



Leveraging Your Secret Superpower

Insights as a Service: Use communications insights to guide your leadership to transformation




BETSY SEWELL
HEAD OF PRODUCT MARKETING

Aware




Imagine the possibilities



What if you could automatically measure the Voice of the Employee (VoE) and get an authentic reflection of how colleagues feel about topics?



What if you could identify changes in overall employee sentiment and engagement – in real time?



What if you could understand how employees feel about a corporate announcement, company initiative or even an external event?

Surveys aren't enough.

Use artificial intelligence to understand your employees

What are employees talking about? How are they feeling? Do they need more support?





Empower your executive team



Share an authentic view of employee sentiment and engagement



Guide leaders to get ahead of issues before they affect productivity

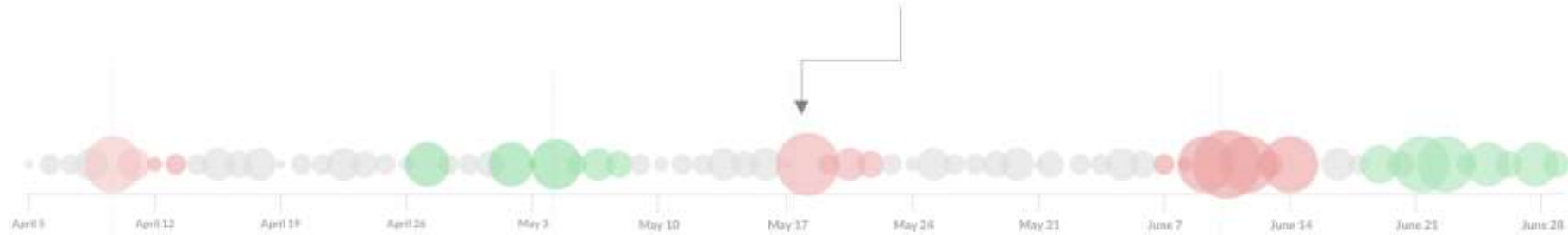


Recommend strategic communications for the topics employees care about most

Know when (and why) sentiment shifts

Company policy change that was received poorly went unaddressed ...

Conversation Sentiment



COVID - 19

M&A

Company Policy Change

Black Lives Matter

Conversation Health (Integrity/Toxicity)



Turned toxic a week later

Conversation Sentiment



KENNY G. 12:45PM

I can't believe this is the PTO policy we have! My child has COVID and I can't take time off to care for her without risking my job. Unbelievable!

April 8 April 15 April 22

June 14 June 21 June 28

COVID - 19

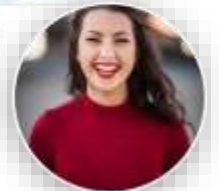
Conversation Health (Integrity/Toxicity)



SANDRA D. 12:49PM

HR

Hey Kenny, we are actually in the process of updating our PTO, Benefits and Pay structure. More updates to come soon!



June 21

Make qualitative, data-driven decisions

PTO Policy

Benefits

Sick Leave

COVID

Sentiment KPI

37

Below Standard · ↓ 12

Total Mentions

6,039

Most mentions:
Fri, Jan 3, 2020

Content Authors

34

Average of 177.6 mentions per author

Groups

21

Average of 252.8 mentions per group



All Company Announcements	Private Group Closed	377 Total Mentions
Operations	Private Group Closed	32 Total Mentions
Mental Wellbeing and Support	Public Group Open	17 Total Mentions

Strengthen Your Superpower with **Aware**



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