COX BUSINESS

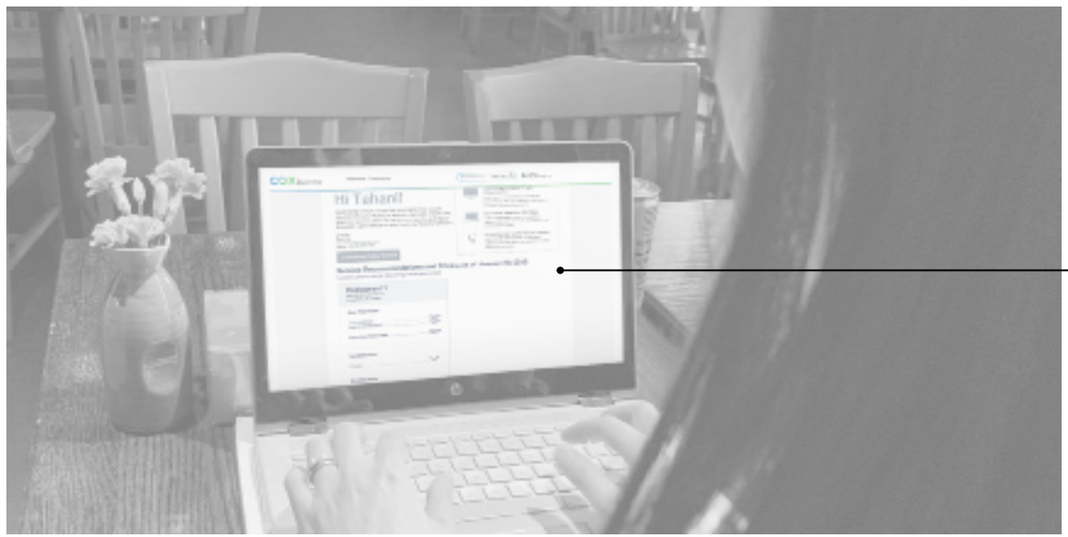
CB/RapidScale

Stories From The Future

Stories From The Future are depictions of re-imagined customer experiences throughout the Cox journey. They showcase key concepts, signature brand moments, critical moments and capabilities that create memorable experiences.

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How to read the Stories From The Future



02 A few weeks later, Tahani realizes there's an issue with the Cloud services at one of her real estate locations. She attempts to **perform basic troubleshooting through the self-service portal.**[11] When Tahani's efforts do not resolve the issue, she contacts Cox Business through Oliver, the Virtual Assistant, who automatically creates a help ticket. Since Tahani's issue occurred within 30 days of fulfillment, the lead PM is alerted to rectify the situation. Fifteen minutes later, Tahani is notified that **the issue is fixed**[12] through her channel of choice.

Depicted Moments

36.1 Attempting to troubleshoot
37.1 Finding a Problem
37.2 Fixing My Issue
37.3 Verifying My Service is Working

Capabilities

[11] Troubleshooting Omnichannel
[12] Escalate or Hand Off to Resolve

KEY CONCEPTS AND SIGNATURE BRAND MOMENTS

Key Concepts are solutions that help illustrate how we want moments to be functionally and emotionally successful for customers.

Signature Brand Moments are interactions with the customer that leave them feeling cared for, respected and relaxed.

CRITICAL MOMENTS AND CAPABILITIES

Critical Moments have the highest potential for customer impact and near-term value for Cox.

Capability is the articulation and/or expertise we need in place in order to perform core functions.

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Employee Experience

One Team

Kelly is a Senior Account Executive who has been with Cox Business for twelve years. Although she's considered to be a top performer in her market, Kelly looks forward to the education and training she receives through Cox University on Consultative Sales and new products for Cox Business. Most of Kelly's client base is mid-sized, so she's excited to learn about how Managed Cloud Services can benefit her clientele. She's grateful that Cox supports continuous learning and that it's also tied to her team's MBOs.

After completing her training, Kelly feels more confident and knowledgeable when speaking to potential and existing customers. She recently learned how to build trust with the customer, identify the best solutions for their business as well as how to help them develop new ideas and insights to reach their goals.

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STORY FROM THE FUTURE

CB/RapidScale: One Team





01

Kelly schedules a meeting with, Ronald, the IT Director of a real estate company with several locations. Kelly asks questions about his business, his initiatives and listens to his needs. As Kelly schedules a follow-up appointment, she believes that data security and backup is paramount since they handle sensitive, personal client data. At the follow-up appointment, Kelly engages the Cox Cloud Solutions Specialist using the integrated SalesForce tool. Ronald is **presented with multiple Cloud product packages**[1] and Kelly is able to **guide him towards the best possible solution**[2] for his real estate business needs.

