

Finance

With the SocialChorus platform, financial services communicators have one place to plan, create, and publish mission-critical employee communications. They can push content to any channel that employees use—from mobile to email to intranets. Communicators can automate campaigns, require read receipt, and measure the impact of their communications with easy-to-use reporting tools.

Efficiently distribute critical information to every employee in a highly regulated environment.

Common Challenges

Sending communications to a dispersed group

Delivering the latest updates quickly

Employees do not feel connected to the greater company

SocialChorus Solutions

AUTOMATE AND PERSONALIZE

Send personalized messages to target segments and specific employees from one platform. Employees access your content on their preferred device and channel.

TRACK ACKNOWLEDGMENT

Confirm read receipt of any critical communications in real time. Measure reach and track communication efficacy and optimize your workflow.

KEEP THEM CONNECTED

Use the platform to connect your employees to larger corporate programs—and each other. With innovative tools like video and commenting, your employees will feel part of the bigger pictures.



A REAL-WORLD EXAMPLE

SocialChorus Helps Boost Employee Engagement and Brand Awareness

A health insurer had a major problem. Faced with a punitive reform proposal from the state governor, they were looking at potentially having to restructure the company's board and use company financial reserves to pay for what should have been state-funded health programs.

It was a time of contentious state budget planning, and the company had to fight back. Their only hope was to convince lawmakers to oppose the bill.

The team identified groups of employees in the area and set up a secure platform, using SocialChorus, of shareable content that allowed them to get the word out and organize protests at the Statehouse. The insurer was able to raise awareness of the issue and galvanize their local employees to protest the bill. With an army of supporters, the company made their voices heard and ultimately defeated the bill.



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.