



Client: Comcast
Project: XOE Branding

Creating a Relevant and Memorable Internal Brand

BRAND PROMOTION

INTERNAL COMMUNICATIONS

Our Challenge

When launching a new internal tool, employee adoption is a critical success factor. But widespread acceptance doesn't just happen. To ensure frontline employees would fully embrace an innovative order entry system, Comcast needed all communication to be exciting, empowering and always recognizable — and what better way to deliver such content than through a brand new look and voice.

Since its launch, Comcast's user-friendly, highly capable order entry system, XOE, had seen incredible improvements and upgrades. It took some time — as it does with all new technology — but any issues with processes and functionality were now nonexistent. Still, some frontline employees were unconvinced, given hiccups they'd experienced in the past.

Comcast needed users who had learned to be skeptical of XOE during the initial launch to re-engage with the platform. They needed to see what had changed and to start experiencing the solution's feature-rich benefits. After all, XOE's evolution spoke for itself. The new tool was poised to improve the lives of frontline employees and customers alike.

If users began to experience all of the advantages associated with XOE, they would become believers. The simplified, time-saving tool would change the way orders were entered. The new technology would serve as a giant leap forward, allowing frontline employees to simply achieve more — win more sales, get more commissions and help more customers. Comcast just needed to convince the doubters to give it another shot.

Our Solution

Comcast turned to GO2 Partners for help in developing and delivering a unique and memorable brand for XOE. The new look and voice needed to fix any past branding issues, while also ensuring all future internal communications about the system were recognizable and consistent.

To tackle this challenge, GO2 delivered a unified, memorable brand for XOE. The brand was comprised of several design identity guidelines, including a logo, color palette, typography, photography and sample tactics — all of which embodied the aspects of joy and positivity expressed by XOE users.

In addition, because XOE takes order entry to the next level of both technology and simplicity, the brand needed to reflect the tool's sophistication and modern interface. This was accomplished visually as well as through comprehensive messaging guidelines that captured XOE's role in improving the employee experience, while setting a smart, insightful tone.

At the same time, complementary materials were executed to activate the brand on the frontline, while also elevating its appeal to everyday users. These materials included teaser videos, on-site tactics like posters, job aids and other environmental materials, and premium swag items, including a backpack.

Our Results

The new XOE brand helped to combat any lingering negative sentiment from an imperfect launch. The interest of frontline employees had been piqued. They didn't just want to know more about XOE's evolution, they were actually excited to use the tool again.

Adoption of XOE had increased, and continues to as more and more frontline employees are introduced to the tool's relevant and memorable brand. Frontline employees are initially attracted to XOE's vibrant and enthusiastic feel, but they're ultimately impressed by the platform's advanced capabilities, modern interface and sheer speed.

2 COLOR BADGE



1 COLOR BADGE



BADGE ON BOOKBAG



DIGITAL BADGE

