

Rumors Travel Faster than Facts



47% Turnover Increase



Fear and Distress



Source: ECGI Global, EY

Introduction

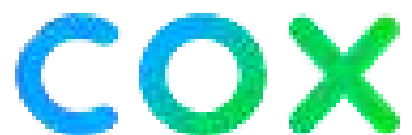
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A Strategic Path Forward

Rushil Khanna



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Situation Analysis

1

Charter Communications

2

Cox Communications

3

The Merger

4

The Problem

Charter[®]
COMMUNICATIONS

+

COX[®]

Sources: Axios

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COX

NavigAiting With Chatbot



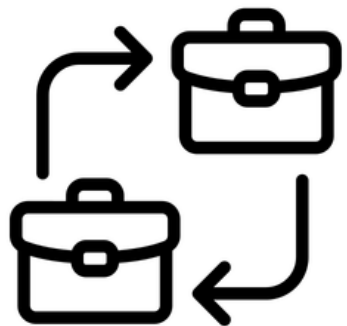
Auto-Drafting

- Draft and rewrite posts
- Summarize leadership messages



Error-Free Communications

- Real-time quality control system
- Grammar and spelling



Turnover Continuity

- Maintains posting schedule
- Proactively flags gaps

Source: McKinsey

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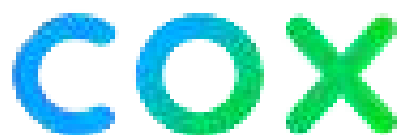
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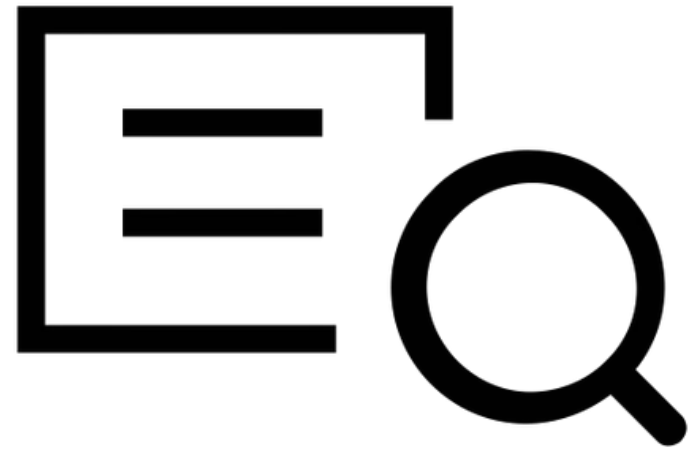
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Navigating With Chatbot



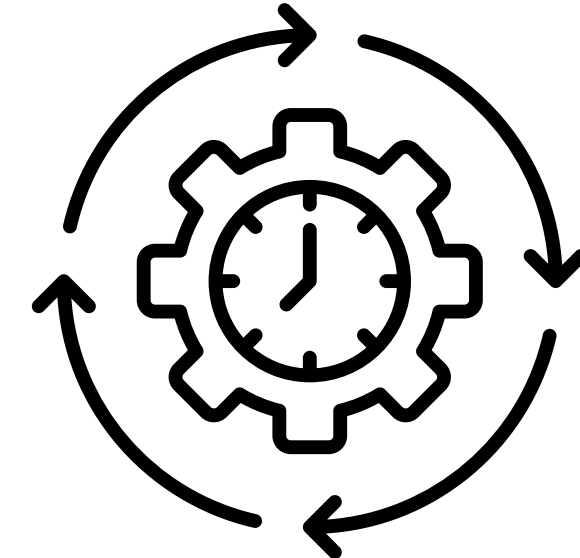
HR Policy Lookup

Instant answers about PTO, benefits, leave, and payroll



24/7 Employee Support

Around-the-clock answers, no wait time



Improved HR Efficiency

First line of support for high-volume, repetitive questions

Sources: SHRM, PwC

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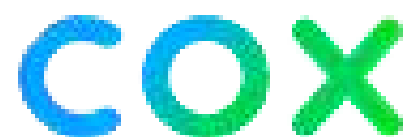
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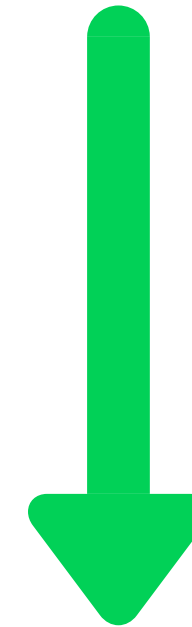


