

Engage Your Employees. Ensure 100% Readership. Improve Your Performance.

## WHEN YOU NEED EMPLOYEES TO READ YOUR MESSAGES....



## ...USE A SUITE OF VIBRANT, VISUAL CHANNELS THAT BREAK THROUGH THE CLUTTER

SnapComms from Everbridge is a global internal communications platform that delivers 100% message readership. The unique multi-channel platform is used by millions of users in 75 countries.

SnapComms is designed for all communication objectives from urgent notifications to employee engagement and behavioral change. Messages bypass email to ensure that every employee is informed, engaged and inspired, without adding to email-overload or chat distraction.

## Make Your Internal Communications More Effective

### The Challenges of Current Employee Communication Channels

As communication and collaboration channels have grown, so have the message senders, topics, priorities, and expectations facing employees. This has led to important communication about safety, security, compliance, IT outages and sentiment analysis being overlooked, impacting operational resilience and productivity.

30%

OF EVERY WORK DAY IS COMPROMISED BY INFORMATION OVERLOAD

122

EMAILS RECEIVED PER EMPLOYEE ON AVERAGE PER DAY

50%

OF ALL INTERNAL COMMUNICATIONS AREN'T READ

# Ways That Organizations Use SnapComms

Over 1 billion messages have been sent via SnapComms to millions of users since 2007. Organizations have used the platform to maximize message awareness, increase employee engagement, and connect dispersed teams. Information can be visually translated in a way that makes sense to the widest possible audience. This also drives engagement through persistent pop-ups and interactions including message acknowledgements, alerts, tickers and surveys.

SnapComms is recommended for the following message categories.

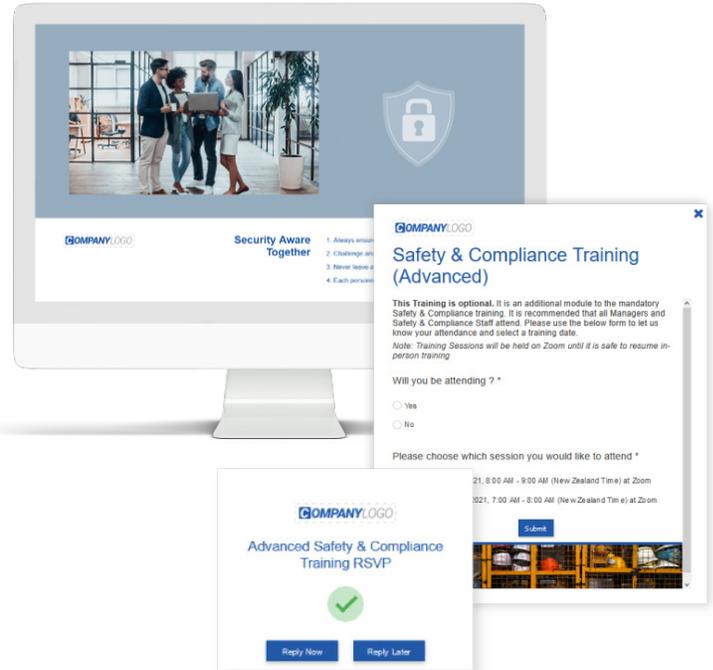
## COMPLIANCE

Use SnapComms to **drive awareness and adoption** of policy and processes – from a written pop-up alert with or without a visual - to an informative video.

**Be certain everyone has received the message and can respond in real-time** - no matter where they are based - with an interactive feature allowing them to 'click' to acknowledge receipt and understanding.

Examples of compliance uses include:

- + New password guidelines - Alert
- + Zero tolerance for tailgating - Video
- + Compliance and safety training – RSVP
- + Gift policy - Alert
- + Industry regulation changes - Alert
- + Clean desk policy - Alert



