

Together Through Change: Keeping Every Voice Heard

COX COMMUNICATIONS & CHARTER COMMUNICATIONS

Meet the Team



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Agenda

1

Navigating Cox's Transition

2

Smarter Communications Strategy

3

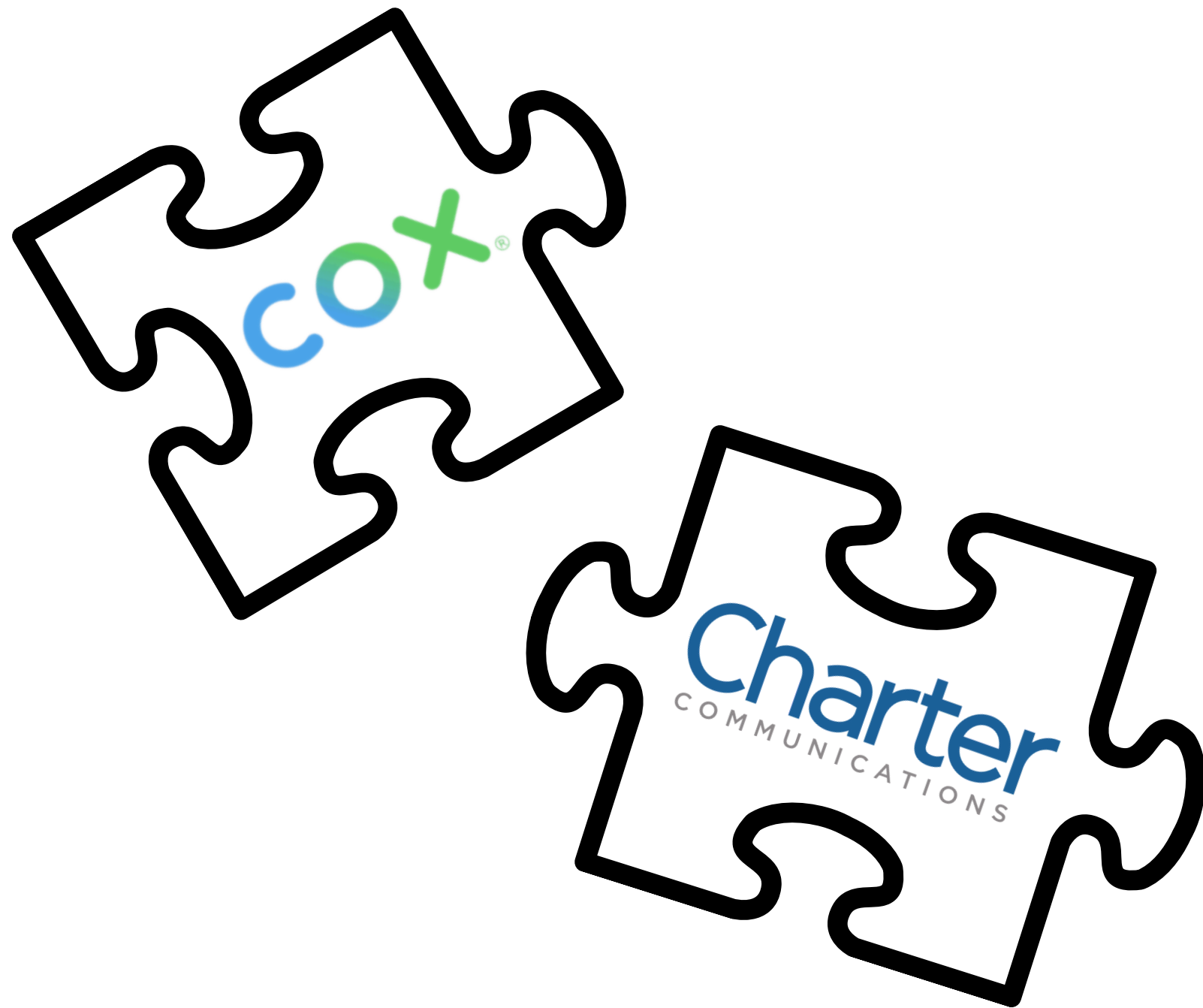
**Building a Network
of Change Agents**

4

Budget & Timeline

Navigating Cox's Transition

Mapping the Merger's Impact

**1**

\$34.5B merger uniting two industry leaders

2

Cox serves **7M** customers, **18** states

3

Workforce of **18,000** entering transition

4

Charter to integrate Cox enterprise units

5

Distinct cultures and systems are converging

6

Continuity of operations remains essential

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Facing Internal Pressures

Engagement Impacts

Involved in decisions **-7.0%**

Goal alignments **-3.8%**

Motivation **-2.1%**

Key Sentiment Themes

- Lower confidence from merger uncertainty
- Rising anxiety and distraction levels
- Strain on people-first culture
- High pressure to maintain performance

Source: Culture Amp. "The Impact of Mergers & Acquisitions on Employees," 2023.