Results

**Consistent & Reliable
Internal Communication**



**Employee Clarity &
Reduced Confusion**



**Operational Stability
During Merger**



**Increased Productivity
& Time Savings**

Sources: McKinsey, MIT Sloan

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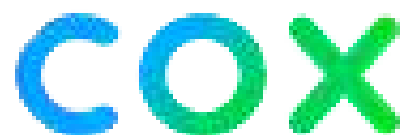
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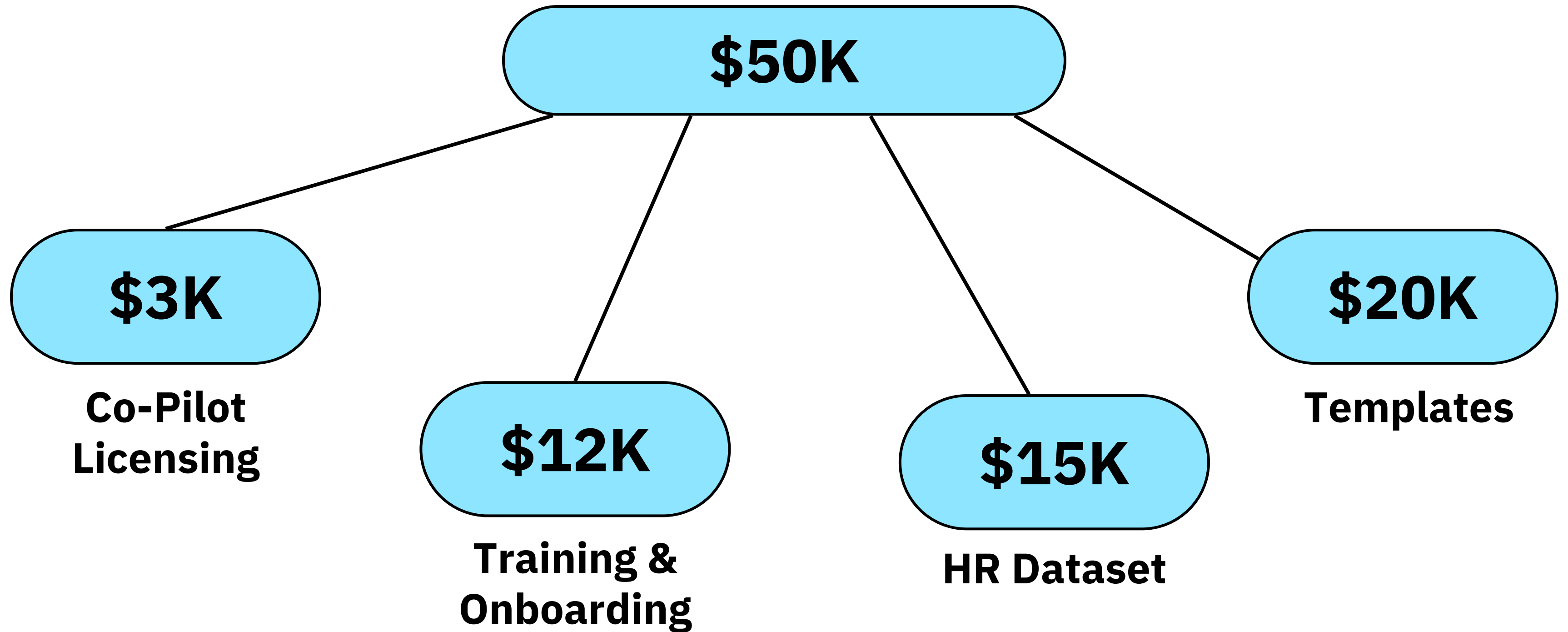
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Budget Breakdown



Sources: McKinsey, Deloitte, Microsoft, Accenture, ATD

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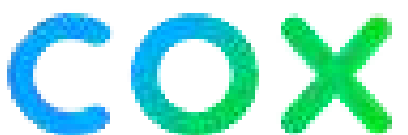
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Goals



