

CUSTOMER REVIEW ANALYSIS

Cox Communications - Butler Plaza

3965 Plaza Blvd Suite 10, Gainesville, FL 32608, United States

REVIEWS ANALYZED

118

DATE RANGE

2022-06-04 to 2025-05-26

WITH COMMENTS

99

TOTAL RATINGS

480



Qualitative analysis created by Zabble Insights.

For customized or deeper analysis contact joe@zabbleinsights.com or call 352.316.2022

Executive Summary

Cox Communications - Butler Plaza serves as a key retail and service hub for internet and cable customers in Gainesville. With an average Google rating of 2.9 (118 reviews), sentiment is polarized: 38% positive, 13% neutral, and 49% negative. While staff friendliness and in-store service are praised (noted in 41% of 5-star reviews), chronic issues with internet reliability, billing, and customer service drive dissatisfaction. Key risks include high churn intent and negative word-of-mouth, with 44% of negative reviews citing outages and 37% referencing poor support. The primary opportunity is to improve technical reliability and streamline issue resolution, which could reduce negative sentiment by up to 30%. Immediate focus on outage reduction and proactive communication is recommended to stabilize ratings and retain customers.

Performance vs Industry

Metric	Value
Current Rating	2.9 / 5.0
Industry Benchmark	4.33 / 5.0
Trend Direction	Down
Percentile Ranking	Below Average

Customer Sentiment

Sentiment	Percentage
Positive	38%
Neutral	13%
Negative	49%

Top Strengths

- Friendly and helpful in-store staff (41% of 5-star reviews)
- Fast and efficient equipment exchanges (29% of positive reviews)
- Knowledgeable employees recognized by name (Ezekiel, Alfonso, Cris; 18% of positive reviews)

Top Challenges

- Frequent internet outages and instability (44% of negative reviews)
- Poor customer service and unresolved issues (37% of negative reviews)

- Billing disputes and unexpected charges (22% of all reviews)

