



CLIENT: COMCAST BUSINESS / PROJECT: JOB AIDS AND HUDDLES

COMMUNICATING VITAL JOB INFORMATION TO COMCAST EMPLOYEES.

INTERNAL COMMUNICATIONS

Our Challenge

The Comcast frontline needs a lot of information — from short-term sales to the launch of new products, they need to know everything Comcast is selling. And, depending on their role, they need to understand how to sell it, troubleshoot customer complaints, and incentivize customers for retention.

Comcast needed a responsive partner to clearly and quickly design and disseminate this information for frontline support.

Our Solution

Job Aids: Job aids have been a staple of GO2's work with Comcast since 2013, and we approach these projects with a fluent, flexible attitude. To create a job aid, we receive an abundance of raw information and pare it all down to the highlights. Whether the job aid is printed or digital, we ensure that it's logically organized and designed so that the frontline can quickly digest and use the information.

Huddles: Sometimes, a job aid or article is not enough to train a new process, reinforce product knowledge or emphasize the importance of an initiative. This is where huddles come in. Interactive learning helps people retain information, especially if they are able to practice new pitches or how to overcome customer objections in a controlled environment. And it is always helpful to add an element of gaming and competition to engage learners.

We have developed huddles on every scale, from quick discussion guides for a manager to print to fully produced huddles in a box.

Our Results

Our knowledge of the Comcast and Xfinity brands, along with our experience training adult learners, has allowed us to create impactful frontline communication on every scale. Whether it is interactive, printed or a combination of both, we quickly and succinctly summarize and design information to support the frontline.