

Cox Communications

Summer 2021

NEXT HR Transformation Platform Project

NEXT Change Teaser Video Script: Global HR Awareness

1) Branding Teaser: Global HR Awareness- Functional area benefits

Distribution timeline: **FY21 (November)** Main Content – How will we in HR see the benefits of the Workday implementation?

Total Time: 1:50

Time	VIDEO / GFX	AUDIO
00:00-00:38 38 sec.	Headshot of an HR Director speaking from a home office	As a HR manager, I navigate working with multiple HR systems and our people get lost when trying to complete their own HR needs. The complex systems create difficulty and frustration in navigating so many tools. We have inconsistent and inefficient platform processes, costs, and maintenance. We can't teach our own people how to access HR tools on a mobile device or easily on desktop, which causes redundant questions for us. All of us in HR and our people managers deal with limited workforce visibility and insights.

<p>00:38-00:56</p> <p>18 sec.</p>	<p>Teams collaborating with NEXT logos and documents in the background.</p>	<p>But something better is coming.</p> <p>We have mobilized the NEXT program, our exciting journey to transform the HR experience.</p> <p>Workday, our new primary HR platform, will soon replace PeopleSoft and many other systems.</p>
<p>00:56-01:21</p> <p>25 sec.</p>	<p>Benefits flashing across the screen in sequence</p>	<p><Excitable instrumental music></p> <p>Workday:</p> <ul style="list-style-type: none"> • Streamlines HR processes to become more efficient and effective • Utilizes as much functionality in one system as possible • Provides in system reporting and analytics that enable HRBPs to support the business • Provides visibility into the landscape of the organization and talent including talent management reporting and analytics • Provides scheduling, rules, and configurations to support new acquisitions
<p>01:21-1:32</p> <p>11 sec.</p>	<p>Video clip of junior HR Professionals speaking in unison</p>	<p>It's not just better HR.</p> <p>It's better innovation and a modern employee experience.</p>
<p>1:32-1:50</p> <p>18 sec.</p>	<p>Headshot of an HR Director speaking from a home office</p>	<p><Excitable instrumental music></p>

		<p>For more information on our workforce transformation, please visit the NEXT Intranet site >>insert link or reach out the NEXT Team at >>insert email address.</p> <p>Join us on the journey to a transformative experience launching mid - 2022. The future of HR is coming!</p>
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