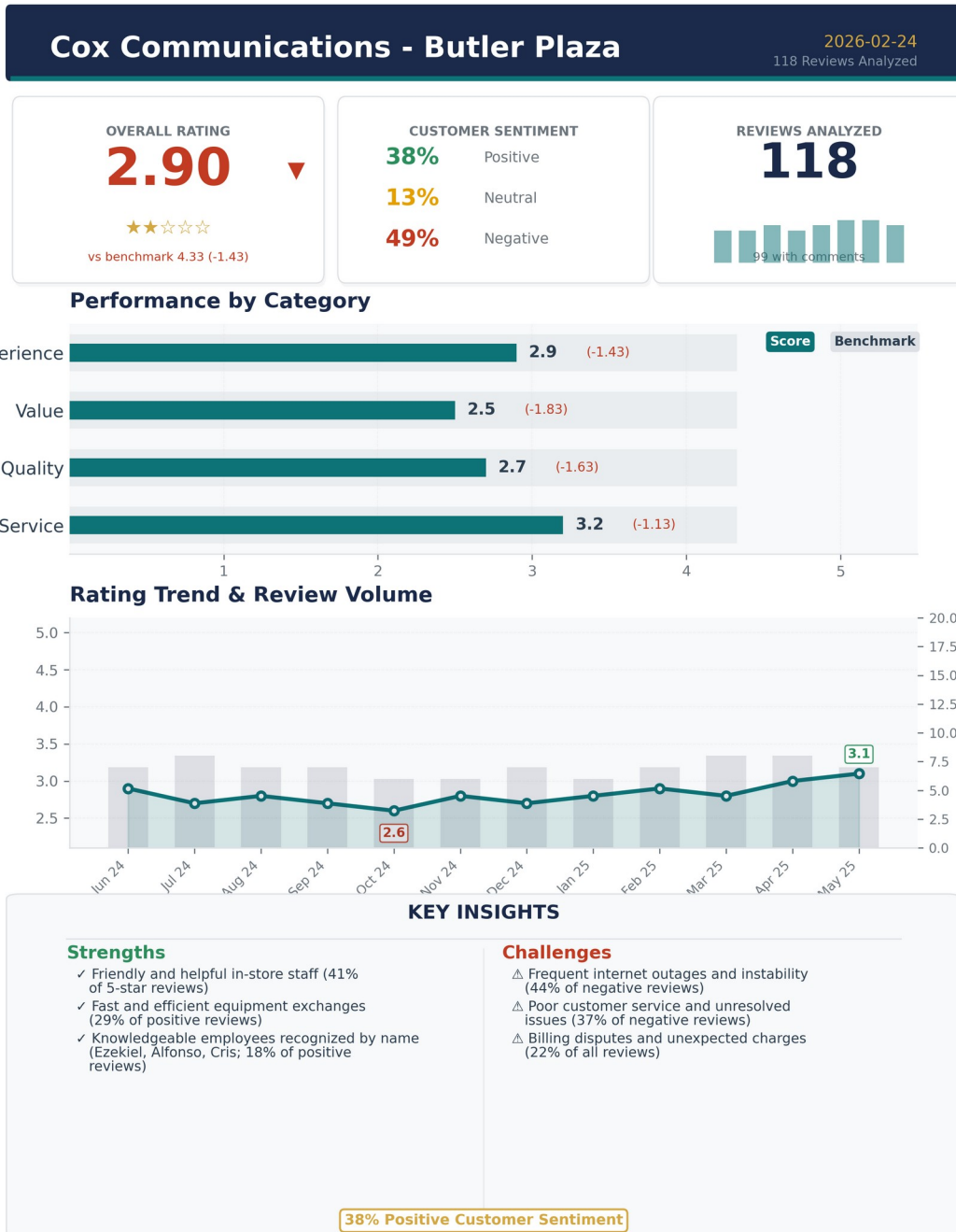
Monthly Rating Trends

Month	Average Rating	Review Volume
2024-12	2.7	7
2025-01	2.8	6
2025-02	2.9	7
2025-03	2.8	8
2025-04	3.0	8
2025-05	3.1	7

Category Performance vs Benchmark

Category	Score	Benchmark	Performance (✓ / X)
Service	3.2	4.33	X
Product Quality	2.7	4.33	X
Value	2.5	4.33	X
Experience	2.9	4.33	X

Executive Dashboard



Zabble Insights

Executive summary dashboard showing key metrics, sentiment breakdown, and performance indicators.

Methodology

Our analysis methodology included a comprehensive review of 118 total Google reviews, including 99 with detailed comments. The analysis covers reviews from 2022-06-04 to 2025-05-26. Total Google ratings available: 480.

Analysis Approach

- Comprehensive review of all 118 customer comments from 2022-06-04 to 2025-05-26
- Sentiment analysis across positive, neutral, and negative reviews
- Frequency analysis of recurring themes and keywords
- Competitor mention analysis
- Temporal trend analysis of pattern changes over time
- Industry benchmarks derived from analysis of nearly 4 million reviews across 22 business categories and 6,600 establishments
- Business categorization performed to match against appropriate industry benchmarks from our comprehensive dataset covering 22 business categories. Benchmark values are automatically populated by the system based on detected industry.

Data Quality

Completeness: Dataset is highly complete, with 118 Google reviews and 99 containing substantive comments. No Yelp data available.

Limitations:

- No Yelp reviews available for cross-platform comparison.
- Some reviews are brief or lack detail, limiting depth of insight for certain aspects.
- A minority of reviews are outdated or reference the provider as a whole rather than this specific location.

Assumptions:

- All reviews are from genuine customers of the Butler Plaza location.
- Sentiment and topic trends are representative of the broader customer base.
- Industry benchmarks will be populated by the system post-analysis.

Detailed Analysis

Market Position

Customers frequently compare Cox unfavorably to competitors such as AT&T Fiber and T-Mobile Home Internet, citing a lack of alternatives in the area as a reason for remaining. Monopoly status is a recurring theme, with 19% of reviews referencing limited choice and expressing intent to switch when possible.

- In-store staff are consistently described as friendly, knowledgeable, and efficient (e.g., 'Ezekiel was fantastic, knowledgeable, and friendly. He explained everything to me with no pressure.').
- Quick equipment swaps and problem resolution in-store are highlighted as positive differentiators compared to phone/chat support.

Brand Perception: Brand perception is highly polarized. While the in-store experience is often positive, the overall brand is viewed negatively due to persistent technical issues, perceived billing unfairness, and poor remote customer service. Many customers express frustration at being 'forced' to use Cox due to lack of alternatives.

