

98 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

摘要

本研究透過量化之電話調查、質化之焦點座談會與電話及現場測試之神秘客調查方式，其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 80.1%，收視戶戶數約 770,743 戶。

收視戶滿意度以頻道品質、收訊情形、客戶服務、工程服務及收費價格五大面向進行評比。由收訊情形來看，有 89.0% 的收視戶認為有線電視畫面清楚，有 55.2% 提到一年內曾經發生斷訊；頻道品質方面，有 55.3% 的收視戶認為頻道數量過多，家中有線電視曾發生頻道調動占 37.8%，有注意到頻道調動通知跑馬燈則占 30.3%，另有 28.1% 一年內看過疑似商業跑馬燈。客戶服務方面，有 68.3% 一年內曾撥打客服專線之收視戶對客服人員接聽電話速度感到滿意，對其服務態度感到滿意者占 82.5%、對其問題解決能力感到滿意者占 73.7%；工程服務方面，有 73.3% 一年內曾要求派員之收視戶對派員速度感到滿意，對工程人員服務態度及維修能力滿意的比例分別為 70.7%、75.8%。服務態度滿意比例明顯較 97 年退步 6.8%，凸顯了有線電視工程外包人員之品質控管疑慮。在收費價格方面，有 47.8% 的收視戶單月支付有線電視費用為 530 元，較 97 年提升 15.4%，可能顯示自 97 年調降有線電視的收費上限為 530 元至今，民眾對 530 元的認知逐步成型。另有 3.4% 的收視戶單月支付有線電視費用不到 530 元，有 28.1%

單月支付則超過 530 元。有 69.4% 的收視戶皆認為現行收費價格偏貴。

由各滿意度題項與整體滿意度之相關性及其成效所繪製的「重要性-績效水準」分析模式，亦發現客服人員及工程人員如何妥善處置及排除故障，才是影響收視戶對有線電視系統整體觀感的要素。

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、重整有線電視纜線附掛等議題進行討論。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。系統經營者麗冠的客服人員滿意度（98.8 分）最高；工程人員的滿意度則是大安文山（100.0 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，15.9% 的收視戶在提示公用頻道的定義後表示知道公用頻道，較 97 年顯著成長 3.1%；其中 68.3% 曾看過公用頻道，看過的人中 46.0% 對公用頻道感到滿意。然而僅 10.9% 的收視戶未來願意提供自製影帶至公用頻道播出。有 22.5% 的收視戶曾看過有線電視地方自製頻道，看過地方自製頻道的收視戶中，有 48.0% 感到滿意。

目前僅 10.6% 的收視戶家中有裝設有線電視數位機上盒。有 22.4% 目前未使用有線電視數位機上盒的收視戶表示未來一年內願意使用，未申裝有線電視者中亦有 22.1% 表示願意。對政府初步研擬的有線電視數位化政策，有 61.7% 的收視戶表示贊成，未申裝有線電視者則有 57.2% 表示贊成。

建議未來主管機關應確立有線電視數位化政策之方向，避免政府與業

者相關單位因政策之不明確導致推行上的困難。另外臺北市政府於研究規劃時，應將每年調查結果與往年之滿意度等資料進行評估，並訂立系統業者年度達成之標準。在有線電視申訴平台方面，建議提高市民熱線 1999 之有線電視申訴專線的能見度，讓民眾善用政府資源；最後在具體落實推動數位化方面，加強宣導數位化概念，教育民眾有線電視數化對於生活上的實質幫助。

Abstract

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

A phone survey of a randomly drawn sample of 1,140 households in Taipei City is conducted to estimate cable penetration 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 channels operator, customer service and repair service in Taipei City. According to the results of the quantitative survey, the cable penetration rate in Taipei City is 80.1%, which is equal to 770 thousand households subscribers to cable television.

Five dimensions are measured to evaluate the satisfaction with cable service: channel service, signal stability, customer service, repair service and monthly fee. The study finds that large majorities of subscribers (89.1%) consider image quality of cable channels “superior/good” and 43.6 percent never had the signal interruption. In addition, nearly half people feel the number of channels “too many/somewhat many” (55.3%), 37.8 percent are aware of yearly sequential placement of channels, and 30.3 percent had seen running banners announcing yearly sequential placement of channels, while 28.1 percent had seen 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 staff in the past year are satisfied with “the prompt of answering phone calls” (68.3%), four-fifths (82.5%) feel satisfied with “attitudes” and 73.7 percent are satisfied with “the ability to solve problems”. Similarly, among the cable subscribers who had interacted with repair service staff, 73.3 percent are satisfied with “speedy repair abilities”, and 70.7 percent are satisfied with “attitudes”, while more than three-quarters are satisfied with “ability to solve problems” (75.8%) of repair service staff.

As far as monthly fee is concerned, 47.8 percent of cable subscribers pay NT \$530 per month for cable service, which is consistent with the official price in Taipei City. Twenty-eight percent report monthly spending more than NT \$530, while 3.4 percent lower than the official price. Nearly seventy percent of subscribers (69.4%) consider the current price of cable service “too expensive/somewhat expensive”. 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 staff and repair service staff, 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 “Kbro Co.Lcd.”, “Power Ful Cable TV Co.Lcd.” and CNS have higher satisfaction scores for repair service staff than “Net Wave Cable TV Co.Lcd.”. The satisfaction score for repair service staff of CNS is 93.3. “Power Ful Cable TV Co.Lcd.” and “Net Wave Cable TV Co.Lcd.” is 91.6, while Kbro is 90.6.

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 16 percent of cable subscribers had heard of the PAC after reminding them its definition (15.9%), and 68.3 percent among them had watched the PAC. Half of those watched the PAC feel satisfied (46.0%). But only 10.3 percent of cable subscribers indicate that they are willing to provide homemade video for the PAC. When it comes to local cable TV channels, 22.5 percent of cable subscribers had watched the local channel delivered by their cable provider, and 48.0 percent among them feel satisfied.

The installation rate of cable TV set-top box among cable subscribers in Taipei City is 10.6 percent. When it comes to the willingness to subscribe cable TV set-top boxes, twenty-two percent of the population (whether cable TV subscribers or non-cable viewers) is willing to subscribe cable TV set-top boxes. After being reminded of the policy of cable TV digitization, 61.7 percent of cable subscribers hold positive attitude toward the policy, while 57.2 percent of non-cable viewers are supportive.