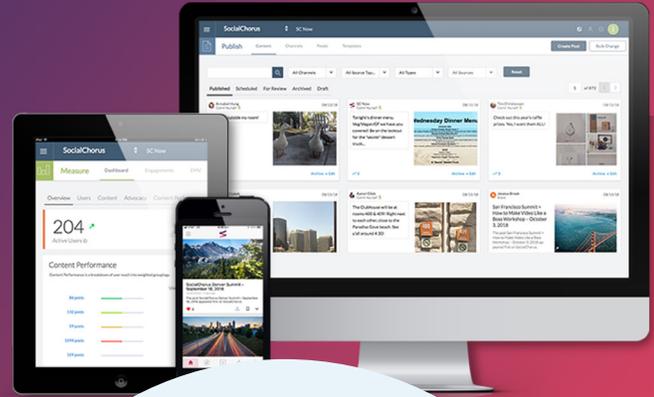




# Change Management



*Commit your organization to change by driving awareness, timelines, and actions in a measurable way.*

The main goal of change management is to make the transition as painless as possible. With SocialChorus, plan your change communications and easily target the impacted teams and employee influencers with the right message, to the right people, at the right time.

## Common Challenges

Workers see news headlines and rumors spread

Cascade communications can lead to misinformation

Difficult to measure response or impact of communication

## SocialChorus Solutions

### GET THEM THE FACTS, FAST

Reduce rumors by quickly providing accurate information when and where it is needed. Anticipate responsive messaging and automatically schedule the precise timing of each message. Or, alert employees in real time to critical changes. Be proactive and reactive all from one platform.

### ANTICIPATE AND PERSONALIZE

Get ahead of potential issues by sending personalized, relevant messages to the targeted groups and employee influencers most affected by the change. Communicate crucial details to each employee via a branded, easy-to-use, and intuitively designed app available for both desktop and mobile.

### SUCCESS DEPENDS ON DATA

Continually evaluate the impact of change communications with real-time content metrics such as reach and clickthrough rates. Know the messages that are received and engaged with by which groups of employees. Change tack quickly when something isn't working.



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

A REAL-WORLD EXAMPLE

# *SocialChorus Helps Communicators Keep Employees Informed During an Acquisition*

An IT giant faced a serious challenge: the pending acquisition of two companies in fewer than 100 days, effectively doubling their employee count. Both the speed and scale of the acquisition made effectively communicating the changes a tough task.

Using SocialChorus, they seamlessly coordinated all change communications for both acquisitions and reached over 90% of their newly combined workforce. The team identified key segments that would be most affected and delivered critical, specific information to each group.

These messages were then communicated in real time to all the impacted employees.

The end result? Both of the acquired companies integrated 2x faster than expected. Employees from each company received the crucial information they needed during the acquisition, which led to a smoother transition for everyone.



***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.