

# Program Spotlight

## Comcast Partners with Entertainment® to Retain Subscribers Experiencing Service Issues

### Company Overview

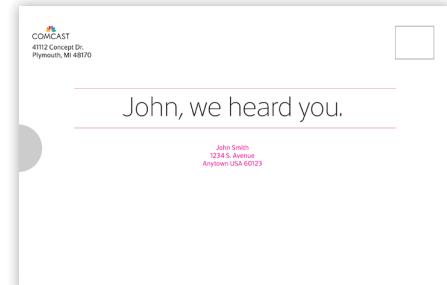
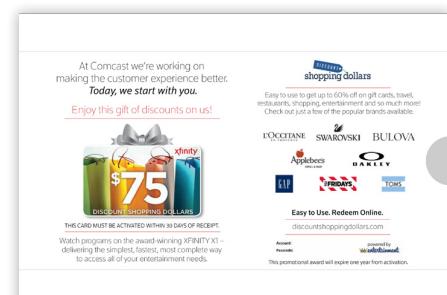
Comcast Corporation is an American global telecommunications conglomerate that is the largest broadcasting and cable television company in the world by revenue. It is the second-largest pay-TV company, largest cable TV company, largest home Internet service provider in the United States, and the nation's third-largest home telephone service provider (under the Xfinity Brand). Comcast services U.S. residential and commercial customers in 40 states and in the District of Columbia.

### Marketing Objectives

Comcast desired a program that would compensate subscribers who had experienced three or more major customer service issues within a brief period. The goal of the program was to support subscriber retention and provide an apology for the issues they had experienced. This program ran in three states – Indiana, Kentucky, and Michigan.

### Our Solution

Entertainment® designed a \$75 Discount Shopping Dollar card that would be mailed to subscribers experiencing unusually high service issues. The card provided discounts of up to 60% off on gift cards, travel, restaurants, shopping, entertainment, and more. The offers were redeemable through an internet site managed by Entertainment®. Additionally, Entertainment® provided marketing support to help Comcast successfully launch the program.



### Contact Us to Get Started

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PPP-4840-AZ