

103 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「電話訪問調查」瞭解臺北市有線電視裝機率、臺北市有線電視系統業者服務品質、臺北市有線電視系統收視戶的收視情形及滿意度、臺北市有線電視公用頻道之節目收視情形及滿意度、臺北市數位有線電視推廣資訊管道、裝機率、收視情形及滿意度；並透過「神秘客調查」瞭解臺北市有線電視系統業者服務品質；另外針對有線電視一般收視戶、數位有線電視收視戶、熟悉有線電視產業之專家學者、以及臺北市有線電視系統經營者，辦理「焦點團體座談會」，期透過質化資料來輔助電話調查的結果，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服務的滿意度。

在有線電視裝設現況方面，臺北市有線電視裝機率為 78.1%；21.2%表示家中未裝設有線電視的原因，有 53.2%表示「無收看電視習慣」、46.6%表示「收看無線台就夠了」、41.8%表示「有線電視費用太貴」。此外，在市民目前使用的收視方式，有 52.1%表示使用「數位無線電視」收看節目、32.7%使用「智慧型手機/平板電腦」收看節目、27.2%使用「中華電信 MOD」來收看節目。

收訊品質方面，89.2%收視戶認為有線電視收看畫面清楚，但 65.9%近一年來曾發生過斷訊；節目品質(含重播情形)方面，有 68.2%收視戶表示滿意業者提供的節目品質，70.3%表示滿意業者提供節目的內容多樣性，69.7%認為目前節目重播情形偏多；頻道服務方面，62.3%收視戶近一年來有注意到公共服務訊息的跑馬燈，67.9%認為目前頻道數量偏多。

服務態度(含接聽率)方面，近一年來，有 42.1%的收視戶曾撥打電話至有線電視系統業者客戶服務中心，其中 70.7%的收視戶係因有線電視故障問題詢問服務中心，而在接聽速度滿意度看法上，有 72.3%近一年播打過客服專線的收視戶表示滿意，77.6%對客服人員

處理問題的能力表示滿意，87.0%對客服人員服務態度表示滿意。

維修服務(含到修率)方面，近一年來，有 22.3%的收視戶曾要求業者派員維修，其中 57.4%的收視戶係因有線電視斷訊問題要求業者派員維修，而在維修速度的看法上，有 48.2%收視戶表示是在通知客服中心的 24 小時內接受維修，85.2%對維修人員處理維修能力表示滿意，91.9%對維修人員服務態度表示滿意。

收視費用及形式方面，有 57.2%的收視戶認為臺北市政府審定的有線電視基本頻道收視費用(495/月)合理、31.5%認為不合理，在收視戶期望的有線電視每月收費價格平均約為 365.6 元。此外，30.3%收視戶的繳費週期為季繳，68.0%是到便利商店繳費。

公用頻道方面，有 14.9%的收視戶在提示公用頻道的定義後，表示知道有公用頻道，16.0%表示曾收看過公用頻道，而收看過的收視戶中，有 45.5%對節目內容感到滿意，14.9%對節目內容感到不滿意，僅 14.8%的收視戶表示未來願意提供自製影帶至公用頻道播出，77.6%表示沒有意願者，58.2%為「沒有興趣」、46.3%表示「不清楚託播的相關流程」；社區服務方面，有 23.0%的收視戶曾看過有線電視地方自製頻道，曾看過有線電視地方自製頻道的收視戶中，有 47.0%對節目內容表示滿意，19.9%對節目內容表示不滿意。

針對數位有線電視裝設現況來看，62.9%的收視戶目前家中可收看數位有線電視，已裝設數位有線電視的收視戶中，僅 86.1%表示使用數位有線電視收看數位頻道；而 32.8%未安裝數位有線電視的收視戶中，表示無申裝的原因以「很少看電視」(42.2%)、「不了解數位服務內容」(38.3%)、「沒有想看的頻道」(36.0%)為主。

