

# CABLE PROVIDERS, ISPS RANK DEAD LAST FOR CUSTOMER SERVICE

The bottom of the barrel in this survey from Temkin Group is a who's who of TV and Internet providers: Charter, Cox, TWC, Comcast, Verizon, AT&T...

Cable TV and Internet providers aren't scoring well with their customers, at least according to a report out Wednesday from research firm Temkin Group.

A poll ranking the customer service of 235 companies across 19 industries found the cable TV industry in last place followed by ISPs in second to last place. (There are a couple of health plans and an airline tucked in the dungeon as well.)

Those surveyed were asked to rate their satisfaction level with various companies by ranking them on a scale of 1 (very dissatisfied) to 7 (completely very satisfied). Culling all those rankings, Temkin Group gave each company a "net satisfaction" score listed as a percentage.

Filling the bottom of the list were such ISPs as Cox Communications at 34 percent, Comcast at 32 percent, and Cablevision at just 28 percent. Ranked as TV

providers, AT&T scored 33 percent, Comcast 30 percent, and Verizon 30 percent.

Healthcare providers, appliance makers, and airlines also scored low in the list, while grocery chains and retailers were tops among consumers. How did other tech industries fare?

PC makers and software companies popped up a little more than halfway down the list. Apple took home a score of 57 percent, followed by Dell and Acer at 51 percent each and Toshiba at 50 percent. Microsoft and Google each scored 51 percent as well, while Adobe earned a 49 percent grade.

The Temkin Group gathered its data from a third-party online survey of 10,000 consumers in the U.S. during January 2013. Those polled were asked to identify and rate companies that they had dealt with over the prior 60 days.

## 2013 Temkin Customer Service Ratings (TCSR), Top and Bottom Firms

### Top Rated Companies

Rank	Company	Industry	TCSR
1	USAA	Insurance carrier	76%
2	USAA	Bank	75%
3	A credit union	Bank	73%
4	Ace Hardware	Retailer	71%
4	Charles Schwab	Investment firm	71%
6	Dollar Tree	Retailer	70%
6	Chick-fil-A	Fast food chain	70%
8	Sonic Drive-In	Fast food chain	69%
8	Hy-Vee	Grocery chain	69%
8	Costco	Retailer	69%
8	Trader Joe's	Grocery chain	69%
12	Advantage	Rental car agency	68%
12	Publix	Grocery chain	68%
12	H.E.B.	Grocery chain	68%
15	Aldi	Grocery chain	67%
15	Amazon.com	Retailer	67%
15	Sam's Club	Retailer	67%
15	Lowe's	Retailer	67%

### Bottom Rated Companies

Rank	Company	Industry	TCSR
235	Charter Comm.	TV service	22%
234	Time Warner Cable	TV service	25%
231	Cox Comm.	TV service	28%
231	Optimum (iO)/Cablevision	TV service	28%
231	CareFirst (BCBS)	Health plan	28%
229	Verizon	TV service	30%
229	Comcast	TV service	30%
226	Qwest	Internet service	31%
226	Verizon	Internet service	31%
226	Charter Comm.	Internet service	31%
223	US Airways	Airline	32%
223	Highmark (BCBS)	Health plan	32%
233	Comcast	Internet service	32%
222	AT&T	TV service	33%

Base: 10,000 U.S. Consumers  
Source: Temkin Group Q1 2013 Consumer Benchmark Survey