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Smarter Communications Strategy

SOLUTION 1

Maximizing Leadership



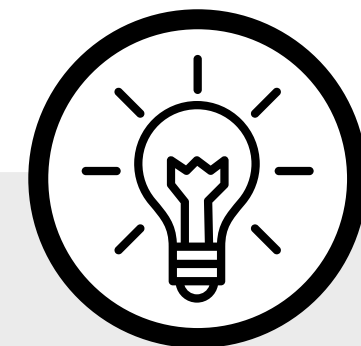
**Engagement Difference:
Highest & Lowest Teams**

70%



**The Root Cause:
Managerial Strategies**

Administrative
Supervisory
Vague Feedback



**Restructure Question:
How Can We...**

Increase Engagement
X
Improve Management
✓

Source: Gallup. "Gallup Finds a Silver Bullet: Coach Me Once per Week," 2021.

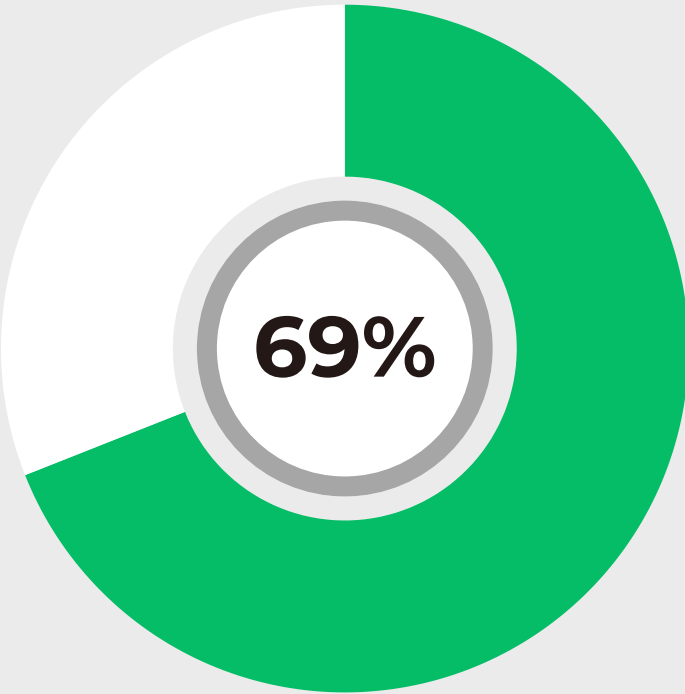
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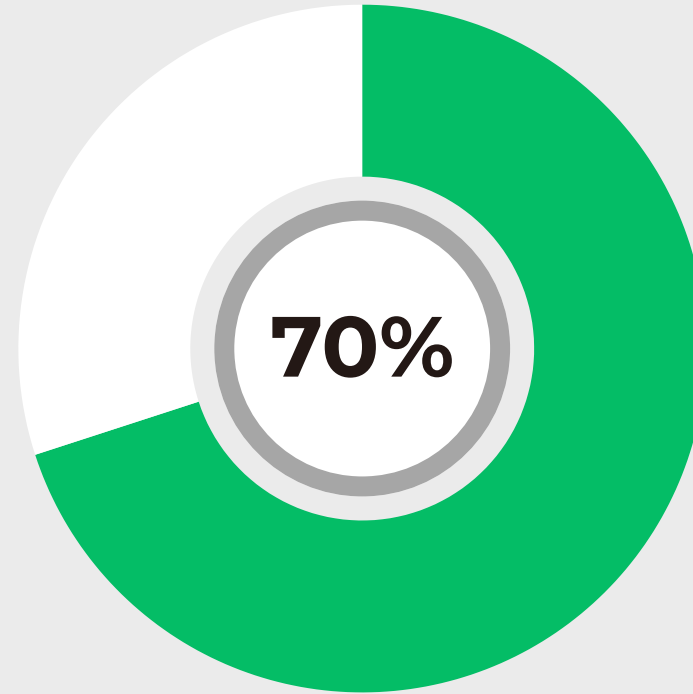
Change Agents