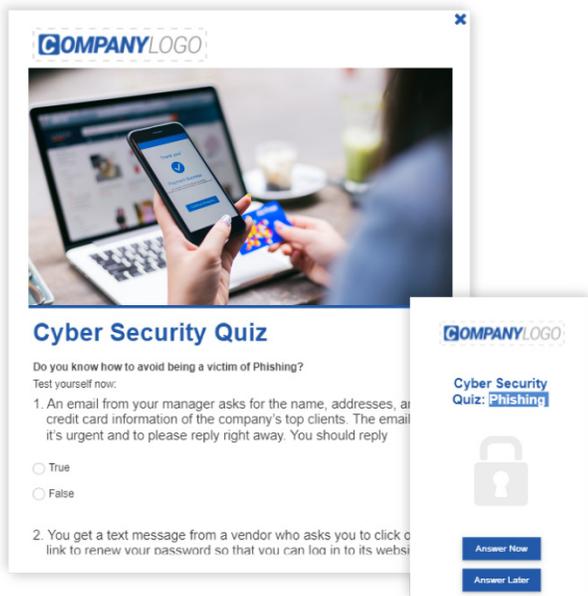
## CYBER SECURITY

**Inform your employees of potential cyber security risks** and keep them up to date with policies and best practice. Be confident in the message's readership by including an interactive feature for them to **'click' to acknowledge receipt and understanding**.

If executing internal communication in a highly secure, critical environment, Everbridge has done everything possible to protect your corporate data and personally identifiable information. We maintain best-practice security from message creation to delivery, adhering to **industry leading auditable standards and certifications**.

Examples of cyber security uses include:

- + Cyber safety awareness – Quiz
- + Remote WiFi connectivity policy – Alert
- + Mobile phone password policy – Screen Takeover
- + Encrypted memory sticks available – Alert
- + Company-wide phishing attempt - Alert



## IT OUTAGES/COMMUNICATIONS

When a system goes down, use SnapComms to **get the message to those who need to know quickly and effectively.**

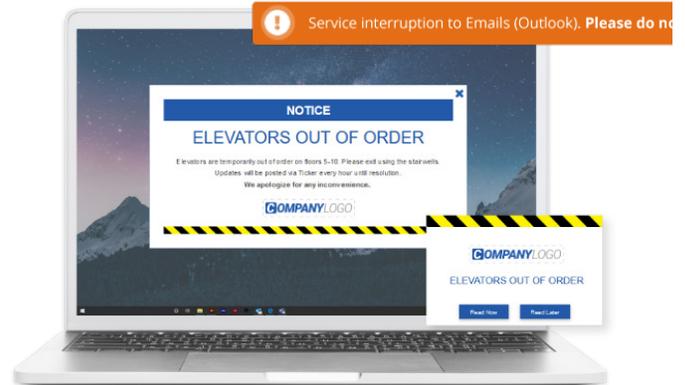
You can prevent almost all of the calls which would have gone to the help desk - leaving your team to focus on what's urgent and important.

If system maintenance is scheduled - you can **schedule an advice notification in advance.** When new technology is implemented, use SnapComms to deliver key information and then a **quiz to assess adoption and understanding.**

Be assured of **100% guaranteed 'message receipt'** – regardless of the size of your organization. SnapComms is effortlessly scalable, highly affordable and secure. It is device-agnostic and designed to easily integrate with a wide range of systems.

Examples of IT communications uses include:

- + Unexpected IT outage - Alert
- + IT security breach - Ticker
- + Planned system outage - Screen Takeover
- + System training - RSVP
- + System migration information - Quiz
- + Access badging malfunction - Alert
- + Elevators out of order - Ticker

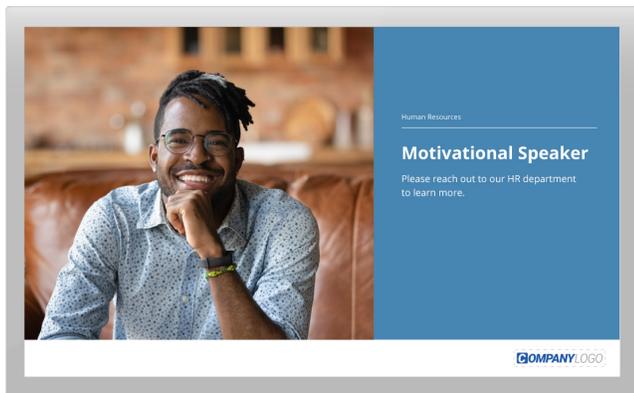


## EMPLOYEE ENGAGEMENT AND CULTURE

Use SnapComms to support the creation of a **positive company culture** - using beautifully crafted, consistent messaging that every employee can relate to.

Apply this to **all general HR messaging** – from sentiment surveys to Corporate Social Responsibility updates and ensure the readership for confidence in meeting your KPIs.

SnapComms ensures that the HR team is always leading - with the ability to **'surprise' when needed.**



**Do you need any support?**

The COVID-19 outbreak can affect the mental health and wellness of us and our communities. Your wellbeing is a priority for us. Please answer these questions to help us support you.

