



2023

**Viva Engage
Festival**

Fostering Organic Viva Engage Culture

with Employee Ambassadorship

Our Journey



Launch

Our Journey



Launch



Navigate

Our Journey



Launch



Navigate



Orbit

Launch

**Nearly 100,000
Teammates**



Launched in 2021

Introduced a new an employee communication platform that allows everyone at your organization to connect through communities and conversations.

38,591,689

Reads

206,984

Posts

600,797

Reactions

Is this Success?

38,591,689

Reads

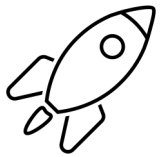
206,984

Posts

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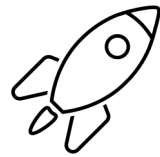
Reactions

Early Insights



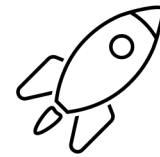
Appealed to a Niche Audience

- The same employees were regular users
- Amazing to social media users; horrible to those who did not
- A lot of employees just didn't get it



Activity was Random

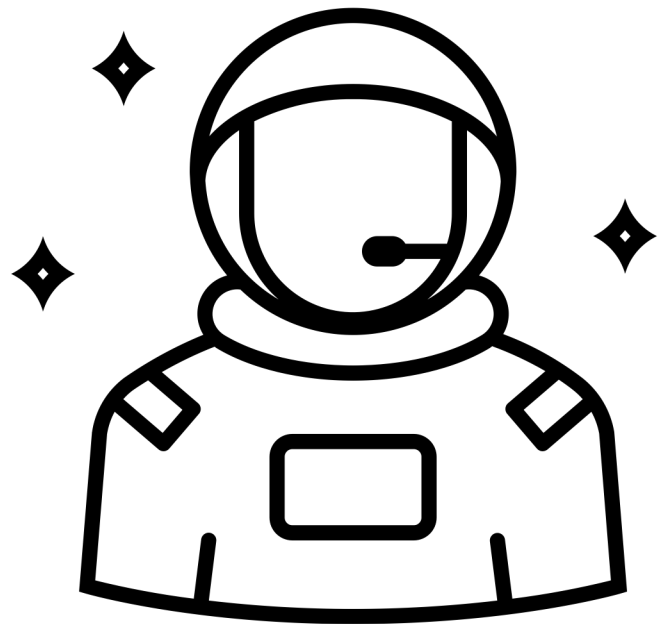
- A lot of greeting messages with no response
- Some content was pushed by employee communicators
- Activity spiked around big events & holidays



Leaders were not Engaged

- Leaders did not see it as a credible channel for recognition
- Was not used for two-way communication
- Leaders did not see the value

Navigate



Guiding Our Teammates
Toward...

1

Organic Desire

2

Leadership Engagement

3

A Shared Purpose

Ambassador

/ æm' bæs. ə. də / • noun

a person who acts as a representative or promoter of a specified activity or organization.



In 2023, we will...

Maximize the Level X impact by rewarding employees that go above and beyond as Level X'ers

Leverage employee voices & enthusiasm to expand our reach into the communities we serve

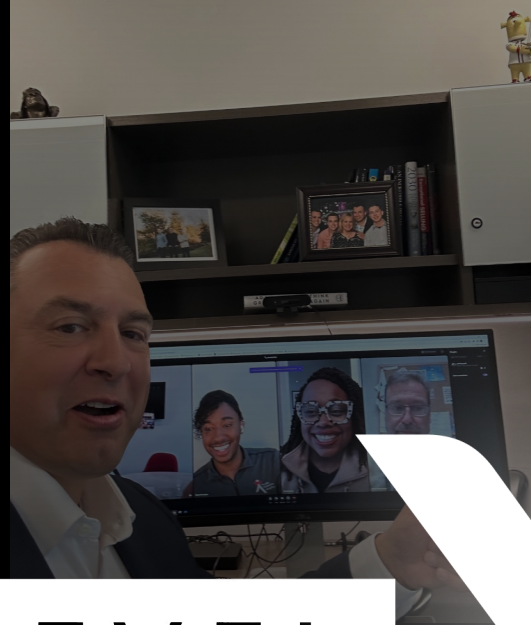
Celebrate our wins and the culture of fiercely competing to win.

Empower employees to own their contributions toward their Level X journeys

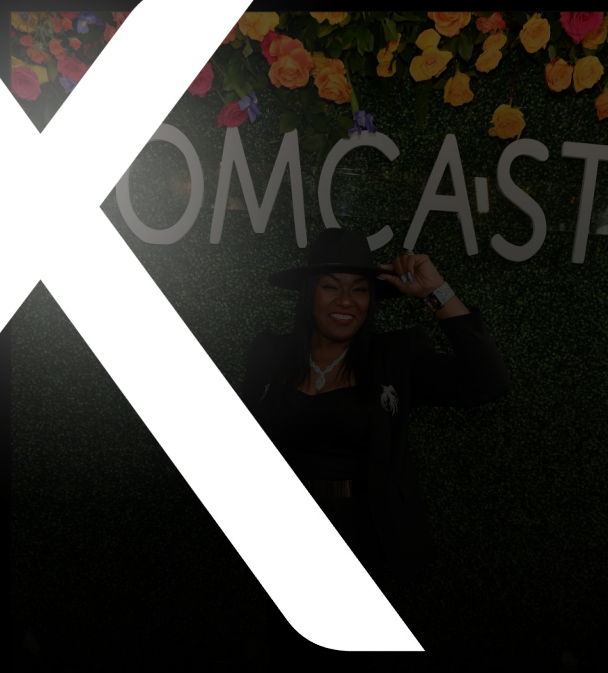
Grow the number of Central Division employees engaged in Level X by 35% per SLT Org by year-end.

