

# COMCAST LAUNCHES XFINITY MOBILE USING SPOKE NEWS & REWARDS

MOBILIZES LARGE-SCALE CHANGE AT COMCAST



"Spoke has led to increased performance for every team member. They connect with each other in the Community and tell me they can't wait for more training to earn more coins!"

*Senior Vice President, Comcast*



## CHALLENGE

To align hundreds of thousands of Comcast employees across the nation on operational policies and new product information.

## RESULTS



INCREASED SPEED  
TO COMPETENCY



CENTRALIZED & IMPROVED  
COMMUNICATION



SIMPLIFIED PROCESSES

## COMCAST CORPORATION

ESTABLISHED IN 1963

EMPLOYEES: 164,000+

PHILADELPHIA, PENNSYLVANIA

MEDIA AND TECHNOLOGY COMPANY

SALES: \$86.9 BILLION

## SOLUTIONS

- SPOKE LMS
- CUSTOM TRAINING
- CUSTOM SOFTWARE

**5.5X**  
**INCREASE**  
**IN COURSE**  
**COMPLETIONS**

## BACKSTORY: MOBILIZING LARGE-SCALE CHANGE AT COMCAST

Fortune 50 media and technology company, Comcast, wanted to develop a comprehensive training, communication, and customer service program in order to align and empower hundreds of their retail store teams across the nation.

With the desire to implement an overwhelming amount of new operational policies and product information, Comcast partnered with Unboxed to create a holistic solution that encompassed training, learning content, communications, custom software applications, coaching, and gamification.

Throughout Unboxed and Comcast's eight-year partnership to date, Unboxed has worked with their Training, Operations, Communications, Marketing, Legal, and HR Teams to launch comprehensive programs such as Xfinity Mobile, new pricing structures, enhanced sales strategies, etc.

The following case study takes a deep dive into one of the many successful programs that Unboxed partnered with Comcast to develop – the launch of Xfinity Mobile.

## LAUNCHING XFINITY MOBILE THROUGH SPOKE

In 2017, Comcast was launching a new product line, Xfinity Mobile, which would provide its customers with a new wireless service option. The challenge was to align hundreds of their Xfinity retail store teams, call centers, and other sales channels across the nation to get up-to-speed and to drive the new product launch.

Comcast's overall goal for the program was to create a true customer centric retail location for its customers versus the service model of the past. This radical change involved changing selling behaviors and many operational processes in their locations. In order to set their employees up for success, they needed a centralized platform to deliver information to their retail sales consultants



“WORKING WITH UNBOXED HAS BEEN A SHEER DELIGHT. THEY HAVE BEEN FUN, CREATIVE, AND SO RESPONSIVE WORKING WITH US ON A TRANSFORMATIONAL PROJECT FOR OUR BUSINESS.”

*SENIOR ASSOCIATE*

“UNBOXED CHALLENGED US IN A GOOD WAY. THEY REALLY LISTENED TO THE REQUESTS OF THE TEAM.”

*EXECUTIVE DIRECTOR*

**2.5X  
MORE  
USER  
ENGAGEMENT**

(RSCs). Prior to Spoke, RSCs used email and a handful of other resources to stay up-to-date, which posed challenges in finding the right information in an organized and efficient manner.

RSCs also needed information that was specific to their market or region, but their current communication processes couldn't accommodate this need, which led to confusion.

Lastly, with so much change that comes with adding a new product line, Comcast needed to find a way to motivate their retail employees to complete their training so they would be able to clearly and consistently explain the value to their customers.

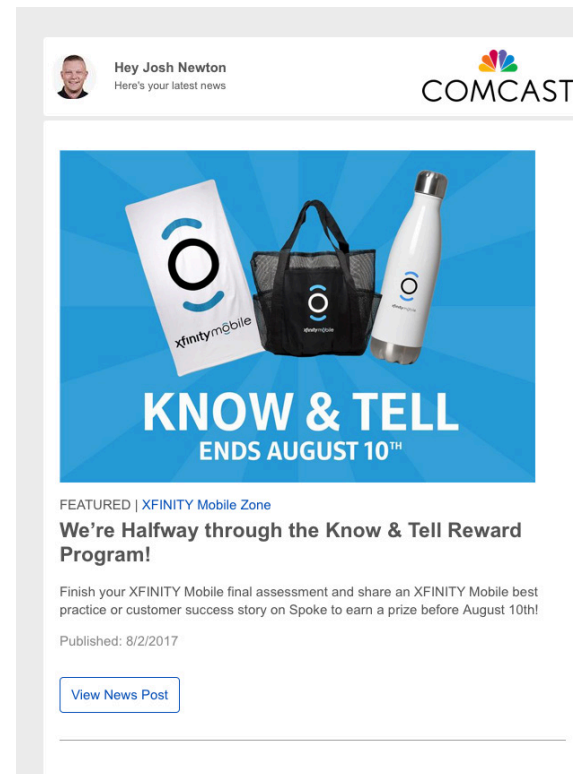
## A TRUE PARTNERSHIP

After working together for so many years, Comcast knew Unboxed understood their business and could rely on them to successfully launch their Xfinity Mobile training through our Spoke LMS.

Unboxed partnered closely with Comcast's Training, Operations, Communications, Marketing, and HR teams to launch the platform by creatively designing a new training, communication, and rewards program, including the creation of unique content, contests, and fun prizes to keep the engagement high on the Spoke platform.

## SPOKE FEATURES WITH BIG IMPACT

Having a centralized place for product and store updates was critical to the success of Xfinity's retail stores. By utilizing Spoke News, specific groups based on geographic location, team, job role, etc. received information that was relevant to them, saving employees time and reducing the noise. Even better, Unboxed created a custom reporting portal by specific team and group to quickly



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ALIGNING HUNDREDS OF THOUSANDS OF COMCAST EMPLOYEES ACROSS THE NATION ON OPERATIONAL POLICIES AND NEW PRODUCT INFORMATION.

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- CUSTOM TRAINING
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FOR MORE INFORMATION  
[WWW.UNBOXEDTECHNOLOGY.COM](http://WWW.UNBOXEDTECHNOLOGY.COM)

**5.5X**  
**INCREASE**  
**IN AVERAGE**  
**DAILY LOGINS**

demonstrate what elements of the program were working best.

Spoke News also made it easier for employees to take their initial training, troubleshoot any issues that came up in their store or market, and get frequent updates along the way so RSCs could provide exceptional customer experience.

In order to motivate their sales teams to learn about their new product, Comcast leveraged Spoke Rewards and developed a program with Unboxed called, "Know & Tell." When RSCs completed a series of required courses and shared a best practice in a Spoke Community forum discussion, they could claim their Xfinity Mobile branded reward of choice: a water bottle, bag, or towel.

## TRAINING & TECHNOLOGY THAT'S DIFFERENT, AND MAKES A DIFFERENCE

The functionality of Spoke, combined with the right content strategy and training, resulted in a 2.5x increase in non-required activities, 5.5x increase in course completions, and 2x in average daily logins. The line between training and communication went away. Employees now had access to the tools they needed to effectively communicate the value of Xfinity Mobile to their customers.

Xfinity stores nation-wide are selling Xfinity Mobile, which now has more than 1.2 million subscribers. Unboxed is proud to have influenced the success of this Fortune 50 company.



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