
Rogers Communications

Rogers's communications is founded in 1960 by Ted Rogers which is now an expanded Communications and Media Company that deals in Canada. Headquarter of this company is in Toronto, Ontario. It is established with a particular FM radio station in Toronto (Hally 2012). Today, it becomes the renowned company to provide wireless facilities along with Cable Company (Hally 2012). Rogers expand their services in communications, publishing and sports entertainment. Rogers provide incredible services to their clients as well as it avails the multiple offers for their staffs, youth and female employees and interns as students. Though Rogers's media, they enhance services in online shopping, magazines and digital media. Many new programmes are introduced by company regarding youth and female employment along with incredible opportunities for students in Canada to work as interns or in their co-op programs (Yerema & Leung 2017). The company provides best services on wireless telecommunications operations, cable services, and media entertainment. This report will analyse the following:

- Rogers's services to their customers
- Benefits provided by Rogers to their employees.
- Youth & Female Employees and Student Funding Internship programs.

Rogers's Services

Rogers has improved their services of wireless, cable and media year by year. According to Yerema & Leung (2017), Rogers Company has developed advanced services of wireless, smart phone monitoring, digital cable, publishing and broadcasting.

- Rogers Cable is the largest cable television provider in Canada. In digital cable services, they provide access to technologies such as high definition television, videos on demand etc. High speed of internet services are enabled through broadband internet access by the company. Rogers tv is the local channel of the company.
- Rogers's wireless services are highly developed and demand in customers. Rogers smart phone monitoring, which utilises both wireless and cable network incudes touchpad home monitoring with multiple uses. It also includes security sensors and cameras which can access via smart phones.
- Rogers's media consists of 70 consumer and business publications, 52 AM/FM radio stations (Rogers media). Many professional publications are there in Canada. Rogers Company has partnership with Blue Jays Baseball and National Hockey League.

Benefits to Employees

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Where Rogers becomes profitable for their company as well for Canadian economy. The workplace of the company is updated time to time with quiet zones, interactive zones including cafeteria, and access to latest technology. The long term investments on career and skill development is initiated by the company. Employees have attractive salary package and their package is reviewed annually. Rogers has long term savings programs for their employees like defined-contribution pension, retirement planning assistance, life & disability insurance. The shares of Rogers can be purchased by their employees and year-end bonuses are also available for them. Referral bonuses are especially for their new employees up to \$1,500 only for particular positions.

Furthermore, company has provided ample additional financial benefits to their employees such as subsidized of home insurance, auto insurance, home internet, medical facilities, and discounts on bills of wireless, internet, phones, Toronto Blue Jays tickets etc.

Rogers's employees take part in a meeting via teleconferencing facilities. In the above picture, we can see a quick view of atmosphere in the company and their facilities to the workers.

To work in Rogers Company for employees has tremendous opportunity with ample facilities like hiring locations of main cities of Canada, full time employments, ability to achieve goals, great marketing & development strategies, awareness regarding health issues and so on.

Youth & Female Employees and Student Funding Internship

For youth, Rogers Company is one of best company for job. Young people are interested in this company a lot. The attractive employment policies and facilities make youth keen to work in this company. Rogers offers a New Grad Leadership Program in which candidates move every department to gain more knowledge and gain experience, hence become efficient worker. Rogers announced another program for youth "Walk in a Mile in My Shoes" in which employees can work in various roles in a company. Over 10,000 Walk a Mile sessions completed since 2003. Approximately, 100 roles are covered in this program which covers technician, retail and call centre jobs (Yerema & Leung 2017).

Female employees have been encouraged by Rogers. A sponsorship program has launched by Rogers to support female employees in Canada. Rogers Women's Network (RWN) is formed by company to support female employees to build leadership skills and networks to develop their careers (Yerema & Leung 2017). The RWN collaborates with Canadian Women in Communications to get more resources for female employees.

Student opportunities are well-known among students of Canada which includes paid internships, summer jobs, and co-op opportunities (Yerema & Leung 2017). Proper training

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sessions are provided by the company so that they can work with full efficiency. Not only this, subsidies in tuition fees and online training programs.

Conclusion

To conclude, Rogers has become renowned company in telecom industry of Canada. Not only this, they provide best advanced services to their customers as well as benefits, incentives, and facilities to their employees. Rogers take initiative programs to boost female employees. Rogers Company is like magnet to youth employees and students to work in it due to incredible subsidies in fees, training programs etc. Overall, efficient training programs and workplace technologies make their employees skilled which further contribute in profit oriented company and development in Canadian economy.

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