Integrate Level X into existing performance-based recognition and reward programs.





LEVEL X COMCAST



Level X Empowers Teammates to be...



Enthusiasts

Knowing Xfinity & Comcast
Business Products & Offers



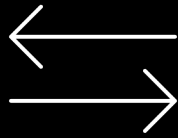
Influencers

Helping Boost Our Competitive
Spirit!



Ambassadors

Connecting Family, Friends and
Communities To Our Xfinity And
Comcast Business Products.





Measuring Success

#LevelX

Introduced a centralized hashtag for employee ambassadorship

Minimized “Noise”

Created surround sounds moments for employees to celebrated

Delegation

Used Leader voices to foster two-way communication & collect sentiment



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Orbit



Using Viva Engage to educate, excite and engage Comcast teammates by investing in a **culture of employee ambassadorship.**



Key Statistics



USERS

12486



POSTS

2590



REPLIES

16053



REACTIONS

73963



MENTIONS

3741



NOTIFY/CC

3113



McAlpin, Darnell
Jul 27

2 shares • Seen by 9,027

Level X Point(s) Freebie: As part of our Level X focus areas, Level UP, we are creating a space to practice earning Level X Points on Viva Engage!

Reminder: You can earn 1 Level X point per teammate engaged when using #LevelX (i.e., you earn 1 Level X point for every post you make AND every comment and like said post receives)! Give it a try. Comment using #LevelX in the comment section below and start earning Level X Points today!

NEW! Simple & Easier

LEVEL X Points

- 3 Level X Points** each time your participation is marked in an official Level X communication
- 1 Level X Point** per peer engaged on Viva Engage (Yammer) (i.e., each post, like and comment)
- 5 Level X Points** for each ambassador testimonial submission

100+ Level X Points = Official Level X Status
1,000+ Level X Points = Ultimate Level X Status

Like Comment Share Frechette, Laurie and 264 others

Show 339 previous comments



Pinchon, Lakesha Aug 24
#levelx

5

Posted in Connected In Central Division



McAlpin, Darnell
Nov 1

Seen by 2,839

Level X is here! So excited to kick-off the Central Division games today. Are you ready?! Be sure to cheer on your teams using #CentralCTJ & #LevelX

LET'S GOOOOOOOOO!!!!!! 🎉



Like Comment Share Johnson, Christine and 72 others



Minimized
"Noise"



Murphy, Toni Nov 15 • Edited 1 share • Seen by 10,250 ...

It's Timmmmmmmeeeeeeee 🎵 Our Black Friday Deals go LIVE tomorrow! **Gear UP** for Central's Mobile Moment of the YEAR with **Competitive Corner: Black Friday Special Edition**. Missed the live Broadcasts? [Watch the Replay HERE!](#)

We need every Central teammate to be ALL-IN as employee ambassadors for this year's Black Friday deals & offers. No matter your role, you are critical to the success of the business. From taking advantage of our holiday mobile offers yourself, to spreading the word and connecting your communities to our competitive deals, **be part of this Mobile Moment** and help us WIN, together. [#LevelX](#)

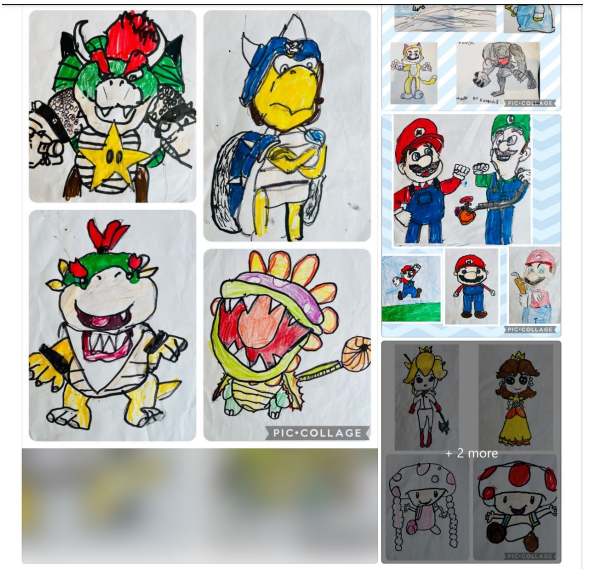
Comment "YES #LevelX" below if you'll be joining me today for the Competitive Corner Live Broadcast! *Check your calendars and I'll see you soon.*



