



**Name of your organization:** Comcast NBCUniversal

**How do you use the People Insights Platform today?**

We run a robust survey program through the Platform, including Onboarding, Annual Engagement (YourVoice), Exit and a quarterly employee NPS survey (eNPS). In addition, our Talent team manages a candidate NPS survey (cNPS) and our Learning & Development group manages the Cultivate 360 feedback survey. We frequently use the self-service product to run various ad hoc projects including Leader and Skills assessments, pulse surveys, Product NPS, and more.

**Please share your EX Impact story. Detail your challenge, solution, and impact.**

“If employees take the time to respond to our surveys, leaders have the responsibility to act on their results.”

In 2023 our survey theme was Feedback in Action - Leaders were expected to review survey results with their team(s) and discuss opportunities for improvement, whether through Perceptyx’ Action Planning (heavily promoted internally) or, for eNPS, during designated Huddles; these meetings are intended to be a collaborative space for employees to share how they believe Comcast can enhance the customer or employee experience.

Borrowing from our CX colleagues we made it a point to communicate the need to:

- Listen = Listen and learn directly from our employees on what we’re doing well and where we need to improve
- Learn = In Huddles, review feedback and discuss solutions with the team on a regular basis
- Act = Putting feedback into action via Elevations – recurring, structural issues impacting the customer or employee experience which requires review and action from company leadership

Our surveys generate tens of thousands of open-ended comments which are critical to the feedback process. While many suggestions on tool and process improvements go through the Elevations process, other issues that directly impact employee satisfaction, such as concerns on compensation/inflation or career growth opportunities were left for immediate leaders to act upon – and they needed help.

As a result, our team formed the HR Elevations Council whose task is to address these concerns at a company-wide level and provide a unified communication strategy on solutions. We use Perceptyx to identify and quantify the most frequently mentioned concerns and work with multiple functions to focus on solutions. One recent success of our council was providing materials and training for leaders to better communicate our compensation policies, as well as the expansion of our financial coaching benefit to include an Emergency Loan Program. This program, coupled with our existing Emergency Disaster Assistance Fund (another resolved Elevation initiated from survey comments) provides much-needed relief for our teammates when they need it most.

The Perceptyx platform indicates the item “I am confident improvements will be made as a result of this survey” has been the #1 driver of engagement for several years (not surprising).



In 2023, we saw a small increase in this item (+0.5 points). Given the importance of taking action, and its significant impact on engagement, this is a small but mighty win for our efforts. We look forward to the 2024 enhancements to the Perceptyx Listening Portal as we continue our commitment to improving employee satisfaction and engagement.

**Which business outcome measures did your organization use to determine the impact on employees?**

- Improved pride in the company, improved morale and sentiment
- Increased willingness to recommend the company's products and services