

## Cox Communications Makes Exceptional Customer Service Everyday

### CHALLENGE

With thousands of customer service representatives located throughout the U.S., Cox Communications needed an enterprise-wide, real-time performance management solution to support its aggressive customer service goals.

### SOLUTION

Inova OnAlert wallboards and Desktop Marquee deliver key performance results and instructional messages to managers, in-center CSRs and remote CSRs, enabling them to respond to changing conditions more quickly and appropriately.

### BENEFITS

- Keeps agents better informed
- Promotes agent accountability
- Reduces customer wait times
- Improves customer experience

Headquartered in Atlanta, Georgia, Cox Communications Inc. (Cox) is one of the largest cable entertainment and broadband services providers in the U.S. The company has more than 22,000 employees who serve over six million customers.

Since 1996, Cox has invested more than \$16 billion in the communities it serves through infrastructure upgrades to deliver video, phone and high-speed Internet service to homes and businesses. The company is also heavily invested in delivering consistently superior customer service – every day with each and every call.

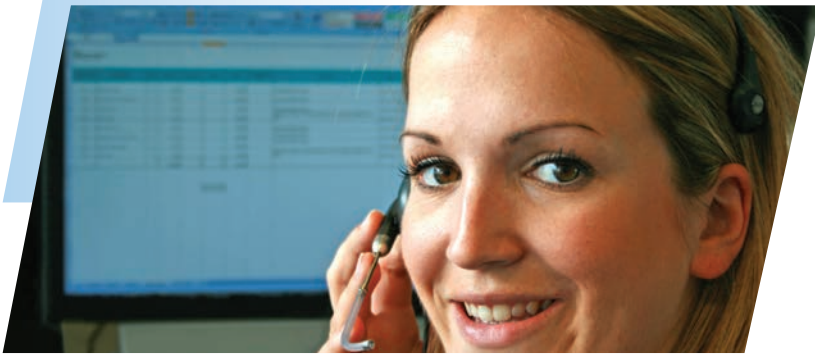
### Taking a Local Approach

To achieve its ambitious customer service level, Cox employs approximately 4,200 customer service representatives (CSRs) and gives them accountability for making the needed changes to be highly responsive.

Furthermore, even as a large, nationwide enterprise, Cox acts like a local business when it comes to servicing customers. Rather than a single, centralized contact center operation, Cox made a conscious decision to locate its 20 customer service centers across nine regions coast-to-coast to more closely align with local communities.

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– Tony Sidhu, Senior Infrastructure Designer, Customer Management Systems

“We live and work side-by-side with our customers,” says Montério Woodson, director of Customer Management Systems. “It’s an important part of our customer service strategy of putting the customer first.”

Cox CSRs are divided into functional groups within each center: some handle sales for either residential or business services, others see to technical issues for voice and data and still others handle collections. Some CSRs are cross-trained to enhance responsiveness when a particular group is experiencing peaks in customer calls.

## Migrating with Ease

About 10 years ago, Cox decided to give its CSRs and center managers greater visibility into the center’s performance by providing them access to key real-time metrics.

“With immediate performance information, CSRs can react quickly and according to real-time conditions to improve responsiveness,” explains Woodson. “Inova’s enterprise-wide solution makes this possible. It also worked well with the multiple vendors’ systems that once served our centers. We decided to standardize on Inova Solutions LED wallboards.”

Using Inova OnAlert® performance display systems, Cox CSRs are “in-tune” with their personal performance results as well as those of their centers. Real-time performance metrics are retrieved from each center’s Automatic Call Distribution (ACD) system by Inova LightLink® software.

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“Our center managers don’t need to tap the CSRs on the shoulder. With Inova displays, they take responsibility for moving to another queue to help out,” says Woodson.

OnAlert display systems have also provided Cox investment protection. Over several years, Cox has also been migrating from other platforms, standardizing on the Avaya contact center platform, which offers enhanced functionality and reliability.

Tony Sidhu, senior infrastructure designer on Woodson’s team, is responsible for integrating third-party applications into Cox customer service centers. “Migrating the Inova displays from our multiple platforms to Avaya was seamless,” says Sidhu.

Don Geldbach of the Call Center Infrastructure Support Group, adds, “The Inova service support team was easy to work with, and if we did have issues, they responded very quickly.”

## Seeing is Believing

As the company grows, so does its demand for customer service. As a result, Cox has steadily increased its remote CSR workforce to approximately 800 strong.

“With remote CSRs, we have been able to leverage different talent pools so that we have highly skilled support for our customers,” says Woodson. “We wanted to make sure they had all the tools necessary to be part of the center, even if they’re virtual.”

Cox selected Inova Desktop Marquee®, which is part of the Inova Desktop Presenter suite that allows remote CSRs to see the same real-time metrics and messages viewed by CSRs in the physical centers.

“Marquee is fantastic since it gives our remote CSRs the same information [as center CSRs] – a real plus for them,” says Woodson.

For Woodson and the Cox team, reliable and innovative applications are only part of what makes the Cox customer service experience a memorable one.

“When I assess a company, my big barometer is aftermarket support,” says Woodson. “Inova has been really good with both deployment and aftermarket support.”

Geldbach adds, “Inova is one of the better vendors to work with as far as getting issues resolved.”

Woodson agrees, “If all our vendors worked with us the way Inova does, we would have very few issues to deal with.”



Since 1984, Inova Solutions has been helping contact centers improve performance through the actionable use of real-time performance metrics and consolidated reporting. To learn more, visit [www.inovasolutions.com](http://www.inovasolutions.com) or call 1.800.637.1077.