



Innovative Intranet Strategies: Designing for Impact

Lessons from Two Award-Winning Projects

Jamie Stokes

Director, Digital Internal Communications
Cox Enterprises

Chris Harrer

Former AVP, Digital Technology Strategy, Internal Communications
Comcast Corporation

Creating the Right Mix for Comms, Engagement and Productivity

Customization

Personalization

Integration



Benefits of **Customization** in your SharePoint Experience

- **Tailored User Experience:** Customization allows you to tailor the intranet to your specific needs, ensuring that it aligns with your structure, workflows and business processes.
- **Branding Consistency:** Customizing your SP intranet enables you to maintain brand consistency by incorporating company logos, colors, and design elements throughout the platform.
- **Improved Navigation:** Customization allows for the creation of intuitive navigation structures, making it easier for users to find the information they need quickly.
- **Enhanced Functionality:** By customizing SharePoint, you can add or modify features to meet your unique requirements, such as adding more control to your news feeds, integrating third-party tools or developing custom applications.

Benefits of **Personalization** in your SharePoint Experience

- **Targeted Content Delivery:** Personalization enables the delivery of relevant content to individual users based on their roles, departments, or preferences, increasing engagement and productivity.
- **Customized Dashboards:** Personalized dashboards provide users with a tailored view of the information and tools most relevant to their daily tasks, improving efficiency and usability.
- **Individualized Alerts and Notifications:** Personalization allows users to receive alerts and notifications specific to their interests or responsibilities, ensuring timely access to important updates and announcements.
- **Personal Profile Management:** Users can customize their profiles with information such as skills, expertise, and interests, facilitating collaboration and knowledge sharing within the organization.

Benefits of **Integrations** in your SharePoint Experience

- **Centralized Information Hub:** Integration enables you to consolidate data and applications from disparate systems into a single, centralized employee experience, streamlining access and easing the amount of context switching.
- **Seamless Collaboration:** Integrating SharePoint with other collaboration tools such as MSFT Teams, Outlook, Viva Engage, etc. fosters seamless communication and collaboration among team members, regardless of their location or device.
- **Automated Workflows:** Integration allows for the automation of workflows across different systems, reducing manual tasks and improving process efficiency.
- **Enhanced Reporting and Analytics:** Integration with business intelligence tools enables you to gain insights from combined data sources, facilitating informed decision-making and strategic planning.



By leveraging **customization, personalization, and integration** capabilities, organizations can create a SharePoint intranet that not only **meets their immediate needs** but also **evolves with their changing requirements**. Creating an experience that ultimately **drives engagement, productivity and collaboration** across the enterprise.

CoxOne Leaders Hub

ComcastNow MyResources Page


The screenshot shows the ComcastNow MyResources page. At the top, there's a navigation bar with the ComcastNow logo, currency (CMCSA: 42.09 USD, -1.26 (2.91%)), a search bar, and a user profile. Below the navigation, there are menu items: News & Events, About Us, Our Company, Pay, Benefits & Career, My Resources, and My Links. The main header area says "My Resources" and "Personalized for you, Chris." with a "Department: Employee Communications" tag. The page is divided into several sections: "My PTO" showing 208 hours off available, "My Tasks" with a list of tasks like "Social Identities and Dimensions of Diversity", "Why Set Goals?", and "Set up your Tools & Apps below"; "My HR" with links for "My Pay", "Ask HRSS", "myBenefits", and "Important Dates Calendar"; "My Tools & Apps" with a list of tools like Workday, Fidelity, myExpense, mySource, CIFA, Time Mgt., Get There Online Booking Tool, TechSpot, Beeline Vendor Management Sys..., and Skill Forward; and "My Links" with a "My Saved Links" section containing various news and analytics links. At the bottom, there's a "Help Center" with options to submit an IT ticket or an HR request.