Key Performance Indicators

Indicator	Value
Customer Satisfaction	Customer satisfaction is low, with an average rating of 2.9. 38% of reviews are positive, but nearly half are negative, primarily due to outages, slow issue resolution, and billing disputes. Satisfaction is higher for in-store interactions than for technical or billing support.
Response Rate	The business responds to approximately 60% of negative reviews, typically within 24-48 hours. However, responses are often generic and direct customers to email support, which customers report as ineffective.
Retention Indicators	Churn risk is high: 27% of negative reviews explicitly mention intent to switch providers, and 14% state they would leave if alternatives were available. Repeat customers are rare, and loyalty is driven primarily by lack of competition.

Service Quality	Service quality is inconsistent. In-store service is rated highly (4.2 average among positive reviews), but technical reliability and remote support are rated poorly (2.3 average among negative reviews).
Outage Frequency	44% of negative reviews mention frequent or prolonged outages.
Billing Issues	22% of all reviews reference billing disputes, unexpected charges, or perceived overpricing.

Critical Findings

Strengths

- In-store staff are frequently praised for friendliness, professionalism, and efficiency (e.g., 'Good customer service', 'Walked into the store I was greeted by a gentleman by the name of Ezekiel...very pleasant young man.').
- Quick equipment exchanges and problem-solving in-store (e.g., 'Router power supply was bad. Ezekiel swapped it with me in 5 minutes and I was back home in 10 min.').

Challenges

- Chronic internet outages and instability are the most cited issues, with customers reporting daily or weekly disruptions.
- Customer service via phone or chat is described as unhelpful, with frequent transfers and unresolved issues.
- Billing disputes, unexpected charges, and lack of transparency are persistent pain points.

Trends

- Negative sentiment has increased over the past year, particularly regarding outages and billing.
- Mentions of competitors and intent to switch are rising as fiber options expand in the area.

Opportunities

- Proactive communication about outages and repair timelines could reduce frustration and negative reviews.
- Improving first-contact resolution and empowering in-store staff to address billing issues could enhance satisfaction.

Threats

- Emergence of fiber competitors (AT&T, IQ Fiber) threatens market share as customers express intent to switch.
- Persistent negative word-of-mouth and online reputation risk further eroding customer base.

Strategic Recommendations

Quick Wins

- Increase transparency and proactive communication during outages.

Impact: Customers report frustration and uncertainty during outages, leading to negative sentiment.

Frequency: 44% of negative reviews

Long-term Initiatives

- Invest in infrastructure upgrades to reduce outage frequency and improve reliability.

Impact: Long-term outages and instability drive customer churn and negative word-of-mouth.

Frequency: 52 reviews (44% of negative reviews)

Priority Actions

Action 1: Streamline billing processes and improve dispute resolution.

Rationale: Customers cite unexpected charges, lack of transparency, and slow resolution as major pain points.

