

Time Warner Cable-Adelphia-Comcast New Employee Integration Training

Time Warner Cable's Need

Time Warner Cable (TWC) is the second-largest cable operator in the U.S. and an industry leader in developing and launching innovative video, data, and voice services. In 2006, TWC rapidly increased its footprint by simultaneously acquiring part of Adelphia Communications and exchanging some of TWC's existing properties with Comcast's properties. As a result, TWC quickly gained both new customers and new employees from Adelphia and Comcast. Therefore, the company needed to integrate these former Adelphia and Comcast employees into TWC swiftly and seamlessly, while making them feel positive about the change. Although the employees already knew the basics about working for a cable company and had knowledge of several product offerings, they suddenly would need to understand the Time Warner Cable Story and its specific nuances, advantages, and product offerings. TWC needed training immediately so that on the cutover from Adelphia and Comcast to TWC, all employees were ready to support customers.

The ABR Solution

Accelerated Business Results (ABR) promptly created a robust, blended training solution to support TWC's sudden growth. The ABR solution began with leadership training called Momentum for the executives, managers, directors, and supervisors of teams involved in the integration. Momentum included a two-day instructor-led training session that prepared these leaders to support their teams during the transition. The upbeat, interactive session focused on change management and the tools and techniques that leaders could use to help their teams adapt to TWC.

The second phase of ABR's training solution was delivered to all employees who were affected by the integration, and it included 10 e-learning modules and supporting instructor-led training sessions. ABR produced these modules from scratch and had about one month to deliver the training to new TWC employees. The training addressed the following topics:

- Introduction and welcome to TWC
- Introduction to TWC's branding campaign and an overview of the company's marketing strategy so new employees would fully understand what the customer experience should be like
- Product knowledge and competitive strategies for selling these products

How ABR Helped Time Warner Cable

ABR designed and delivered an effective and innovative training solution that prepared a diverse group of employees with a multitude of backgrounds and experience to transition into a new work situation. In addition, ABR developed and implemented this training in a very short timeframe to thousands of new TWC employees. As a result, the training solution met TWC's needs of warmly welcoming these individuals into the company, introducing them to TWC's background and culture, and providing them with the knowledge and tools that they needed to become successful TWC employees. This also ensured that TWC customers didn't feel any pain from the transition.

The screenshot shows a slide from an e-learning module. The title is "INTEGRATION BENEFITS" in white text on a dark blue background. In the top left corner, there is a logo with the text "The power of you.™". Below the title, there is a flow diagram with three purple rounded rectangular boxes: "Our Customers", "Our Company", and "You", connected by downward arrows. To the right of the diagram are three circular images showing people interacting. Below the images, there is a paragraph of text: "Strategic integrations mean bigger business, and more opportunities for you, the customer, and the company. You are not just joining Time Warner Cable, you are joining a new company. Together, we will deliver a unified message to our customers and offer solutions that will encourage them to choose our company for their entertainment needs. This not only brings benefits to our customers, but brings direct benefits to our company and to you." At the bottom of the slide, there is an "ACTIVITY" section with a "BACK" button, a text prompt "Click the buttons above to learn more about the benefits of the integration.", and a "NEXT" button. The bottom left corner shows "MODULE 1" and "7 of 22". The bottom right corner features the Time Warner Cable logo and tagline "THE POWER OF YOU™".