

# LivePerson Makes Communication Easier with Private Podcasting

## THE ISSUE

Global technology company LivePerson knew there had to be an easier way than their quarterly-run town halls to communicate internally with their global workforce. They were looking for something that was still extremely secure but could be accessible on their own employees time. They wanted this solution to be easier both from a management aspect, such as planning and distributing, and an employee aspect, such as the end-user experience.

## PROGRAM TACTICS

- To get topic inspiration for podcast content LivePerson skims team newsletters, slack channels and distribution lists to see what is going on within offices across the country. These channels are also used to get information on deal closings and new employees to highlight throughout their shows.
- They replaced extensive deal write-ups, previously written by account executives, with podcasting which has saved an enormous amount of time. Now, LivePerson can make sure equal light is shined on all sales accomplishments.
- They learned editing basics by watching short GarageBand tutorials on YouTube.
- There is a submission form if someone wants to start a new podcast.
- LivePerson implements weekly podcast reporting based on the analytics within uStudio so they can see what content is resonating the best with their employees.

## THE RESULT



### 11 SHOWS

LivePerson currently manages 11 podcast shows within uStudio.



### ADDING SHOWS

LivePerson plans to add more shows in the next year and get even more people involved.



### QUICK / EASY

LivePerson is now able to give employees a little more depth within their communication while still being able to get the messages out quicker and easier