

# HR Communications



*Increase employee engagement, drive retention, and share information about programs and benefits.*

HR programs are typically measured by the number of employees who participate in them. We simplify that process management by helping HR teams reach every worker. We offer tailored campaign capabilities and automated reminders to ensure the right message is sent to the right person at the right time.

## *Common Challenges*

Difficult to message specific segments of employees

Lack of a centralized communication tool

No way to organize and integrate data into HR system

## *SocialChorus Solutions*

### **MAKE A CONNECTION**

Worker morale is a vital aspect of company culture—and HR programs play a huge role in it. Communicate enrollment or benefits details to the devices and channels your employees prefer.

### **PERSONALIZE TO INCENTIVIZE**

Send personalized and relevant messages, including video, to people and groups you want to act. Segment your communications by role, tenure, and location with content and calls-to-action based on user behavior.

### **MEASURE YOUR REACH**

Evaluate the impact of HR communications with reach and other performance metrics. Use data to make more informed decisions.



A REAL-WORLD EXAMPLE

# *SocialChorus Helps a Multinational HR Team Gain 110% Improvement in Open Enrollment Participation*

A multinational company with 52,000 employees was planning for open enrollment. Because of the size of their organization and the number of deskless workers, the task of communicating open enrollment was incredibly time-consuming and difficult.

They used every means possible to reach employees—email, intranet, flyers in break rooms, and more. However, the HR and communications teams had no way to monitor whether employees actually received the information. As a result, many workers missed the open enrollment deadlines and the opportunity to make benefits changes.

Determined not to repeat that outcome, the company used SocialChorus the following year to publish and distribute open enrollment information. They were able to target employees with benefits information tailored to their needs, including automated reminders.

The company saw a 110% gain in open enrollment activity from the previous year, and the SocialChorus platform saved the HR team countless hours.



*Let's Talk*

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**SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every day.**

We empower communicators to reach every worker—from the head office to the front line. Companies thrive and win when all their workers feel informed, aligned, and supported. The SocialChorus platform allows communicators to publish once and distribute everywhere—efficiently delivering critical information to the right employee at the right time.