

# Cox Business Connectivity Solutions Help Fuel Matern Staffing's 43% Growth

*Internet and voice technologies give family-owned staffing company a competitive edge*

ATLANTA, GA (Nov. 24, 2025) – Cox Business announced the successful rollout of connectivity solutions for family-owned business Matern Staffing. By implementing straightforward but powerful technologies and relying on Cox Business' technical experts for upkeep, the staffing agency is freed to focus on what they do best: connecting talent with opportunity.

## **The challenge:**

Matern Staffing is a third-generation staffing agency headquartered in Fredericksburg, Virginia, serving the areas of Virginia, Maryland and beyond. With more than 55 years of service to employers and job seekers, the firm serves nearly every industry through direct hire, executive search, contract-to-hire and temporary placements.

In an industry built on connections, Matern Staffing couldn't afford to continue using technology that kept its team disconnected. The company's existing internet provider locked support behind 1-800 numbers and half-day waits. Every time the team encountered a glitch, they risked losing potential candidates and frustrating employers as they struggled to get back online.

After an internet outage forced employees to go home and use their personal connections just to keep operations running, the agency decided it needed a new internet provider. Most of all, the team needed to refocus on their core expertise, growing relationships rather than troubleshooting technology.

## **The right fit for the role:**

Matern Staffing immediately saw a difference working with Cox Business. Rather than getting stuck in call center queues, the team was assigned an account manager who provided instant support and truly understood their business.

The agency worked with their account manager to adopt a range of robust solutions—fiber internet, cloud-based phones and 24/7 voicemail, as well as professional training to get their team up to speed—and laid the foundation for growth, achieving metrics including:

- **Zero dropped applications** during candidate intake
- **100% call connectivity** with automatic mobile routing
- **Multi-state expansion** from Maryland to South Carolina
- **43% growth** in employee placements (from 700 in 2022 to about 1,000 currently)

## **The impact:**

"We are appreciative of Cox Business—we've been able to grow because of the technology they've provided us," said Ginni

Matern, owner at Matern Staffing. “We’ve shared with our neighbors just how impactful Cox Business has been for our team.”

With proven IT solutions and always-on service, Cox Business is giving small businesses like Matern Staffing a boost to achieve their goals.

“Entrepreneurs are the backbone of America, so we’re dedicated to taking complexity off their plate any way we can,” said Moya Neville, SVP of Cox Business Retail Sales. “Ginni and her team are great examples of how just a few robust IT deployments can help a business unlock growth. Matern Staffing can now use its technology to move faster, make more connections and foster stronger relationships.”

**Go deeper:**

Watch this [customer success video](#) and [read the full story](#) to learn more about how Cox Business’s straightforward IT solutions have transformed Matern Staffing’s operations.

**About Cox Communications**

Cox Communications is committed to creating meaningful moments of human connection through technology. As the largest private broadband company in America, we operate fiber-powered networks in more than 30 states, providing connections and advanced cloud and managed IT services for nearly seven million homes and businesses nationwide. We’re dedicated to empowering others to build a better future and celebrate diverse products, people, suppliers, communities, and the characteristics that make each one unique. Cox Communications is the largest division of Cox Enterprises, a family-owned business founded in 1898 by Governor James M. Cox.

Through Cox Business, Hospitality Network, RapidScale and Segra, Cox Communications provides a broad commercial services portfolio including advanced cloud, managed IT and fiber-based network solutions that create connected environments, unique hospitality experiences and support diverse applications for nearly 370,000 businesses nationwide.

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