

Cox Communications & TOA Technologies

A Profile of Success



Customer: **Cox Communications**
 Industry: **Cable Broadband**
 Deployment footprint: **U.S. - Nationwide**
 Served by TOA since: **2005**

Cox Communications, the third largest cable provider in the United States, is often noted for its innovation and commitment to delivering superior customer care. With over 6 million residential and commercial customer relationships; 22,000 employees; and 7,000 technicians in the field, Cox is widely regarded as an industry leader, having earned multiple distinctions in customer satisfaction, diversity practices and company strategy.

According to the J.D. Powers and Associates 2008 Major Provider Business Telecommunications Study, Cox ranked highest in satisfying small/midsize and large enterprise business customers with telecommunications data services.

What business problem did Cox want to solve?

Cox sought a solution to deliver the ultimate customer experience and enhance the productivity of their mobile employees while reducing costs. The Company's strategic vision called for a web-based hub to unite all customer-facing employees, whether they are field, dispatch, customer service or third-party contractors, with the goal of enhancing the appointment experience. In addition, Cox was looking for a partner with a flexible platform and a cost-effective business model to support their short, medium and long-term business objectives.

Why did Cox choose TOA Technologies?

Cox selected TOA's ETAdirect Solution Suite over MDSI/Ventyx, the incumbent, and seven other companies because TOA uniquely offers a flexible, native, web-based platform that can easily change as Cox's business needs evolve, and incorporate other applications within its framework. Importantly, only TOA offers a Predictive Customer Communication capability which allows Cox to narrow the customer's wait window to 60 minutes with 96% accuracy.

What was Cox's process to select the best partner?

Cox retained Accenture to identify companies that offered mobile workforce management solutions to enable them to pursue their long-term strategic vision of deploying a single, web-based, flexible, customer-centric solution in an integrated platform with maximum ease of deployment and fast time to market. The analysis began with nine companies, then was reduced to three and then to two – TOA and MDSI/Ventyx, the incumbent. TOA won over the incumbent due to its unique ability to offer Cox the solution it needs to achieve its long-term strategic objectives.

What are the results?

The results from the two-market pilot program initiated in 2005 were outstanding. Within weeks of deploying ETAdirect in the test markets, Cox experienced dramatic improvements in workforce productivity and a sizable increase in the number of completed appointments. It is for these reasons coupled with TOA's forward-thinking, customer-centric approach to developing software solutions, that convinced Cox to select TOA as its exclusive partner and deploy ETAdirect from coast to coast.

About Cox

US Market size ranking:	3rd largest cable provider in the United States
Number of Mobile Users:	7,000
Mobile User Type:	In-house and third-party contractors
Deployed features:	ETAdirect Manage & Mobility ETAdirect Routing, Planning & Optimization ETAdirect Notify & Post-Appointment Survey

About TOA

Number of customers who have benefited from TOA's ETAdirect:	11.1 million
Headquarters:	Cleveland, Ohio with European offices in Amsterdam
Select clients include:	Cox Communications, Arhaus Furniture, Bright House Networks, ONO (Spain)
Industries served:	Cable, Telecom, Utilities, Retail, Health Services
Latest Awards:	Recipient of Gartner's 2008 Most Innovative CRM Vendor award

"We selected TOA since they offer a customer-focused solution, are a leader in technology, and provide a hosted model."

Catherine Mitchell
COX Communications
*Vice President
of Field Services*

"TOA will allow us to revolutionize our approach to customer service by giving both customers and technicians unprecedented control in managing the in-home appointment."

Manuel Marti
ONO
*Director of
Customer Operations*