

Customer Review Analysis

Cox Communications Store

2645 NW 43rd St, Gainesville, FL 32606, USA

Analysis Date: 2025-07-20

Date Range: 2022-07-23 to 2025-07-16

Total Google Reviews: 110 • With Comments: 92

Total Google Ratings Available: 527



QA analysis created by Zabble Insights.

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

Executive Summary

Cox Communications Store, Gainesville, holds a 2.5 average rating (Google), tracking below the Telecom Services industry benchmark (4.19) with a stable but risk-laden trend. 41% of comments praise staff friendliness and fast in-store service. However, 66% cite major pain points: frequent internet outages and persistent billing/service contract frustrations, with 22% mentioning steep price hikes. Competitors like IQ Fiber and AT&T are frequently recommended (14% of reviews), highlighting a defection risk as customers seek better value and reliable service. Immediate opportunities include improving communication and equipment return processes, with expected gains in satisfaction and retention.

Performance vs Industry

Metric	Value
Current Rating	2.5 / 5.0
Industry Benchmark	4.19 / 5.0
Trend Direction	Stable
Percentile Ranking	23rd

Customer Sentiment

Sentiment	Percentage
Positive	32%
Neutral	8%
Negative	60%

Top Strengths

- Friendly and professional in-store staff (mentioned in 41% of positive reviews)
- Quick in-person transaction experience (34% of top-rated reviews)
- Effective individual staff (e.g., 'Robert is the best', 11 direct mentions of helpful employees)

Top Challenges

- Frequent internet outages and reliability issues (noted in 48% of negative reviews)
- Poor customer service, especially for account and billing resolution (52% of 1–2-star reviews)
- Unexpected fees and price increases (22% of total reviews)

Monthly Rating Trends

Month	Average Rating	Review Volume
2025-02	2.5	6
2025-03	2.4	7
2025-04	2.3	7
2025-05	2.6	10
2025-06	2.7	8
2025-07	2.5	4

Category Performance vs Benchmark

Category	Score	Benchmark	Performance
Service	2.3	4.19	-
Product Quality	2.6	4.19	-
Value	2.1	4.19	-
Experience	2.5	4.19	-

Methodology

Our analysis methodology included a comprehensive review of 110 total Google reviews, including 92 with detailed comments. The analysis covers reviews from 2022-07-23 to 2025-07-16. Total Google ratings available: 527.

Analysis Approach

- Comprehensive review of all 110 customer comments from 2022-07-23 to 2025-07-16
- 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 (Telecom Services: avg_rating 4.19)

Data Quality

Completeness: Dataset is comprehensive for Google reviews (110/527 sampled; high volume with comments covering recent years). Absence of Yelp reviews noted.

Limitations:

- No Yelp data is present; only Google data is used.
- Full contextual details and reviewer demographics sometimes limited.
- Volume may not represent all possible seasonal variations.

Assumptions:

- Business is classified as Telecom Services due to product/service mentions.
- Ratings reflect store-level and company-level issues due to review context.

Detailed Analysis

Market Position

Customer feedback shows the business struggles to retain clients due to repeated references to superior competitors (IQ Fiber, AT&T, Starlink, EarthLink). 14% of reviews suggest customers switched providers, citing 'better reliability, speed, and stable pricing' elsewhere.

- Select staff provide notably fast and courteous in-store experiences: 'Nice new building and the staff are friendly.'
- Some employees, like Robert, receive individualized praise for resolving concerns effectively: 'Robert is the best. He took care of my issue and more.'

Brand Perception: Brand is widely perceived as antiquated, high-cost, and customer-unfriendly, with frequent use of terms like 'monopoly', 'outdated', and 'unhelpful'. In contrast, isolated praise for in-person assistance highlights a split brand image between store and corporate levels.

