

Cox Simplified Billing:

While designing a new bill, Cox Communications developed a prototype to help customers better understand the bill and to include their new bundled services. Cox asked User Insight to get customer feedback on how well the prototype met its goals. Cox relies on the feedback to guide the final bill design.

Client Goals

- Test a new bill designed to help reduce customer calls and to show bundled services more clearly.
- Reveal whether users understand the new bill.
- Identify any weaknesses or opportunities for improvement with the new bill.
- Identify any strengths of the new bill.

Insights Gained

- Users want to see specific information prominently displayed on the first page of the bill and prefer secondary information on subsequent pages.
- Users like to see the detailed charges that apply to each service.
- Users have specific format preferences.
- Users are more likely to notice crucial information if it is highlighted in red.
- Users find several design elements, labels, and layout features confusing and hard to read.
- User Insight outlined formatting and design elements to improve the usability and readability of the document as well as a hierarchical preference for information.

Our Approach

- Conduct 10 one-on-one close interviews with prospects and current Cox customers in a Cox market (Macon, GA.).
- Because there are no research facilities in Macon, User Insight used our mobile lab in the conference room of a local hotel.

Who we talked to

- 10 User Interviews
 - › 5 Cox Customers
 - › 5 Non-Cox Customers