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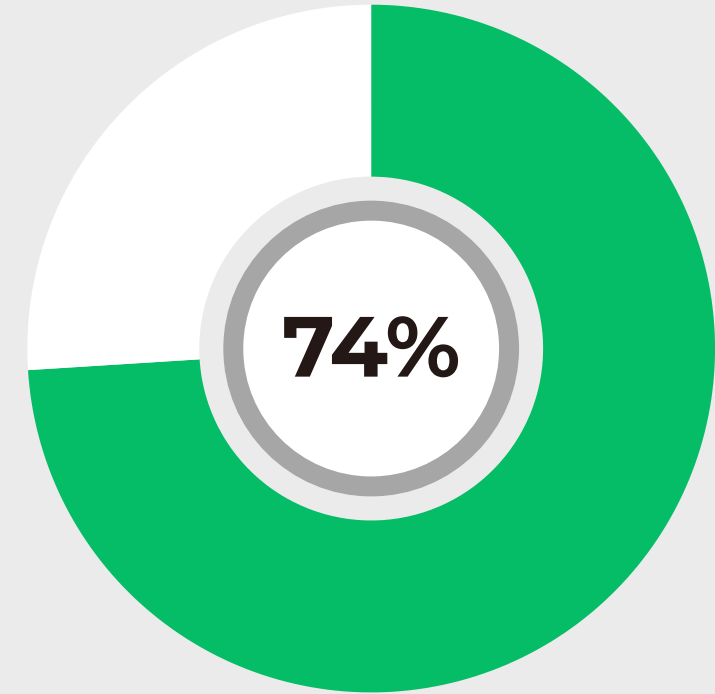
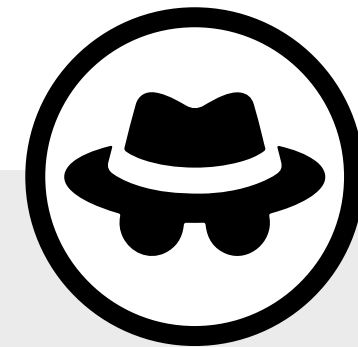
Visualizing Data



**Managers Discomfort
Speaking with Employees**



**Visualizing Data Improves
Employee Engagement**



**True Anonymity Means
More Inclined Feedback**

Source: "State of Employee Feedback Report," "How Data Visualization Enhances Productivity Tracking and Analysis," "Managers Are Uncomfortable Communicating with Employees"

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Building Agentic AI



Viva Glint

- Automate pulse surveys after communications
- Analyze employee sentiment with AI
- Display Live dashboards integrated with Teams



Power BI

- Generate Automatic Glint data / trend visuals
- Sort results by audience or message
- Produce Copilot-generated narrative summaries