Kelly **prepares a detailed proposal which itemizes the monthly costs for services and equipment in Ronald's multiple locations, including taxes and fees**.[3] Kelly sends it to Ronald along with her contact information.

Depicted Moments

- 1.1 Connecting with Cox
- 14.1 Receiving service recommendations & pricing
- 2.1 Receiving proposal with taxes and fees
- 2.2 Sharing the proposal (optional)

Capabilities

- [1] Communicate Product Packages
- [2] Advise Customer
- [3] Unified Proposal

02

Kelly **closes the sale**[4] and the lead Project Manager is assigned to orchestrate fulfillment between the CB Core and RapidScale services. Kelly introduces the lead PM to Ronald. The fulfillment process begins and the **lead PM communicates the unified project plan,**[5] which is entered into SalesForce. All parties are invited to attend the kickoff meeting and the **installation is scheduled and confirmed.**[6]

Depicted Moments

- 3.3 Signing the Contract
- 32.2 Receiving Project Plan
- 26.1 Attending a Kickoff Meeting
- 16.1 Setting a date and time
- 16.3 Confirming the appointment

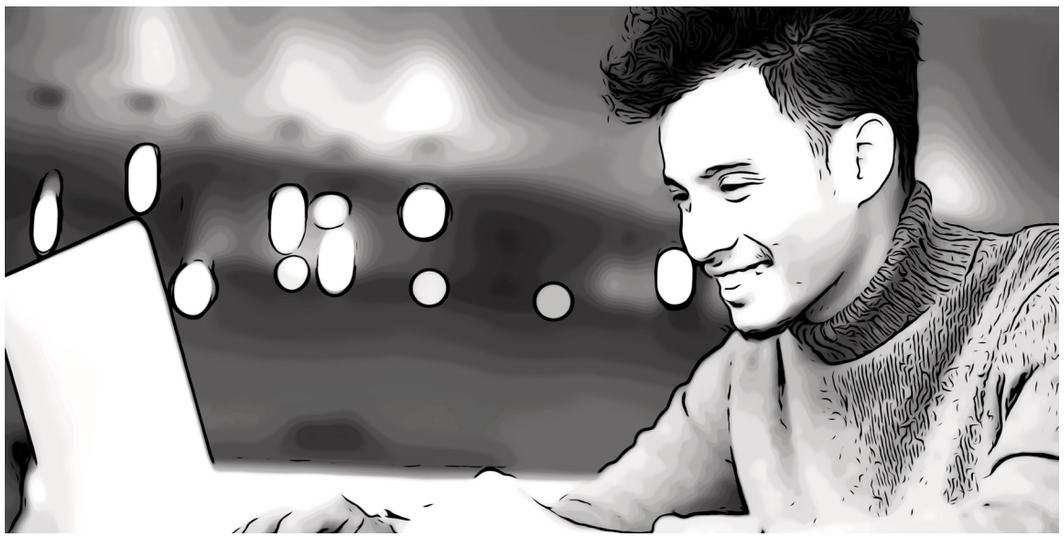
Capabilities

- [4] Gain Customer's Consent
- [5] Unified Project Plan
- [6] Schedule Installation

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STORY FROM THE FUTURE

CB/RapidScale: One Team



03

Ronald receives a notification days ahead of his appointment. He is excited to see a countdown timer that alerts him **when his equipment has arrived, and that the appointment day and time has remained the same**.[7] He later sees that the equipment is ready along with **the name and photo of the technicians**[8] who will be installing it.

Depicted Moments

17.2 Receiving order progress notification
18.1 Getting Cox representative identification information
18.2 Receiving appointment reminder

Capabilities

[7] Manage Equipment Delivery and Installation Scheduling
[8] Identify Installation Technicians



04

On the day of the appointment, Ronald receives an email from Cox notifying him that the Cox installation technicians will be there as scheduled. Ronald reviews their names, photos, and appreciates the links to contact them directly if needed.