數位有線電視收視方面，有 47.3%的數位收視戶表示透過業者推銷得知數位有線電視的推廣內容，85.4%表示家中有 1 臺電視已裝設數位機上盒，85.9%表示家中數位有線電視沒有購買套餐頻道；在數位有線電視頻道服務與節目品質方面，有 60.9%的數位收視戶對數位有線電視的選台器使用便利性表示滿意，66.4%對數位頻道多元性表示滿意，68.6%對數位頻道節目品質表示滿意，67.6%對業者提供的數位服務表示滿意。

有線電視業者的整體滿意度方面，78.0%的收視戶對業者提供的整體服務表示滿意，29.7%認為業者提供的服務較去年進步；在有線

電視數位化相關議題方面，50.8%的收視戶贊成未來有線電視採取分組付費方式，而民眾願意額外加購套餐的費用平均為170.1元，另外，若未來新業者加入，增加臺北市民收視選擇權，則有65.6%的收視戶表示有意願轉換為新業者。

在有線電視客戶服務上，本研究透過神秘客電話訪問、神秘客現場測試瞭解有線電視系統的客服人員及工程服務人員的服務品質。在神秘客電話訪問中，以中嘉(89分)的客服人員所得平均分數最高。由各評比面向來看，獨立系統聯維、寶福的接聽速度(8.3分)、禮貌用語(10分)與服務態度(8.3分)平均分數優於其他業者，中嘉在告知姓名(10分)、禮貌用語(10分)平均分數優於其他業者，凱擘在專業能力(9.6分)平均分數優於其他業者。

現場抽測結果中，以凱擘工程服務人員的總分平均為91分最高，獨立系統聯維、寶福為81分，中嘉則在77分，顯示大部分業者所派工程人員皆可在24小時內到府維修，在技術層面亦達收視戶要求標準，由各評比面向來看，主要以表明身分及服裝儀容部分，為日後需改進的目標。

在一般收視戶座談會部分，收視戶表示在收看有線電視時，偶爾有發生雜訊干擾現象；節目重播情形方面，收看知性頻道如旅遊生活、探索類型節目的收視戶，對於節目重播率的接受度較高，認為在新聞頻道、戲劇頻道及電影頻道的節目的重播情形較嚴重，據焦點座談會與會的有線電視收視戶表示，價格亦是民眾考量安裝數位機上盒的因素之一，目前仍屬於觀望階段，等到之後業者或政府調整到較理想狀態時才會考慮安裝。

數位有線電視收視戶表示，多透過業者電話行銷或到府拜訪方式進行數位機上盒的裝設，裝設後對於畫質、頻道類型及電子節目表感到滿意；但目前操作數位機上盒情形，多半認為家中老年人在選台器使用及操作上不便利，對於數位機上盒的多元功能說明不清楚，建議未來各家業者簡化操作介面，主動推廣數位服務功能，以及提供簡易閱讀的圖文操作說明。

專家學者認為目前有線電視發展瓶頸，主要來自多元收視平台的競爭，有線電視主管機關應建立一致性的管制方式來確保市場秩序，保障民眾閱聽的權益。在數位有線電視發展部分，分組付費僅以用戶

實質選擇權的立場規劃，未來推動時恐影響市場機制的穩定性。

業者針對本年度調查結果回應，在客服接聽率方面，在特殊狀況或斷訊搶修時，進件量較高，致使該時段的接聽率下滑；在自製頻道節目內容推廣上，主要以多元生活圈的方向規劃，期望能將雙北融合，讓節目更豐富；在數位機上盒推廣部分，業者建議政府須與業者共同推廣數位化，協助輔導業者推廣；在未來有線電視發展部分，建議政府能針對有線電視相關法規做一定程度的鬆綁，開放市場自由競爭。

對主管機關國家通訊傳播委員會，在數位匯流趨勢下，作為數位化引領的有線電視產業，建議應推廣有線電視數位化優點，並統一各區數位機上盒硬體規格，加速數位機上盒裝機率，未來有線電視數位議題如分組付費、跨區經營等；對臺北市政府觀光傳播局，建議對於業者的客戶服務與加強服務人員數位化服務處理的教育訓練。

