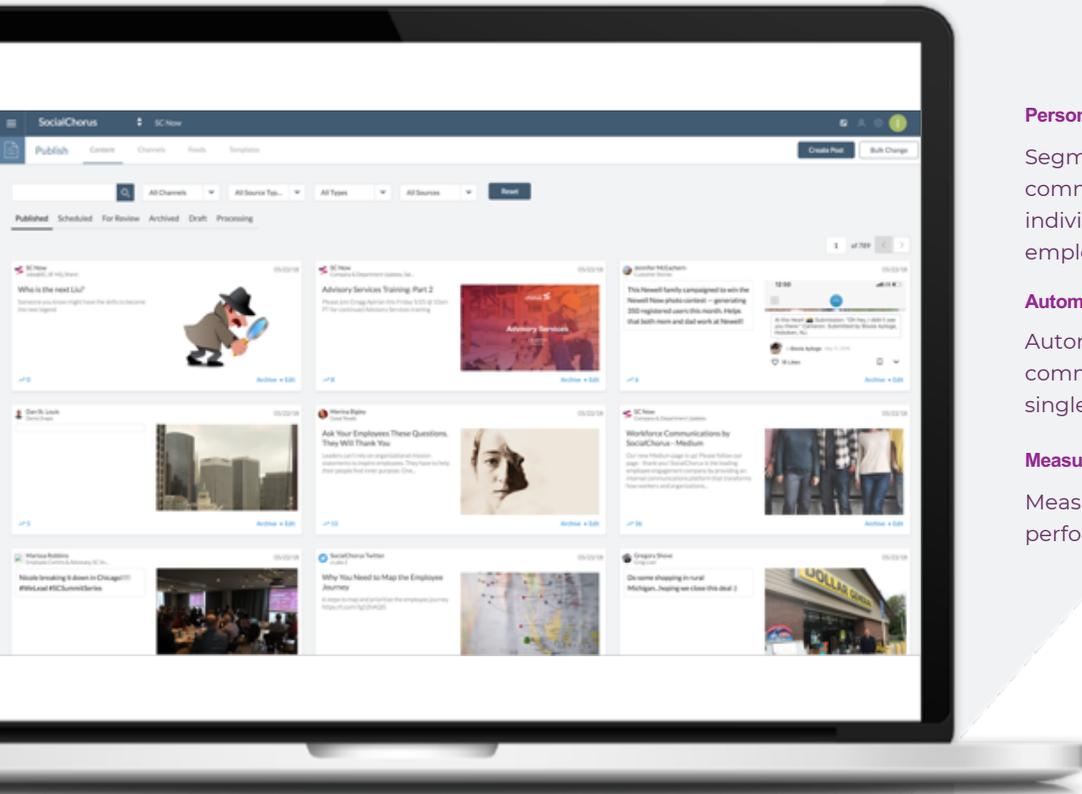


Improve Open Enrollment with Targeted Communications

HR benefits are one of the most important perks for an employee, and yet many employees don't take action or miss the deadline for open enrollment every year. A poor communication strategy is often to blame. Reaching employees efficiently and getting them to take action is an increasingly tough challenge for HR.





Personalize

Segment and target communications to individuals and groups of employees

Automate

Automate and manage communications from a single platform

Measure

Measure reach and track performance

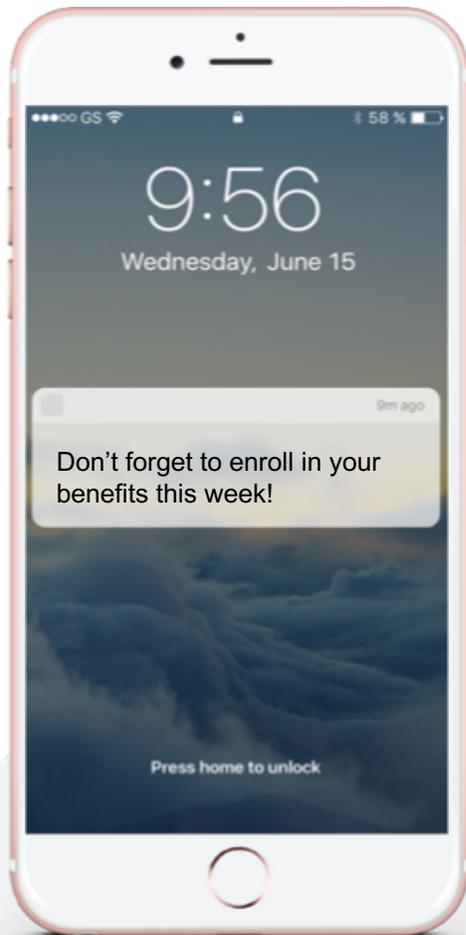
How do you get everyone's attention, deliver key messages in real-time, and measure the effectiveness of your communications?

Reach Employees Efficiently and Effectively

Common Challenges

- Unable to coordinate messaging to specific segments of employees
- Lack of centralized tools, i.e. jumble of spreadsheets
- No way to organize and integrate data into HR system

SocialChorus provides HR with an efficient and effective platform for workforce communications. Campaign features simplify HR processes with tailored information and automated reminders to ensure the right message is sent to the right employee at the right time and place. And once employees take action, they're opted out of any repeated notices. Also, easy-to-use analytics helps HR and leadership measure the impact of their communications for continual improvement and refinement.



Engagement

- Communicate with employees on their device and channel of choice
- Schedule the precise timing of each message

Targeting

- Send personalized relevant messages to key segments
- Communicate enrollment and benefits details relevant to each employee

Robust Analytics

- Evaluate the impact of HR communications
- Use data to make more informed decisions

SocialChorus Increases Employees' Benefits Signups

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 had actually received the information. As a result, many employees missed the open enrollment deadlines and the opportunity to make benefits changes.

The next year, the company used SocialChorus to publish and distribute open enrollment information. They were able to target employees with benefits information tailored to their requirements and automate reminders about enrollment deadlines.

SocialChorus saved the HR team countless hours, and the team also saw 110% improvement in open enrollment activity from the previous year.

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

[LEARN MORE AT SOCIALCHORUS.COM](https://www.socialchorus.com)