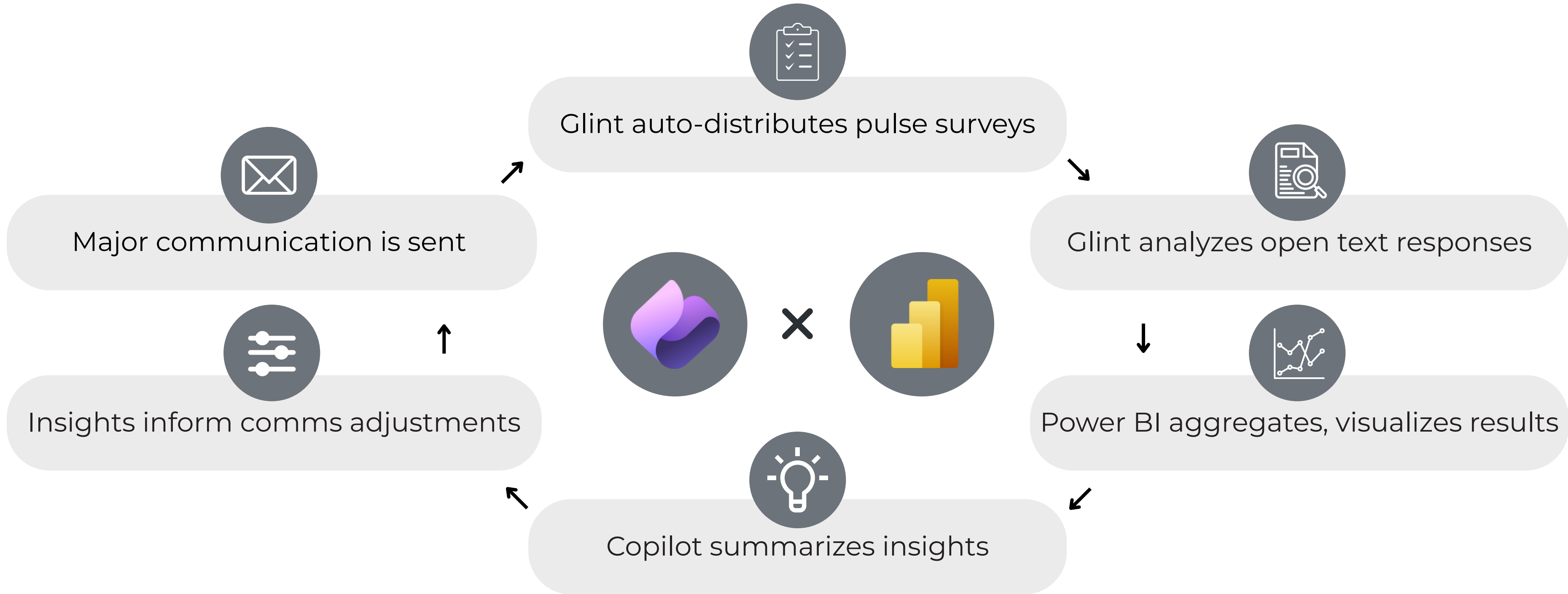
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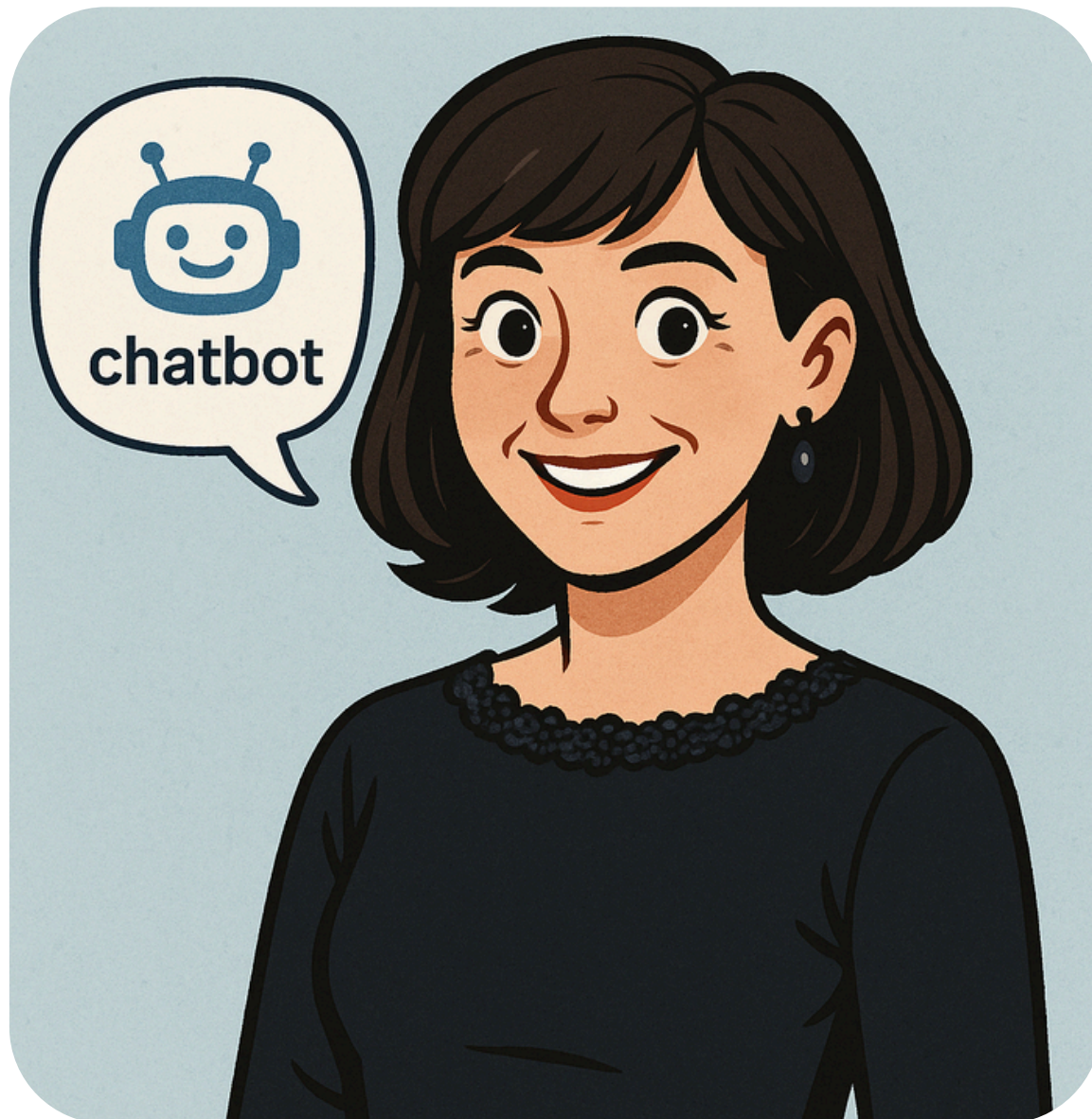
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Leveraging Agentic AI



Meet G.R.A.V.E.S Agentic AI



Friendly Agent

- Replaces “Internal Comms Results” Director responsibility
- Giving a face to our surveys
- Display Live dashboards integrated with Teams

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Measuring Performance

Clarity, sentiment, trust scores per message

Faster identification of confusion or misalignment



Engagement trends visible across departments

Employee themes surfaced automatically

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Piloting our AI Assistant



Designing Phase

- Setting up Glint and Power BI
- Preparing KPIs and training teams



Running the Pilot

- Collecting surveys after major communications
- Changing comms and Monitoring KPIs