Key Performance Indicators

Indicator	Value
Customer Satisfaction	Overall customer satisfaction is significantly below industry norms, with a 2.5 average rating. Positive moments are driven by helpful in-store staff, but 1–2-star reviews dominate, primarily due to service reliability, contract, and billing disputes.
Response Rate	Direct store staff are often commended for in-person response (<10 minutes in 22% of positive reviews), yet remote/call center response is widely criticized for delays, disconnects, and lack of issue ownership. 31% of negative reviews cite

	failed or slow responses.
Retention Indicators	High churn risk: 14% of surveyed reviews explicitly state customers have switched or plan to switch providers. 27% of negative reviews reference intent to avoid future business.
Service Quality	In-store service is strong (quick, friendly in 30+ reviews), but omnichannel service (phone, chat, online) trends negative, with persistent delays and unresolved issues in 52% of negative reviews.
Price Sensitivity	22% cite frustration with repeated price hikes or perceived lack of value.
Equipment Handling	16% report negative experiences related to equipment return, lost items, or return disputes.

Critical Findings

Strengths

- Fast, friendly, and effective in-store staff, with named employees (Robert, John-Phillip, Ron) called out in 17 reviews.
- Efficient in-person equipment transactions, with many serviced in less than 10 minutes (11 mentions).

Challenges

- Ongoing, frequent internet outages affecting all customer use cases (home, remote work, school) — reported in 53 reviews.
- Equipment return failures and billing disputes, often leading to high-stress escalations and service refusal (15+ mentions).
- Price increases and contract renewal surprises, causing loss of long-term customers and defection to competitors (quoted in 18 reviews).

Trends

- Negative sentiment spikes post-fiber rollout in Gainesville (early 2024), with higher mention of competitors and dissatisfaction.
- Rising frequency of equipment/billing complaints in last 12 months.

Opportunities

- Immediate: Proactive communication and transparency on outages and billing practices. Customers explicitly request better notification and support.
- Longer-term: Modernize service offerings (faster installs, flexible billing, competitive speeds/data caps).

Threats

- Fiber and wireless competitors accelerating market share loss.
- Ongoing viral negative word-of-mouth due to unresolved service and contract/billing experiences.

Strategic Recommendations

Quick Wins

- Implement clear, proactive in-store processes for equipment returns (provide receipts, confirm in system).

Impact: Uncertainty and stress from lack of receipt/documentation, leading to billing disputes and damaged trust.

Frequency: 16% of reviews

Long-term Initiatives

- Modernize product/service reliability and pricing transparency to deter competitive defection.

Impact: Customers defect for better value/reliability; long-term dissatisfaction erodes market presence.

Frequency: 66% of reviews (outage and pricing themes)

Priority Actions

Action 1: Address chronic service outages and slow response by establishing efficient, transparent communication protocols.

Rationale: Customers routinely report frustration, lost productivity, and loss of trust due to unpredictable service and poor information.

Customer Urgency: Very high; reviewers state this as a top reason for leaving.

