

Alan Hogan

Cox

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To whom it may concern,

I am writing to inform you of various frustrations encountered when attempting to enroll in Easy Pay automatic payments today, Aug. 22, 2009.

On my first attempt, I used my "real" non-Cox email address and the account number I received via e-mail. Your site then announced "this service is down for maintenance," which I found frustrating as it should have been announced before I entered my user information.

However, after a 27-minute-long phone call to support - most of which was hold music - it was brought to my attention that your "service" in question was not in fact down for maintenance, but rather I had needed to enter my →

"cox.net" email address. Two obvious issues with this:

1. Why? You already have my primary email address ~~associated~~ associated with my account.

2. Shouldn't I have gotten a message indicating my "error" instead of indicating the service was down?

It also became clear that I have, in effect, two account numbers, a long and a short one. One was indicated in an email from you; the other, on my bill. The Easy Pay sign-up required the latter. This is our next problem:

3. Why are there two forms of this number that go by the same name?

4. Why aren't they interchangeable?

Finally, the account number needed entered with dashes in just the right places.

5. Why? Extracting digits from form field entries is trivial.

6. Why does my bill use spaces, not dashes?

On the bright side, automatically determining what type of credit card I entered →

So I did not have to select Visa, MasterCard, AmEx, etc. is a good usability move and I applaud it.

I urge you to investigate and improve these rough spots in your experience.

Sincerely,

Alan Hogan

P.S. I am available for UX consulting and would enjoy working with you to improve your customers' experiences. I can be reached at [REDACTED] or [contact@alanhogan.com](mailto:contact@alanhogan.com).