

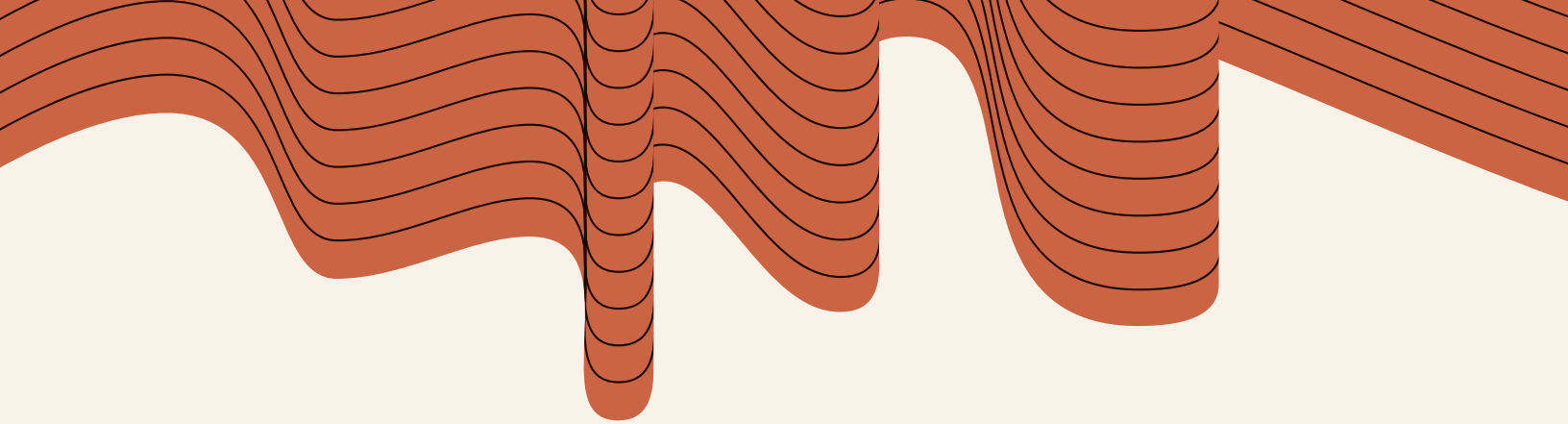
Guild



Case study

Building long and successful careers

How Spectrum is growing talent from within



To consistently deliver the high-quality service its customers expect, Spectrum is focused on building a workforce that is skilled, supported and ready to grow. Through a strategic partnership with Guild, Spectrum has expanded tuition-free access to education for its 95k workforce, helping frontline employees grow their careers while strengthening the customer experience.

The Challenge

Improve retention while meeting employee needs

The company's legacy education benefit that provided employees with up to \$10,000 of tuition reimbursement remained in place, but Spectrum realized this traditional approach to learning wasn't *always* the right fit for *all* employees.

Spectrum is a leading broadband connectivity company and cable operator serving over 31 million customers across the U.S. With 95,000 employees in 41 states, nearly 70% of the company's workforce are in frontline roles – field technicians, customer service representatives and retail associates.

Frontline employees are often the first and most frequent point of contact with customers. Whether installing service, answering questions or meeting customers out in the local communities across the country, they represent the Spectrum brand every day. Spectrum recognized that by improving how these employees are developed, the company could create a more tenured, skilled and engaged workforce, which would in turn strengthen the customer experience.

Spectrum offers competitive pay and robust benefits, so that all employees feel supported while building long and successful careers. With seven in 10 new hires joining Spectrum without a college degree, there was a strong demand for career-relevant learning that would be accessible to frontline employees. Because paying tuition upfront can be challenging and managing traditional, in-person class schedules can be difficult while working full-time, Spectrum needed a different solution.

The company's legacy education benefit that provided employees with up to \$10,000 of tuition reimbursement remained in place, but Spectrum realized this traditional approach to learning wasn't *always* the right fit for *all* employees. It sought to provide an accessible education benefit that would allow more employees to continue learning and progressing their careers at Spectrum.

