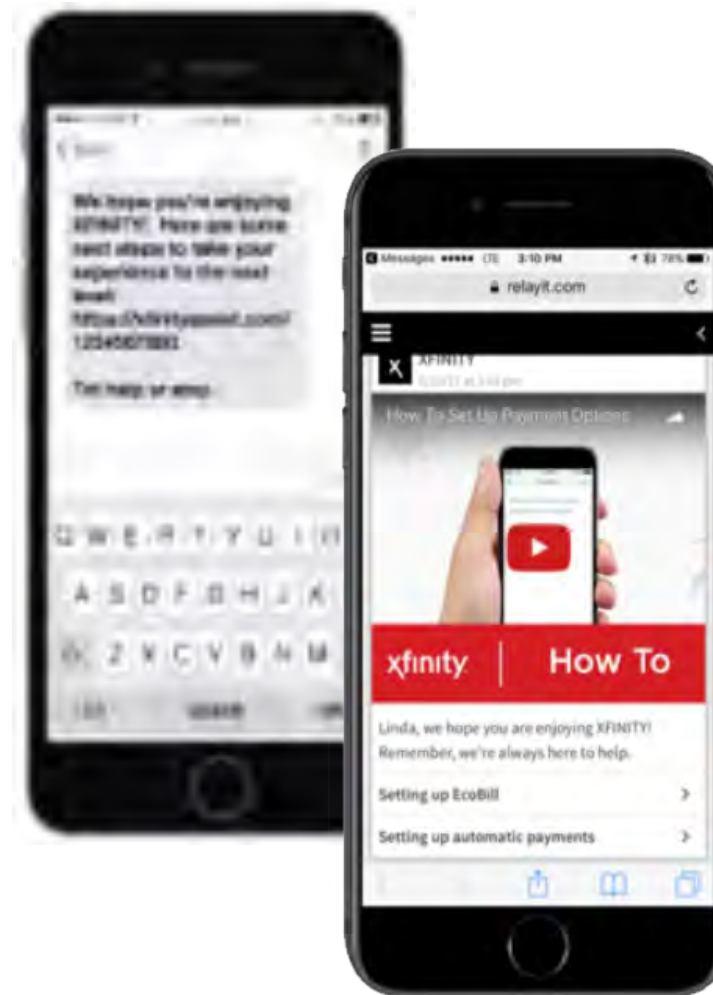
Drives Stream App usage and Stream App download through tips and tricks



Day 7

SMS Wrap Up

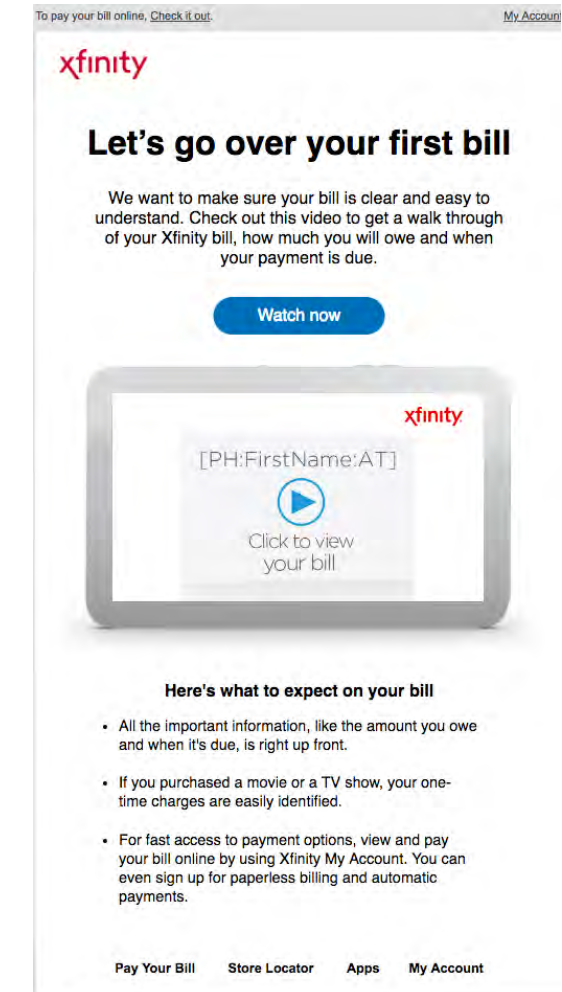
Final SMS check-in that focuses on signing up for AutoPay and Paperless



Day 7

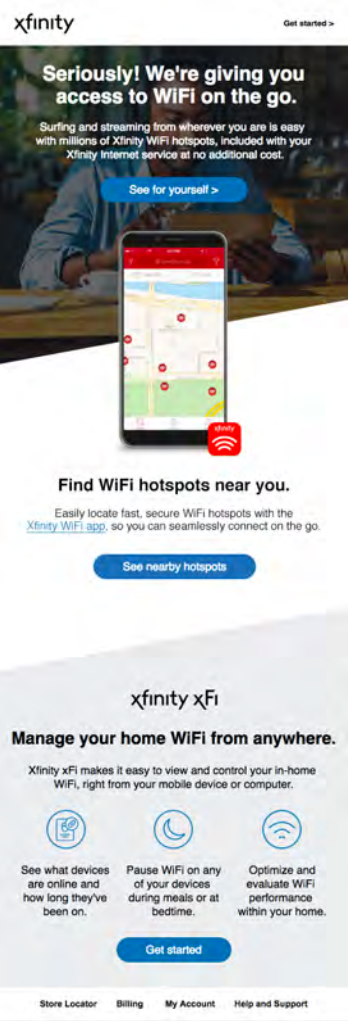
Video Bill

Walks customer through bill structure;
Typical first bill arrives around day 7



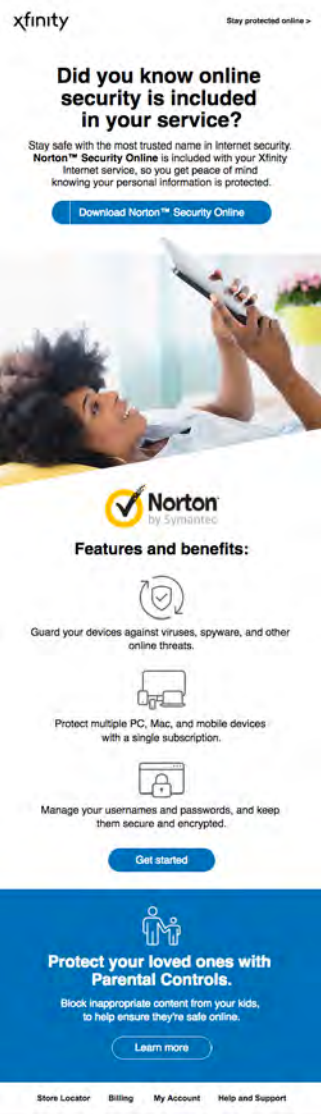
WiFi Hotspots

Near WiFi Hotspots; xFi



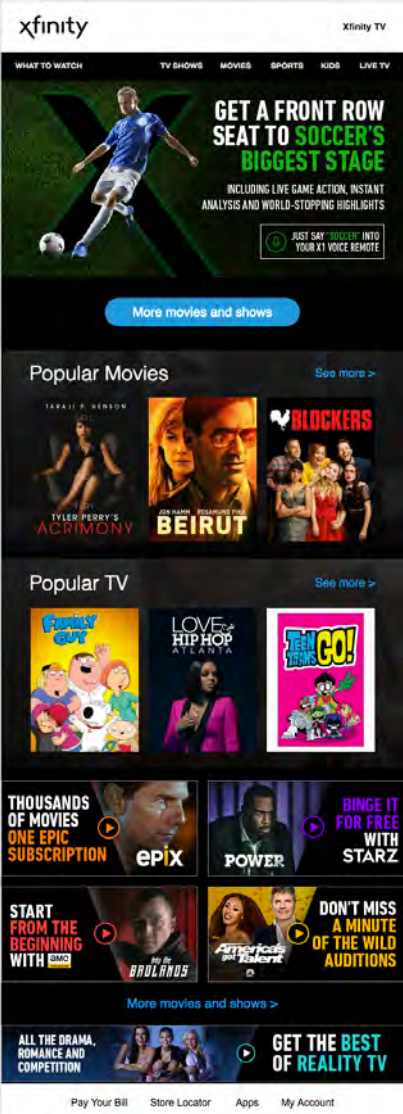
Norton

Intro on Norton that is included with service



What to Watch

Popular and trending shows; new releases



Monthly Email

Product Newsletter

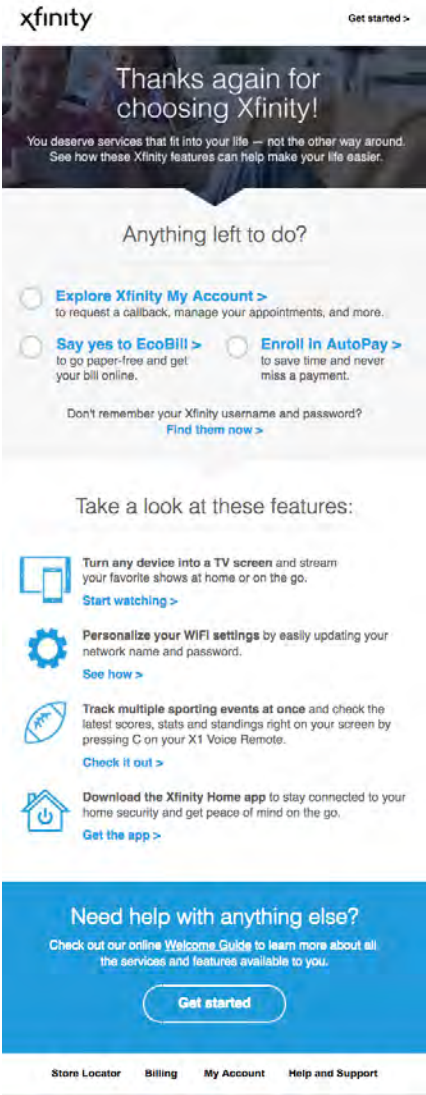
Roundup of new products, features and benefits



Day 55

Checklist

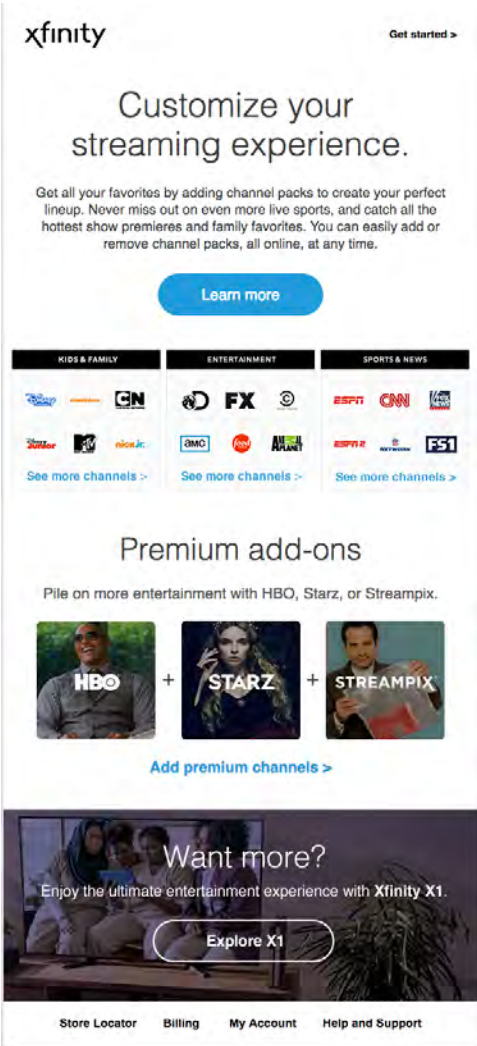
Personalize to-do list that focuses on singing up for My Account, Paperless, and AutoPay as well as other key features



Day 60

Channel Pack Upgrade

Channel pack upgrade, premium channel add-on, X1 education channel add-on, X1 education