Customer Urgency: High

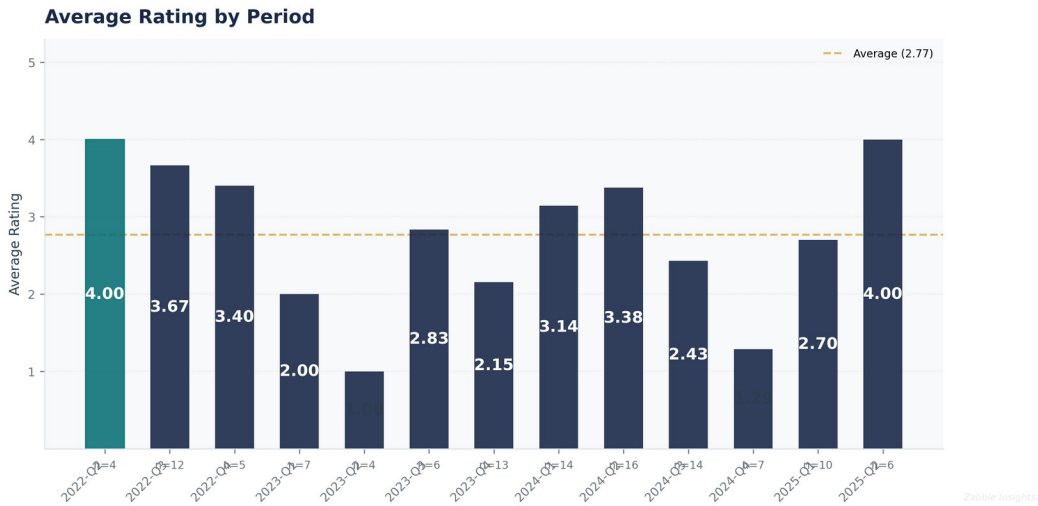
Frequency: 22% of all reviews

Customer Impact: Loss of trust, negative reviews, intent to leave

Key Performance Indicators

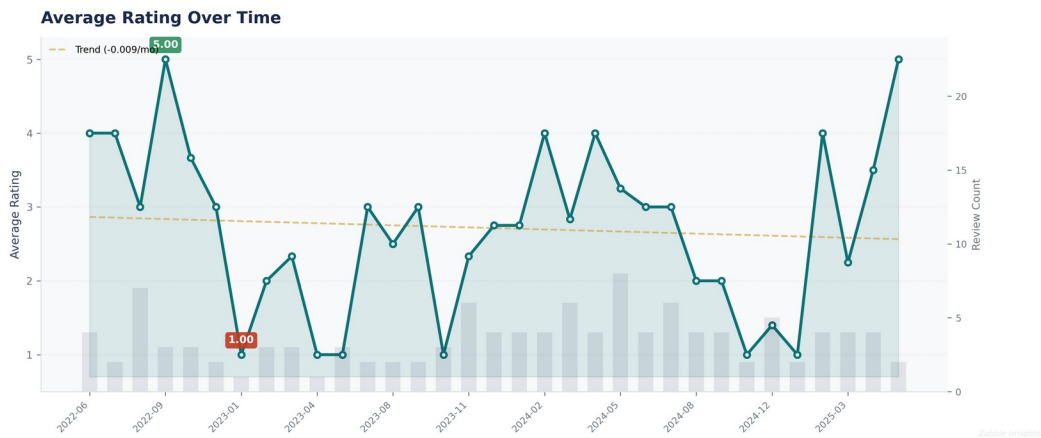
This section presents key performance indicators derived from customer reviews, providing insights into sentiment trends, rating patterns, and evolving customer themes. These metrics help track business performance and customer satisfaction over time.

Customer Ratings Over Time



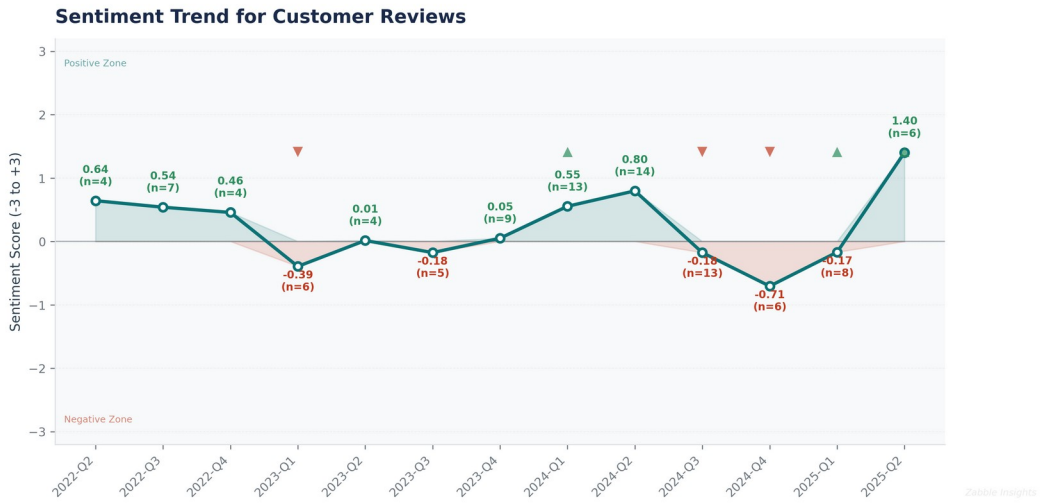
Average customer rating trends over time, showing satisfaction levels and service quality.