Evaluation Phase

- Assess comms quality improvements
- Review results and decide to scale

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Building a Network of Change Agents

SOLUTION 2

Defining Change Agents



Clear Messages

- Break down messages
- Clarify next steps



Trusted Connectors

- Bridge communication gaps
- Answer questions directly



Employee Advocates

- Gather team feedback
- Elevate urgent issues

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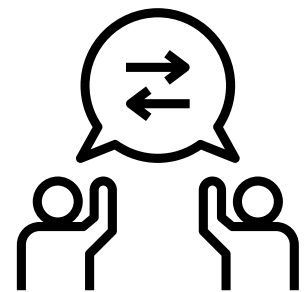
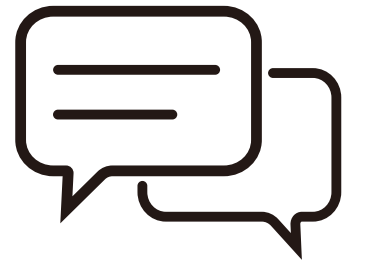
Budget & Timeline

Making Good Change Agents



Trusted by Their Teams

Clear, Steady Communicator



Strong Emotional Awareness

Passionate



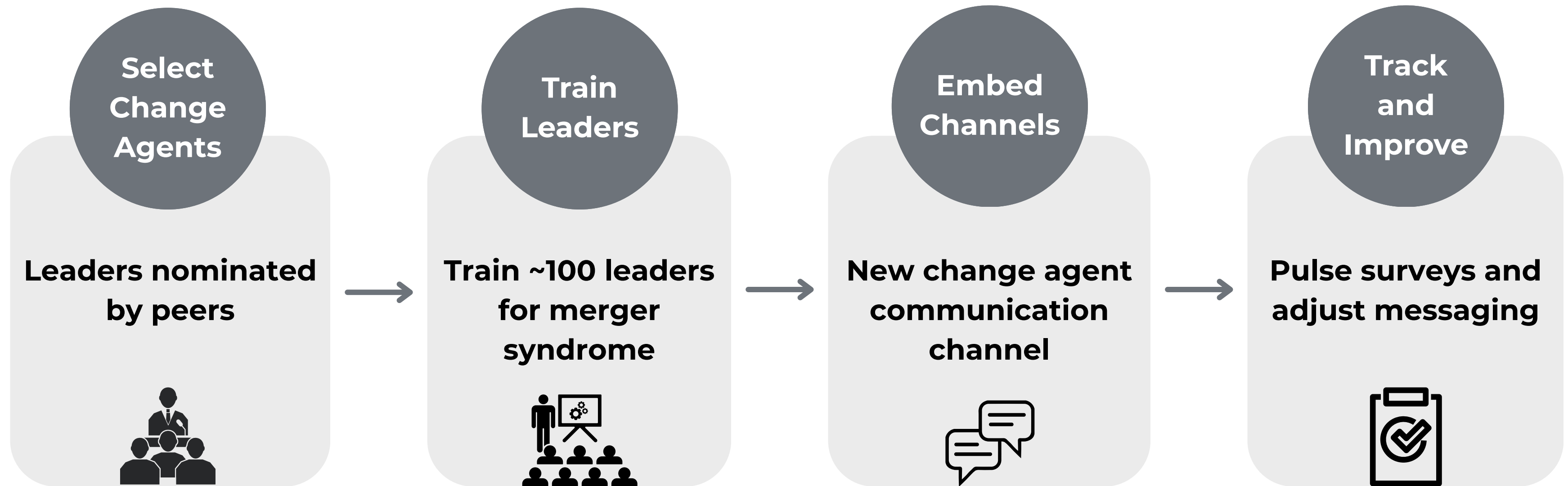
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How to Implement



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How Data Drives Our Strategy