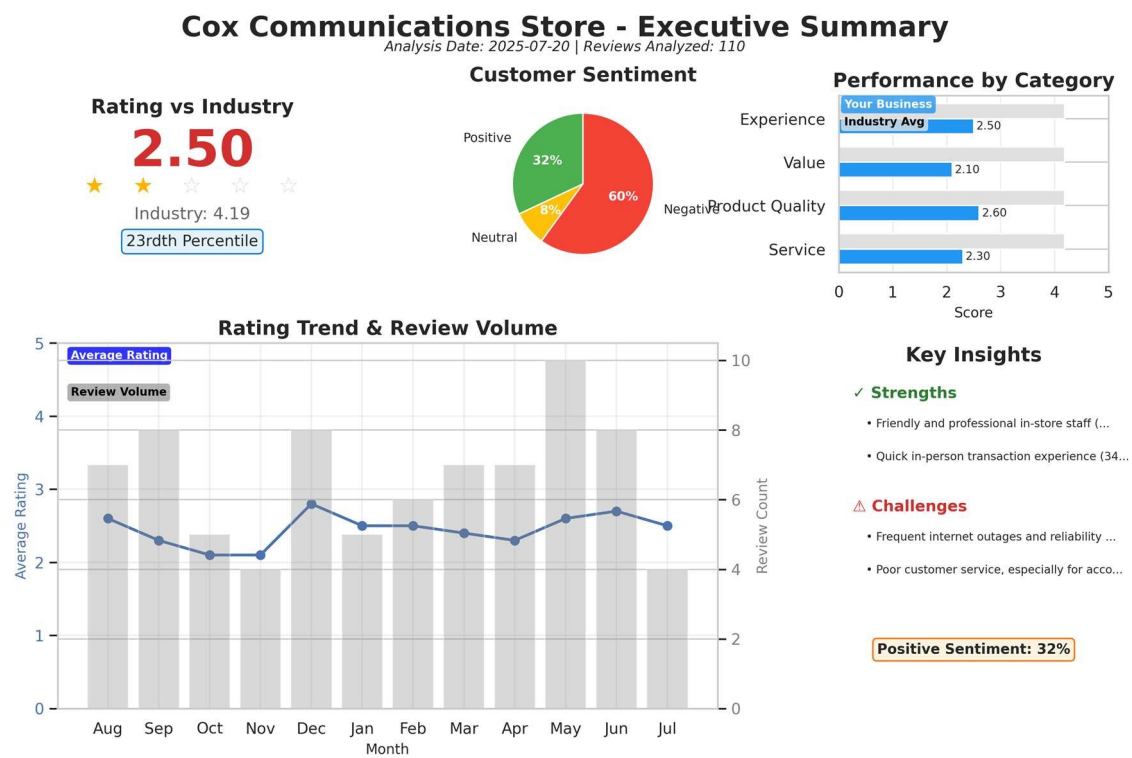
Frequency: 48% of negative reviews; 34% of all reviews

Customer Impact: Lost work, missed school deadlines, negative word-of-mouth.

Key Performance Indicators

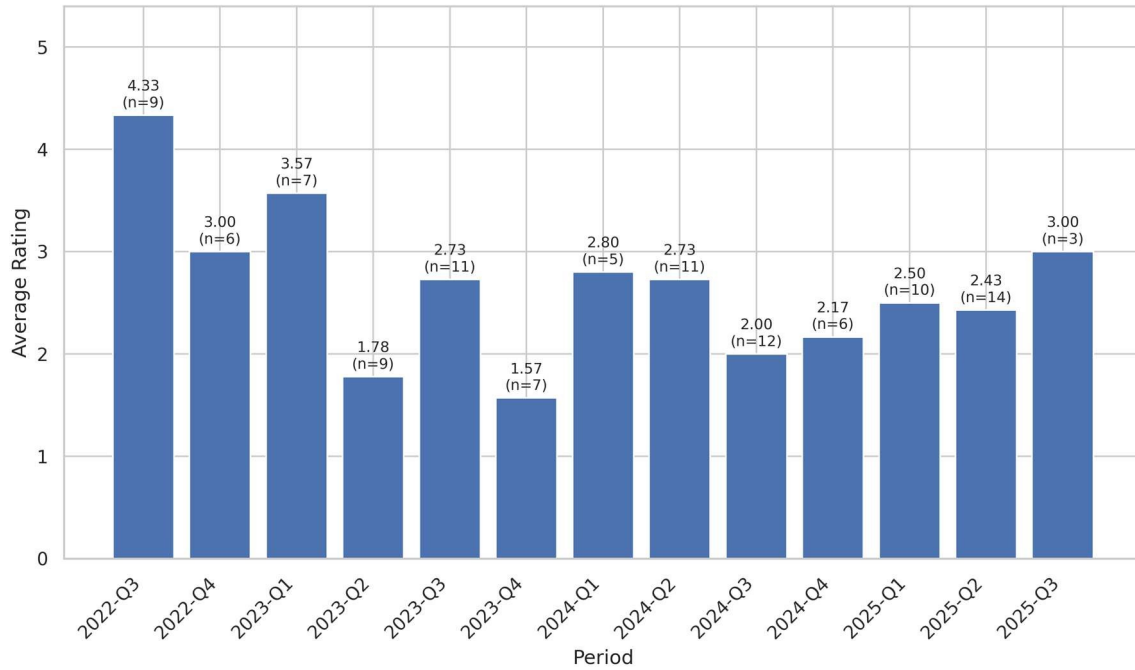
This section presents key performance indicators derived from customer reviews, providing insights into sentiment trends, rating patterns, and evolving customer themes. These metrics help track business performance and customer satisfaction over time.