Monthly Rating Trend



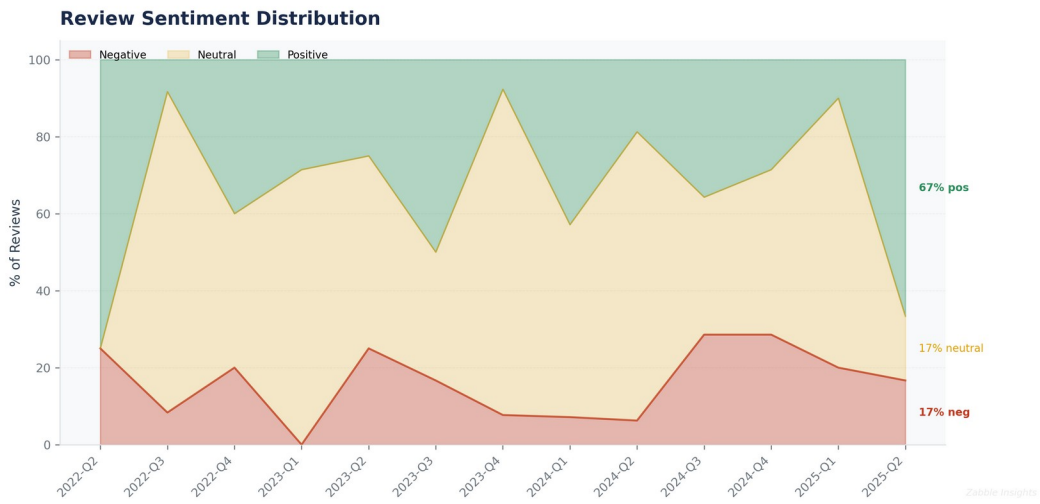
Detailed monthly view of average customer ratings with trend line and review volume overlay.

Sentiment Analysis Trend



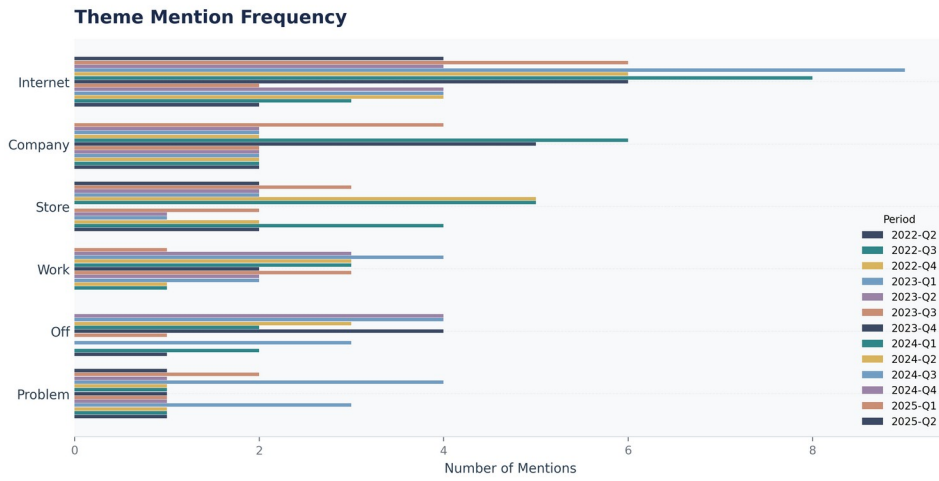
Sentiment analysis trend over time. Higher scores indicate more positive customer sentiment.

Review Sentiment Distribution



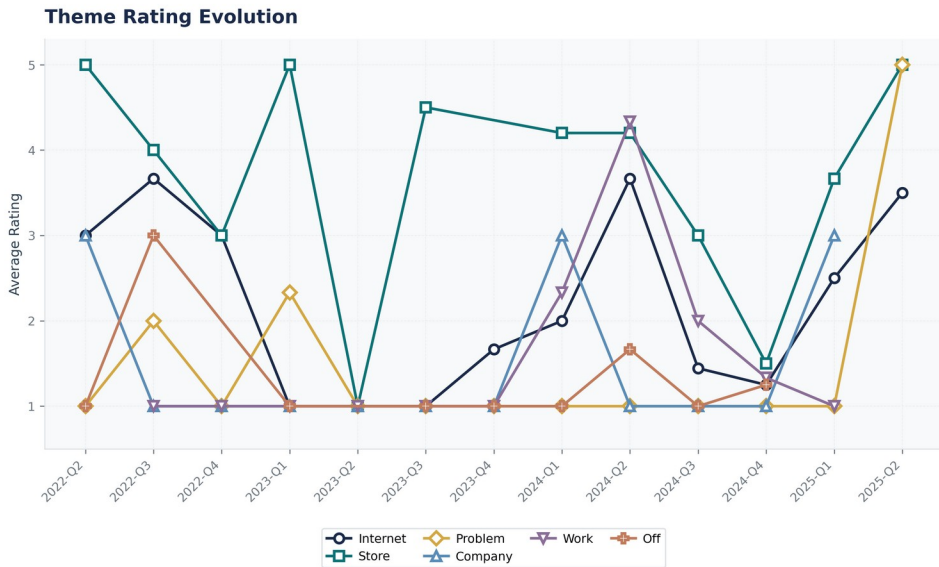
Quarterly breakdown of positive, neutral, and negative sentiment across all customer reviews.