The technicians arrive wearing Cox branded apparel and display Cox badges for identification, matching what Ronald saw in his email. **Installation for Cloud and the other services occur on the same day**.[9] The technicians test all equipment and services to ensure everything is working properly before leaving the premises. The technicians **leave behind a Welcome Kit that includes one support number to call, contact information for the Customer Success Manager, detailed information on opportunity areas as it relates to their business, as well as insights to nurture and foster growth with Cox Business products and services**.[10]

Depicted Moments

19.2 Getting services hooked up
19.4 Hearing the installation is completed and tested
19.5 Walking through settings
20.1 Acquiring Welcome Kit

Capabilities

[9] Coordinate and Schedule Multiple Installations
[10] Educate Customer

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STORY FROM THE FUTURE

CB/RapidScale: One Team



05

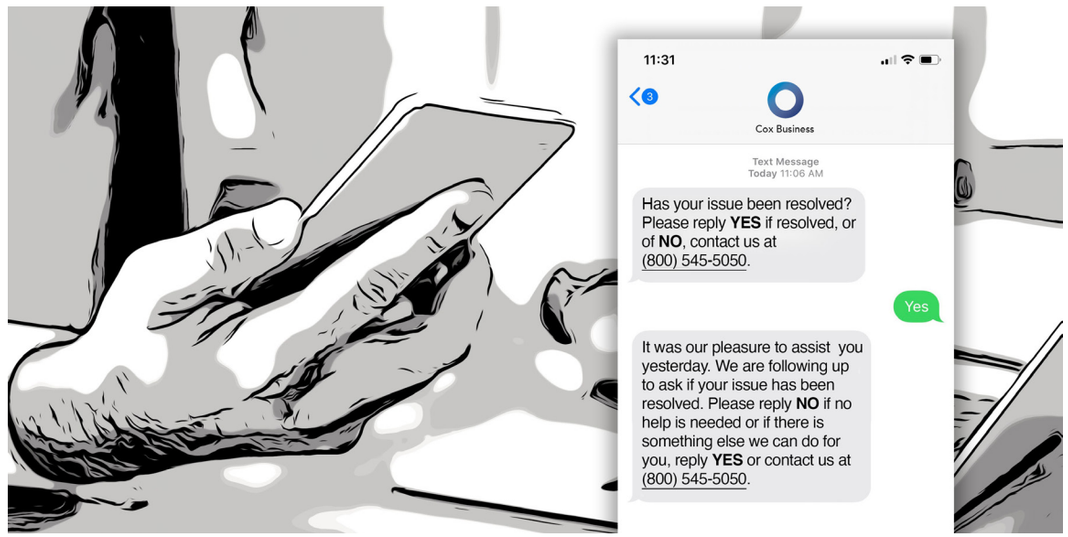
A few weeks later, Ronald realizes there's an issue with the Cloud services at one of his real estate locations. He attempts to **perform basic troubleshooting through the self-service portal**.[11] When Ronald's efforts do not resolve the issue, he contacts Cox Business through Oliver, the Virtual Assistant, who automatically creates a help ticket. Since Ronald's issue occurred within 30 days of fulfillment, the lead PM is alerted to rectify the situation. Fifteen minutes later, Ronald is notified that **the issue is fixed**[12] through his channel of choice. He **confirms that the issue has been resolved**[13] by clicking the thumbs up.

Depicted Moments

36.1 Attempting to troubleshoot
37.1 Finding a Problem
37.2 Fixing My Issue
37.3 Verifying My Service is Working

Capabilities

[11] Troubleshooting Omnichannel
[12] Escalate or Hand Off to Resolve
[13] Confirm Issue Resolution Omnichannel



06

The following day, Ronald receives a **message asking if his issue has been resolved**[14] and if there's anything else he may need help with regarding this issue. Ronald is extremely busy so he doesn't immediately reply. Since Cox leaves the help ticket open until the customer confirms the issue has been resolved, Ronald receives another message within 48 hours. He's optimistic and replies positively. **Cox closes his ticket/case and saves a record in his account history**.[15]

Depicted Moments

43.1 Confirming my issue is resolved
43.2 Receiving a follow-up from Cox

Capabilities

[14] Confirm Omnichannel
[15] Close Ticket and Save History

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STORY FROM THE FUTURE

CB/RapidScale: One Team



07

One week later, Ronald **receives his first integrated bill through email**.[16] He **pays the bill online**.[17]

Ronald routinely logs on to the self-service platform to manage his Cloud Services on a weekly basis.

Depicted Moments	Capabilities
7.1 Getting Notified Bill is Ready	[16] Manage Bill
8.3 Making Payment	[17] Pays Bill

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Employee Experience

Post-Merger Integration

David is a sales agent working in the headquarters of the new business. He has been with the company since its early startup days. He loves his job and always operates with the ‘customers first’ mindset.

On Friday, he heard through the company’s grapevine that the acquisition of his company has been finalized with Cox Business, one of the largest telecom companies in the United States. He is both excited and anxious about this acquisition. He is excited because he will be under the umbrella of a large corporate entity and anxious because he doesn’t know what that means to his smaller, agile, nimble startup where he began his professional career.

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STORY FROM THE FUTURE

CB/RapidScale: Post-Merger Integration





01

David had a nice weekend filled with quality time with his wife and son. He talked with his family regarding the merger. His wife assured him that things will be alright because she believes in the leadership of his company.

