

97 年度臺北市有線電視系統業者服務 品質暨收視戶滿意度調查研究

結案報告摘要

全國意向顧問股份有限公司

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摘要

本研究之目的在於瞭解臺北市有線電視系統業者的服務品質以及收視戶對業者提供之服務的滿意度。根據本研究市民量化調查的推估結果，臺北市有線電視裝機率為 81.4%，收視戶戶數約 773,280 戶。

在收視戶滿意度方面，分為頻道品質、收訊情形、客戶服務、工程服務及收費價格五大面向。結果顯示，有 91.8% 的民眾認為有線電視畫面清晰、62.8% 認為頻道數量過多、57.0% 注意到頻道位置更動、56.4% 發生過斷訊，33.2% 則看過有線電視的商業跑馬燈。在客戶及工程服務方面，68.7% 的收視戶對客服人員接聽電話速度感到滿意；69.3% 收視戶對工程人員派員速度感到滿意。有 79.1% 對客服人員的服務態度感到滿意、73.1% 對客服人員的問題解決能力感到滿意；對工程人員服務態度及維修能力滿意的比例則分別是 77.5%、78.0%。在收費價格方面，32.4% 的收視戶單月支付有線電視費用為 530 元、5.1% 則不到 530 元，另有 34.9% 的收視戶單月支付超 530 元，推測可能原因有二：首先為加裝寬頻或數位機上盒等，故其提供的價格實際含括多種服務內容；另一可能原因為，臺北市從 97 年度開始，將有線電視的收費上限調降至 530 元，部分民眾對有線電視收費仍停留在去年 550 元的印象。有 53.1% 的收視戶認為現行收費價格不合理。除市民量化調查結果外，本研究亦邀約電訪中滿意度較低的收視戶舉辦焦點團體，針對客服工程接觸經驗、有線電視收費價格透明化、小眾頻道亂象、設立臺北市有線電視溝通平台、重整有線電視纜線等議題進行討論。

本研究另請訪問人員模擬收視戶的身份撥打至客服中心，進行抽測電話訪問、抽測現場測試評估客服人員及工程人員的服務品質。獨立系統經

營者聯維的客服人員滿意度（85.0分）最高；工程人員的滿意度則是寶福（90.8分）最高，但由於抽測現場測試樣本數小，量化結果需參考質化的日誌內容再行評估。

就公用頻道的知名度及滿意度來看，12.8%的收視戶在提示公用頻道的定義後表示知道公用頻道，其中70.5%曾看過公用頻道，看過的人中50.2%對公用頻道感到滿意。然而所有收視戶中僅10.3%未來願意提供自製的影帶至公用頻道播出。

建議未來臺北市政府於研究規劃時，應清楚訂立題項的評估期間，使民眾有效區辨其舊有印象及今年度的服務感受，始能對業者有更即時、符合專案目的之評分。在服務向度之挑選方面，建議臺北市政府應針對各項服務向度與年底費率審議之參考有一更緊密之結合，使有線電視費率審議的機制趨近完整；在公用頻道方面則首重於提升一般市民公用頻道媒體近用的認知，並與民眾的使用習慣相結合；在有線電視溝通平台方面，建議提高有線電視申訴專線的可使用性及使用率；最後在具體落實推動數位化方面，建議臺北市政府觀光傳播局向中央主管機關國家通訊傳播委員會反映要擬定推動數位化的配套措施，並加強數位化的宣導。

Abstract

This Research is conducted to investigate the service quality of cable television providers and the degree of customer satisfaction in Taipei City.

A phone survey of a randomly drawn sample of 1,477 households in Taipei City is conducted to estimate cable installation rate, and the sample of subscribers are recruited until the entire sample reached 180 households per cable provider in order to evaluate customer satisfaction with cable channels service, phone service and repair service in Taipei City. According to the results of the quantitative survey, the cable installation rate in Taipei City is 81.4%, which is equal to 773 thousand households subscribing to cable television.

Five dimensions are measured to evaluate the satisfaction with cable service: channel service, signal stability, customer service, repair service and price. The study finds that large majorities of subscribers (91.9%) consider image quality of cable channels “superior/good” and 42.7 percent never had the signal interruption. In addition, nearly two-thirds feel the numbers of channel “too much/somewhat much” (62.8%) and 57 percent are aware of yearly sequential placement of channels, while one in three subscribers (33.2%) ever saw commercial running banners delivered by cable providers.

When it comes to satisfaction with repair service and customer service call centers, most subscribers who had communicated with customer service staffs in the past year are satisfied with “the speed of answering phone call” (68.7%), four-fifths (79.1%) feel satisfied with “attitudes” and 73.1 percent are satisfied

with “the ability to solve problems”. Similarly, among the cable subscribers who had interacted with repair service staffs, 69.3 percent are satisfied with “speedy repair abilities”, while more than three-quarters are satisfied with “attitudes” (77.5%) and “ability to solve problems” (78.0%) of repair service staffs.

As far as price is concerned, 32.4 percent of cable subscribers pay NT \$530 per month for cable service, which is consistent with the official price in Taipei City. Thirty-five percent report monthly spending more than NT \$530, while 5 percent lower than the official price (5.1%). Half of subscribers (53.0%) consider the current price in cable service unreasonable. Nine subscribers who reported low satisfaction with their cable providers in the survey were invited to participate in a focus group discussing their experience with customer service staffs and repair service staffs, and their opinions on price reasonableness, channel chaos, building a communication platform about cable television issues and underground coaxial cable etc.

After conducting mystery shopper’s interviews, the results reveal that the average overall satisfaction score for customer service staffs is 81.0. “Power Ful Cable TV Co.Lcd.” and “Net Wave Cable TV Co.Lcd.” have higher satisfaction scores than “Kbro Co.Lcd.”, but not significant difference with CNS. The average overall satisfaction score for repair service staffs is 83.4. The satisfaction score of “Power Ful Cable TV Co.Lcd.” and “Net Wave Cable TV Co.Lcd.” is 89.4, Kbro is 83.4, while CNS is 79.4. However, the result of qualitative observation should be taken into consideration because of the small sample size.

In receivership rate and satisfaction level with the public access channel

(PAC), nearly 13 percent of cable subscribers had ever heard of the PAC after reminding them its definition (12.8%), and 70.5 percent among them had watched the PAC. Half of those watched the PAC feel satisfied (50.2%). But only 10.3 percent of cable subscribers indicate that they are willing to provide home made video for the PAC.