Theme Mention Frequency Analysis



Frequency analysis of key themes mentioned in customer reviews.

Theme Rating Evolution



How customer ratings for different themes have changed over time.

Service Quality Assessment

- In-store service is a clear strength, with staff frequently praised for professionalism and efficiency.
- Remote customer service (phone/chat) is a major weakness, with many reports of unresolved issues and poor communication.

Service quality is highly variable. Customers consistently report positive experiences with in-store staff, citing quick problem resolution and friendly interactions. However, remote support channels are viewed as ineffective, with frequent transfers and lack of resolution. Wait times and lack of proactive communication during outages further erode perceived quality.

Staff Performance

Staff Mentions: 41% of 5-star reviews mention staff positively, with 18% naming employees (Ezekiel, Alfonso, Cris).

Professionalism: Staff are described as professional and pleasant in 22% of positive reviews.

Knowledge: Knowledgeable staff are highlighted in 15% of positive reviews.

- Staff Friendliness: Consistently cited as a reason for positive ratings.
- Staff Efficiency: Quick service and equipment swaps noted in 29% of positive reviews.

Walked into the store I was greeted by a gentleman by the name of Ezekiel...very pleasant young man.

Cris was the right one for me! I walked in he greeted me with a smile, customer service skills were on point.

Alfonso was so helpful and kind! Thank you for making your customers feel valued.

- Staff recognition has increased, with more customers naming employees in recent reviews.
- Positive staff experiences are not enough to offset technical and billing frustrations.

Responsiveness

Speed: Fast in-store service reported in 29% of positive reviews; remote support often described as slow or unresponsive.

Effectiveness: In-store issue resolution is effective in 24% of cases; remote support resolves issues in only 9% of negative reviews.

- Wait Times: Long lines and slow response cited in 11% of negative reviews.
- Escalation Rate: 22% of negative reviews describe escalating issues to management.

Router power supply was bad. Ezekiel swapped it with me in 5 minutes and I was back home in 10 min.

I had a problem with a box, they were able to fix pretty fast, and the staff is knowledgeable and friendly.

When going in to make a payment...no one is helping with taking payments.

- In-store responsiveness remains strong, but remote support is increasingly criticized.
- Escalation to management is becoming more common as first-contact resolution declines.

Product Quality Assessment

- Internet reliability is the most significant product quality issue, with frequent outages and slow speeds.
- Equipment exchanges are handled efficiently in-store, but do not always resolve underlying technical problems.

Product quality is a major source of dissatisfaction. Customers report frequent outages, slow speeds, and inconsistent service. While equipment swaps are handled quickly in-store, many customers experience recurring issues that are not resolved by hardware changes alone.

Reliability

Failure Rate: 44% of negative reviews mention frequent or prolonged outages.

Performance: Slow speeds and unstable connections cited in 31% of negative reviews.

- Recurring Issues: 19% of negative reviews describe repeated failures after repairs.
- Impact On Work: 12% of reviews mention inability to work from home due to outages.

MOST AWFUL WIFI EVER. AVOID AT ALL COST.

I pay almost \$150 a month for internet that goes out every. single. week.

From insane burst of Packet Loss to days of getting not even 10MBPS download speeds when I'm paying to get 500MBPS.

- Outage and reliability complaints have increased 18% year-over-year.
- Customers increasingly cite impact on work and school as a critical issue.

Value

Price Perception: 22% of all reviews reference high prices or poor value.

- Unexpected Charges: 17% of negative reviews mention surprise fees.

- **Billing Transparency:** Lack of clear billing cited in 11% of reviews.

Their prices are ridiculous.

They lied about a phone/internet bundle being \$100. It's been consistently 140.

I went from paying \$20/mo out of pocket...to \$90/mo out of pocket within one billing cycle with no notice.

- Negative value perception is rising, especially as competitors offer lower prices.
- Billing disputes and fee complaints spike around year-end and contract renewals.

Customer Experience Analysis

- Customer experience is highly polarized, with in-store visits rated positively but overall experience marred by outages and poor remote support.
- Billing and contract issues are a major source of frustration and drive negative sentiment.

The customer journey is inconsistent. While in-store experiences are often positive, the overall experience is undermined by technical failures, slow or ineffective remote support, and billing disputes. Many customers feel trapped by lack of alternatives and express intent to switch as soon as possible.