People Risk

-47%

Employees retention when
change is mismanaged

Leadership Risk

-10%

M&A return with weak
leadership

Financial Risk

54%

M&A do not increase
shareholder return

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Budget and Timeline

Separating Our Budget

**Investment in
Solution 1**

\$40,000

**Investment in
Solution 2**

\$60,000

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Budget and Timeline

Observing ROI

Worst Case

-26%

Base Case

82%

Best Case

202%

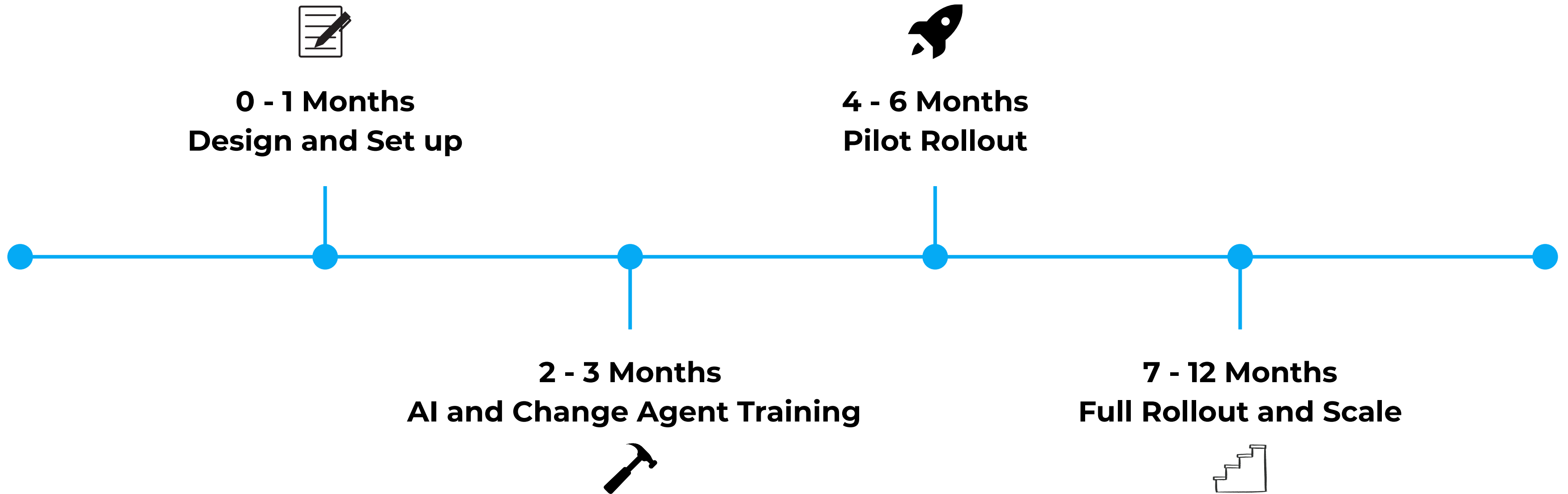
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Timeline



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Thank You

Appendix

	Core Assumptions					r	0.15
	Returns Assumptions						
	Weeks per year	50					
	Employees in pilot	100					
	Employee hourly cost (\$/hr)	\$40					
	Managers in Pilot	8					
	Director hourly cost (\$/hr)	\$60					
	Turnover cost per employee	\$40,000					
	Budget Assumptions						
	Stipend Cost	\$500.00					
	Three Case System	Worst Case	Base Case	Best Case			
	Manager Productivity h/week	0.5	1	2			
	Fewer Voluntary Leavers	0.00	1	2			
	Employee Productivity h/week	0.25	0.5	0.75			
	Cooms/ HR Automation	4	6	8			
	Statement of ROI	Worst Case	Base Case	Best Case			
	Benefits (Revenue)						
	Manager Productivity	12000	24000	48000			
	Fewer Voluntary Leavers	0	40000	80000			
	Employee Productivity	50000	100000	150000			
	Cooms/ HR Automation	12000	18000	24000			
	Total Revenue	74000	182000	302000			
	Costs (Expense SG&A)						

	Solution 1 Cost						
	Setup/Integration	\$32,000.00	\$32,000.00	\$32,000.00			
	Training	\$5,000.00	\$5,000.00	\$5,000.00			
	Licensing	\$1,000.00	\$1,000.00	\$1,000.00			
	Contingency	\$2,000.00	\$2,000.00	\$2,000.00			
	Solution 2 Cost						
	Direct Incentives Stipend	50000	50000	50000			
	Change Agent Videos	\$6,000.00	\$6,000.00	\$6,000.00			
	Change Agent Papers	\$4,000.00	\$4,000.00	\$4,000.00			
	Total Expenses	100000	100000	100000			
	Net Income	-26000	82000	202000			
	ROI	-26.00%	82.00%	202.00%			
	Payback Period	1.35	0.55	0.33			
	3-Year NPV (r=15%)	68958.658666885	315546.971315854	589533.98537026			

Core Assumptions			
Returns Assumptions			
Weeks per year	50		
Employees in pilot	100		
Employee hourly cost (\$/hr)	\$40		
Managers in Pilot	8		
Director hourly cost (\$/hr)	\$60		
Turnover cost per employee	\$40,000		
Budget Assumptions			
Stipend Cost	\$500.00		
Three Case System	Worst Case	Base Case	Best Case
Manager Productivity h/week	0.5	1	2
Fewer Voluntary Leavers	0.00	1	2
Employee Productivity h/week	0.25	0.5	0.75
Cooms/ HR Automation	4	6	8
Statement of ROI	Worst Case	Base Case	Best Case
Benefits (Revenue)			
Manager Productivity	0.0	0	0
Fewer Voluntary Leavers	0.00	0	0
Employee Productivity	0.00	0.0	0.00
Cooms/ HR Automation	0	0	0