This screenshot focuses on the "Grow Your Skills" and "Latest News" sections of the ComcastNow MyResources page. The "Grow Your Skills" section is titled "VIEW ALL WORKDAY LEARNING & DEVELOPMENT >" and features four course cards: "Leadership: Social Identities and Dimensions of Diversity" (10 min), "Employee Development: Why Set Goals?" (16 min), "Xfinity Products: Connect with Confidence: The Xfinity 10G Network" (7 min), and "Xfinity Products: Xplore Entertainment: NOW TV" (10 min). Each card includes a star rating and a "VIEW COURSE" button. Below this is the "Latest News" section, which displays four news items: "COMCAST BUSINESS NEWS: Comcast Business' Standout Performance at THE PLAYERS...", "XFINITY LOVE NEWS: Xfinity Love - Celebrating Technicians in Action", "NBCUNIVERSAL NEWS: Peacock to Exclusively Stream NFL Friday Night Opening Weekend Game", and "XFINITY NEWS: Caitlin Clark Lends Her Basketball Power to Xfinity 'Real Deal'...". The "Wellbeing & Productivity" section at the bottom features four cards: "Included Health" (Your Health Assistant), "WellbeingHub" (Powered by Sparrow), "CompPsych" (CompPsych integrated wellness programs), and "Fidelity NetBenefits" (Take control of your finances).

ComcastNow Profile Page

COMCAST NOW CMCSA: 42.164 USD -1.19 (2.74%) Search ComcastNow

News & Events About Us Our Company Pay, Benefits & Career



Senior Director, Internal Communications
Corporate


Hi, I'm [REDACTED]

Digital communications and business technology leader with 25+ years' experience spanning internal communications and intranets, re-branding initiatives, advertising, and sales. Expertise includes strategy and implementation of intranets/digital workplaces, digital channels, enterprise search, and enterprise social with a strong focus on creating engaging, informative, and accessible digital experiences that encourage employee innovation, productivity, and culture.

7.5 yrs	43%	57%
AT COMCAST	EMPLOYEES WHO STARTED BEFORE	EMPLOYEES WHO STARTED AFTER

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ASK ME ABOUT
Intranets, Digital Workplace, Digital Communications, Digital Channels, Enterprise Social, Enterprise Search, Analytics, Digital Employee Experience

PAST PROJECTS
ComcastNow, O365

EDUCATION

- Master's Degree in Digital Communications and Media/Multimedia
- Bachelor's Degree in Journalism

CERTIFICATIONS
Web Production and Management Certificate

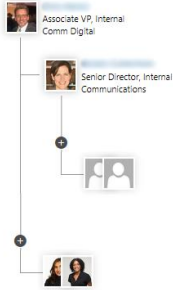
LANGUAGES
English

CONTACT
Email: [REDACTED]
Phone: [REDACTED]
Mobile: [REDACTED]
Chat: [REDACTED] Start Chat

LOCATION
Address: 1701 John F Kennedy Blvd
Philadelphia, PA 19103-2838
US
Seat/Cubicle Location: [REDACTED]
Timezone: GMT-05:00 Eastern Time (New York)

JOB INFORMATION
Business Title: Senior Director, Internal Communications
Department: Employee Communications
Manager: [REDACTED]

ORGANIZATION



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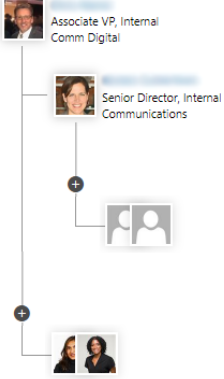
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Enterprise Social, Enterprise

Department: Employee Communications
Manager: [REDACTED]

ORGANIZATION



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CoxOne Home Page

COXONE Our Company News & Events Departments Resources My Region My HR

Good morning, Andrew 9:39 AM



Apple iPhone is here!
Cox Mobile now offers customers the most advanced iPhone lineup ever.

[Check out the latest Apple commercial for Cox Mobile](#)

NATIONAL NEWS View All News

- April is Volunteer Month
- InSide Cox Live: "Say yes!" - Celebrating Sylvia Gray-Holley's...
- InSide Cox Live Spotlights

ATLANTA HQ NEWS View All News

- Access Hundreds of Workouts with FitnessOnDemand
- Save the Date: April ID&E Events
- What does your posture say about you?

My Resources

- AP Help
- All Resources
- Amplifi
- BI Reporting
- Learn@Cox
- Magnit
- Weblock
- Workday

Things you should know this month

Volunteer Month

Each April, Cox employees across all markets donate an incredible asset – their time – to support Cox Volunteer Month.

[Make an impact >](#)

Set your goals for 2023

By April 30, enter your performance goals, refresh your development plan, and complete your career profile in Workday.