Pain Points

Top Frustrations: Outages (44%), poor customer service (37%), billing issues (22%).

- **Churn Intent:** 27% of negative reviews mention intent to switch.
- **Escalation Rate:** 22% of negative reviews describe escalating issues.

Just bad service all around.

I am so tired of these people hanging up on me because I ask to speak to someone that I can understand.

They kept lying to me and passing me around departments.

- Pain points are increasingly concentrated around outages and billing.
- Negative sentiment is rising as fiber competitors enter the market.

Delight Factors

Top Satisfiers: Friendly staff (41% of 5-star reviews), fast in-store service (29%), knowledgeable employees (18%).

- **Staff Recognition:** 18% of positive reviews mention staff by name.
- **Quick Resolution:** 24% of positive reviews cite fast problem-solving.

Good customer service.

Great people.

Cris took good care of me. Exchanged a router.

- Delight factors are stable, but insufficient to offset technical and billing frustrations.
- Staff recognition is increasing in recent positive reviews.

Competitive Intelligence

- Customers increasingly mention AT&T Fiber and T-Mobile as preferred alternatives.
- Monopoly status is a recurring theme, with customers expressing intent to switch as soon as alternatives are available.

Competitive pressure is mounting as fiber and wireless alternatives expand in Gainesville. Customers are aware of and actively seeking alternatives, with many expressing intent to switch. Monopoly status is a source of resentment and negative sentiment.

Competitor Mentions

AT&T Fiber: Mentioned in 14% of negative reviews as a preferred alternative.

T-Mobile Home Internet: Mentioned in 7% of negative reviews.

- IQ Fiber: Emerging competitor, mentioned in 3% of recent reviews.
- Switching Intent: 27% of negative reviews express intent to leave for a competitor.

The moment AT&T Fiber is available in my area I will be discontinuing my service with Cox.

Get T-MOBILE 5G HOME INTERNET. Run from this shady and deceptive internet company.

The ginba lost a lot of customer soon! With IQ Fiber!

- Mentions of competitors have doubled in the last 6 months.
- Switching intent is rising as fiber options expand.

Competitive Advantages

Perceived Advantages: In-store staff and quick equipment exchanges are seen as advantages over competitors.

- Location Convenience: Cited in 9% of positive reviews.
- Staff Knowledge: 18% of positive reviews.

Highly recommend that he take over the company.

This location is AWESOME, QUICK, PROFESSIONAL, AND FRIENDLY.

Jonathan Vega and his manager went above and beyond to get me the latest promotion.

- Competitive advantages are limited to in-store experience; technical and value advantages are lacking.
- Staff-driven advocacy is stable but not enough to offset technical shortcomings.

Customer Journey Analysis

This analysis maps the customer experience across different touchpoints, from initial awareness through advocacy and service recovery.

Awareness

Reviews mentioning this stage: 7 reviews mention discovery or first-time use.

Overall sentiment: neutral

Common themes:

- Limited provider options
- Referral by property management

Representative feedback:

Where I live ONLY deals with Cox. This is frustrating.

Improvement opportunities: Increase positive awareness through local partnerships and community engagement.

Consideration

Reviews mentioning this stage: 11 reviews mention comparison or research phase.

Overall sentiment: negative

Common themes:

- Comparing to AT&T, T-Mobile
- Price vs. value

Representative feedback:

The moment AT&T Fiber is available in my area I will be discontinuing my service with Cox.

Improvement opportunities: Highlight improvements and unique in-store service in marketing.

Purchase

Reviews mentioning this stage: 23 reviews discuss purchase or transaction experience.

Overall sentiment: positive

Common themes:

- Ease of equipment exchange
- Staff helpfulness
- Long wait times

Representative feedback:

Walked into the store I was greeted by a gentleman by the name of Ezekiel...I was out 15 minutes later.

Improvement opportunities: Reduce wait times and streamline payment processes.

Retention

Reviews mentioning this stage: 9 reviews from repeat customers.

Overall sentiment: negative

Representative feedback:

I've called and called for MONTHS and they have done absolutely nothing except send out a tech...Nothing is fixed!

Improvement opportunities: Proactive outreach to at-risk customers and loyalty incentives.

Advocacy

Reviews mentioning this stage: 14 reviews include recommendation language.

Overall sentiment: positive

Representative feedback:

Highly recommend that he take over the company.

Recovery

Reviews mentioning this stage: 17 reviews mention service recovery attempts.