The Solution

Talent development built to empower the frontline and turn jobs into careers

300

Nearly 300 online degrees, certificates and programs from 30 universities and learning providers.

In 2023, Spectrum partnered with Guild to expand its approach to workforce development. The goal was to remove barriers to continued education and offer frontline employees a clear path to skill-building, mobility and long-term career success.

The expanded education benefit included tuition-free access to a catalog of nearly 300 online associate degrees, bachelor's degrees, certificate and bootcamp programs from 30 universities and learning providers. Employees weren't responsible for any costs, including books or fees, removing a major financial barrier that previously prevented many employees from continuing their education.

Spectrum's tuition-free degree program gave employees the opportunity to build skills in high-demand areas like sales, marketing and technology. For some, that meant moving up within their current function; for others, it opened the door to explore a new career path within the company. By making education more accessible and aligning it to real career opportunities, the program supported Spectrum's broader goal of increasing frontline tenure to create a more skilled, engaged workforce.

“The longer an employee stays with us, the better trained they are; the better they do their job, the better they can support our customers. And that’s what we are going for — operational excellence. We wanted [employees] to see the opportunities we had within our organization to help them have a long and successful career with us.”

Beth Biggs

Group Vice President, Benefits, Payroll and Employee Services



The Impact

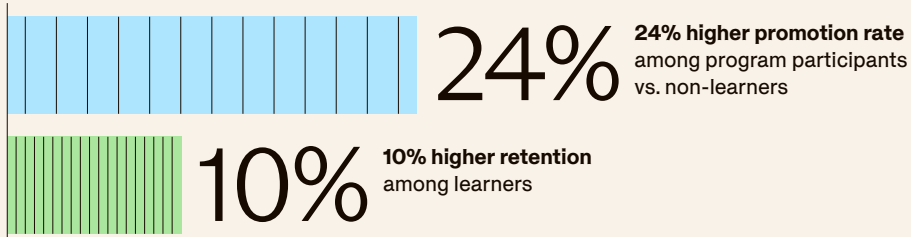
Spectrum's frontline employees are gaining skills and staying longer

“Creating meaningful opportunities for career mobility results in a more knowledgeable workforce, which ultimately benefits our customers as well.”

Paul Marchand

Executive Vice President and Chief
Human Resources Officer

Within the first year of the program, Spectrum's expanded education benefit generated strong engagement and meaningful outcomes:



13K+

By early 2025, **13,000+** employees had enrolled or completed a program



8.5x

8.5 times the participation rate of the legacy tuition reimbursement program



68%

68% of learners being in customer-facing roles

Employees are already translating their learning into on-the-job impact:



A sales activation specialist studied digital marketing to better connect with customers.



A field technician explored computer science to bridge frontline work with technical knowledge.



A telesales supervisor gained leadership skills to better manage teams and drive performance.

Spectrum's education benefit, honored last fall with Guild's Impact Amplifier Award, makes personal and professional growth more accessible for its workforce while helping to retain talented, driven employees.

What's Next?

Continuing a people-first approach to benefits

Spectrum is helping more frontline employees build meaningful careers, and in turn, deliver the reliable, high-quality service customers expect.

As the two-year anniversary of the Guild partnership approaches, Spectrum is seeing clear momentum from its education benefit. Thousands of employees have enrolled in tuition-free programs, developed new skills and taken meaningful steps forward in their careers, reinforcing the value of investing in learning to grow talent from within.

And Spectrum's investment doesn't stop with education. The company continues to evolve its benefits strategy to support long-term employee success. In April 2025, the company launched an Employee Stock Purchase Plan, giving employees the option to purchase Charter stock through payroll deductions, and receive a company match based on the employee's tenure. The benefit was carefully designed to reward longevity and strengthen employee connection to the company.

Together, these efforts reflect a long-term commitment to supporting the people who power Spectrum's business. By removing barriers to continued education, combined with its robust set of benefits and competitive pay, Spectrum is helping more frontline employees build meaningful careers, and in turn, deliver the reliable, high-quality service customers expect.