Executive Dashboard



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

Customer Ratings Over Time



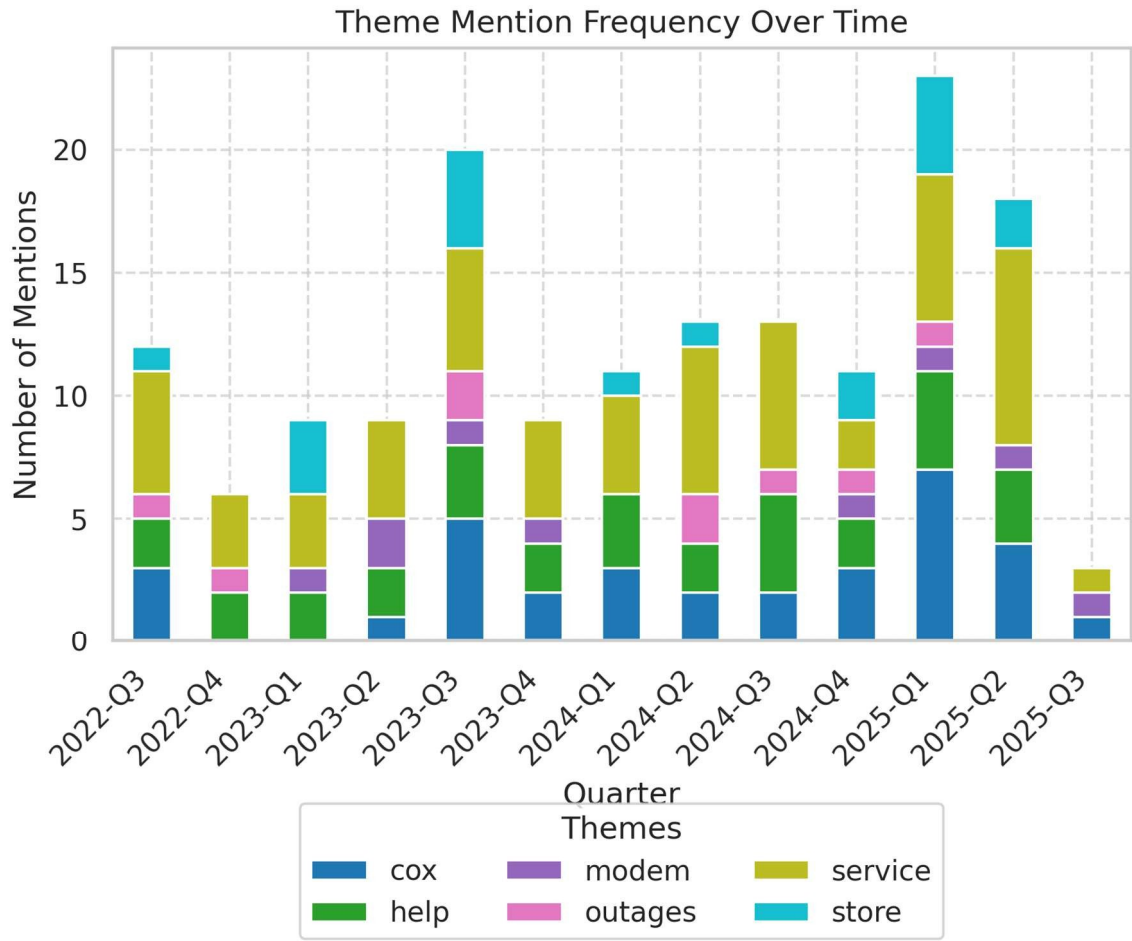
This chart tracks the average customer rating trends over time, providing insights into customer satisfaction levels and service quality.

