



SourceTechnologies™
Innovate. Inspire. Achieve.



Case Study:
Self-Service Solutions

CASE STUDY



Cox Communications uses Source Technologies' bill pay solution to better serve customers and save money

Cox Communications chose Source Technologies' solution because it...

- Enables customers to manage their own bill payment transactions, eliminating long lines
- Enables employees to focus on sales and customer service
- Increases customer service by freeing staff to provide higher-value services to customers

About the Customer

Cox Communications, a Fortune 500 Company, is the third largest U.S. cable provider. The Company is noted for its high-capacity, reliable broadband delivery network, providing cable, local and long-distance phone services, high-speed Internet access, commercial voice and data services along with superior customer services to more than 6.3 million customers nationwide.

What We Found

Cable companies are considered utilities by state regulators and, like other utilities, must provide customers with a means to pay their bills in-person. Many of Cox's customers prefer to pay bills on-site the day they are due, creating several potential problems. Because in-store traffic varies greatly, customers are often forced to wait in long lines to complete a simple bill payment transaction. Customer service representatives are consumed with processing walk-in payments, subjecting customers with service problems or those looking to change their subscriptions to long wait times. Cox Communications, discouraged by the limited customer payment options, was in need of a solution that could handle all types of payments with a system that was fast and convenient for the customer.

Source Technologies' Solution

Cox deployed Source Technologies' turnkey self-service solution, including PilotPoint™ (formerly known as **concourse™**) kiosks and Source Technologies' bill payment software, in each of their district offices. The kiosk incorporates a touch screen, bill acceptor, card reader, and check reader. Source Technologies' bill payment software controls the functions and devices in the kiosk, and accepts real-time payments from customers in the form of cash, credit card, or check. It also manages overpayments by applying the credit to the customer's account.

In addition to satisfying the need for an automated payment system, the existing platform can support future Cox self-service initiatives, such as providing promotional information, and handling account changes or subscription upgrades. Using the kiosks for broader promotional purposes, Cox may eventually deploy them outside their stores, such as in shopping malls or as co-marketed solutions in other retailers' locations.

With this solution, Cox enables customers to pay their bills with little or no assistance from customer service representatives and has improved customer service, increased retail staff utilization, and paved the way for future sales and marketing opportunities.