Onboarding Customers Communications

Re-Onboarding Communications Flow

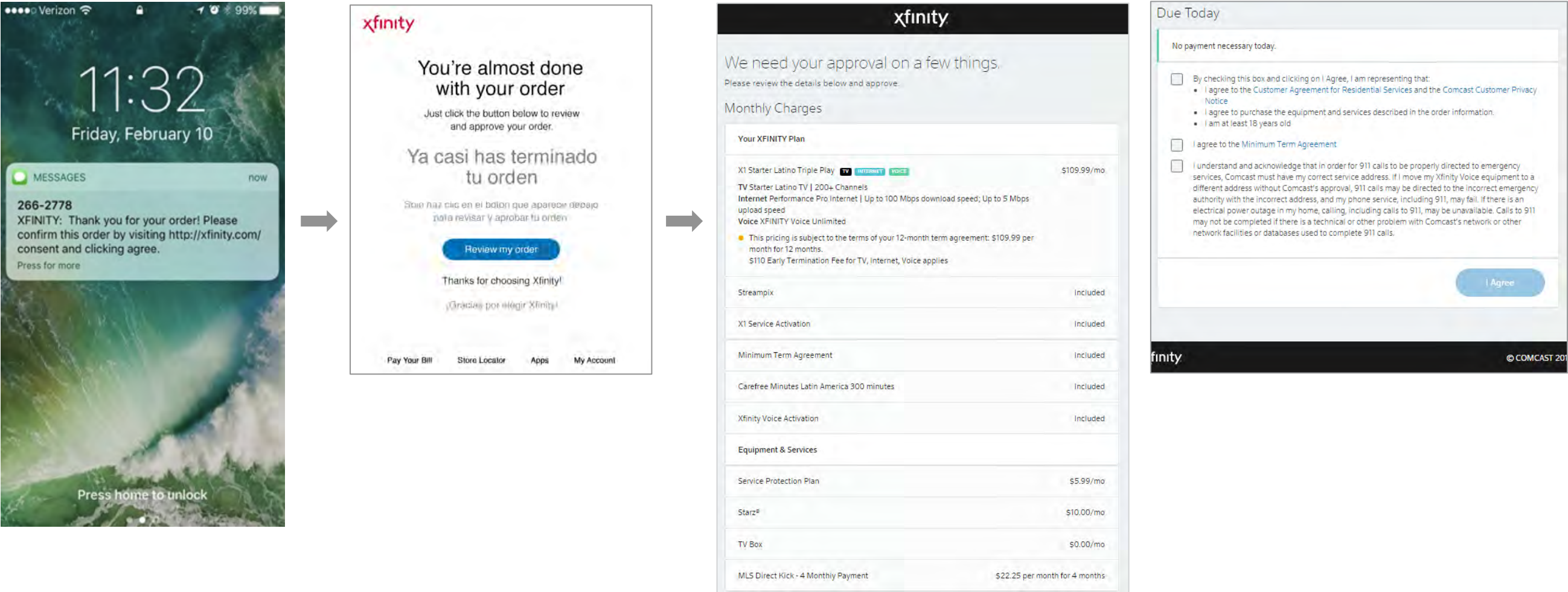
11.27.2018



Order Placed (Instant)

Consent Email and SMS Flow

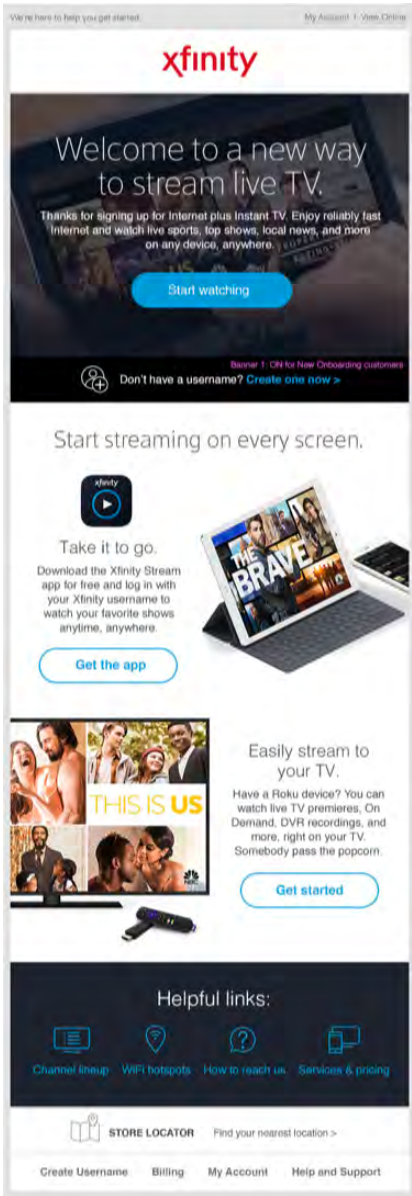
Customer consent for service related SMS. Links to landing page where customer clicks “agree”.



Day of Order (30 minutes)

Day of Order – XITV Welcome

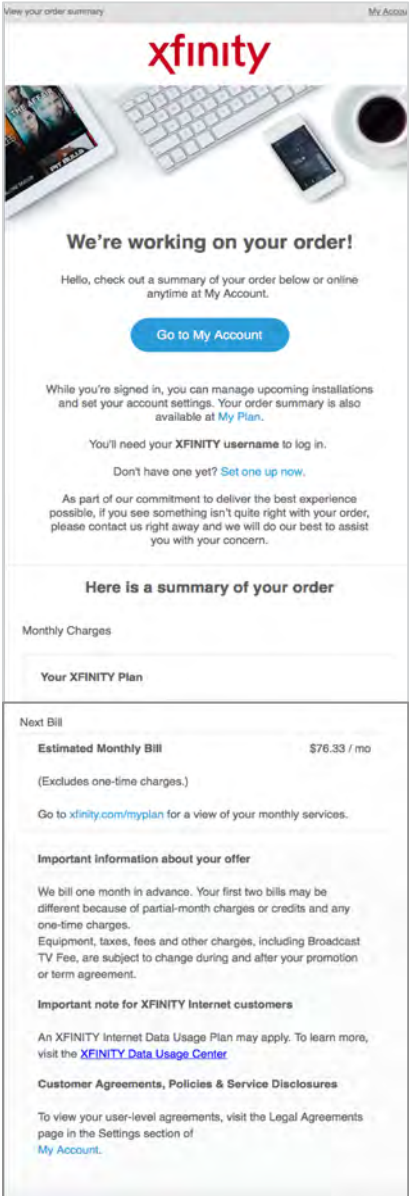
Details how to access XITV: Stream app download; Roku



Day of Order (6 hours)

Day of Order Confirmation

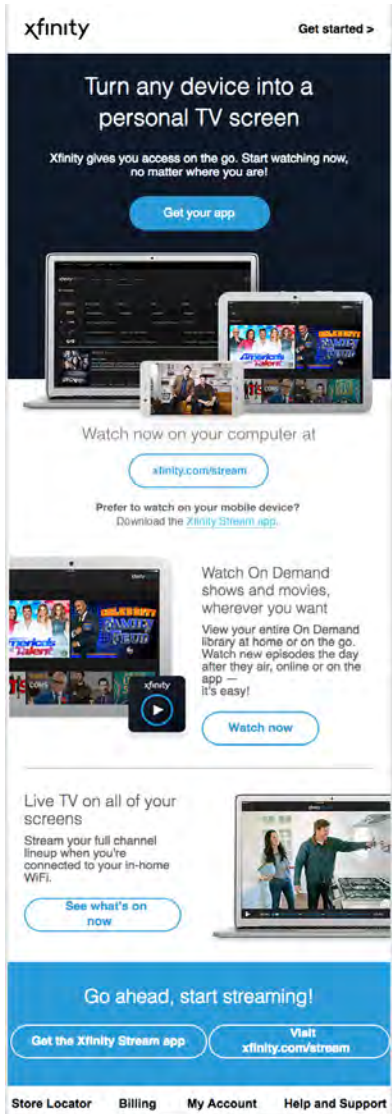
Order details & contract info: Drive My Account & UID



Day 1

Stream App

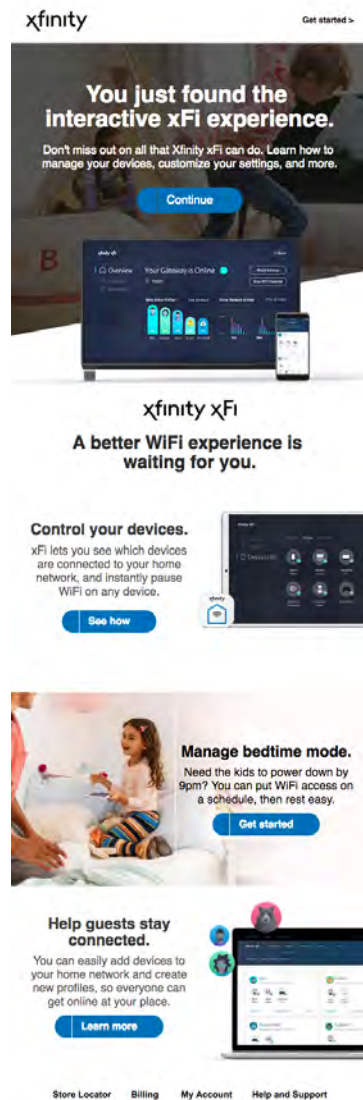
Stream App and Drives App Download



Day 2

In-home WiFi (xFi)

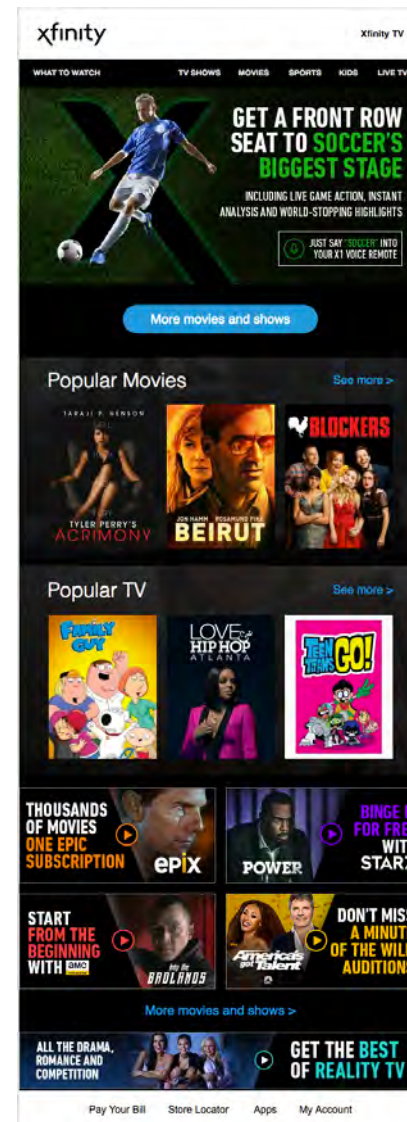
xFi tips



Biweekly Email

What to Watch

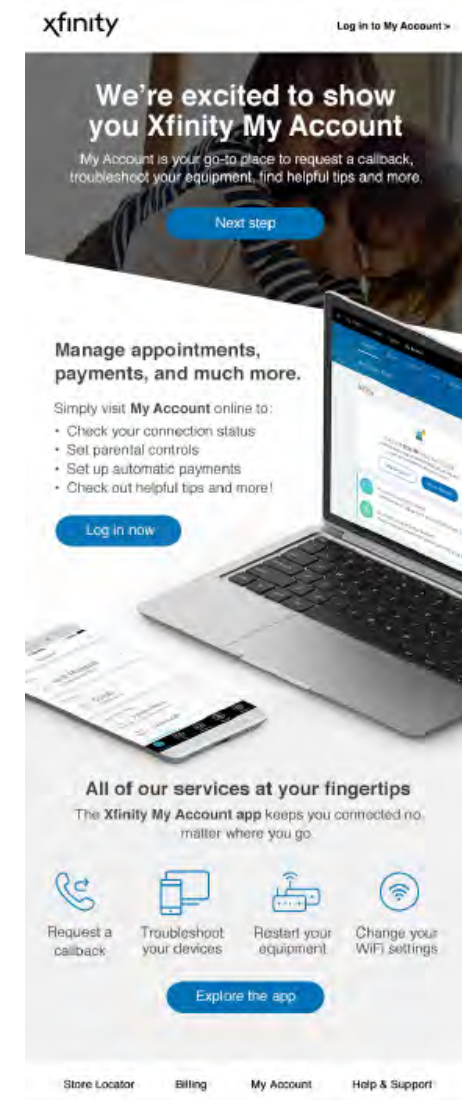
Popular and trending shows; new releases