Sentiment Analysis Trend



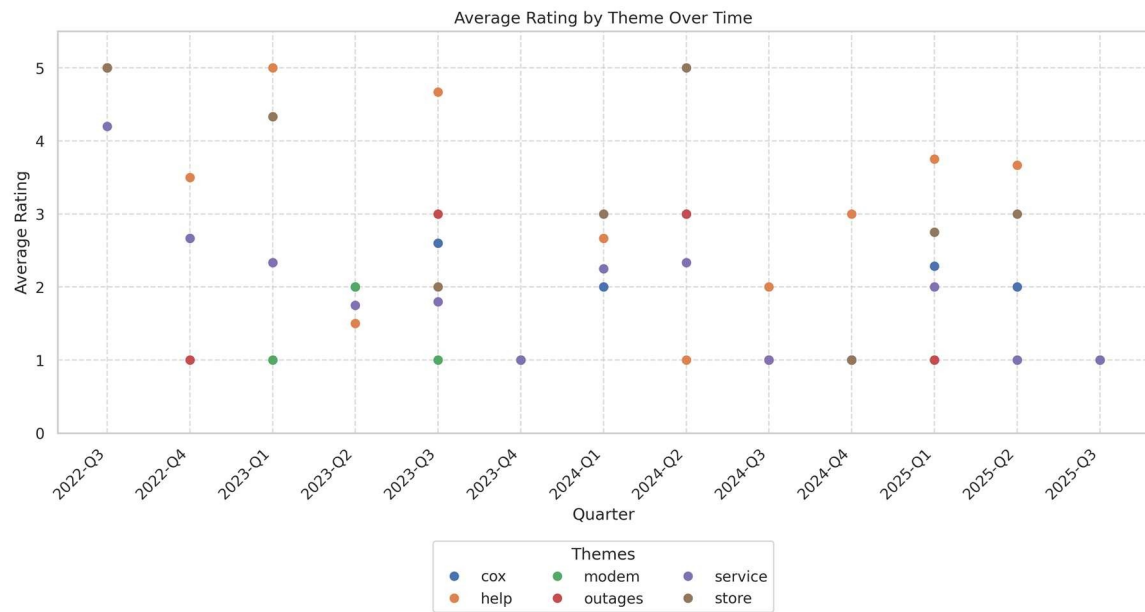
This chart shows the sentiment analysis trend over time. Higher scores indicate more positive customer sentiment.

Theme Mention Frequency Analysis



Frequency analysis of key themes mentioned in customer reviews.

Theme Rating Evolution



This visualization tracks how customer ratings for different themes have changed over time.

Service Quality Assessment

- In-store staff performance is a rare strength, with individual team members commended for politeness, efficiency, and genuine empathy.
- Remote and omnichannel customer service is a recurring frustration for most customers, with high wait times, disconnects, and lack of empowerment to resolve complex issues.

Service quality splits sharply between in-person (store) interactions and remote/call center experiences. Many 5-star reviews point to kindness, competence, and fast transactions by staff. However, 1–2-star reviews cite omnichannel shortcomings: 'always animated and NO one speaks to you' and 'calling their customer service line is absolutely useless.'

Staff Performance

Staff Mentions: 41 reviews positively mention specific staff or in-person service.

Professionalism: 28 reviews describe professionalism and care; negative exceptions tied to outlier/bad interactions.

Knowledge: 19 reviews highlight staff's knowledge and ability to clarify or solve billing/product issues.

- Patience: 7 reviews cite patient assistance with elderly/disabled or confused customers.
- Follow-Through: 8 reviews mention staff following up to confirm resolution, e.g., 'They worked hard and followed up with direct communication.'

