



**COX**

# OFFERING MORE TO CUSTOMERS

CCI's prior well-researched investment in the customer experience paid off in 2015, with year-over-year growth in total customer relationships at its highest level since 2009. Among those investments were an all-digital video platform, a new user interface and a quickening rollout of speedy broadband.



"I'm immensely proud of how we were able to continue our leadership position in 2015 by finding better ways to serve customers — either through cutting-edge technology or simply by providing services more aligned to their needs. All that is a great credit to our employees, whose commitment to delivering on our goals has enabled every last bit of this success."

— PAT ESSER, COX COMMUNICATIONS PRESIDENT

Bundled services are a key to success for CCI, with two-thirds of customers receiving multiple Cox products, which include cable television, Internet, telephone and a suite of home automation services under the new Homelife brand.

## MOVING AT THE SPEED OF LIGHT

Having previously invested in fiber-optic-based broadband infrastructure from one end of the country to the other, CCI continued laying the "last mile" of cable to bring blistering, 1-gigabit-per-second speeds to customers through its G1GABLAST product, allowing customers to stream music and movies and share information 100 times faster than the average broadband speed in the U.S.

By the end of 2015, CCI had brought 15 markets online with the speedier broadband service, and plans to have the service available in all 27 CCI markets by the end of 2016.

## CONNECTING TO THE FUTURE

The Cox Homelife brand was introduced in January 2015 to break through an embedded, fear-based security market by offering a more

personalized, emotional and peace-of-mind promise to consumers. The new brand also enabled Cox to flex outside of its traditional security and safety value proposition to encompass monitoring and control through a broad range of home automation products and services, including door locks, cameras and thermostats.

Homelife, which has grown its revenue 75 percent and subscribers by 67 percent in 2015, represents a huge growth opportunity for CCI, with some 60 percent of customers having never had a home security or automation service before. In 2015, Homelife added door locks and continuous video recording to its services, while becoming more integrated within CCI's sales channels, product suite and bundled offerings. Today, more than 1,100 CCI sales representatives have been trained to sell Homelife with other services.

This year Homelife plans to offer consumers the ability to integrate third-party products and new capabilities, such as the Nest thermostat and Vinli, a connected car device that will allow parents to track their kids' drive routes and speeds and be alerted based on set rules. In addition to extending the Homelife value proposition to vehicles in order to protect loved ones, Cox Homelife is also looking toward serving multi-dwelling units (apartments and condos) for continued growth.



### EMPLOYEE VOICES BEST MEMORIES OF 2015

I was given the amazing opportunity to be part of the Cox Charities Advisory Committee. We reviewed grant applications to determine the best way to distribute employee-driven contributions. I was honored to be a part of such life-changing work and proud of the employees who invested in such worthwhile nonprofits.

LANEY MULLEN  
CCI  
Omaha, Neb.

My favorite memory of 2015 was receiving the Florida Cable Telecommunications Association's Don Reed Award. This is one of the highest honors an individual can receive for his/her advocacy of the political and public affairs agenda in Florida, and only the second time in this millennium that a Cox employee has been so recognized.

MAUREEN TARTAGLIONE  
CCI  
Gainesville, Fla.