Augment HR
communications



Maintain consistent
operations

Sources: McKinsey, EY, Promethium

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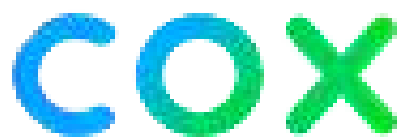
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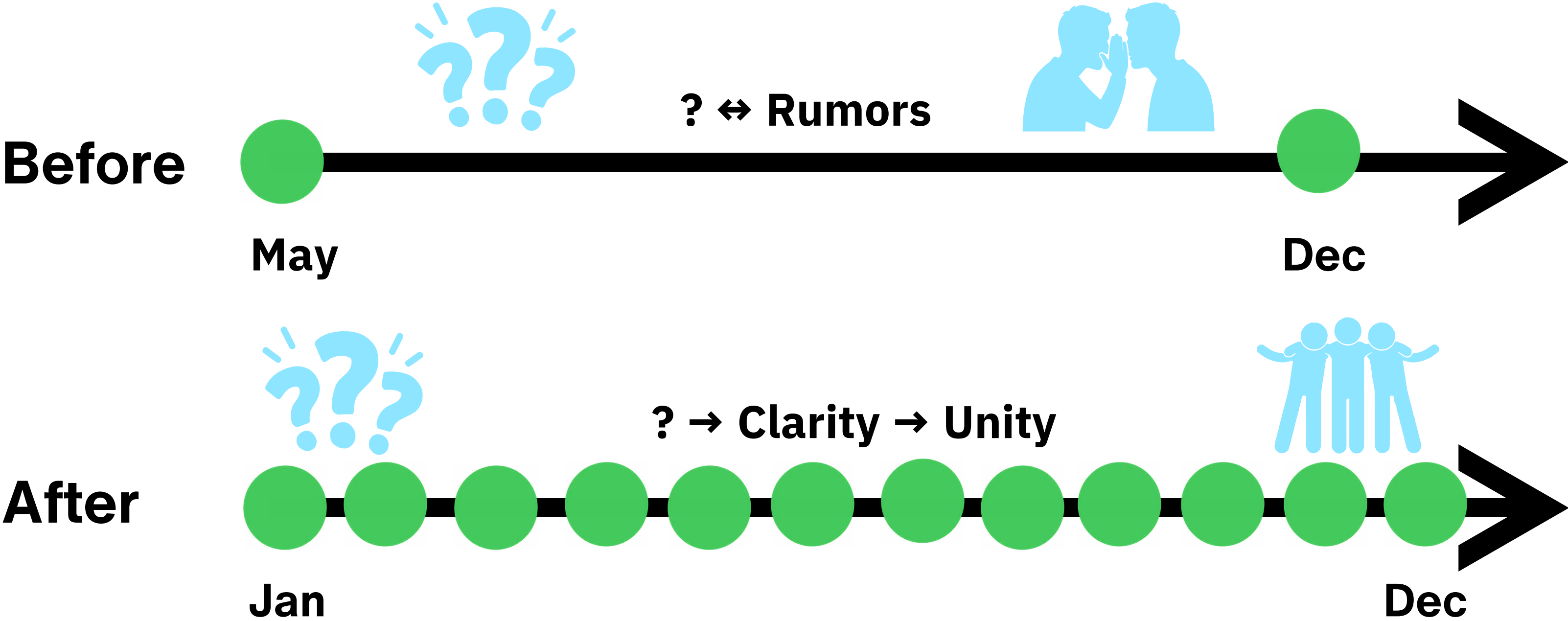
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Building Community



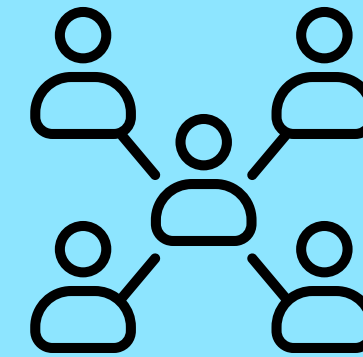
Source: Strategy&

Building Community

Consistency & Vision



Trickle Down Network



Personalized Support



Sources: Strategy&, MIT Sloan

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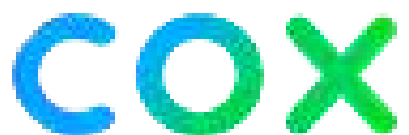
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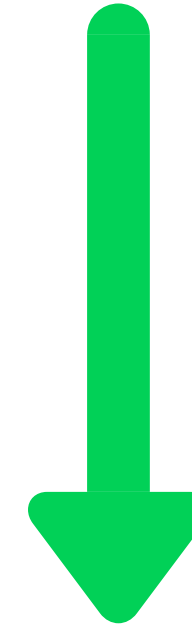