On Monday, when he reaches the office, in the front lobby he is **greeted with a large poster welcoming him to be a part of Cox Business family.**[1]

On his desk, he **finds a welcome packet**[2] that provides helpful information regarding the transition. To his surprise, David finds that his new Cox Business cards are already printed and ready for his use. In addition, a HR Business partner from Cox headquarters is available onsite for 2 weeks to address any issues related to payroll, health and retirement benefits, T&E, corporate credit card, job postings, and any questions related to HR.

As per the instructions in the welcome packet, he connects to the new Cox Business Wifi network. He also promptly sets up the new coxbusiness.com email on his outlook.

His first email is from Keith Holmes, the Executive Vice President of Cox Business. Keith personally welcomes him to the Cox Business family. The email also includes a brief **video about Cox Business**[3] and what the merger means to both the companies.

Capabilities

[1] Welcome to Cox Business Family Poster

[2] Welcome to CB Information Packet

[3] Welcome Email/Video from CB Leadership

02

David is **greeted by the CoxOne intranet**[4] when he opens his browser. David explores the CoxOne intranet to find the HR Employee Service Center where he can get help on human resources related issues. David learns about the benefits Cox offers including the 401(k) and health benefits.

On CoxOne, he goes to the Payroll Center tool to **verify his bank information**[4] where the paychecks will be deposited bi-weekly. He feels assured that all his personal information has been transferred successfully to Cox Business.

David is excited to **learn about the Cox University**[4] where he is eager to take the ‘Introduction to Cox Business Products and Services’ course. Upon exploration, he understands that there are many types of training opportunities and courses available for him to succeed in his career at Cox.

Capabilities

[4] Transition to Cox Intranet

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STORY FROM THE FUTURE

CB/RapidScale: Post-Merger Integration





03 During the first 6 months, David **receives training on the new Cox Business products and services**[5] he can cross-sell to his existing client base. The training covers all aspects of the customer lifecycle including sales, fulfillment, and support. David feels confident that now he can provide his clients a full suite of telecom services from the most trusted provider in America.

Capabilities

[5] Cross-selling each others' products & services

04 Over the period between 6-12 months, David receives **communication and training on the new policies and processes**[6] that will be implemented. He understands that there are some changes to the way he sells products and services his customers. He understands the changes and is eager to follow the new processes.

David goes about his daily routine serving his clients. During a meeting with one of his clients, he uncovers that their current telecom provider isn't meeting their expectations. David uses this opportunity to introduce them to the Cox Business' products & services and **puts the new process in practice.**[6] The new process works flawlessly from the start to finish.

Capabilities

[6] Communicate and train employees on the new policies and processes

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STORY FROM THE FUTURE

CB/RapidScale: Post-Merger Integration



05

Over the period of 12-18 months, David receives multiple sets of **communication regarding the tools and platforms**[7] that will be added, decommissioned, or integrated for a cohesive employee and customer experience. He gets trained on the new tools he is not familiar with.

David is excited to have access to all his customers in one unified CRM system. He feels assured that he has access to the single product catalog across both companies. When his clients have issues, there is now a unified ticketing system to track issues. His confidence keeps growing with each change he sees during this transition. He comes every day to the office confident that he will be able to serve his customer to the fullest of his abilities.

Capabilities

[7] Integrated customer management and support platforms



06

David **learns about the long-range planning goals**[8] for Cox Business. He **participates in the goal-setting process**[8] with his manager using the CoxOne HR Career Journey tool. At the end of the year, he undergoes the yearly performance review and receives excellent rating along with a merit increase. He is very happy to have received this feedback from his manager.

He participates in various events and gatherings held at the corporate office to help employees experience Cox culture. After 18 months or so, he **feels completely assimilated into the Cox culture**.[8] He now has a greater appreciation for the Cox culture and feels that two companies have now been brought together as one happy family through the values they share together.

Capabilities

[8] Unified career framework and performance review process

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STORY FROM THE FUTURE

CB/RapidScale: Post-Merger Integration

Behind the scenes, shortly after the acquisition, the Cox Business M&A Integration team headed by John gets down to business. They meet with the transition team of the new business to understand the 3Ps – people, processes, and platforms – and to come up with a plan for a successful integration of the two companies. Once the plan is finalized, it is shared with the leadership team and is put into motion for a period of the next 18 months.

During the execution phase, the integration plan is monitored continuously at various milestones to ensure that two companies are getting aligned on the 3Ps.

After the integration is signed off by the leadership team, John's team takes a sigh of relief for a while before moving on to their next M&A integration assignment.

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