Abstract

The research via telephone survey is to understand the installation rate of cable TV in Taipei including the service quality of the provider cable TV in Taipei the public channel programs. The condition and satisfaction of cable TV in Taipei. Promoting a digital cable TV service for a channel information, installation rate. TV subscribers situation and satisfaction; And also penetrate mysterious shopper survey to understand the service quality of the providers for cable TV system in Taipei. Additionally, in accordance with general TV subscribers, the digital cable TV subscribers, subscribers in the digital cable TV, an expert familiar with cable TV production, and also with the cable TV system operator. Performing focus seminar aims to penetrate qualitative message to support telephone survey results in order to understand the quality of Taipei cable TV services and the satisfaction level of audience.

In accordance with the cable TV installation at the present situation, the installation rate is 78.1%; 21.2% indicate the reason that they don't install cable TV at home. There are 53.2% of respondents shows that they don't have the habit of watching TV, 46.6% shows that they watch TV by using unless cable is enough 41.8% indicate at cable TV is the experience. Besides, in addition shows that they watch TV program by unless digital cable? To conduct that disconnection, line rupture to offer proprietor, owner consent, the meaning theme of a literary artistry worth. 32.7% indicate that they use some type of cell phone plane that computer watching TV program, 27.2% indicate that they use Cheng Hwa telecommunication MOD to watch TV program.

As for the quality in gathering information, 89.2% of the subscribers consider that by watching in cable TV picture is clear, but 65.9% of the subscribers encountered broken reception in about past. As for the quality of program concerning replay situation, there are 68.2% of the subscribers are satisfied with the quality of TV programs offered by the owner, 70.3% of the subscribers are satisfied with the diversified content in programs offered by the owner. 69.7% of the subscribers think

that there are too many replays, 62.3% of the subscribers pay attention to the public services news spotlight in the past year. 67.9% consider that number of TV channels provides a lot lately.

As for the service attitude (including the rate of house calls). Lately in a year past, 42.1% of the subscribers call up to the cable TV system providers service center. Among which 70.7% of the subscribers called the cable TV service center of inquiry due to malfunctions. And callers are satisfied with the short waiting time, 72.3% of the subscribers are satisfied with the variety of channels, 77.6% are satisfied with the attitude of customer service personnel, 87.0% are satisfied with the problem solving ability of the customer service.

As for the maintenance service (including the rate of house calls). Lately in a year past, 22.3% of the subscribers have requested house calls. Among 57.4% of the subscribers a did so because of the cable TV malfunction problem and ask to send a maintenance worker. 48.2% of the subscribers indicate that repair will be accepted within 24 hrs. upon the notice calls of customer to service center.

In the aspect of subscription fee and payment method, 57.2% of the subscribers consider that the examine and approval of the Gilaipe government city hall in cable TV fundamental channel TV bills for (495/month) is reasonable. 31.5% consider that its unreasonable. And subscribers expected that cable TV bill rate about 365.6 NT dollars. Besides 30.3% of the subscribers choose to pay quarterly, and 68.0% of the subscribers pay their bills through the bill service in a convenience store.

In terms of the public access channel after given the definition, 14.9% of the subscribers confirmed their knowledge of the channel, 16.0% of which have watched the public access channel. And within the subscribers, 45.5% are satisfied with the contents. However, only 14.9% of the subscribers are willing to provide their own video clips to be broadcast on this channel 77.6% shows no willingness 58.2% are with no interest. 47.0% with no skill in picture taking. 23.0% shows to request broadcast related with the technological process.

As for the installation of digital cable TV 62.9% of the subscribers are capable in watching digital TV. Only 96.5% of the subscribers have actually watched the digital cable channel; And 33.1% of the subscribers haven't install digital cable TV. The reason for not installing 「seldom watch TV」 (42.2%) mostly, 「don't understand the content of the digital cable TV」 (38.3%), 「don't want to watch TV」 (36.0%).

