

CCC Reaches 99% Returning Podcast Users with uStudio

THE ISSUE

CCC Information Services was experiencing a challenge offering consistent messaging and consistent training through conventional email. They were looking for a new way to reach and educate their very diverse and dispersed field force, sales and service teams. They were interested in a medium that would allow them to include their employee base at the same time as supporting them through their endeavours.

PROGRAM TACTICS

- CCC created excitement pre-launch by creating a video teaser, similar to a movie trailer. They emailed this teaser out to their employees along with PDFs that explained how to use the uStudio app.
- CCC's first big contributions to uStudio were recorded webinars. Although they weren't considered "traditional" podcast material, it helped CCC employees get accustomed to logging in and out of uStudio to receive important information.
- After their analytics showed 80% listener usage on desktop, CCC started focusing on video podcasts. This included webinars and whiteboard videos with product screenshots.
- CCC worked to get leadership on board and involved in the program. Leadership communication was hosted through uStudio, which was the only way employees could hear the messages their leaders were sharing.
- Managers would host team meetings similar to "book clubs" where employees would be asked to listen to a podcast and then come to discuss learnings, practical applications, follow-up questions, etc.

THE RESULT



SUCCESS

CCC's podcast leaders reference their program as an "ecosystem." As it has continued to grow it is starting to feed itself in terms of promotion and engagement.



RETURNING

Within just a few months post-launch, CCC reached 99% returning podcast users.



LIBRARY

Newest hires have seen the highest view time as uStudio is considered a resource library for them to join the company and get caught up with training.



Don't sacrifice performance waiting for perfection. —John Buckner

We wanted to let the appetite drive the recipe. —Craig Stevens