Results

**Enhanced Transparency
& Trust**



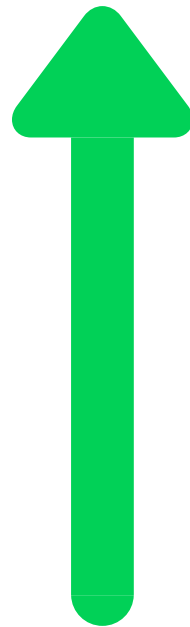
**Stronger Employee
Engagement**



**Improved Morale &
Retention**



Operational Stability



Sources: McKinsey, YourThoughtPartner, SHRM

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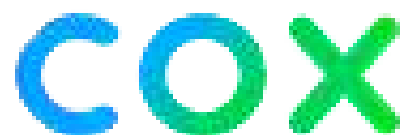
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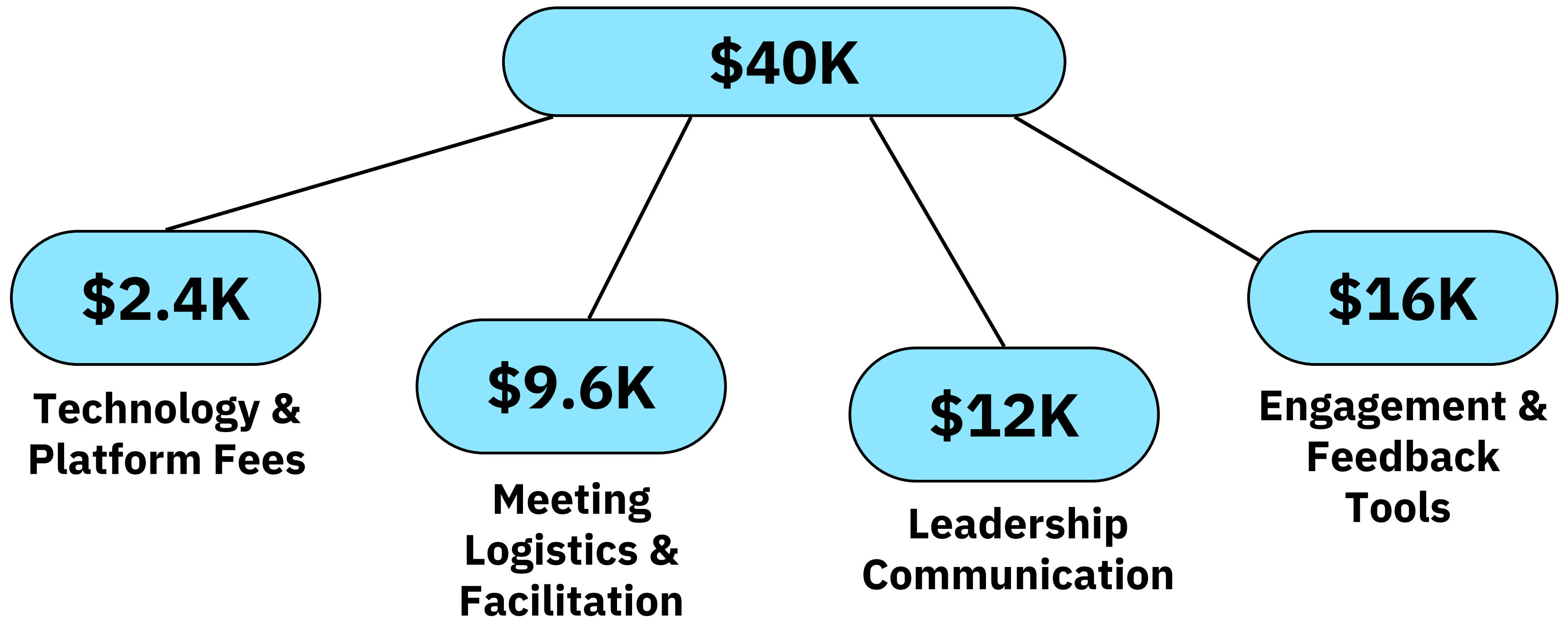
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Budget Breakdown



