

## Jason Krech

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**From:** Jason Krech [REDACTED]  
**Sent:** Friday, April 29, 2016 16:36  
**To:** [REDACTED]  
**Subject:** Beyoncé & Lemonade not being made from the lemons  
**Attachments:** BMW\_PerfMgmt.pdf

Hello, Mr. Herrin;

I wanted to reach out and share a recent experience that made me incredibly frustrated relative to my ongoing relationship with Comcast. I'll speak first to the acute situation which has been dealt with quite poorly, but want to use this connection as an opportunity to share some other feedback.

Before my mail comes off as heretical, I want you to know: my job is about making enterprise to small business customers successful and productive. So I hope my mail comes with requisite level of suggestions for improvement, not just identification of issues. As evidence, the attached note to BMW which as generated some evaluation of their performance management system.

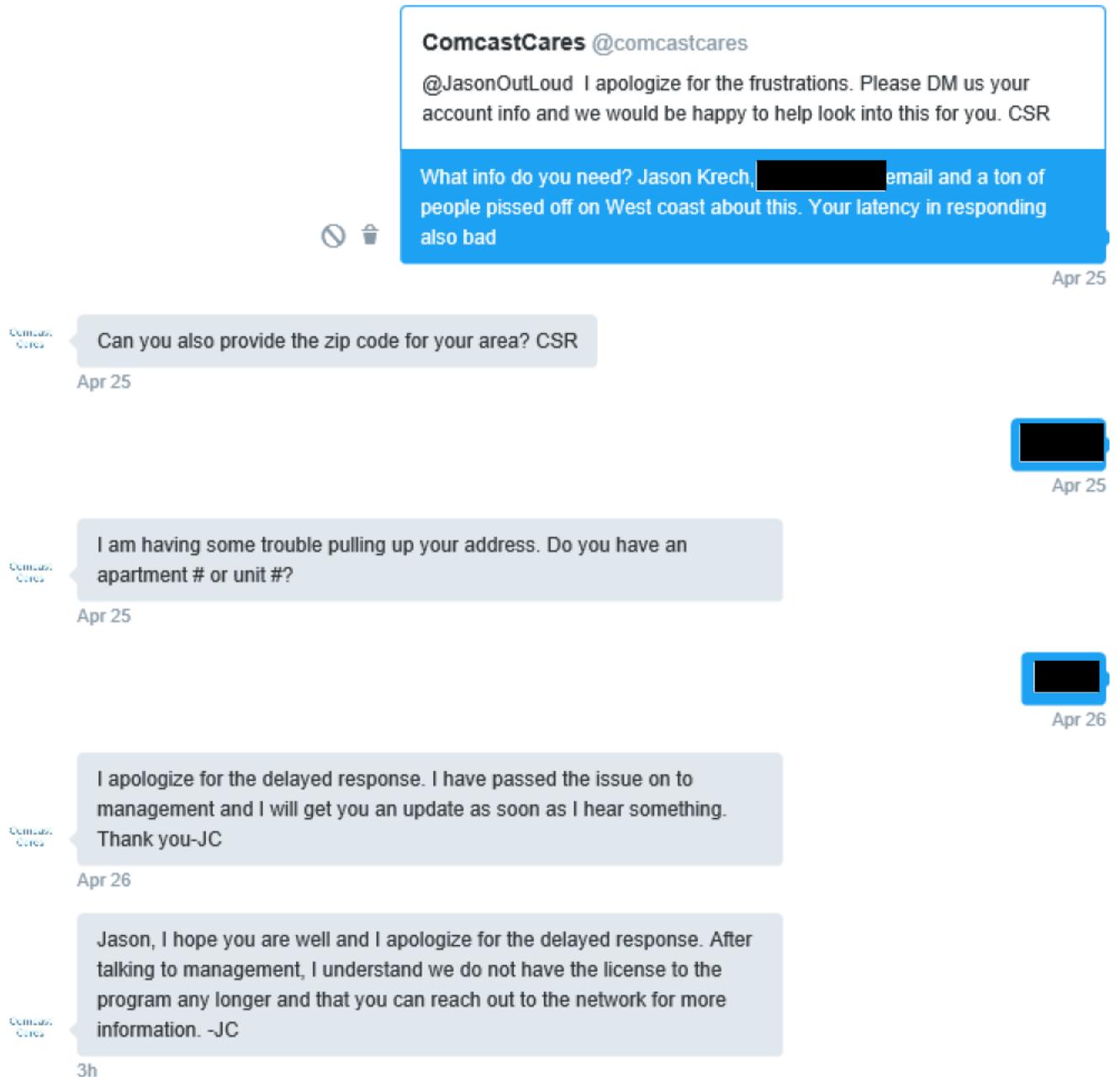
I am a Beyoncé fan and have front row tickets for her upcoming concert in Seattle. Many friends of mine as well as myself were super excited for the Lemonade premier which debuted (not to me) on HBO during your free weekend. As others around the country say the debut visual album, my friends and I saw this:

<https://www.facebook.com/jasonpaulkrech/videos/10154231252586122/?!l=1636346471665463722>

This was taken 47 minutes in to the hour during which the program was to appear. This was after calling Customer Service where the agent I spoke to (helpful, friendly, awesome) validated he was also seeing the same thing, and after many angry Tweets you can see on my Twitter profile @JasonOutLoud.

The twenty or so friends gathered to watch the show were left watching Jurassic World. In and of itself, this is somewhat forgivable despite being a headline to your free weekend, but the response was very poor.

1. ComcastCares took two days to respond to any of my tweets, and has basically failed at follow-up and been slow to do so.



2. There really isn't even any acknowledgement of my issue.
3. This demonstrates a lack in proactive customer support on the part of Comcast for which I have additional evidence.
  - a. I'm a top paying internet subscriber yet am only offered modem upgrades if I complain about the performance of my current model, even when I know working in tech that there are better models with improved performance available.
  - b. I'm not proactively contacted when there is an outage or something I should know impacting my subscriptions, leaving me to reactively call in when I have a problem versus being aware that you're on it and working through it.

With a HULU, NETFLIX, and many other avenues available to me to get the media I consume from Comcast, and frankly, other places to get internet, I'm really really upset over this mostly because of the response. I was not the only person who experienced the LEMONADE issue – several friends in Phoenix, others in Washington, etc. experienced this. To not even have the issue ACKNOWLEDGED is not respectful of my issue brought to the attention of Comcast.

What could improve:

1. **CHANNEL SLAs:** if you have a Twitter channel, treat it as a channel and establish the SLAs that correspond to such a mechanism. This response time is not appropriate and I imagine not something you would support in other channels.
2. **BE PROACTIVE:** Communicating and setting expectations (resetting if need be) is much more powerful than a customer surprise.
3. **ACKNOWLEDGE THE ISSUE:** Don't leave your consumer wondering "am I alone in this" – the Beyonce thing was clearly felt by many people, acknowledge that, agree to the issue, and how you might improve.
4. **DIFFERENTIATE YOUR SERVICE:** I am a top paying consumer of your services. I pay more for internet due to my needs. Proactively help me see you're invested in this relationship by investing in me and upgrading me..."surprising me" with equipment upgrades versus making me beg for them.

Again, thanks for the monumental effort you face in reforming the market position in an industry no one really wants to love facing competitive pressure from all sides.

I wish you the best and hope this is helpful.

JPK