

Accounts			
KPI	2024	2023	YoY %
Relationship	340,824	307,216	10.9%
Relation w/ One Location	89.4%	89.6%	-0.2%
Location	508,197	454,795	11.7%
Locations w/ One Account	89.7%	89.6%	0.1%
Accounts	652,315	553,190	17.9%
Regd Accounts	563,756	494,201	14.1%
% Regd. Accounts	86.4%	87.8%	-1.5%
Regd Profiles	321,416	289,489	11.0%
Profiles - Single account	79.8%	79.9%	0.8%
Profiles - Multiple accounts	20.2%	20.1%	0.8%
Profiles using Cox.com	30.81%	29.5%	4.3%
Profiles using CBMA App	3.0%	1.6%	90.1%

	Customers			Contacts by First Channel			First Channel Contact (Adoption)			Containment (Efficiency)		
	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %
Digital First	50,534	43,170	17.1%	85,313	96,322	12.9%	54.0%	57.9%	-6.7%	95.6%	92.8%	3.5%
Phone First	64,018	45,684	40.1%	62,018	82,024	32.3%	46.0%	42.1%	9.3%	45.3%	47.5%	-4.4%

Single Account Location

	Customers			Contacts by First Channel			First Channel Contact (Adoption)			Containment (Efficiency)		
	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %
Digital First	42,585	36,047	18.1%	67,644	77,047	13.9%	52.6%	56.0%	-6.1%	95.0%	92.7%	2.5%
Phone First	54,348	39,866	36.3%	53,150	69,444	30.7%	46.6%	43.0%	8.6%	46.7%	48.9%	-4.5%

Multiple Account Location

	Customers			Contacts by First Channel			First Channel Contact (Adoption)			Containment (Efficiency)		
	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %
Digital First	7,949	7,123	11.6%	17,669	19,275	9.1%	60.5%	66.6%	-12.5%	98.0%	93.3%	5.1%
Phone First	9,670	5,818	66.2%	8,868	12,580	41.9%	39.5%	33.4%	18.2%	37.6%	39.2%	-4.2%

Single Relation Location

	Customers			Contacts by First Channel			First Channel Contact (Adoption)			Containment (Efficiency)		
	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %
Digital First	42,865	36,269	18.2%	154,026	174,518	13.3%	54.5%	57.9%	-5.7%	95.2%	93.1%	2.6%
Phone First	49,213	38,192	28.9%	112,189	145,430	29.6%	45.5%	42.1%	7.9%	91.2%	96.4%	-5.5%

Multiple Relation Location

	Customers			Contacts by First Channel			First Channel Contact (Adoption)			Containment (Efficiency)		
	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %	2024	2023	YoY %
Digital First	7,669	6,901	11.1%	16,500	18,126	9.2%	49.3%	58.4%	-15.5%	97.4%	91.7%	6.2%
Phone First	14,805	7,492	97.6%	11,947	18,618	57.2%	50.7%	41.6%	21.7%	43.5%	41.2%	5.6%