Sources: Devensoft, Spendesk, Think Consulting

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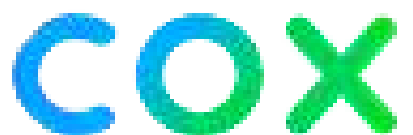
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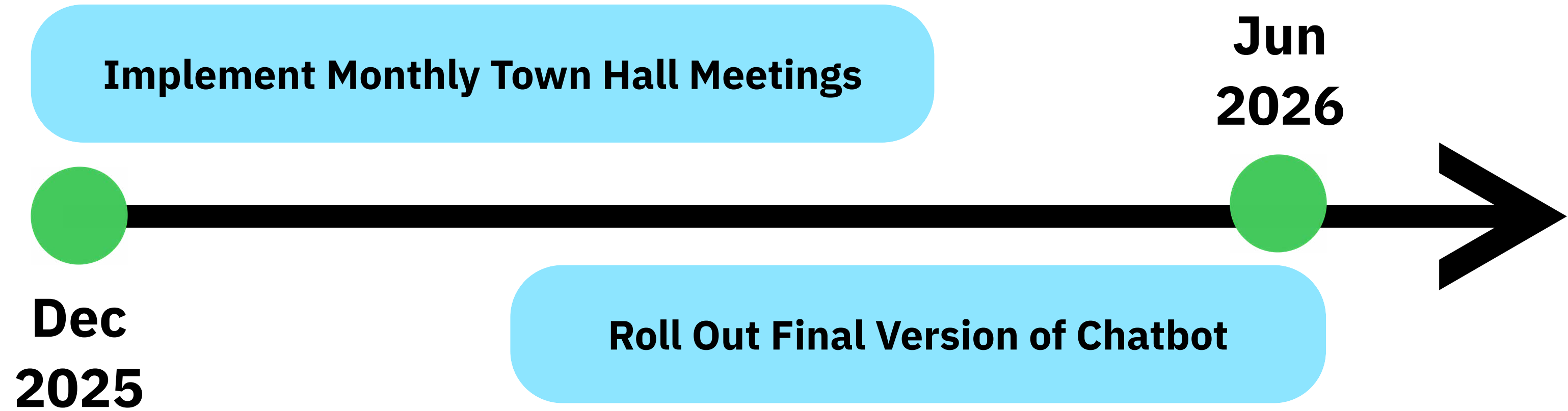
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Sources: McKinsey, EY, Promethium

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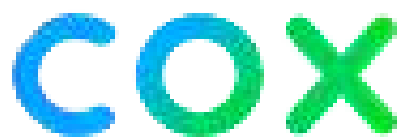
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Goals



Augment HR
communications



Increase trust and
transparency



Maintain consistent
operations



Reduce employee
attrition

Sources: McKinsey, EY, Promethium

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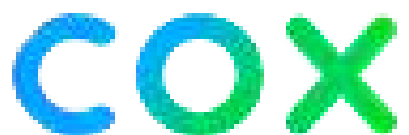
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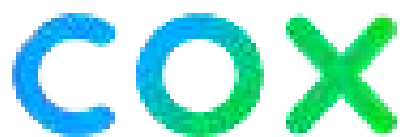
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Appendix A: Solution 1 Budget

Co-Pilot Licensing (6%)

Licensing fee: \$30/month/person x 8 people
→ \$240/month → \$2,880/year →
\$120 buffer → **\$3K/year**

Training & Onboarding (24%)

Professional training workshops and
resources: \$5K/session x 2 sessions + \$2K
training materials → **\$12K/year**

HR Dataset (30%)

Data collection and training for chatbot:
\$250/hour x 6 hours → **\$15K**

Templates (40%)

Building communication templates and
training chatbot: \$250/hour x 80 hours →
\$20K

Budget Sum

\$3K + \$12K + \$15K + \$20K = **\$50K**

Appendix B: Solution 2 Budget

Technology & Platform Fees (6%)

Webinar hosting platform:

\$200/month → **\$2.4K/year**

Meeting Logistics & Facilitation (24%)

Event coordination and materials for major merger-related town halls/meetings:

\$800/month → **\$9.6K/year**

Leadership Communication (30%)

Leadership workshops and communication training: **\$4K/year**

Executive communication prep and support (planning/coaching time): **\$8K/year**

Engagement & Feedback Tools (40%)

Pulse survey platform subscription:

