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Cox's Terese Farmen Is CTHRA's 2018 Aspiring HR Leader, Comcast NBCUniversal Named HR Team Innovator of the Year

NAPERVILLE, ILL., August 29, 2018 — Today CTHRA announced the 2018 Excellence in Human Resources (HR) award winners. Terese Farmen, recognition program manager for Cox Communications, was selected as the Aspiring Leader, and Comcast NBCUniversal Disaster Relief Taskforce was named Team Innovator of the Year. The award recipients will be honored at a special awards luncheon during CTHRA's HR Symposium on October 2, 2018 in Philadelphia. Registration to attend the event is available at <https://cthrasymposium.com/>.

Aspiring Leader: Terese Farmen



Terese Farmen (pictured left) is full of passion and energy as manager of Cox Communications' recognition program, Amplifi. "It's not just about software or points or online recognition," she said, "It's about engaging employees, building competencies and giving them the tools and confidence to serve our customers."

As part of this effort, Farmen co-led a cross-functional team that included representatives from public affairs, HR, marketing, product, training and technology. The team set out to impact a business objective and enhance the customer experience by encouraging employees to learn more about the company's products through engagement, recognition and skills building.

Farmen was determined to infuse fun into the effort and she succeeded by introducing gamification into the Amplifi program. Upon launch, the first effort, Gamified Quizzing, garnered 50% participation among employees. Today, an average of 30% of employees play a game each month to learn about product knowledge. Employee product knowledge among the back office, non-customer facing employees has increased significantly for base offerings, technology changes and pricing strategies.

Farmen also helped to integrate privacy, security and safety awareness into Amplifi, along with marketing and field service initiatives. In fact, year over year, these initiatives touched 97% of the entire employee base. The program is so popular that in the first half of 2018, 94% of all Cox employees received recognition for work tied directly to company goals and competencies.

Farmen also simplified the once complex process of employee milestone anniversaries into Amplifi. "Employees now have the choice between popular, sought-after gifts or a chance to redeem points for their own gift selection," said Farmen. In fact, her idea has helped Cox earn Best in Class level participation in the Milestone PURL (personal URL) program which provides a social networking platform where fellow employees post comments, pictures and videos to an individualized personal website that is set up to celebrate the employee and his or her achievement.

Today, Farmen continues to look for innovative ways to grow Cox's Amplifi recognition program. She said, "I'd really like to find a way to tie all the different things we're doing across the company to promote benefits awareness to our employees. There's so much excitement over gadgets, mindfulness and counting steps. What if we could use Amplifi to encourage participation in our wellness programs? It would give employees one more reason to love their jobs and what we do as a company!"

Team Innovator of the Year: Comcast NBCUniversal



When disaster struck in 2017, Comcast NBCUniversal's human resources (HR) team united to make a difference for their fellow teammates who were impacted by the record-breaking hurricanes and wildfires. They rallied together to support employees and their families who resided in the Florida, California and Texas regions, and were devastated by massive destruction as a result of the natural

disasters.

As a team, Comcast NBCUniversal's HR provided tremendous disaster relief support, which included:

- establishing a special emergency relief benefit plan specifically designed and customizable for impacted employees and their families,
- launching a dedicated disaster relief hub which highlighted the distinct benefit and support resources available to those affected,
- and organizing a companywide voluntary support program, Operation Teammate, that empowered employees to provide direct monetary support to folks in need.

Following HR's lead, Comcast employees across the country stepped in – and stepped up – to support their teammates by mobilizing their resources. This enabled the organization to:

- open access to more than 268,000 WiFi hotspots,
- provide connectivity through mobile apps to critical information, like latest weather updates and evacuation routes, to all residents with or without a Comcast subscription,
- and create a special digital housing share site and rideshare app to offer living spaces and transportation for their teammates in need.

Through technology and ingenuity, Comcast NBCUniversal's HR team created a blueprint that helped their employees, and ultimately their customers and local communities, stay connected when it mattered most. Even more, the organization utilized its unique assets to contribute monetary and in-kind donations of services, advertising and airtime to help those affected, whether an employee, customer or community citizen, with their relief efforts. In total, the Company helped raise more than \$130 million for the victims of the multiple disasters which included, but was not limited to, Hurricane Harvey, Hurricane Irma and the wildfires in Northern California.

Whether providing on-site support, establishing emergency relief plans or grassroots giving, the HR team undoubtedly set the stage for the entire Comcast NBCUniversal family to rally together to help each other.

"I'm incredibly proud of our human resources team's efforts. They put their teammates first when they needed it most. By identifying and leading execution on innovation that delivered meaningful outcomes for our Comcast NBCUniversal family, and the communities we live in, they've transformed what it means to be a team and set a new standard for support across the organization. I'm honored to be a part of such an awesome company," said Bill Strahan, executive vice president of human resources, Comcast Cable.

ABOUT CTHRA

CTHRA is the industry's human resources association and a growing nonprofit organization with more than 4,300 members spanning 50 companies. CTHRA provides industry-specific benchmarks, information and resources, as well as networking and educational opportunities. Its groundbreaking initiatives include its Compensation Surveys, Annual HR Symposium and Executive HR Forum. For more information, visit www.CTHRA.com.

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