Day 4

My Account

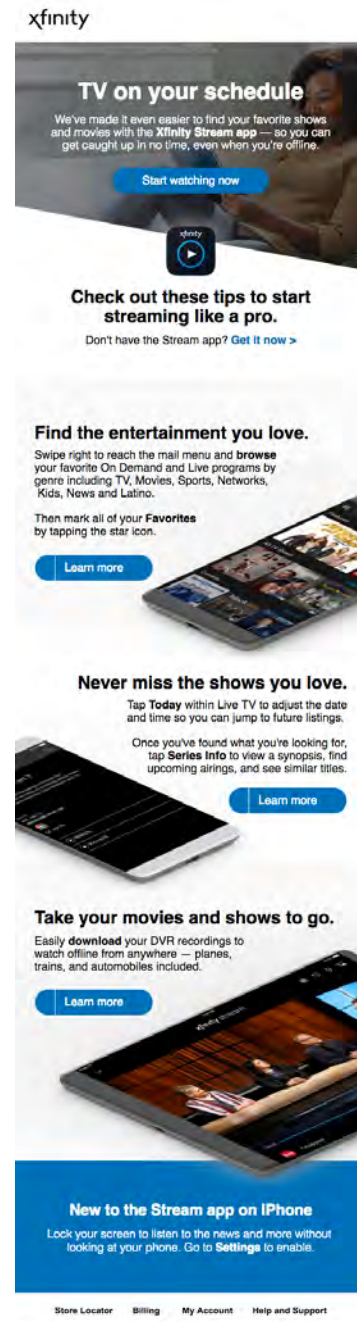
My account details



Day 6

Stream App Adv. Tips

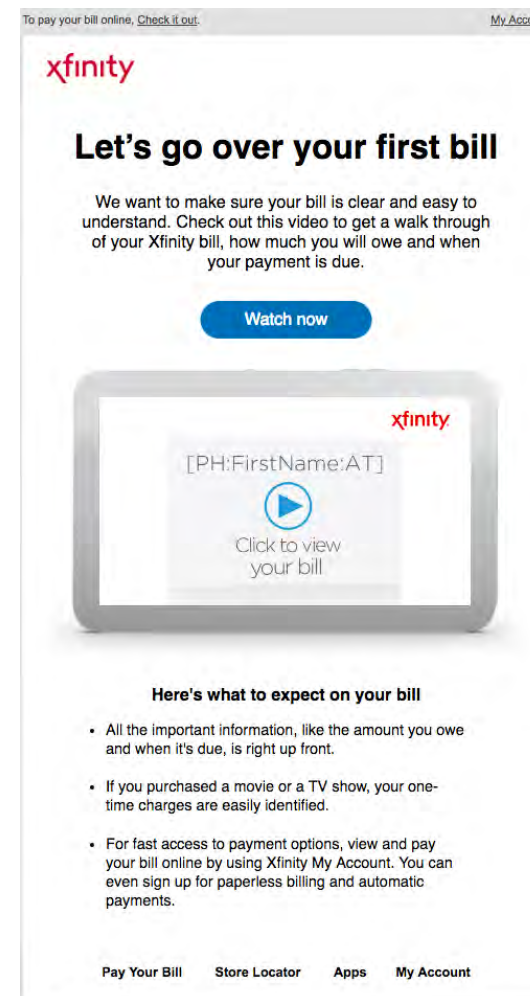
Drives Stream App usage and Stream App download through tips and tricks



Day 7

Video Bill

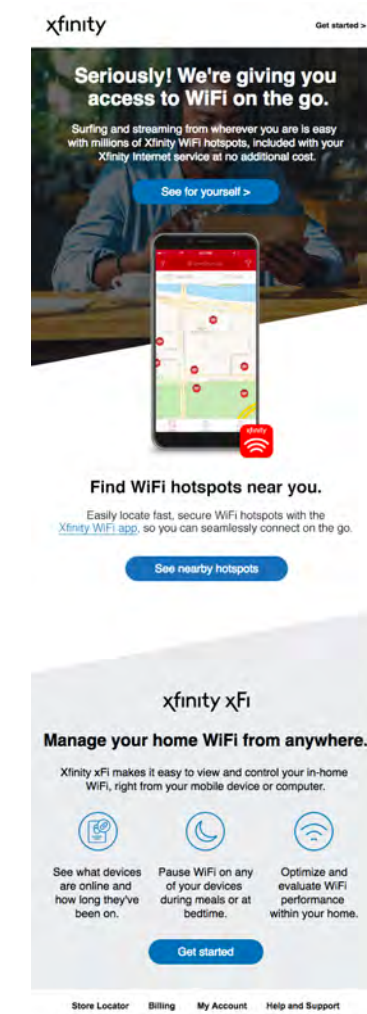
Walks customer through bill structure;
Typical first bill arrives around day 7



Day 8

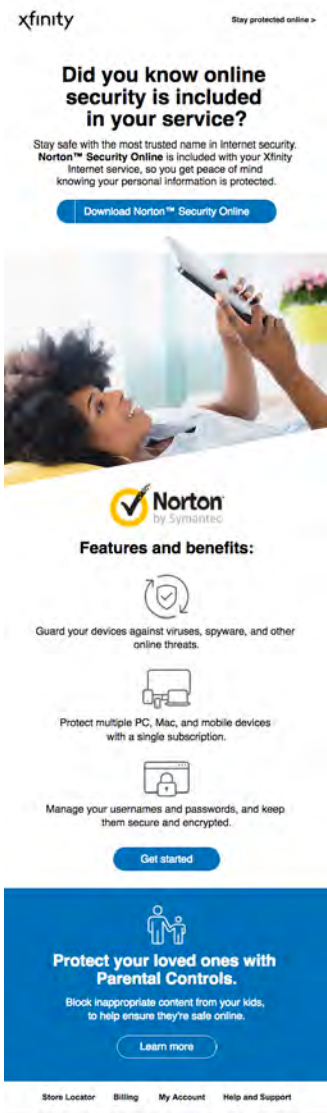
WiFi Hotspots

Near WiFi Hotspots; xFi



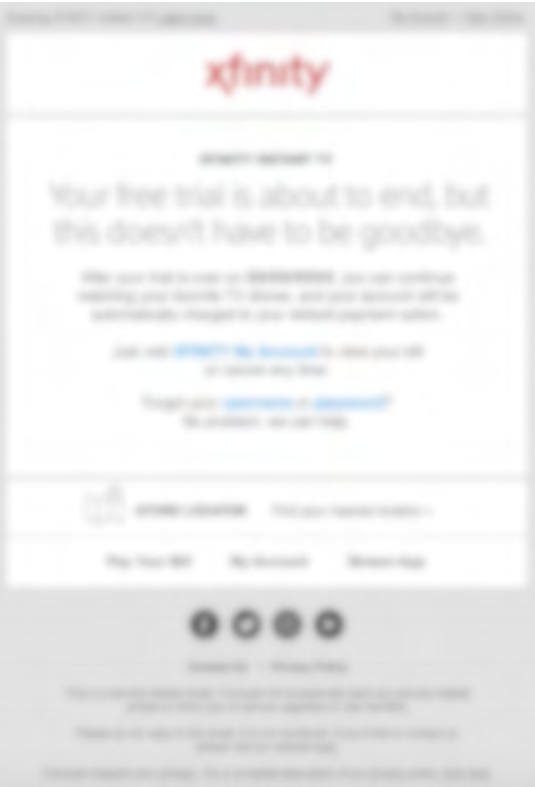
Norton

Intro on Norton that is included with service



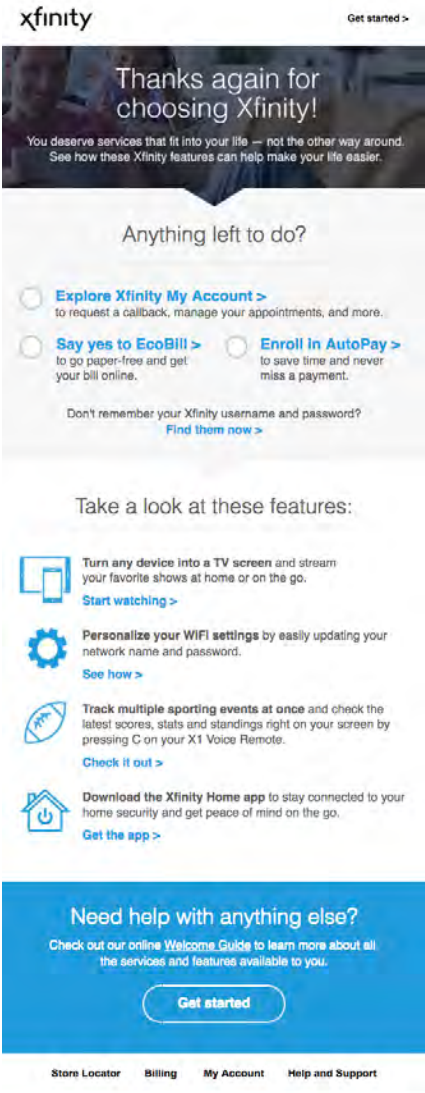
Trail End Reminder

*Future Development: Test messaging to determine ways to keep more customers past free trial end date



Checklist

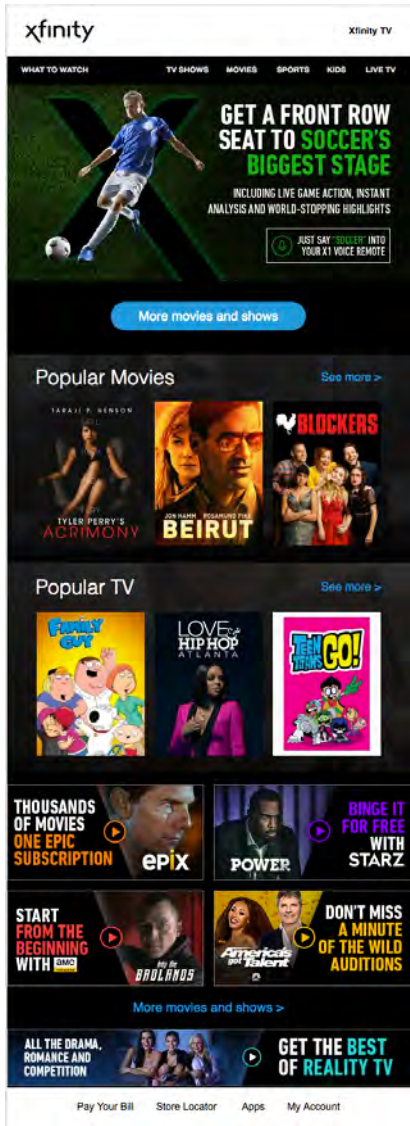
Personalize to-do list that focuses on signing up for My Account, Paperless, and AutoPay as well as other key features



Biweekly Email

What to Watch

Popular and trending shows; new releases



Monthly Email

Product Newsletter

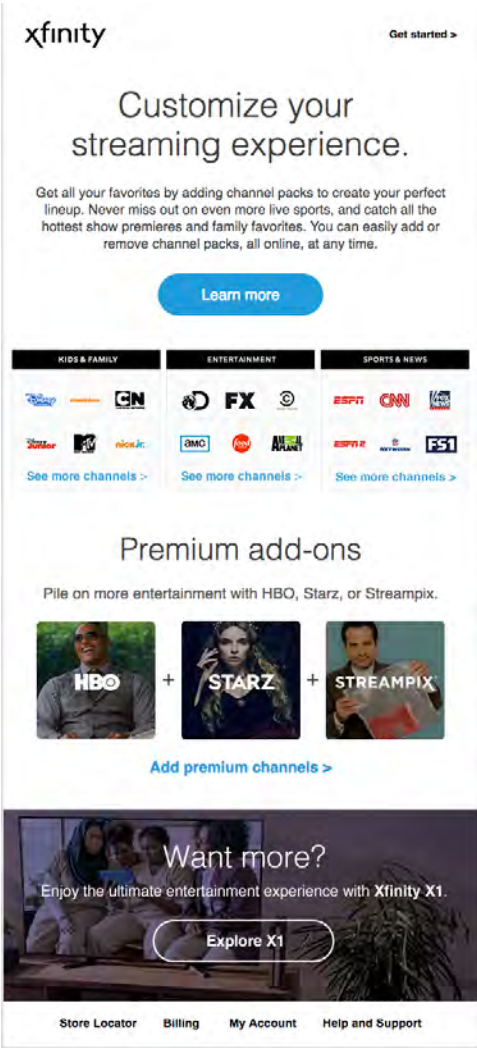
Roundup of new products, features and benefits



Day 60

Channel Pack Upgrade

Channel pack upgrade, premium channel add-on, X1 education





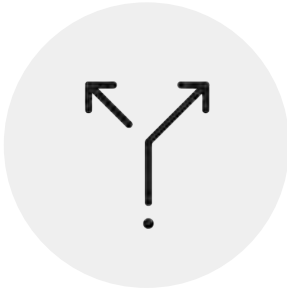
Onboarding Customers Communications

Prepaid Communications Flow

11.27.2018



Optimizing Prepaid Onboarding to Foster Long Term Customer Relationships



Inconsistencies

Current communications lack brand identity



Metrics

Lack of reporting on the performance of tactics in market



Churn

50% of prepaid customers churn within the first 90 days

Recommendation

Introduce a comprehensive, *integrated prepay customer communications experience* that includes a welcome/onboarding messaging, refill reminders and refill expiration win-back tactics.



