

Cox Communications

Queuing Technology Improves Sales and Morale, and Helps to Target Staffing Needs



COX COMMUNICATIONS

Cox Communications is a multi-service broadband communications company with approximately 6.7 million total customers: 6.4 million of which are basic cable subscribers. As one of the nation's top three cable television providers, Cox provides an array of communication and entertainment services including local and long distance telephone service, high-speed internet access, and commercial voice and data services. The company is committed to excellence in customer service and long-term shareholder value.

THE CHALLENGE

The Omaha, Nebraska division of Cox Communications consists of four locations: only one of which, the Midtown location, accepts cash payments. About 75% of the 2,500 to 3,000 customers seen weekly at the Midtown location pay in cash. Front Counter Manager, Chrissy Andersen, was concerned that the higher transaction and wait times, a direct result of customers paying in cash, were negatively impacting customer service. She was also worried about their inability to inform Spanish-speaking customers that a bilingual employee was available to assist them. She needed increased staff at this location, but was

unable to provide documented proof to justify her requests. Fortunately, she learned about Qmatic while visiting Cox Communications in Northern Virginia. They had just completed renovating and transforming their location from a customer service center to a retail center, which incorporated Qmatic Corporation's Customer Flow Management solution with the new design features.

THE SOLUTION

Qmatic's Customer Flow Management software tracks peak traffic times, number of customers per service category, language preference selections, employee productivity, and more. This information is available on a daily, weekly, and monthly basis and provides vital information to schedule staff members at appropriate times, review employee productivity, and evenly distribute the workload.

THE RESULTS

Thanks to Qmatic, Management at the Cox Communications Midland location was able to justify their need for additional employees at peak payment times. "We can prove how long a transaction takes and that we need a certain number of employees at a certain time of day," said Chrissy Andersen. Staff morale has improved at the

Midtown location because the even distribution of workload among counter representatives provides all employees with an equal opportunity to up-sell and ultimately receive higher commissions.

With Qmatic, they know precisely:

- How much time employees are spending with customers
- That 5% of their customer base consists of Spanish speakers
- who require language assistance
- How long specific transactions take
- Which employees are able to up-sell additional services



HOW IT WORKS

- Upon arrival, customers approach a self-service touchscreen kiosk where they select a language and a type of service. They receive a ticket with a ticket number and are free to walk around the store and browse through Cox Communication's many other offerings like highspeed Internet access.
- The system automatically adds them to the queue and informs the counter representative of their presence.
- Digital signage placed strategically throughout the store and audio voice units call customers to the counter in the order and priority they came in.
- Counter representatives are free to transact business and up-sell other features and services rather than manage a line of people.
- Qmatic technology measures and monitors the entire customer flow experience and provides statistical information that pinpoints peak service times, and tracks wait and transaction times.
- Managers are provided with exact numbers that show how many Spanish-speaking customers they attend to.

QMATIC

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