[Learn more >](#)

Get involved, find volunteer events and make an impact in your community

Take action on Cox Impact.

[Visit the site >](#)

Return to the Office: Putting People First

Check out the latest message from our Chairman and CEO Alex Taylor.

[Watch the video >](#)

Daily Poll

Have you ever referred a customer to Cox?


- [Yes, they're enjoying our services.](#)
- [No, Cox isn't in my area.](#)
- [Haven't thought about it, I will next time!](#)

My news subscriptions Manage Subscriptions View All News

Marketing news

Refer to Cox: Employee Product Referral Program

Apr 3, 2023



CONNECT CELEBRATE DIVERSITY Event

Celebrate Diversity with MOSAIC

Apr 3, 2023

Health and Living

Get Smarter About Saving and Spending

Mar 31, 2023

Awards & Recognition

We received Great Place to Work four years in a row

Mar 27, 2023

Leader message

The power of one million opinions

Mar 21, 2023

Featured events View All

1-31 JAN-DEC

All Company

Schedule Your Know Your Numbers Screening for 2023

[Add to Calendar](#)

28-20 MAR-APR

Event

2023 Product Fairs are here!

[RSVP Now](#) [Add to Calendar](#)

6 APR

ID & E

Care.com: Relaxation Techniques to Reduce Stress

[RSVP Now](#) [Add to Calendar](#)

Cox Engage (Yammer) View all Start a discussion

Posted in Cox Engage (CCI-Atlanta)

Mar 22 • 81

It takes courage and grit to create lasting change.

#womenshistorymonth #ifeatcox #IDE #Inclusion #Inclusiondiversityequity

1 attachment

See 3 comments

Posted in Cox Engage (CCI-Southeast)

Mar 23

It's **Throwback Thursday!** Did you catch the CoxOne article about the new panoramic Wi-Fi Gateway? With the average household number of internet-connected devices continuing to grow, how will the PWi keep those growing home networks happy? Name

See 31 comments

Posted in Cox Engage (CCI-Southeast)

Yesterday at 5:09 AM

Here's your Monday **#motivation**: "Everything you can imagine is real." - Pablo Picasso

1 attachment

See 1 comment

Rewards and recognition My Points: 15 View in Amplifi

amplifi

Redeem Recognize a Colleague

ED was recognized by

FH was recognized by

JC was recognized by

Ethan, Welcome to April! Spring is on its way, and you know it gets a little busier around our plant...

Frank, Welcome to April! Spring is on its way, and you know it gets a little busier around our plant...

James, Welcome to April! Spring is on its way, and you know it gets a little busier around our plant...

Highlights happening on Cox Social View More

Mark Greatrex

Team Cox got to work at Sweep the Hooch, an annual trash clean-up event along the Chattahoochee River. Big thanks to the Chattahoochee Riverkeeper for hosting such a fantastic event where...

[Read Now](#)

Cox Business Powers Biggest Sports Week in Arizona

Sports fans in Arizona were able to connect to their favorite games and events during one of the biggest...

[Read Now](#)

4 Must-See Tech Solutions to Modernize Local Government...

As local government agencies look to modernize their operations and meet the demands of today's digital...


[Read Now](#)

Mark Greatrex

We recently expanded our network to reach Fort Calhoun, Nebraska where residents now have access to symmetrical gig speeds. I had the pleasure of meeting with customers and local leaders...

[Read Now](#)

CoxOne Media Room See more videos



\$5 million donation will give the gift of life

The James M. Cox Foundation is making tough journeys easier.

Watch: Who is Annie, really?

Meet our newest addition, Annie.

Cox2M brings smart parks to life

View the big picture.

ComcastNow Tools & Apps Page

The screenshot shows the ComcastNow Tools & Apps page. At the top, there is a navigation bar with the ComcastNow logo, currency information (CMCSA: 42.164 USD, -1.19 (2.74%)), a search bar, and a user profile (Harrer, Chris). Below the navigation bar, there are tabs for "My Tools & Apps" and "Add Tools & Apps". The main content area is titled "My Tools & Apps List" and includes a welcome message. A list of tools and apps is displayed, each with a pin icon, a name, a description, and a "Remove" button. The tools listed are: Workday, Time Mgt. | UKG/Kronos, Fidelity, Get There Online Booking Tool, myExpense, TechSpot, mySource, Beeline Vendor Management System (VMS), CIFA, Skill Forward, and Xfinity Promoter Experience (formerly Courtesy Services). Below the list is an "Add More Tools & Apps" button. A "Recommended Tools & Apps" section follows, featuring Xchange, IOP, and mySupport. The footer contains contact information, social media links, and the Comcast logo.