\$500/month → **\$6K/year**

Analysis, reporting, Q&A engagement tools:

\$500/month → **\$6K/year**

Additional modules/custom reporting:

\$4K/year (one-time)

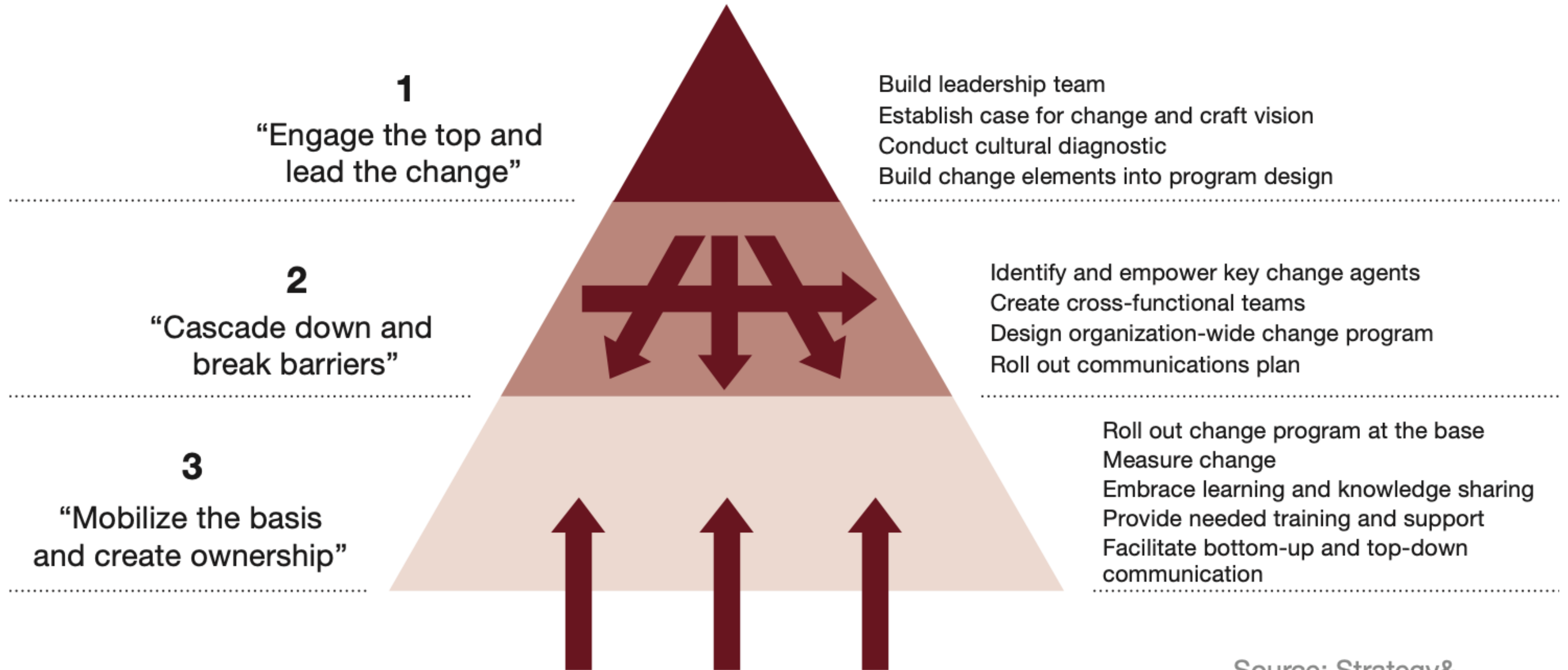
Budget Sum

$\$2.4K + \$9.6K + \$4K + \$8K + \$6K + \$6K + \$4K = \mathbf{\$40K}$

Appendix C: Chatbot Support Role

- **Designed for assistance**
 - Supports teams by handling repetitive, high-volume tasks
- **Enables higher-value work**
 - Frees HR and Communications teams to focus on planning, messaging, and engagement
- **Protects teams during turnover**
 - Maintains communication and employee support when key roles are vacant
- **Not designed for headcount reduction**
 - Helps teams remain effective even when understaffed

Appendix D: Leadership During Change



Source: Strategy&

Works Cited

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A Strategic Path Forward

Satya Agashiwala, Zachary Berman,
Tommy Gillette, Rushil Khanna,
Michelle Kim, Jacqueline Lao