Total Revenue	\$74,000	\$182,000	\$302,000
Costs (Expense SG&A)			
Solution 1 Cost			
Setup/Integration	\$32,000.00	\$32,000.00	\$32,000.00
Training	\$5,000.00	\$5,000.00	\$5,000.00
Licensing	\$1,000.00	\$1,000.00	\$1,000.00
Contingency	\$2,000.00	\$2,000.00	\$2,000.00
Solution 2 Cost			
Direct Incentives Stipend	\$50,000.00	\$50,000.00	\$50,000.00
Change Agent Videos	\$6,000.00	\$6,000.00	\$6,000.00
Change Agent Papers	\$4,000.00	\$4,000.00	\$4,000.00
Total Expenses	\$100,000.00	\$100,000.00	\$100,000.00
Net Income	-\$26,000	\$82,000	\$202,000
ROI	-26.00%	82.00%	202.00%
Payback Period	1.35	0.55	0.33
3-Year NPV (r=15%)	\$68,959	\$315,547	\$589,534

Detailed ROI Calculation

Value Driver	Worst Case	Base Case	Best Case
Director Productivity Savings	0.5h/week saved	1hr/week saved	2hr/week saved
Turnover Reduction	No retention impact	Prevent 1 resignation	Prevent 2 resignation
Misalignment Time Reduction (Employee Productivity)	0.5hr/week saved	1hr/week saved	2hrs/week saved
Operational Continuity	Minimal Avoided Cost	10000 Avoided Cost	Major avoided disruption cost

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1 Month:

- **Setting up AI, building survey templates, configure automatic triggers, building dashboard**
- **Selecting VPs for change agents**

2-3 months

- **Training leaders on how to use AI and starting to get first implementation of AI**
- **Train change agents on how to handle merger syndrome**

Month 4-6

- **Full rollout of both programs**

Month 7-12

- **Analyze and adjust to rollout solutions until the end of year**

Scenario	Hours Saved	Value
Worst Case	25 hrs	\$2,250
Base Case	50 hrs	\$4,500
Best Case	100 hrs	\$9,000

Scenario	Resignations Prevented	Value
Worst Case	0	\$0
Base Case	1	\$20,000
Best Case	2	\$40,000

Scenario	Total Hours Saved	Value
Worst Case	600 hrs	\$15,000
Base Case	1,200 hrs	\$30,000
Best Case	2,400 hrs	\$60,000

Scenario	Value
Worst Case	\$5,000
Base Case	\$10,000
Best Case	\$20,000

Scenario	Productivity	Retention	Misalignment	Continuity	Total Value
Worst Case	\$2,250	\$0	\$15,000	\$5,000	\$22,250
Base Case	\$4,500	\$20,000	\$30,000	\$10,000	\$64,500
Best Case	\$9,000	\$40,000	\$60,000	\$20,000	\$129,000

ROI = (Value – Cost) / Cost

- **Worst Case**
- **Value: \$22,250**
- **Cost: \$30,000**
- **ROI = -26%**
- **(Shows downside if adoption is low)**
- **Base Case**
- **Value: \$64,500**
- **Cost: \$30,000**
- **ROI = 115%**
- **Best Case**
- **Value: \$129,000**
- **Cost: \$30,000**
- **ROI = 330%**

Videos	\$6,000	
Papers/communications	\$4,000	
VPs	100	
Bonus	\$500	\$50,000 total