Goals

- \$38MM in revenue
- \$1.1MM refills
- 6 refills per every prepaid customer

Prepaid Communications Transformation

Before

Important information from Xfinity

xfinity

Pay as you go

Your Prepaid Service is Expiring Soon

Hi [PH:FirstName.AT],

We hope you're enjoying all the benefits of Xfinity Prepaid service. Your service will expire on [PH:ExpirationDate.AT].

To refill your account, go to xfinityprepaid.net or call 855-75-Prepaid with your credit, debit or prepaid card to purchase an activation code for an additional 30 days. You can also purchase a refill at a participating retailer.

If you have any questions, please visit xfinityprepaid.com or call 855-75-Prepaid.

3 Ways to refill your account

- 1 Visit xfinityprepaid.com and click on "Refill my Service"
- 2 Purchase a refill at a local retailer (see a list at xfinityprepaid.com and click on "Find a Retailer")
- 3 Call 855-75-Prepaid

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After

Ver este correo electrónico en español

xfinity Xfinity Prepaid

Your Xfinity Prepaid service will expire soon.

We hope you're enjoying your Xfinity Prepaid Internet service. This is a reminder that your current subscription is set to expire on:

JULY 27, 2018

[Go to my account](#)



[Store Locator](#) [Help and Support](#) [My Account](#)

Ver este correo electrónico en español

xfinity Xfinity Prepaid

Enjoying your Xfinity Prepaid services? Refill today.

This is a reminder that your current Xfinity Prepaid Internet service is set to expire on: July 27, 2018.

Keep streaming, surfing and shopping:

[Refill now](#)

You can also refill by phone by calling 1-855-75-PREPAID, or refill in person at your local retailer.

[Find a location near you »](#)



Stay up to date on your Internet service. Sign up for auto-refills today.

[Try it out](#)

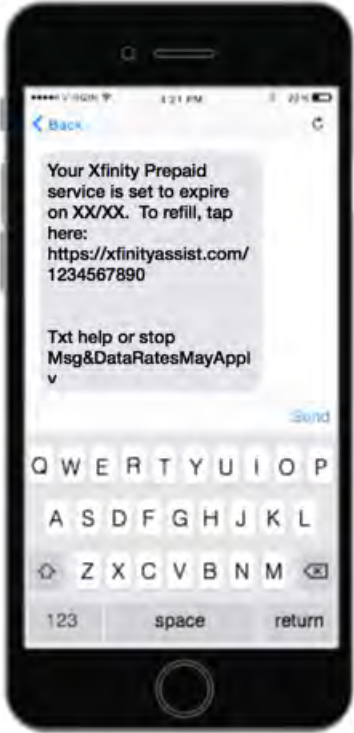


Get live TV with no long-term commitment.

Add Prepaid Instant TV today to stream top shows, live sports, local news and more. Plus, customize by adding channel packs to watch what you love – anytime, on any device.

[Get started](#)

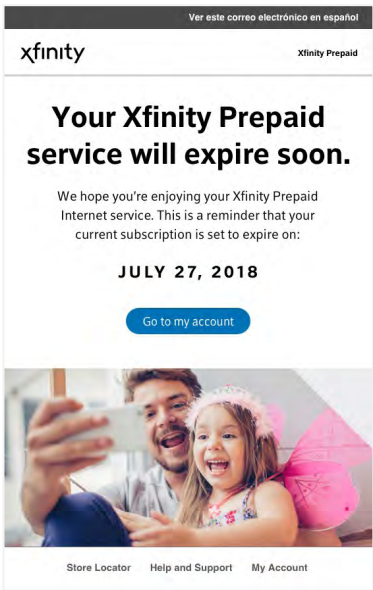
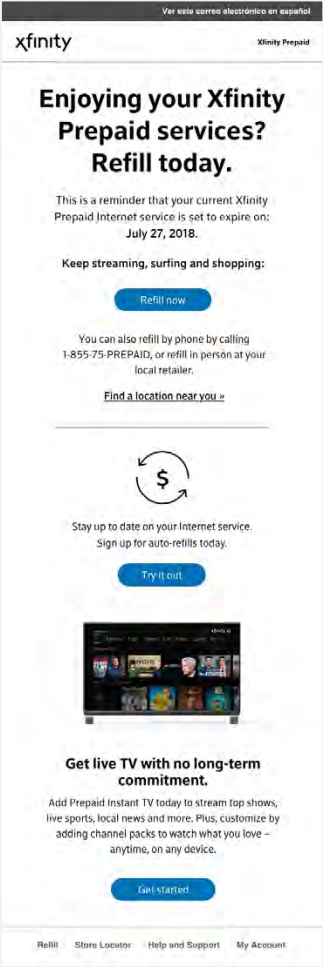
[Refill](#) [Store Locator](#) [Help and Support](#) [My Account](#)



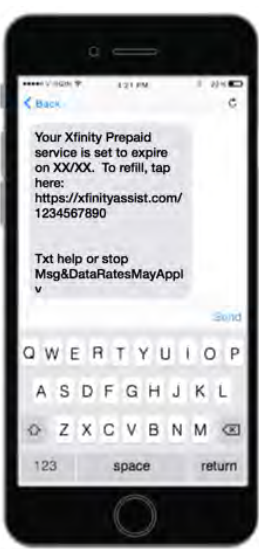
Refill 1

Kicks off a series of refill reminders and how to refill service

- 10 days prior for 30 day service
- 3 days prior for 7 day service



Transactional

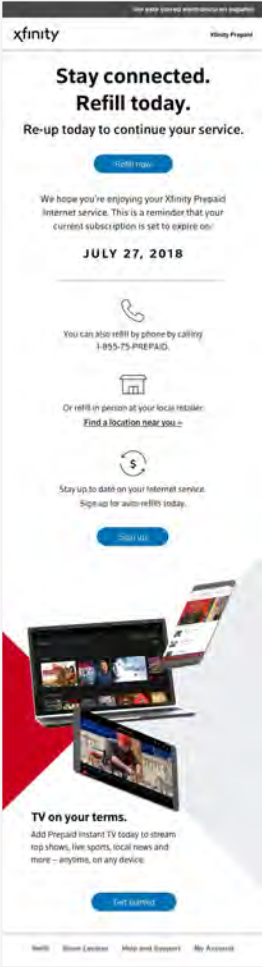


SMS

Refill 2

Second refill reminder

- 5 days prior for 30 day service
- 2 days prior for 7 day service



Promotional



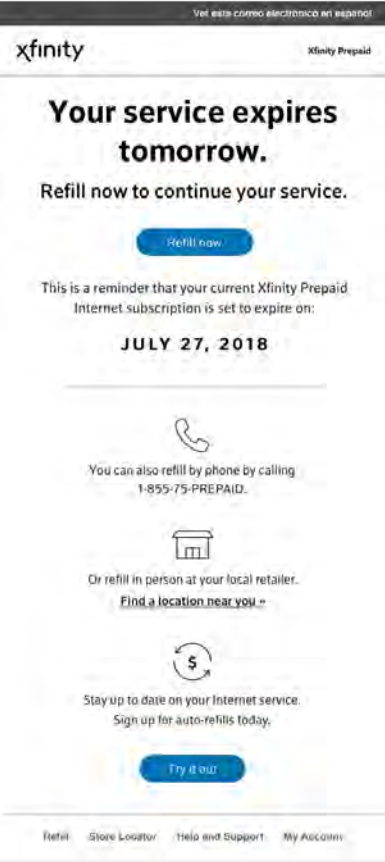
Transactional



SMS

Final reminder

- 24 hours to service end



Promotional



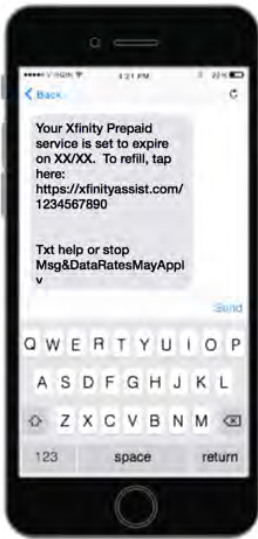
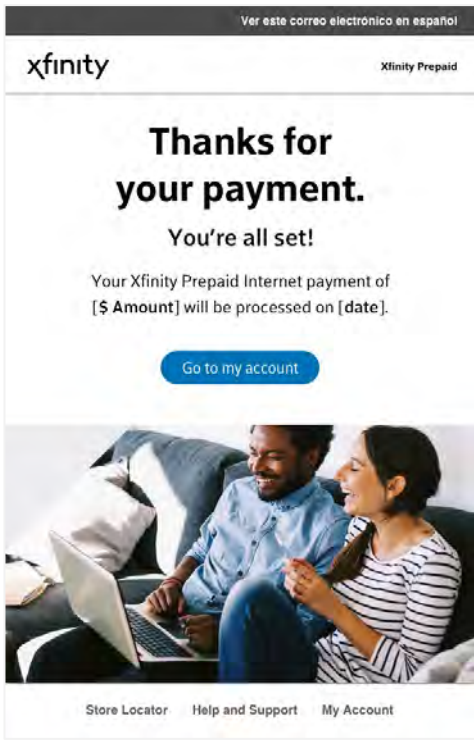
Transactional



SMS

Confirms payment and schedule date of transaction

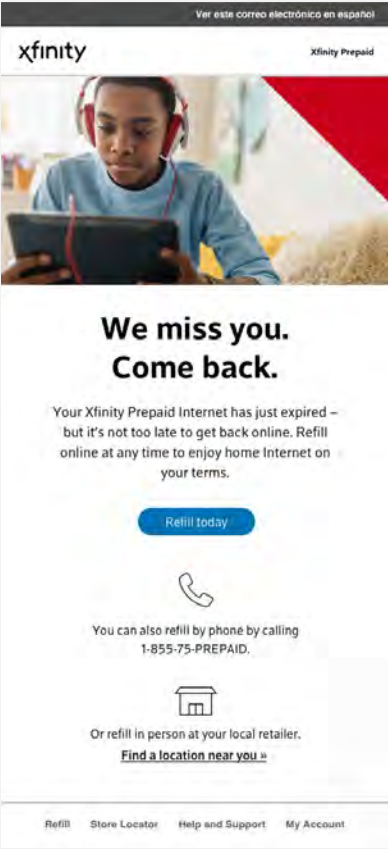
(Only sent if customer schedules refill)



SMS

Expiration Notice

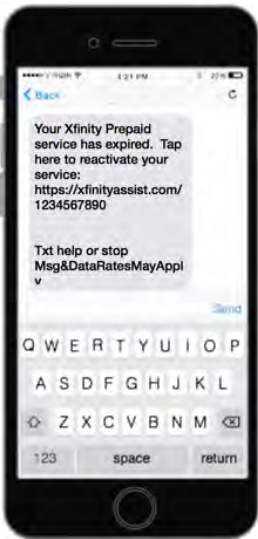
Advises customer of service expiration and how to restart service.



Promotional



Transactional

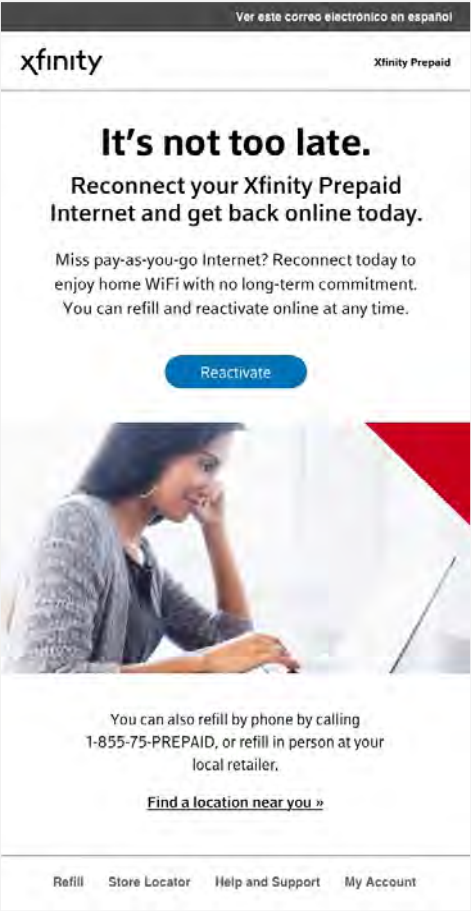


SMS

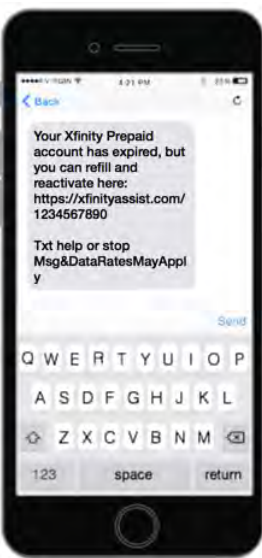
Winback

Reminds customer of service expiration. Advises customer how to restart service.

