



The Ultimate Storyteller: The Engaged Employee

2017



It's Tough Out There

Technology has fundamentally changed the way we communicate in our everyday lives...
But we're still using antiquated systems at work.

Employees are disappointed.

Executives are frustrated.

Communication professionals are burning out.



Employees ARE Talking

Today, Social Media IS Media

Your employees are talking...

On Twitter

On Glassdoor

On Facebook

On Reddit

On LinkedIn

...And in some important analog ways, too!



Reaching employees is harder than ever.
(There's a lot of noise out there.)

Only **13%** of employees visit their intranet daily, **31%** said they never do.

(Prescient Digital Media)

Yet, **74%** of employees feel that they're missing out on company information and news.

(Gallup)



The Rules of Engagement

Engaged employees are awesome, unleashed, powerhouses of productivity:

- Identify strategic opportunities
- Execute on strategic objectives
- Remain employees and recruit others
- Positively engage customers
- Healthier

Engagement needs to be on the employee's terms:

- Mobile and On-Demand
- Consolidated
- Relevant
- Interesting
- Actionable



Give employees a framework, make them feel valued, and turn them loose!

Productivity improves by up to **25%** in organizations with connected employees.

(McKinsey)

For every **1%** increase in employee engagement, brands can expect to see an additional **0.6%** growth in sales.

(AonHewitt)





Employees want a single, easy to use, mobile source of company communication that they access on their terms.

Companies need an integrated communication platform to distribute relevant, multi-source content that drives measurable awareness, alignment, and execution.



MOBILE



SOCIAL



LOCAL



VIDEO



Communication is how we build and sustain our relationships

NEWS

Employees stay current on all things brand, industry, and more - everything they need to stay engaged and be more productive

COMMUNICATIONS

Targeted, real-time messaging via email, mobile push, SMS, native video, and integrations with third party communications platforms

ADVOCACY

Enable easy, safe social sharing to create a new content distribution channel and help employees build their personal brands

Dynamic Signal connects you to your people, so you can build the relationships that matter most to your company.



Dynamic Signal helps companies cut through the noise and unlock the power of their people.

Keep employees **informed** and **engaged**. Increase **productivity**, empower **advocacy**.



Leading Companies Across All Industries Use Dynamic Signal

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BUSINESS
SERVICES

COMMUNICATIONS

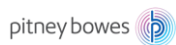
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