Like Comment Share Jackson, Mary and 95 others

Show 85 previous comments

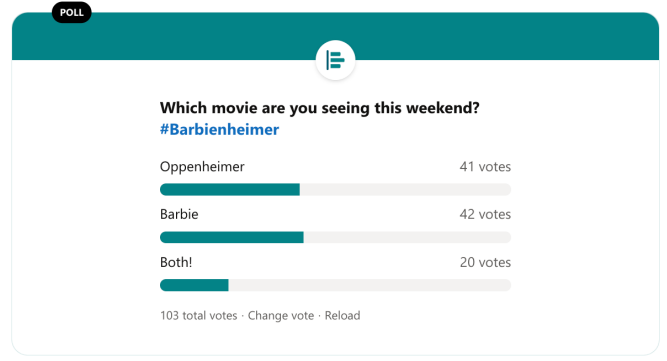
KE **Kilpatrick, Elena** Nov 16 4
 Fantastic offers for all!! [#levelx](#)
 Like Comment Share



Like Comment Share Evans, Chantal and 1,254 others

Show 231 previous comments

Reagan, Charlene Oct 13 2
Biyani, Rahul I Love them all but Yoshi is my favorite <3 Great work!
 Like Comment Share



Delegation



Speller, Tony
Oct 12

5 shares • Seen by 10,605 ...

Introducing Multi-Gig Symmetrical Speeds powered by DOCSIS 4.0 technology: the newest milestone in our Xfinity 10G Network evolution! We are tapping into the latest version of DOCSIS technology that enables us to deliver multi-gigabit symmetrical speeds – equally fast upload and download speeds – to customers over the connections that already exist across the country throughout the next several years.

I am excited to share that this ground-breaking technology will be available next week in select neighborhoods of Colorado Springs with Philadelphia and Atlanta following soon! We are the **FIRST** in the **WORLD** to deploy this technology! [Learn more in our National Press Release.](#)

This is how we [#FiercelyCompete](#) with a [#RelentlesslyReliable](#) network and think [#FutureForward](#). Be a part of our evolution and Level UP, with [#LevelX](#). **Comment questions below.** Experts will be ready to answer any questions you have about this announcement to help you level UP your enthusiasm and gear up to be Level X'ers about this game-changing announcement.



Celebrate Comment Share

You and 188 others

Show 68 previous comments



Robillard, Ryan Nov 8

5



Speller, Tony
Nov 2

3 shares • Seen by 9,973 ...

Let's get LOUD and congratulate **Greater Chicago's Killahertz** for their amazing [#CentralCTJ](#) win today and to Big South's Storm Phytors for their second place finish! They're headed to the National CommTech Jeopardy Games in Orlando this January.

All of our teams did an amazing job competing and representing the best of our Connected Culture. Let's show Florida's Wrath of the Peacock and Heartland's Ohmies some love in the comments for their hard work! [#LevelX](#)



Celebrate Comment Share

You and 228 others

Show 106 previous comments



Shepherd, Andy Nov 15

Such a great experience. [#LevelX](#)

...

2



Looney, Ramika Nov 16

I really enjoyed this opportunity [#LevelX](#) [#Ohmies4life](#)

...

3

LEVEL





Posted in Today at Comcast



Kimberlin, Ryan

May 24 • Edited • @6

2 shares • Seen by 43,784 • ...

A GCR Surprise and Delight in Merrillville

In early May, technician Ken Kirk was on a routine trouble call for a customer having reported “no audio” on their television. Unfortunately, Ken, had to be the bearer of bad news. Despite his best efforts to resolve the audio issue, it was determined that the root cause of the issue was the television set.

As a senior customer, living on a fixed income, this was unwelcome news for Ms. Blozak. Ken knew the impact this would have, and he immediately reached out to his leadership team and explained the scenario to see if there might be anything that we could do to offset the difficult situation.

In GCR fashion, our team answered the call. Technical Operations leaders Manager Chad Coplen, Director Ray Sutton, and Vice President Joe Browning, in partnership with Director of Marketing Katie Mohrfeld, worked feverishly to get a 55” 4K television from Chicago out to Merrillville, IN.

Only days later, and on their off day, Ken and fellow technician Antwaun Carr volunteered to surprise and delight Ms. Blozak with the gifted television and set it up for her. A shocked Ms. Blozak had to collect herself prior to thanking Ken and Antwan. Their thoughtfulness and compassion goes well above the call of duty and is deeply rooted in our GCR culture and why we are all so proud to represent Comcast every day.

Thank you, Ken, you are an inspiration to us all! [#myGCR](#) [#LEVELX](#)

Launched in 2021

July 2021 – October 2022

38,591,689

Reads

206,984

Posts

600,797

Reactions

72.84%

Total Viva Engage Engagement

Total Activities from October 2022 to October 2023

(+54%)

73,070,341

Reads

(+47%)

387,747

Posts

(+48%)

1,158,084

Reactions



Q&A



Fostering Organic Viva Engage Culture

with Darnell McAlpin



2023

**Viva Engage
Festival**

Thank YOU!



COMCAST