As for the subscribers watching in digital cable TV, 47.3% of the subscribers penetrate providing to promote the content of digital cable TV, 85.4% shows that the digital set-top box is mostly promoted and installed through telephone in translation., 85.9% shows that digital with television didn't buy set-top box. In digital cable TV service concerning quality programs and subject to quality programs; 60.9% of the subscribers in digital TV are satisfied with the convenient use of remote control, 66.4% of the subscribers are satisfied with its channel variety, 68.6% are satisfied with the digital channel programs, 67.6% are satisfied with the providers offering the digital service.

When it comes to the satisfaction level of digital cable TV, 78.0% of the subscribers are satisfied with the whole service offer by the providers, 29.7% consider that the providers service offered is better than last year subject to the given definition in digital cable TV, 50.8% of the subscribers agree to adopt a group way of payment in the future. And people are willing to add additional payment of 170.1 NT dollars for the set-top box; Besides, if new provider join in, it will increase Taipei citizens viewers the rights to choose about 65.6% of the subscribers indicate inclination to change to new provider.

This study aims to understand customer service representatives and engineering staffs working for wire television cable system, and to explore their service quality through telephone interviews and real tests on the spot with mystery shoppers. From the overall aspects, the independent system of Net Wave and Power Full's pick-up speed of phone the customer service average grade earned from CNS shows the highest. The grade was(91 points). From the overall aspects, the independent system of Lian Wei 、Power full pick-up speed of phone(8.3

points) polite expression(10 points) and service attitude(8.3 points) average grades are superior to other enterprises.CNS name response. CNS name response(10 points), polite expression(10 points) average grades superior to other enterprise.KBRO specializes ability(9.6 points) average grades superior to other enterprises.

On the spot test ohoin results, KBRO got 91 points, engineering staff got the average grades in total. Lian Wei and Power Full cable television companies got 81 points.CNS got 77 points. This results suggested that most of the engineering staffs can do on-site repair in 24 hours and most every television subscriber's require member for technical aspect. The main reason of labor grades focus on the assignation speed of engineering staff. It mustbe improved for further development.

Regaining to the symposium held for television subscribers, general television subscribers reported that the screen looks vague when the television is switched after variety channels about replayed program circumstances, do watch education channels like: entertainment program, adventures type of programs, for the replay programs, some television subscribers regarded that the replay program make up those audiences who cannot watch premiere programs; however, the news channel, drama channel and movie channel replayed programs are the worst. Prices are also a reason people worried about for installing set-top box, present stage is on a want and see stage, until in the final, providers will have to think of a good arrangement with the city government for the installation concept.

Digital cable TV subscribers shows that many providers penetrate through the sreles or go to city hall on-site visit, or on ate repair. After installation, thosesubscribers were satisfied with its television definition, chammel variety, and electronic program guide. However, the remide control is complicated and not integrated. Most of the old aged person is inconvenient to use and operate the remate control, the explanation in digital set-top box is not clear. Suggest that each providers make the operation easier to promote digital service better development, and also offer easy reading and explanation for drawing picruews operation.

From scholar's point of view, other platform is gradually substitute for wire television. About digital wire television development, no matter hardware device or operating interface of the digital set-top box, they all shall be enhanced to increase the willingness for people by improving workability and ease of use. For public access promotion, it was recommended to consider the development of public access channel. Establish an unanimously control to protect the market in order, to ensure people the authority rights in ease listening.

About the results of year-end inspection, the general telephone pick-up percentage decreases. As far as self-produced channels contents ordensim. Main topic plan is to direct a nice surrounding for a variety life. Expecting that Taipei City and New Taipei City will combined gradually and let the programs be more abundant in concerned with the digital set-top box partly promotion, providers requested government needs to cooperate with the providers to propagate digitally, to help propagate the assistance guidance developing part of the wire television in the future. Suggested that the government will loosen state condition related to wire television laws regulation. Open free market competition.

For the competent authority, National Communication Committee, it was recommended to consider the development of public access channel under digital convergence trend, it was suggested to strengthen advantages of digitalized cable television and unify hardware specification of digital set-top box. Topic for discussion in digital wire television if payment separate by group, do business and go beyond across the district. For the Department of Information and Tourism, Taipei City Government, enterprises customer service of telephone pick-up speed and educational training shall be improve to solve TV subscribers' questions.