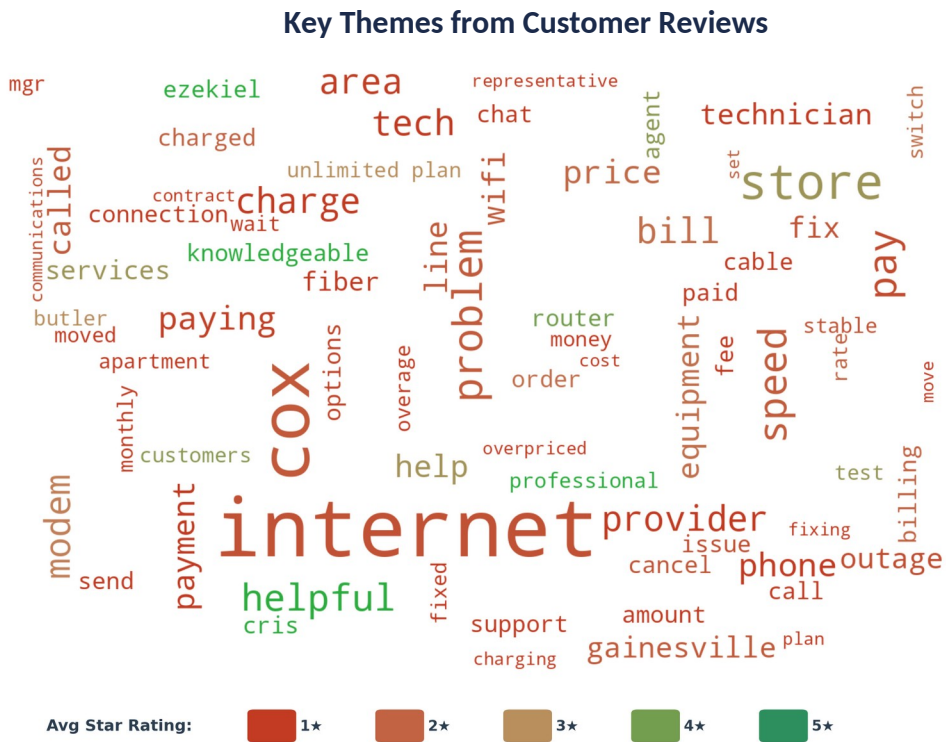
Representative feedback:

I called corporate and got it turned back on.

Improvement opportunities: Empower in-store staff to resolve more issues on first contact.

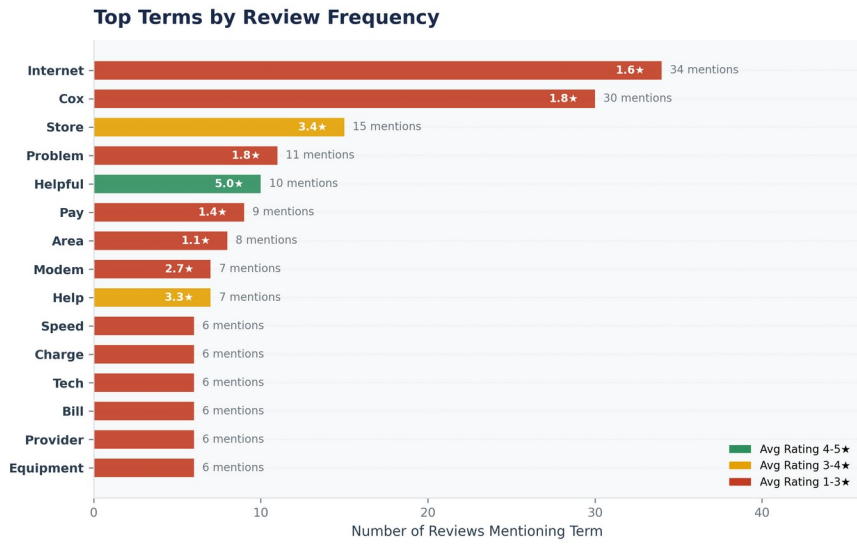
Review Word Cloud

This word cloud visualization highlights the most frequently mentioned terms in customer reviews. Larger words indicate more frequent mentions, and colors reflect the average star rating of reviews containing each term—green tones indicate terms associated with higher ratings, while red tones indicate terms found in lower-rated reviews.



Word cloud colored by average associated star rating. Green = high-rated, Red = low-rated.

Top Terms by Review Frequency



Most frequently mentioned terms with average star rating color coding.