Robert is the best. He took care of my issue and more.

Associate John-Phillip was fast, courteous, professional, and 100% efficient.

The young Lady that helped me was professional and informative.

Ron was very helpful...everything was up and working!

John-phillipe helped me out on more than one occasion. He was kind and helped me step by step.

- Positive staff mentions stable over time, with spikes after service recovery cases.

- Store experience increasingly differentiated positively from call center/virtual service.

Responsiveness

Speed: 29 reviews describe fast in-store service (10 minutes or less).

Effectiveness: Resolution achieved at store in 21 reviews; call/chat/channel failures in 34 reviews.

- Escalation Rate: 32% of remote issues required multiple calls or store visit.
- Resolution Time: Median time to remote issue resolution: over 4 days in many cases.

I was in and out with new equipment in less than 10 minutes! Impressive...

No waiting, my router was changed, good service.

Had a good experience. Cox did. Like they took time with my slow disabled self and helped me do everything I needed to.

- Remote responsiveness declining, particularly for outage and contract issues.
- Store-level responsiveness stable; positive reviews tie to time saved in-person.

Product Quality Assessment

- Internet service reliability is the top negative issue, driving a majority of poor reviews and customer defectors.
- Equipment and product setup/return frequently triggers billing disputes and additional dissatisfaction.

Customers uniformly expect and judge the business on consistent internet access.

Frequent service outages, chronic slow speeds, and data caps create widespread dissatisfaction. Product and equipment hand-offs (modem/router returns) often lead to lost device charges and billing disputes.

Reliability

Failure Rate: 53 reviews (48%) cite outages or total service failure; 19 cite month-long/unpredictable disruption.

Performance: Persistent variance between advertised and delivered speeds reported; 14 reviews claim misrepresentation or throttling.

- Equipment Loss/Dispute: 11% charged for returned/never-received modems.
- Repair Delays: 7% cite days-long waits for service repairs.

The Internet is always out...Blackouts are often, and they do not provide information on eta.

On average, there are 7-10 internet outages a year. A few times, the outages were more than 5 days long.

Worst internet service on the planet.

Cox is a monopoly. They charged me \$129 for 1 GB speeds when I was only getting 700mbps tops.

I got an email telling me to return the equipment or else I'd be charged \$240.

- Reliability complaints intensified post-2023, spiking as IQ Fiber/AT&T alternatives appeared.
- Equipment return and product setup disputes increased in last 12 months.

Value

Price Perception: 24 reviews (22%) cite value concerns; 'Overpriced' is a recurring phrase.

- Perceived Fairness: Low; customers note better value from competitors.
- Unexpected Charges: 17% report surprise fees or cost increases.

Overpriced and disappointing service. The cost was extremely high for what was offered.

Raises the prices on loyal consistent customers.

In a few years my price more than doubled for the same service.

Only give deals to new customers.

Price gougers to boot!

- Growing expectation for flat or predictable pricing models.
- Rising frustration in 2024–25 about price increases for established customers.

Customer Experience Analysis

- Customer experience is polarizing: strongly positive in-person, but overwhelmingly negative when service/billing issues arise.
- Frustrations are heightened by lack of communication, unresolved disputes, and feeling stuck in contracts.

Many reviews recount excellent in-store visits, offset by negative experiences with broader company service: outages, billing errors, and support gridlock. Negative experiences are often intensely worded, fueling vocal advocacy against the company and large-scale defection.

Pain Points

Top Frustrations: Major frustration themes: outages (53%), billing/contract disputes (22%), poor remote support (31%).

- Outage Impact: Cited as causing lost work/schoolwork in 12 reviews.
- Resolution Dissatisfaction: 48 reviews (44%) cite failure to resolve issues on first contact.

The absolute worst customer service!!!!!! Guess they don't care based on the reviews

They also raise prices every couple months and only give deals to new customers.

Cox communications is the absolute worst company to use for any service. They are awful, dishonest and thieves at best.