- Sent 15 days after service expiration

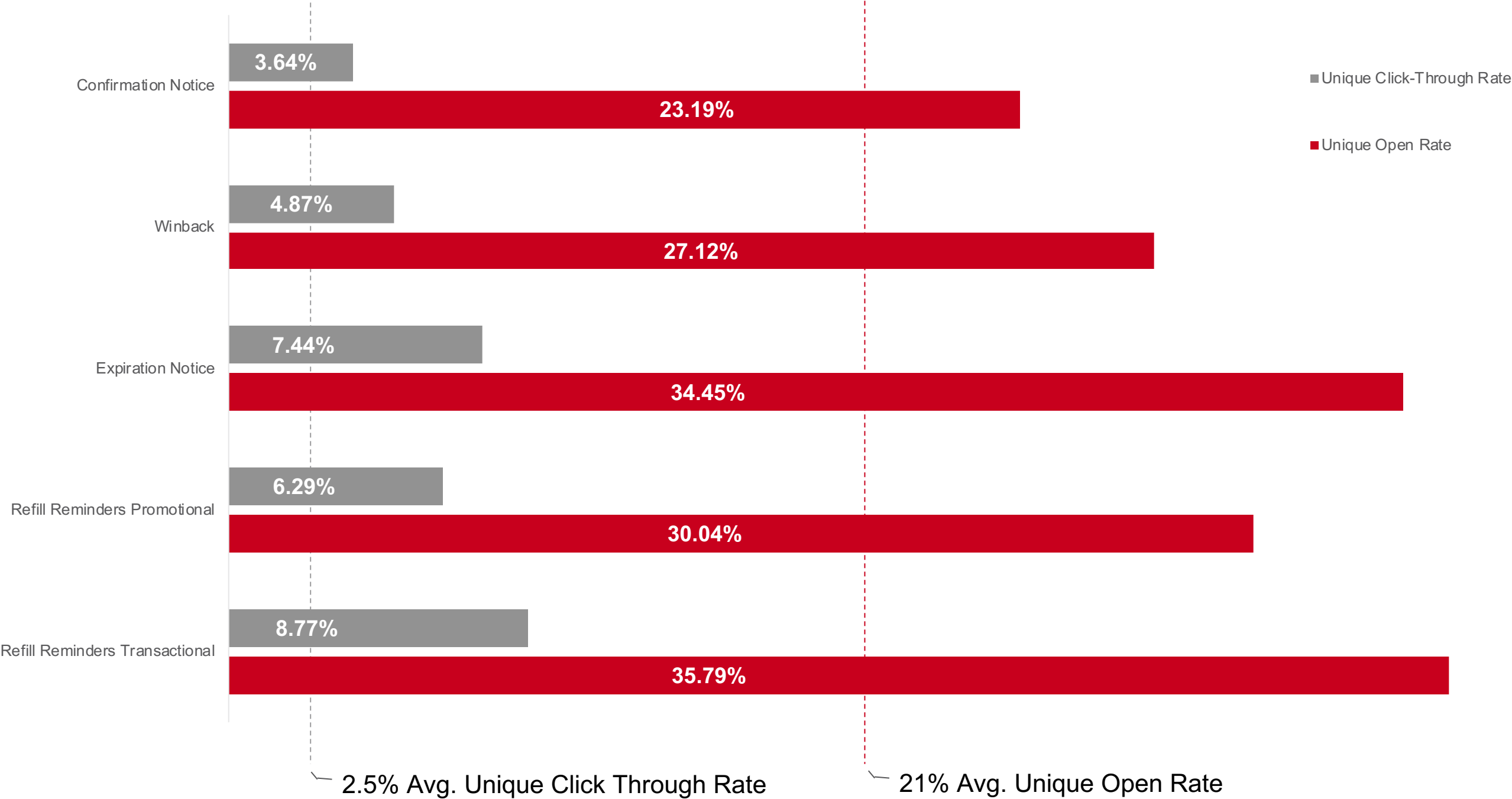


Transactional



SMS

Prepaid emails are seeing more than 2x the engagement





Onboarding Customers Communications

SIK Communications Flow

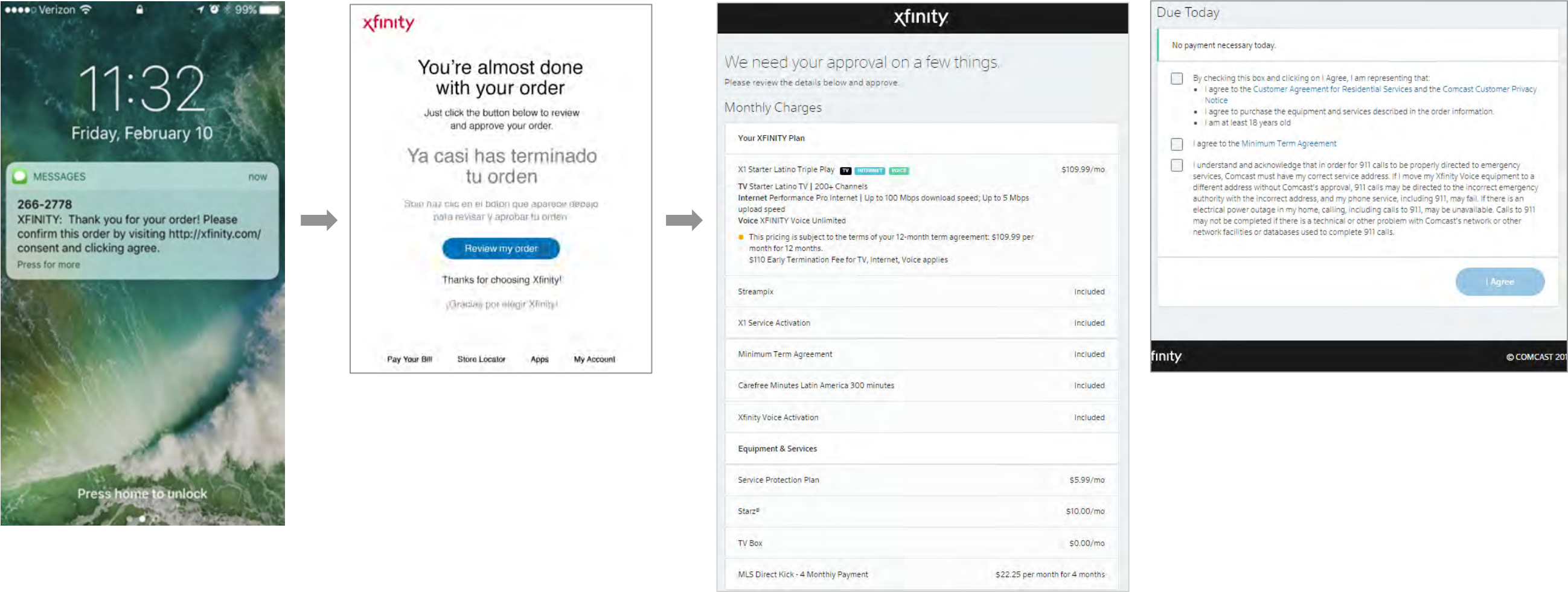
11.27.2018



Order Placed

Consent Email and SMS Flow

Customer consent for service related SMS. Links to landing page where customer clicks “agree”



Order Placed

SMS Welcome

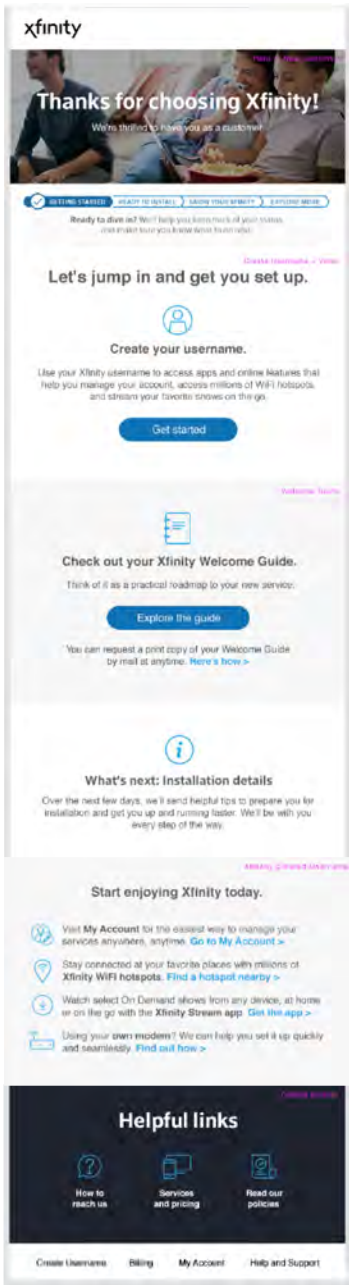
Informs customers of what to expect next and drives Username Creation.



5 Minutes

Thank You Email

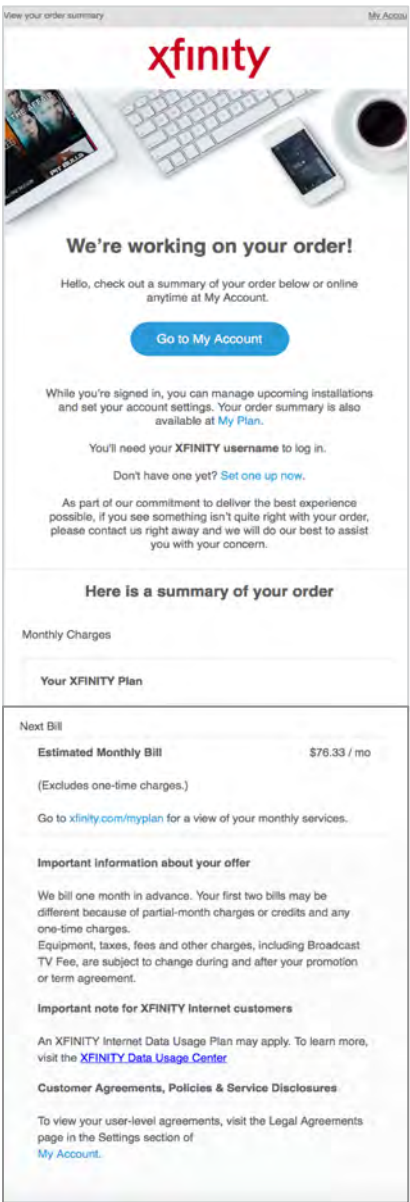
Drive Username creation.
Legal Info
Delivery: DWG, Channel Lineup, et al.



15 Minutes

Order Confirmation

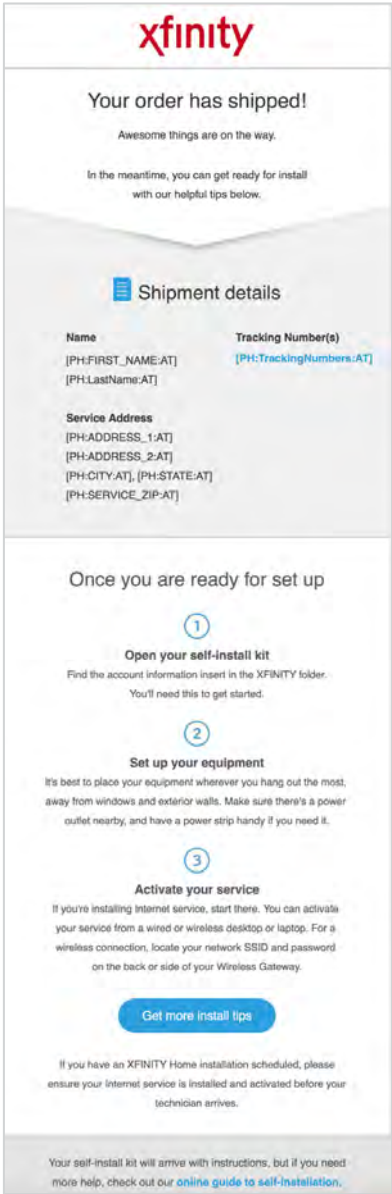
Order details & contract info
Drive My Account & UID