What are you finding hardest about working from home?

Are you feeling supported by your manager and the business?

Yes  
 No

Do you need any additional support?

COMPANY LOGO

Do you need any support?

Coronakus Communications

Examples of employee engagement and culture uses include:

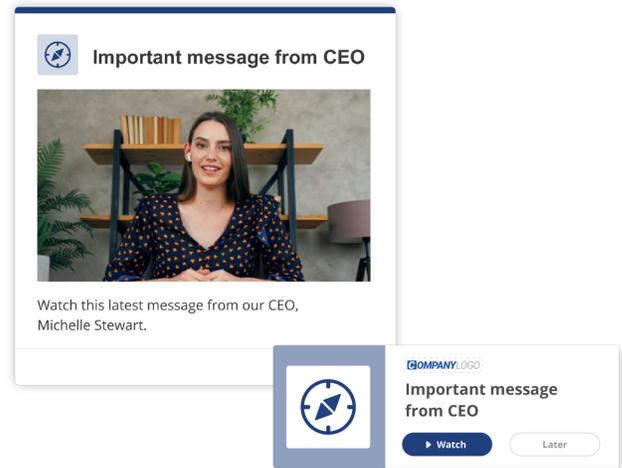
- + Welcome new staff – Lock Screen
- + Work from home enablement – Survey
- + Motivational speaker session – Screensaver
- + Flexi-hour option selection – Poll
- + Corporate Social Responsibility update – Digital Signage
- + Diversity and inclusion update – Wallpaper
- + 360 performance reviews deadline – Screensaver

## 📣 LEADERSHIP COMMUNICATIONS

Use SnapComms to **share important leadership and CEO messages, video updates, and surveys** with your employees. Invite staff to company events with a RSVP tool and allow them to respond with a question for the host.

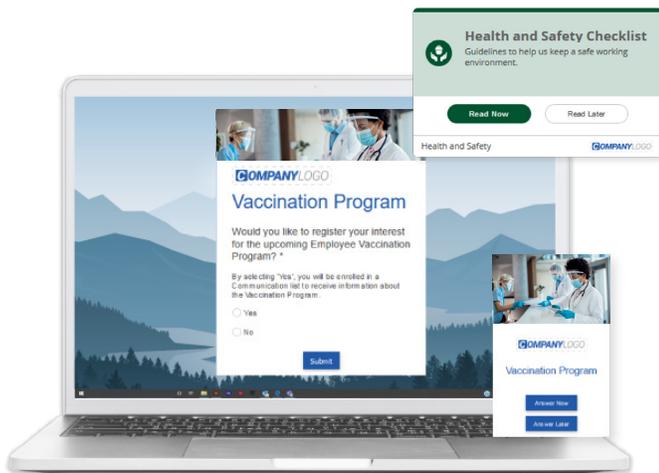
Examples of leadership communication uses include:

- + Leadership conference countdown – Alert
- + Company event registration – RSVP
- + Ask the CEO a question for the conference – Survey Tool
- + CEO announcement – Video Alert
- + Industry award announcement – Screensaver
- + Monthly newsletter update - Newsletter



## 🧑‍🦰 WELLNESS AND SAFETY

Share safety content with your employees and keep them up to date with the latest company policies and updates. **Share employee wellness tips and reminders to keep them healthy and happy at work.**



Examples of wellness and safety uses include:

- + COVID-19 health checklist – Alert
- + Vaccination program registration – RSVP
- + Wash your hands – Lock Screen
- + Remember to hydrate – Screensaver
- + Zoom-free Fridays – Lock Screen
- + Employee Assistance Program available - Screensaver

**The Solution:** SnapComms's multi-device messaging stands out because of the **full range of channels and formats** it provides to **ensure 100% readership** - from individual screen alerts to tickers, polls, and company-wide screensavers.

The extensive suite of messaging across desktop, mobile and digital device display, allows you to stay relevant and hold employee attention with **ready-to-use templates** and **in-built design capability** to help you to craft vibrant, compelling messages quickly to reach employees in real-time, every time, guaranteed.



### Let's Chat

Do you have questions? Would you like to know more about Critical Event Management?

**Get in touch or just call us at  
+1-818-230-9700 to learn more.**

### ABOUT EVERBRIDGE

Everbridge, Inc. (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety software applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Kolkata, London, Oslo, Singapore, and Stockholm.