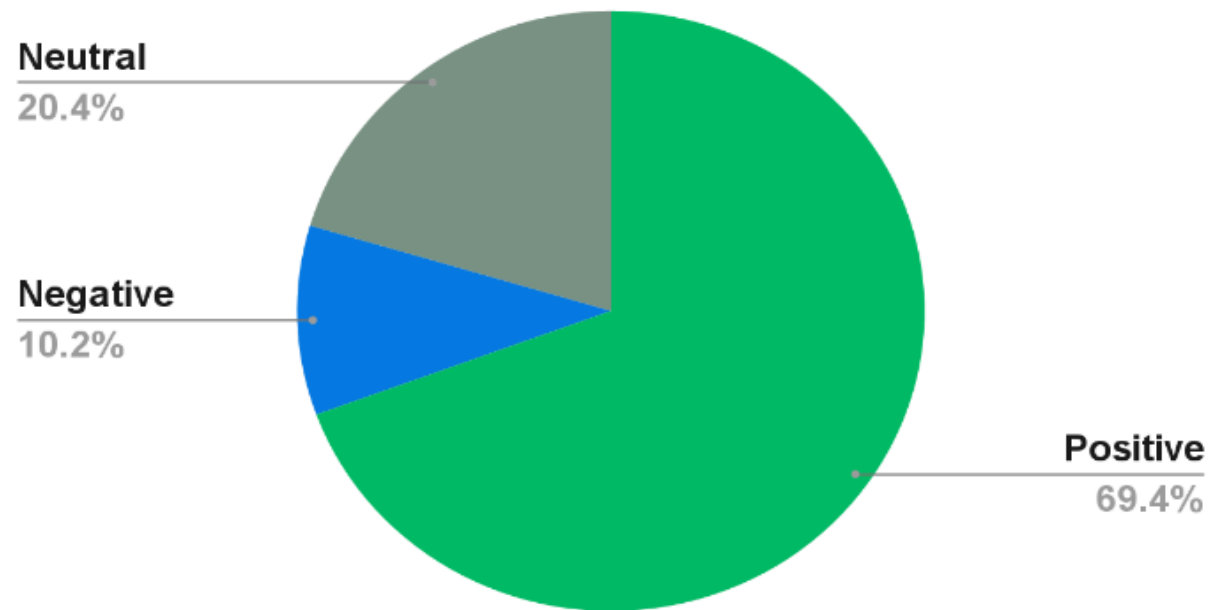
Hours Saved	1-2 per employee	5-10 per week
Average Salary	\$100k	\$48 per hour
Length	6 months	24-48 hours total
Money Saved	\$1152 - \$2304 per person	
Possible total savings	\$115,200 - \$230,400	ROI: 92% - 284%

Communication Effectiveness Summary

Overall Clarity Score 4.2

Overall Trust Score 3.8

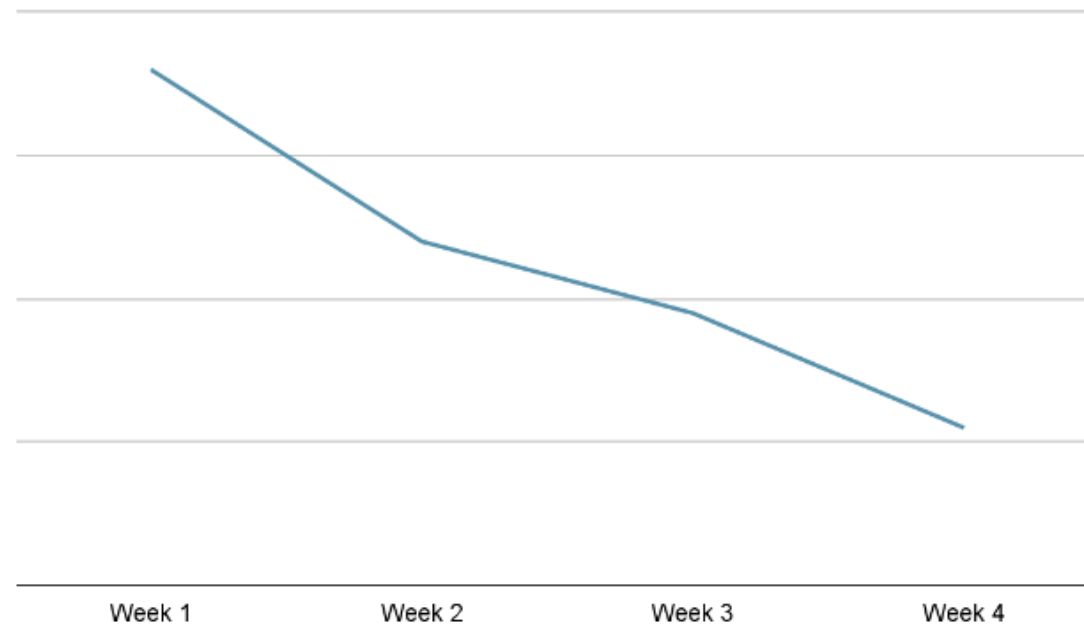
Sentiment Breakdown



AI Generated Weekly Insights:

Sentiment is lowest in Residential Ops, driven by confusion about role changes. Clarity improves when messages include bullet points and visuals. Recommend adding department-specific FAQs to next week's update.

Sentiment Trend Over Time



Top Identified Themes

Too high level
Next steps unclear
Appreciate transparency
Helpful visuals
Want department specific info

Dept. Heatmap

Res. Ops	3.5
Field Services	3.9
Customer Care	4.4
Bus. Solutions	4.1
Network Services	4.3

KPI Summary

Response Rate	84%
Newsletter Open Rate	72%
Click Through Rate	31%
Effectiveness Index	78

Building Agentic AI



Viva Glint.

- Automate pulse surveys after communications
- Analyze employee sentiment with AI
- Display Live dashboards integrated with Teams



Power BI

- Generate Automatic Glint data / trend visuals
- Sort results by audience or message
- Produce Copilot-generated narrative summaries

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