Triggered

SIK Equipment Shipped

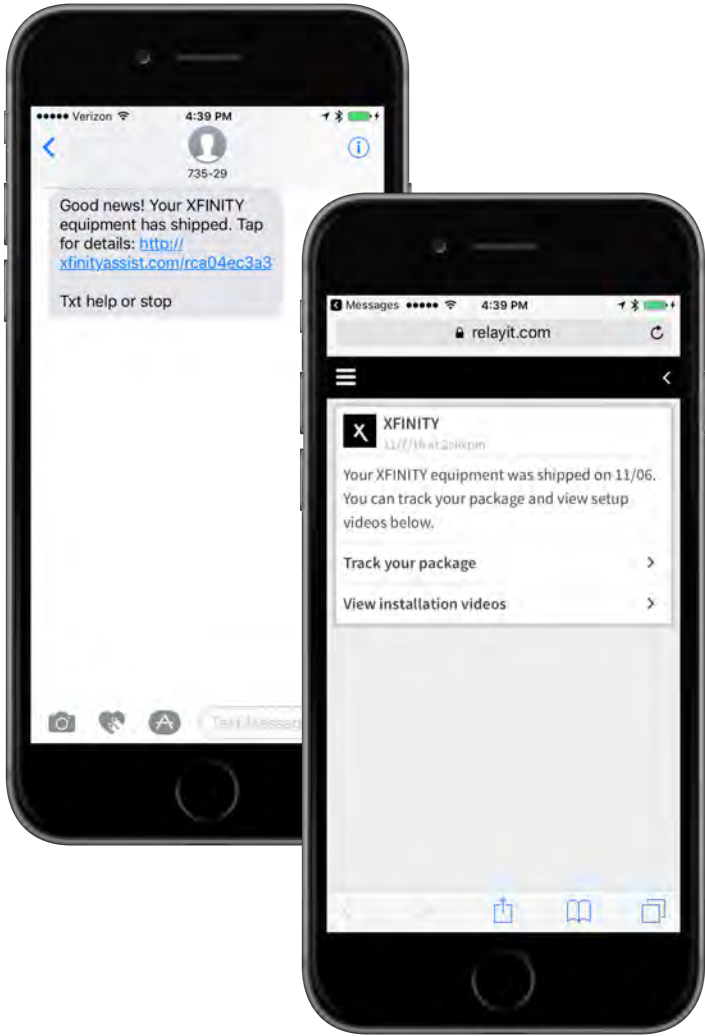
Shipment confirmation with tracking details and Self-Install tips.



Triggered SMS

SMS Equipment Shipped

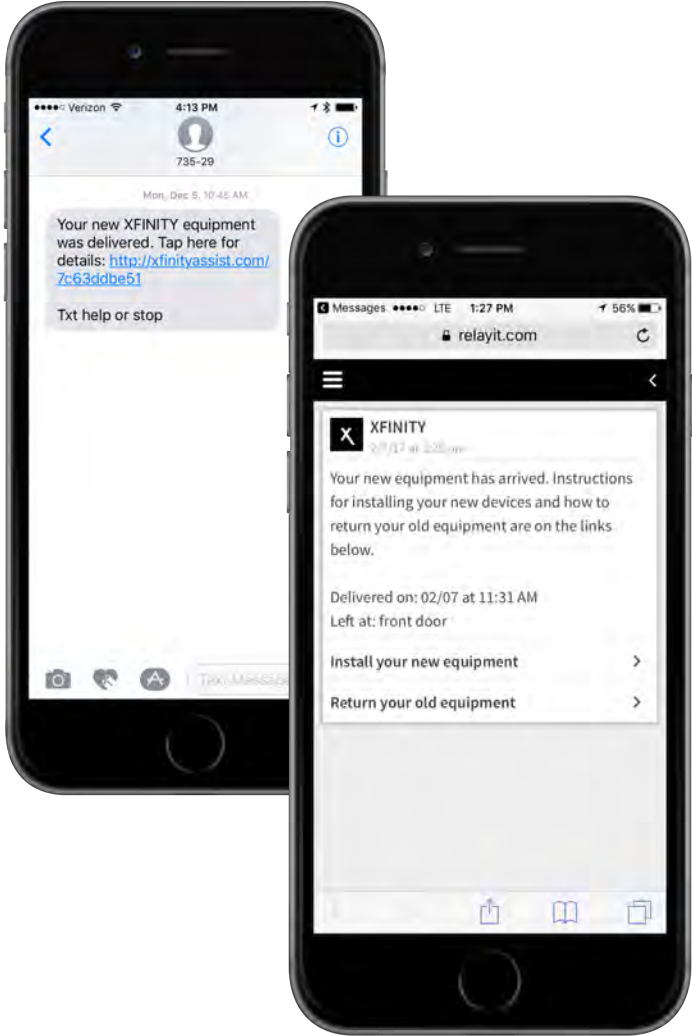
Shipping and Tracking information. Includes Installation videos.



Triggered SMS

Equipment Delivered

Self install instructions and information on how to return old equipment.



Day 2

Welcome Email

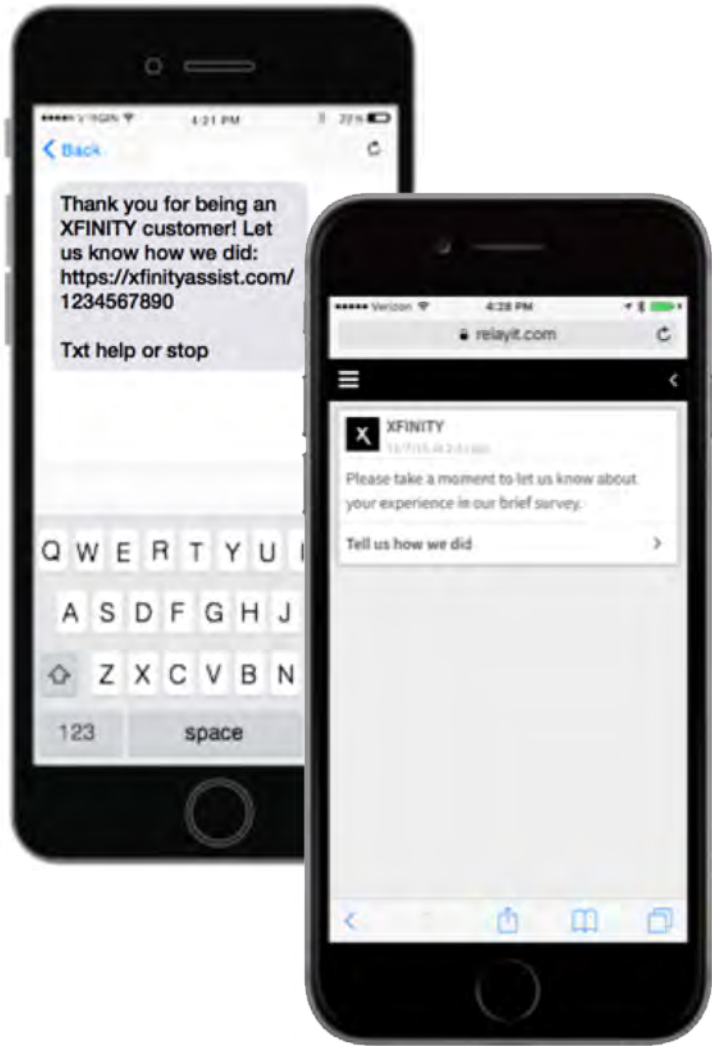
Drives to
Welcome Guide
Product highlights
Ways to get help.



2 Days Post Install

NPS Survey

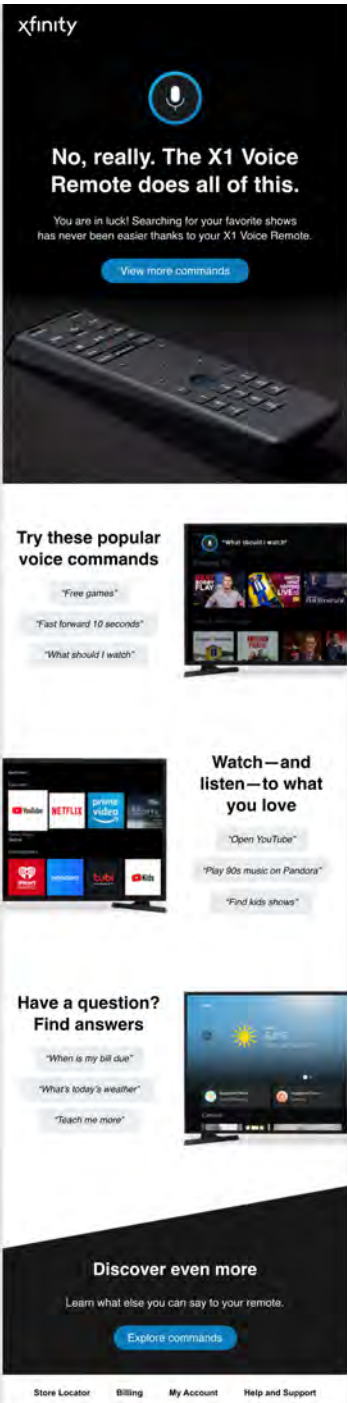
NPS Survey



Day 3

Voice Remote

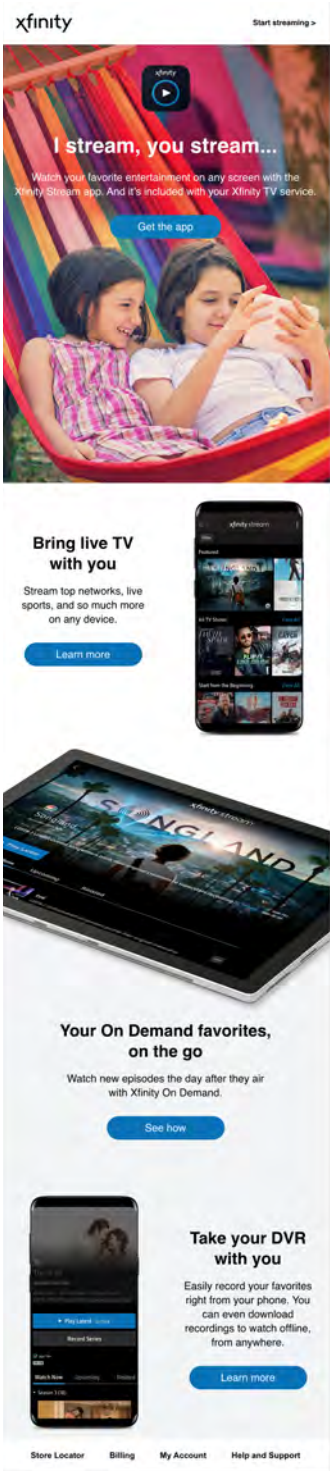
Education on the
X1 Voice
Remote and
popular voice
commands



Day 4

Stream App

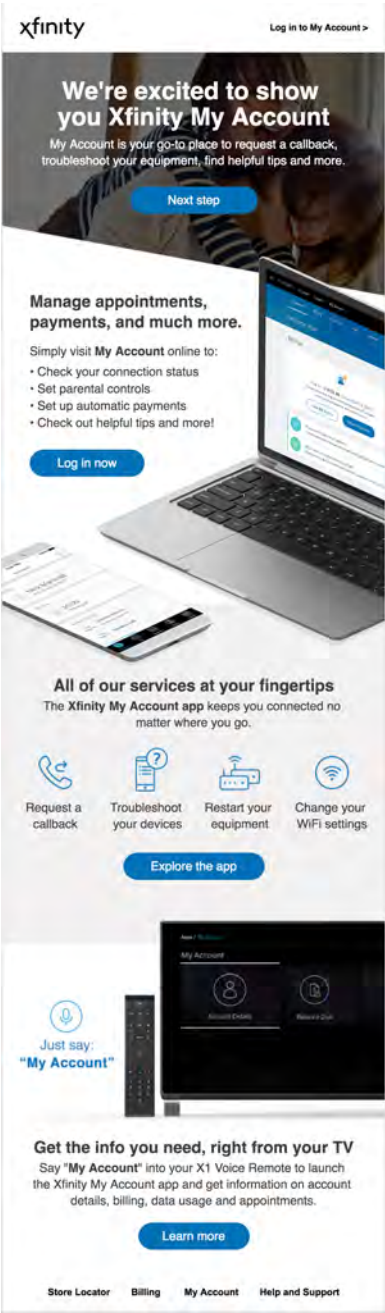
Stream App
and Drives
App download



Day 5

My Account

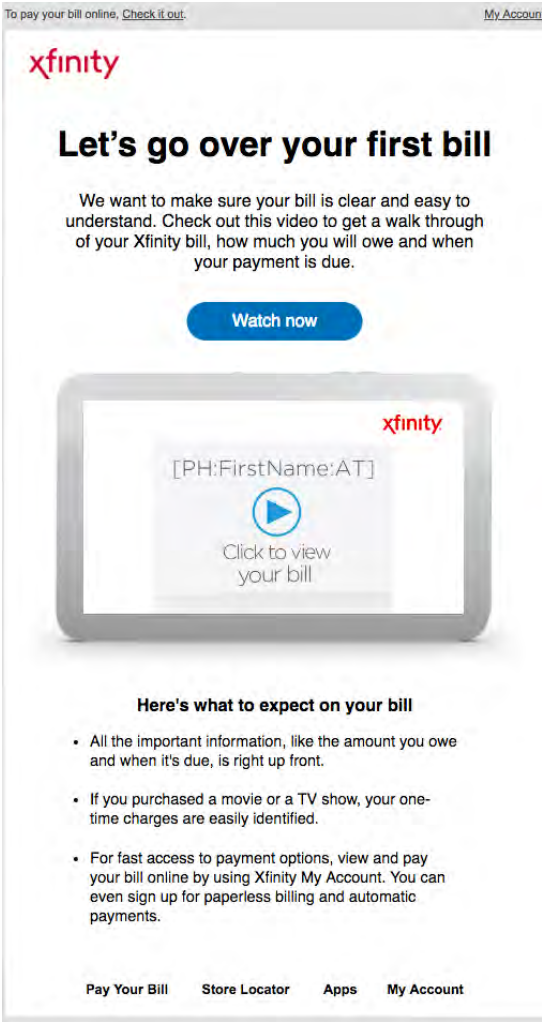
My Account
details



Day 6

First Bill (Video Email)