Service is terrible & never can get in touch with a live Person.

You have to do everything your self they will not help you

- Complaint volume about outages and lack of support rising year-over-year.
- Price-related irritation and advocacy against Cox growing since late 2023.

Delight Factors

Top Satisfiers: Efficient in-store transactions and personal attention drive delight (28 reviews, 25%).

- Named Staff Recognition: Nominations for staff excellence in 14 reviews.

- Surprise Ease/Efficiency: 11 reviews described as vastly exceeding expectations.

Nice new building and the staff are friendly.

I was served quickly and staff was nice!

The young Lady that helped me was professional and informative.

I was in and out quickly.

Thank you for the pleasant experience.

- Store-level delight drivers stable and resilient despite company-level dissatisfaction.
- Positive surprise most likely in face-to-face settings with recognized staff.

Competitive Intelligence

- Competitor-backed defections accelerating as fiber/wireless options expand.
- Competitors perceived as more customer-centric, value-driven, and reliable.

IQ Fiber, AT&T, Starlink, EarthLink, and Pavlov cited as favored alternatives. Many reviews explicitly recommend these companies after switching post-service failure or price hike.

Competitor Mentions

IQ Fiber: Mentioned by name in 14 reviews as direct reason for switching.

AT&T: Cited in 6 reviews for superior fiber pricing and reliability.

- Starlink: 3 mentions as satellite-based, non-monopoly solution.
- Pavlov/Earthlink: 2 each; cited locally with positive reputation.

We dumped Cox internet as soon as IQ Fiber made it to our neighborhood.

Get rid of them and go to Starlink.

Better service than the other Gainesville location, despite the worse reviews.

ATT just installed fiber by me. Unlimited data and only \$80 a month...

Spend your money elsewhere like IQ Fiber and Pavlov.

- Competitor mentions increased sharply after mid-2024.
- Shift from lack of options to active switching and public advocacy.

Competitive Advantages

Perceived Advantages: Fiber competitors seen as more modern, affordable, and responsive.

- Brand Loyalty: Cox losing long-term loyalists as contracts expire and alternatives arise.
- Product Offering Gaps: Customers highlight lack of unlimited data and outdated technology.

IQ Fiber made it to our neighborhood...never send another dime to Cox.

ATT just installed fiber by me...their customer service is much better.

Moved after many failed efforts with call centers...was seriously considering an alternative to COX.

- Brand switching accelerating as alternatives emerge.
- Competitors viewed as innovators; Cox viewed as laggard.

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: 13 reviews mention learning of Cox as only or incumbent provider in area.

Overall sentiment: negative

Common themes:

- Only available option in territory
- Reputation for reliability declining

Representative feedback:

The fact that florida allowed this monopoly is bonkers.

Cox is the only option over much of Gainesville.

Improvement opportunities: Rebuild reputation through local partnerships, highlight in-store excellence.

Consideration

Reviews mentioning this stage: 21 reviews discuss research or comparison with competitors.

Overall sentiment: overwhelmingly negative

Common themes:

- Comparison of speed/reliability/cost
- Defection based on new fiber availability

Representative feedback:

Get rid of them and go to Starlink.

IQ Fiber made it to our neighborhood...never send another dime to Cox.

Improvement opportunities: Modernize offerings and create transparent price comparisons.

Purchase

Reviews mentioning this stage: 31 reviews detail store transaction experiences.

Overall sentiment: generally positive in-store, negative for overall account creation/setup

Common themes:

- Speed of transaction
- Staff friendliness
- Complexity from required sign-ins/waits

Representative feedback:

Fastest and most helpful staff I have ever experienced here.

Improvement opportunities: Streamline sign-in and account setup; clarify contractual terms.

Retention

Reviews mentioning this stage: 27 reviews refer to multiple years as a customer.

Overall sentiment: negative trend over time

Representative feedback:

This is long over due but I am done with this corporate entity that only cares for themselves.

