



## How Comcast is Using Mobile to Transform its Internship Program Experience

Leveraging a Guidebook-powered mobile app to engage and inform its Central Division Internship Program participants



### CHALLENGE

Every summer, Comcast hosts interns at offices around the country, but was managing much of the internship program information in silos, depending on an intern's location. Comcast sought to enhance its program and position the company to attract bright, new talent.



### SOLUTION

A part of a larger internship program enhancement initiative, Comcast moved Central Division Internship Program communications to a dedicated mobile app. Interns accessed schedules, FAQs, and engaged with one another via the app.



### RESULTS

With a Guidebook-powered mobile app, program managers saw more intern engagement than in past year. Managers also improved program efficiency, freeing up 60% of their time in the weeks leading up to the first day of the program, which had previously been spent corresponding with program participants.

*"By simply adding our intern program information into the app, the team gained 60% of their time back in the two weeks leading up to day one."*

- Ernesto Sosa, University Relations Manger, Comcast



# Create the future with us

Comcast, a leading telecommunications company, hosts interns every summer at its regional headquarters, and in satellite offices across the country. With a competitive internship program landscape, Comcast's Central Region set out to build an attractive program to bring in and retain top talent. To do this, internship program managers developed a mobile-based communication program with Guidebook.

## Building an attractive internship program

With numerous offices across its regions, Comcast's internship program was decentralized and had primarily been managed at the individual level. For years, the program had largely been filled by word of mouth through employee friends and family, however recently, the organizations sought to create a talent pipeline that would help them alleviate some of the challenges they had with recruiting.

Additionally, the new program aimed to change the way both potential interns and the larger general public think of Comcast's satellite offices. A main goal was to bring on interns in various fields, including HR and business, into satellite offices, which had primarily acted as call centers and home bases for technicians.

To do this, a Guidebook mobile app was critical to developing a communication and engagement strategy that standardized the intern experience and connected interns in various offices. Ernesto Sosa, University Relations Manager, joined Comcast in early 2019 and with his team, worked to restructure the internship program for the Central region.

This initiative resulted in a newly structured program that not only brought on new interns into the Central group offices, Atlanta, Chicago, Detroit, and West Palm Beach, but also into offices around the division, including, Boston, Chicago, Michigan, Tennessee, Arkansas, Georgia, Florida, and South Carolina.

## Using mobile to connect interns

As the organization revamped its intern and recruitment programs, they identified that the new generation of job-seekers were less likely to use email or want to talk on the phone. Understanding the differences in how gen z communicates, the team thought about digital solutions to better engage participants.

Comcast previously used Guidebook for internal events, so when they decided to take the internship program digital, they wanted to go with Guidebook - a platform that would help them drive engagement and communication, keep costs down, and be easy to implement.

## Testing and implementing new technology

Prior to implementing the mobile app, the recruitment team ran a test program with five interns who had joined the program the year prior. Test participants downloaded the app, tested the features, and then gave feedback to their team prior to them making the app live for all of the 49 other participants. The overall feedback was extremely positive and the team was ecstatic that the app was received well.

To roll out the program app officially, Comcast created a private LinkedIn group, and utilized the group to welcome program participants and explain next steps, including how to gain access to the app -- reducing back and forth emails. Within a matter of hours, 80% of the participants had downloaded the app, with the remainder following shortly. This method was a success, and they continue to manage intern onboarding this way.

## Keeping interns informed and improving efficiencies

Interns utilized the Schedule to stay informed on program timelines and upcoming events, and a helpful FAQ section got them ready for day one. By gaining early access to this information, participant feedback indicated they had a great first impression of the program.

In addition to benefits for participants, program managers reduced redundant email communication. Prior to the internship start date, participants typically would have numerous questions. In offering these resources, hours spent answering these questions via email were regained. By simply adding this information into the app, the team gained 60% of their time back in the two weeks leading up to day one.

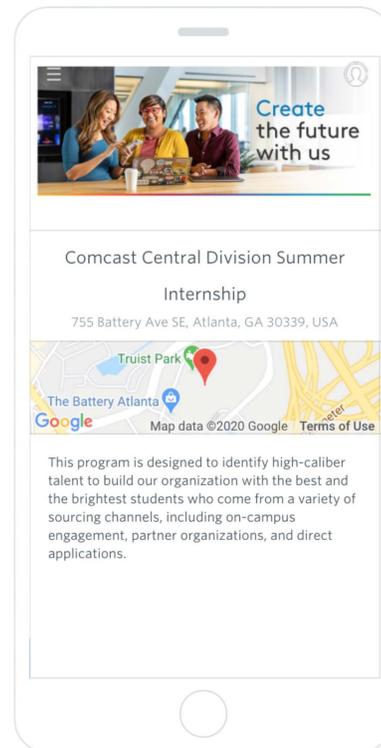
App availability and usage has helped the team reallocate their time and resources. They are able to focus on other things versus having to constantly respond to emails and call people back with information (all of which is now found in the app). With the app, the team is also able to focus more time on building the overall experience versus having to take care of so much administrative work.

## Driving engagement with mobile

Program managers used the app to drive engagement across locations, as well as to improve how interns receive and share information. Additionally, going mobile was a move to connect with a new generation on their preferred platform – their phones.

Interns began chatting with one another via Interact, Guidebook's chat feature, before the program started. Some even carpooled on the first day! Ernesto explained, "We've never seen this before. With an app, we saw our interns engaging and building connections before the program even started."

Once the program had started, the app continued to serve as the central information hub. It even acted to send out an urgent notification. When an issue emerged at an office, managers sent a push notification out and within ten minutes, everyone was gathered -- the participants were impressed by the app.



## Expanding with mobile

The team is now looking at expanding the mobile app to internship programs in five different locations this summer and will be using a mobile app to support a finance rotation program. Similar to the internship program the finance rotation app will support full-time employees through two rotations, lasting six months each, and get program members ready for permanent placement in a specific role. With such success in the intern program, they'll be using the tool similarly to improve communication and encourage engagement with participants.

## An intern approved mobile app

Feedback from the first group of interns has been extremely positive. Participants were thrilled with how easy it was to navigate and find critical information. Moving to a mobile app enhanced the intern experience and laid the groundwork for modernized communication across the company.



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