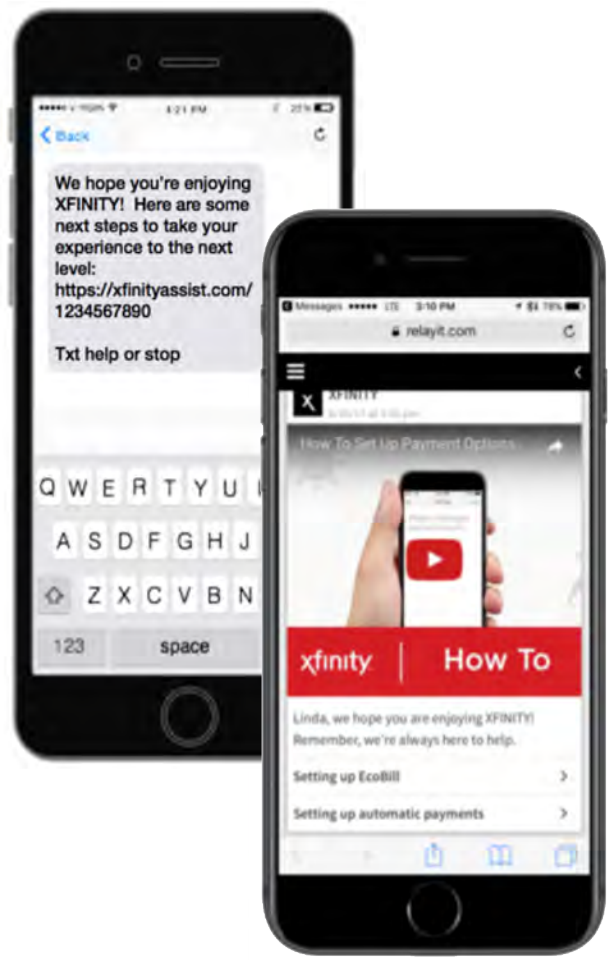
Walks customer through bill structure.
Typical first bill arrives around day 7.



7 Days Post Install

SMS Wrap Up

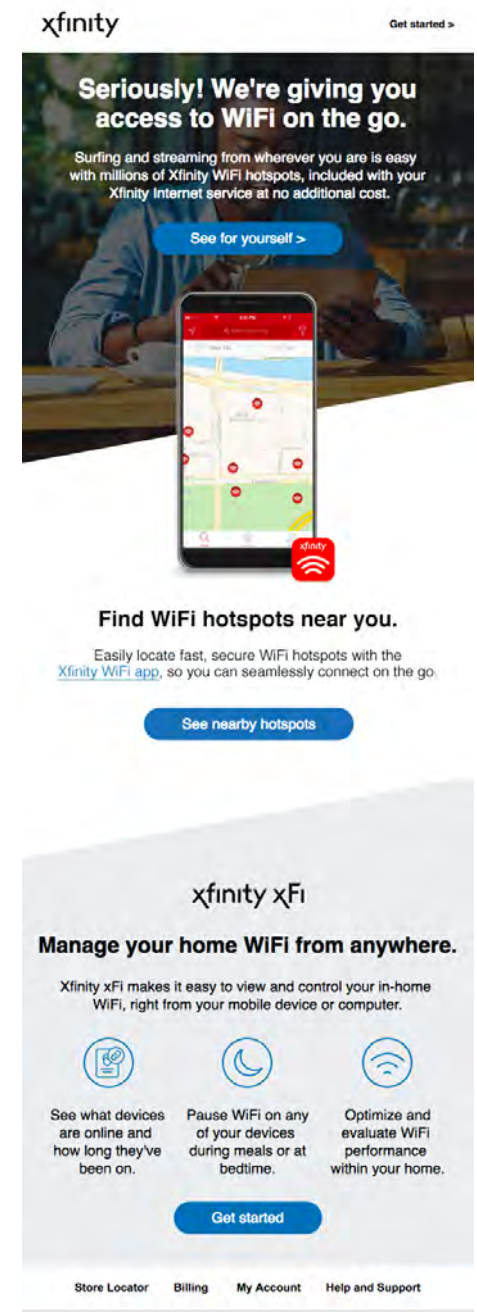
Final SMS check-in that focuses on signing up for AutoPay and Paperless.



Day 7

WiFi Hotspots

Near WiFi Hotspot xFi



Day 8

Bilingual Options

Targeted specifically for Spanish speaking customers



Platform Apps

xfinity Get started

Take TV to the next level with X1 apps

The apps you know and love are built right into your TV – simply press the **Xfinity** button on your remote and select **Apps** to get started.

Explore all the apps

xfinity x1 Sports Edge

Get live scores and see upcoming game schedules, all in one place. Plus, easily switch between highlighted games so you never miss a moment. Press **C** on your remote to get started.

Learn more

Netflix

Easily access Netflix right from X1 – no more changing inputs. Now you can discover new favorites and search for Netflix TV shows and movies using the X1 Voice Remote.

Find out more

Netflix streaming membership required

xfinity xFi

Take control of your in-home network right from your TV with xFi. Ask your X1 Voice Remote to view your WiFi name and password, see who's online, and even pause WiFi at dinner time.

Get started with xFi

Ready to explore more?

See all the apps available on your TV >

Store Locator Billing My Account Help and Support

Connects Survey

A man with short brown hair and a beard, wearing a dark blue t-shirt and green pants, is sitting on a light beige sofa. He is looking down at a silver laptop on his lap. Behind him is a wooden shelf with various books and decorative objects. The background is a plain, light-colored wall.

Voice Welcome


[Get started >](#)



Your voice service goes where you go

Your Xfinity Voice service is full of exciting features that make staying connected faster, easier and more convenient. Check out a few we know you'll love.

Stay connected anywhere, anytime

Your voice service doesn't stop when you leave the house. Take your favorite features on the go with the new Xfinity Connect app.

[Download the app](#)

Make life easier with Readable Voicemail

Receive transcripts of your voicemails via email, or read them right on your TV.

[Learn more >](#)



Call nearly half the world

Enjoy unlimited international calling to Canada, China, India, Mexico, and 17 countries in Latin America.*

[Find out more >](#)



Turn your smartphone into a landline

Forward home phone calls, make outbound calls and text for free, even internationally, with just the Connect app and a WiFi connection.

[Learn how >](#)



Block robocalls to your home

Nobody likes getting annoying calls from telemarketers. Now you can stop these types of calls with Nomorobo, a service available with Xfinity Voice.

[Learn how to set it up >](#)



Learn more about your Xfinity Voice service with this quick video.

[Watch now](#)

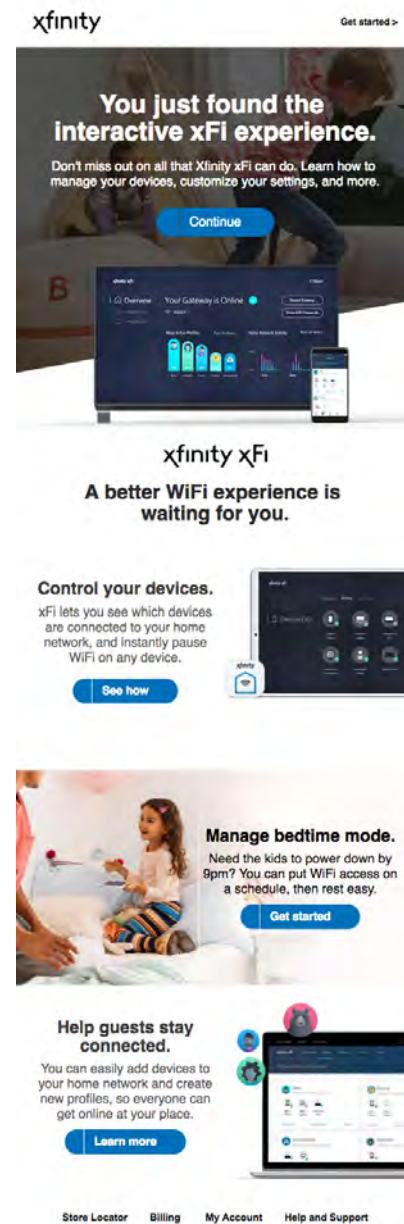


[Store Locator](#)
[Billing](#)
[My Account](#)
[Help and Support](#)