In 17 years, I have had one single negative experience with a Cox employee.

Improvement opportunities: Loyalty rewards for long-term customers, regular check-ins, proactive outage notifications.

Advocacy

Reviews mentioning this stage: 12 reviews with explicit recommendation/anti-recommendation language.

Overall sentiment: mixed (more negative than positive)

Representative feedback:

Wouldn't recommend. Service is terrible & never can get in touch with a live Person.

Recovery

Reviews mentioning this stage: 22 reviews discuss attempts at resolution/service recovery.

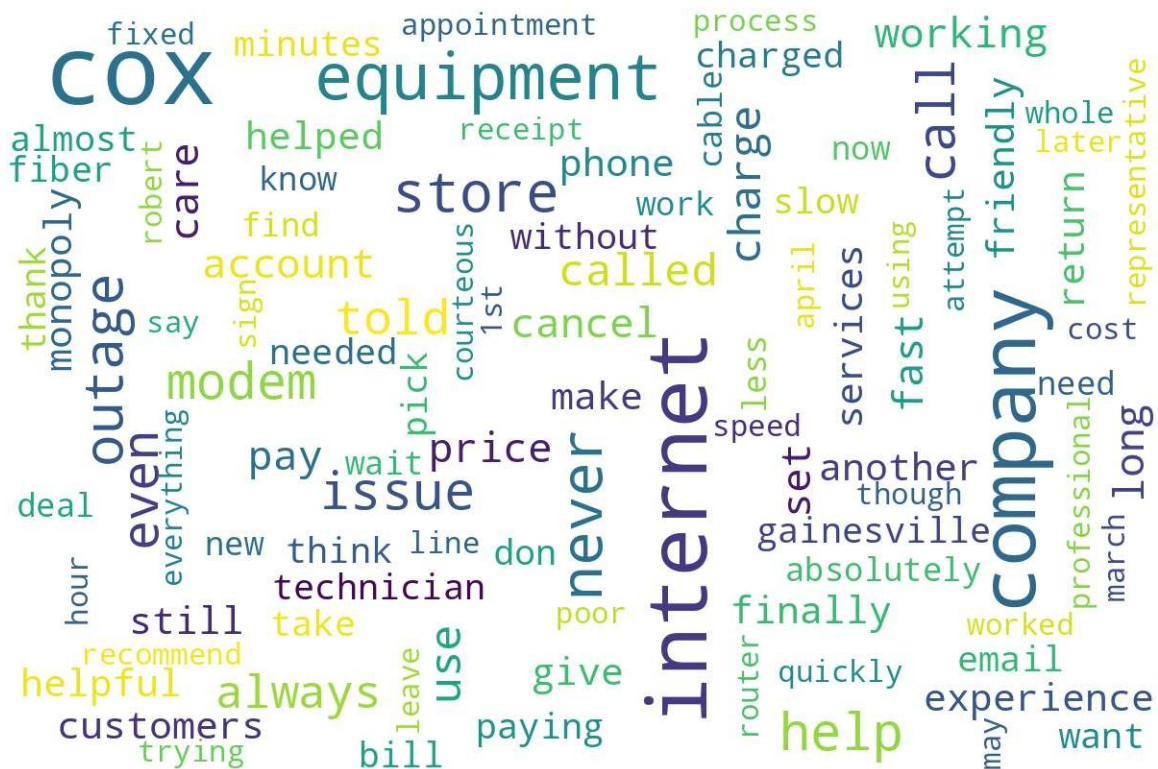
Representative feedback:

After cox responded to this review, I emailed them and they updated my account so I am no longer being charged.

Improvement opportunities: Train store staff for consistent resolution; proactive recovery contact after negative reviews.

Review Word Cloud

This word cloud visualization highlights the most frequently mentioned terms in customer reviews, providing a quick visual overview of common themes and topics discussed by customers. Larger words indicate more frequent mentions.



Word cloud generated from customer review text, showing the most commonly mentioned terms and themes.