COMCAST NOW CMCSA: 42.164 USD -1.19 (2.74%) Search ComcastNow Harrer, Chris

News & Events About Us Our Company Pay, Benefits & Career My Resources My Links

MY RESOURCES

My Tools & Apps Add Tools & Apps

My Tools & Apps List

Welcome to My Tools & Apps. Here you can pick and choose what tools show up on your ComcastNow homepage under the featured news. You can add as many tools as you need in this list and arrange them in any order. The top ten next to the blue pinned line will be the ten tools & apps that will show on your homepage. Search and add tools & apps by clicking the "Add Tools & Apps" tab above. There you can search and add to your list.

	Workday	Remove
	Time Mgt. UKG/Kronos	Remove
	Fidelity	Remove
	Get There Online Booking Tool	Remove
	myExpense	Remove
	TechSpot	Remove
	mySource	Remove
	Beeline Vendor Management System (VMS)	Remove
	CIFA	Remove
	Skill Forward	Remove
	Xfinity Promoter Experience (formerly Courtesy Services)	Remove

[Add More Tools & Apps](#)

Recommended Tools & Apps

	Xchange Xchange is Comcast's recognition and rewards plat... Read More	Launch	Add to Tools & Apps
	IOP IOP is the NextGen ticketing platform with Integra... Read More	Launch	Add to Tools & Apps
	mySupport mySupport is a support platform for employee tool... Read More	Launch	Add to Tools & Apps

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The screenshot shows the ComcastNow Tools & Apps page with search results. The navigation bar is identical to the previous screenshot. The main content area is titled "My Tools & Apps" and "Add Tools & Apps". A search bar is present with the text "Search Tools & Apps". Below the search bar, it states "0 results matching search parameters". A list of tools and apps is displayed, each with a pin icon, a name, a description, and a "Launch" button. The tools listed are: AskHRSS, ATLAS Effectv, Beeline Vendor Management System (VMS), Browse Learning, Business Cards and Stationery Ordering, Cable Legal Front Door, and CableFAX Daily. The footer is identical to the previous screenshot.

COMCAST NOW CMCSA: 42.164 USD -1.19 (2.74%) Search ComcastNow Harrer, Chris

News & Events About Us Our Company Pay, Benefits & Career My Resources My Links

MY RESOURCES

My Tools & Apps Add Tools & Apps

Search Tools & Apps

0 results matching search parameters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

	AskHRSS Get answers to your HR-related questions. (Formerl... Read More	Launch	Add to Tools & Apps
	ATLAS Effectv ATLAS is Effectv's sales information portal, the g... Read More	Launch	Add to Tools & Apps

B

	Beeline Vendor Management System (VMS) Procurement system to request, competitively sour... Read More	Launch	Remove
	Browse Learning Find hundreds of short training videos related to ... Read More	Launch	Add to Tools & Apps
	Business Cards and Stationery Ordering Stationery such as business cards, envelopes, lett... Read More	Launch	Add to Tools & Apps

C

	Cable Legal Front Door The go to portal for legal support provided by the... Read More	Launch	Add to Tools & Apps
	CableFAX Daily Your source for cable industry news.	Launch	Add to Tools & Apps

Today people expect information to find them

Bringing it all together

By leveraging **customization**, **personalization**, and **integration** capabilities in SharePoint, you can create a **branded & personalized user experience** that brings the right tools and information to employees and creates a **productive, engaged and informed workforce**.



Thank You

Jamie Stokes

Director, Digital Communications

Cox Enterprises

Jamie.stokes@coxinc.com

[linkedin.com/in/jamiepstokes/](https://www.linkedin.com/in/jamiepstokes/)

Chris Harrer

cpharrer@comcast.net

[linkedin.com/in/chrisharrer/](https://www.linkedin.com/in/chrisharrer/)

Former AVP, Internal Communications – Digital

Comcast Corporation