Day 13

In-home WiFi xFi

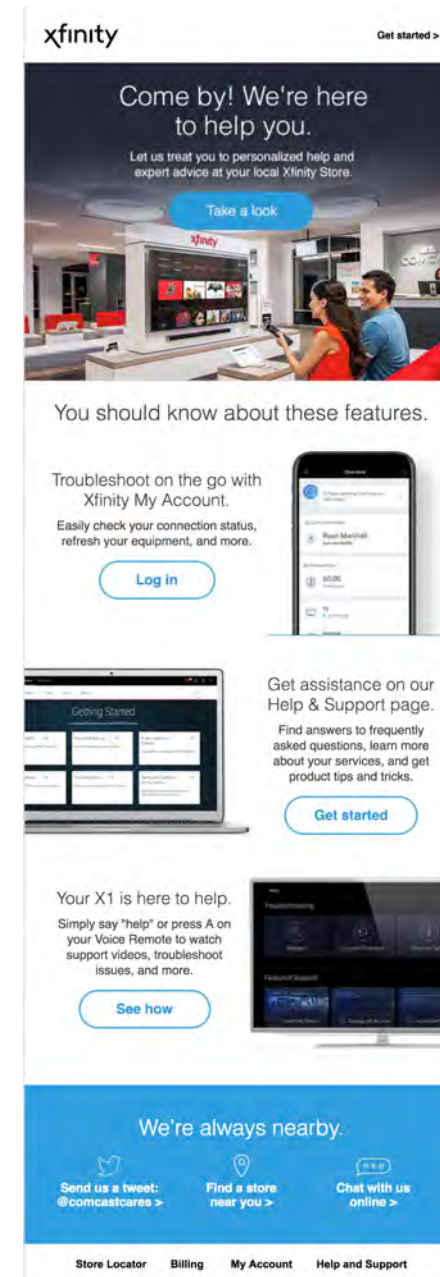
xFi features and tips



Day 14

Help & Support

Help options,
including
Retail, online,
My Account



Day 15

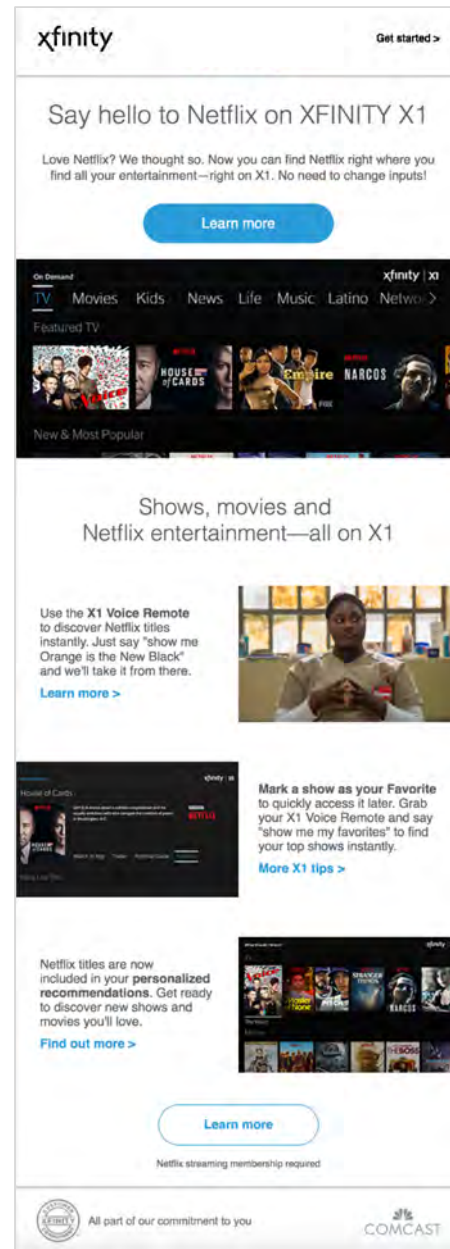
XH Upgrade

Targeted to non
Xfinity Home
customers



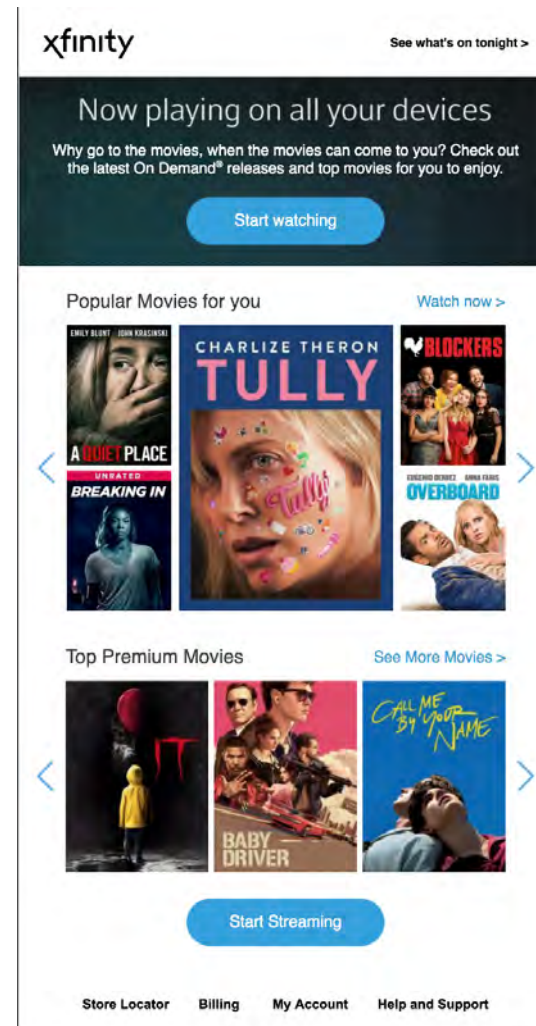
Netflix

Intro on subscribing to Netflix on X1



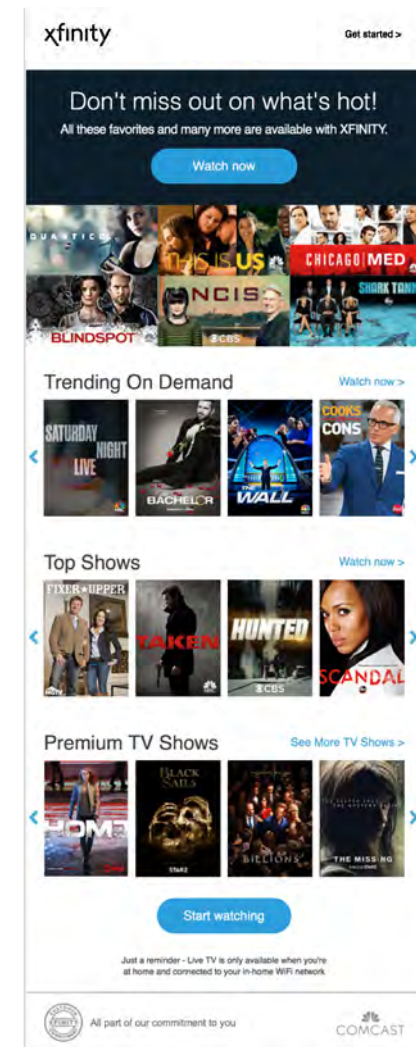
Popular Movies

Intro to content messaging



Trending TV Shows

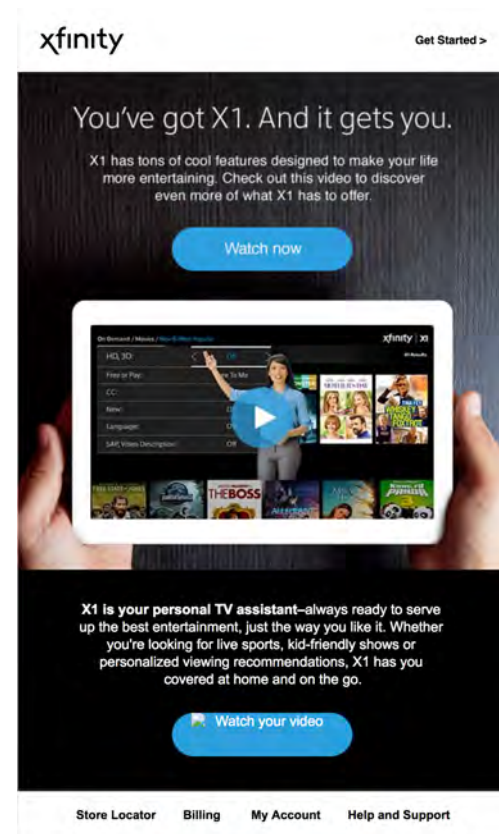
Intro to content messaging



Day 30

X1 Education Video

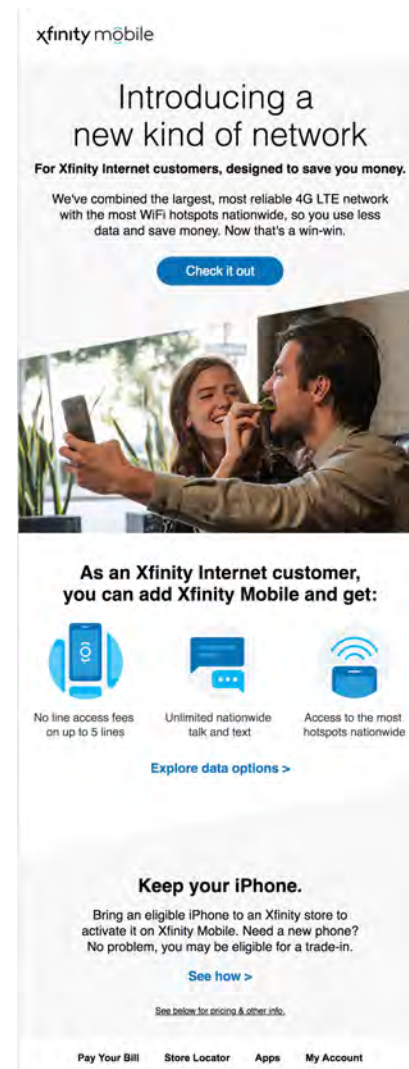
An in-depth look at X1 features



Day 31

Xfinity Mobile

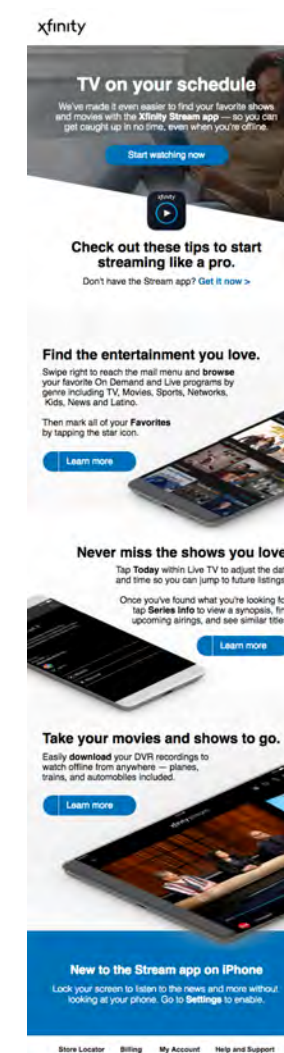
Mobile Upsell focuses on benefits of Mobile for Internet Customers



Day 37

Stream App Advance Tips

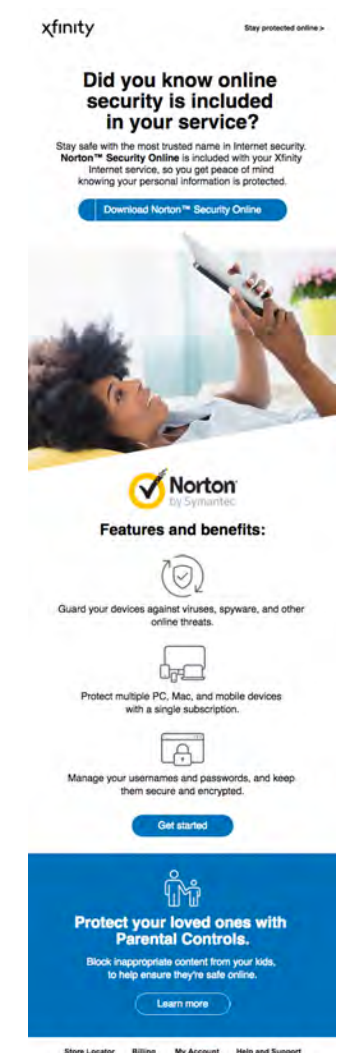
Drives Stream App usage and Stream App download through tips and tricks.



Day 43

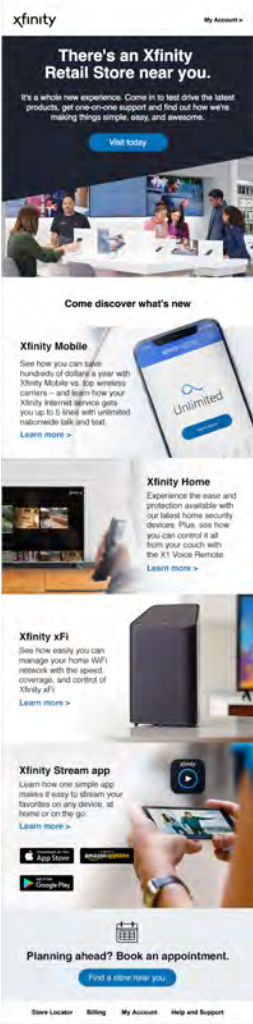
Norton

Intro on Norton that is included with service.



Xfinity Store Email

Intro to Xfinity Retail. Goal is to drive store traffic and test drive Xfinity products.



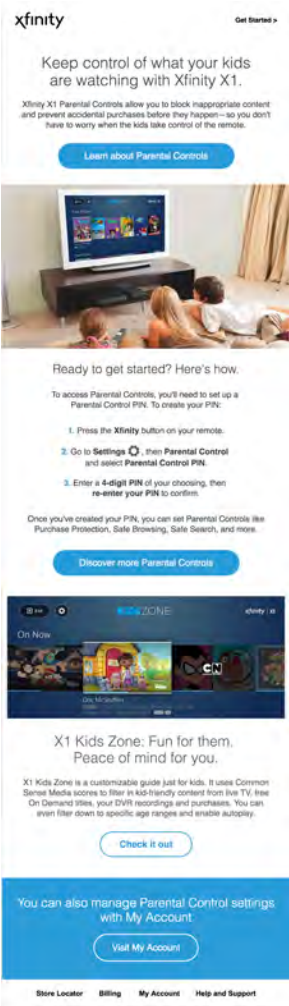
Checklist

Personalized to-do list that focuses on signing up for My Account, paperless billing, and AutoPay as well as other key features.



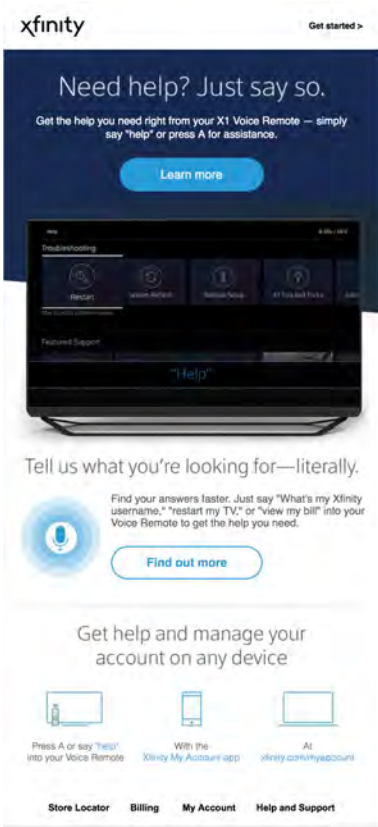
X1 Purchase Pin

How to set up parental controls and purchase pin.



X1 Help Menu

Education on self service and troubleshooting tips on X1.



Kids Zone

Kids Zone and parental controls.

