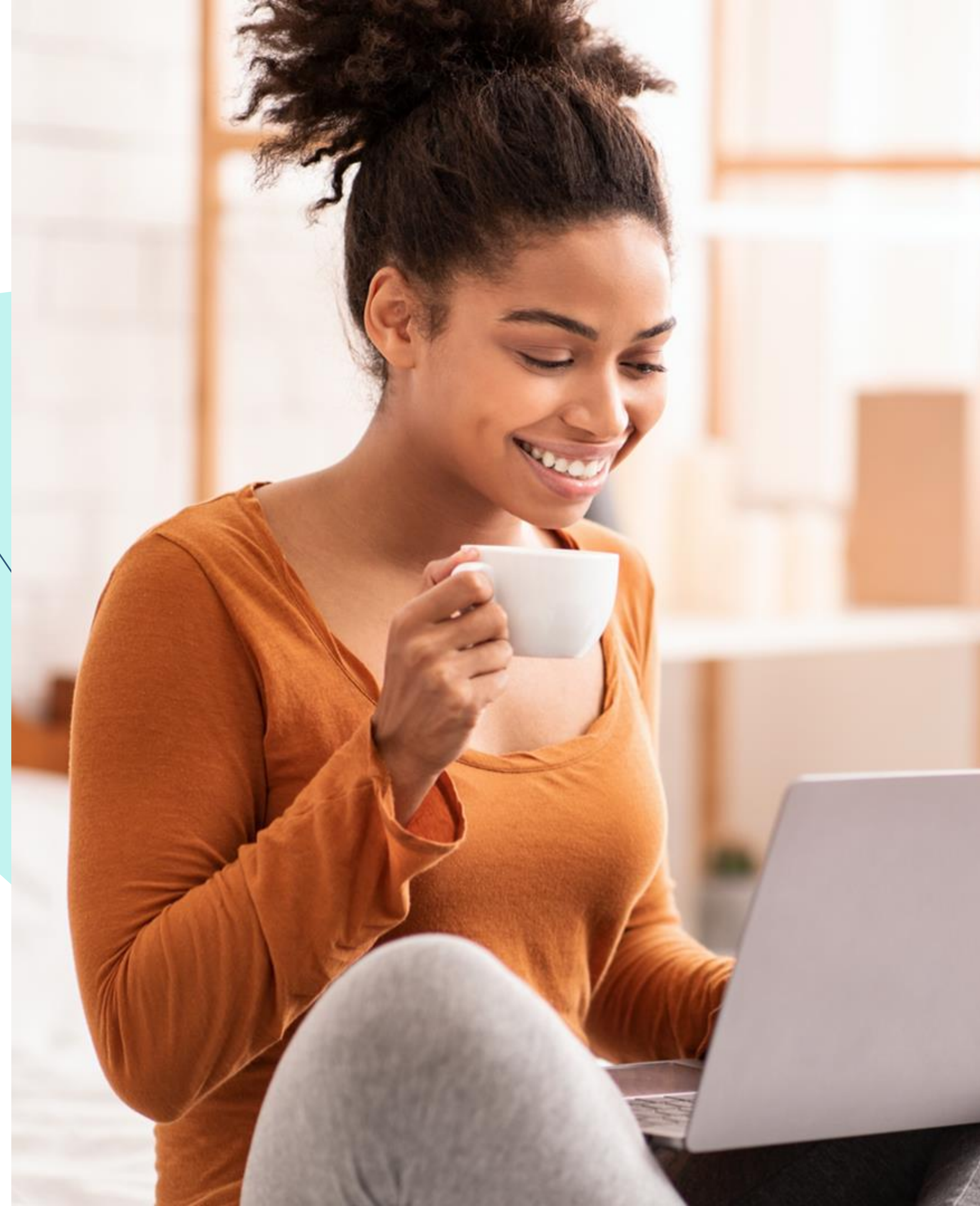# Transforming [CUSTOMER] for the new world of work with omnichannel employee communications

Poppulo + FWI

[DATE]

Agenda

01 — Introductions

02 — Driving transformational change with omnichannel employee communications

03 — Poppulo's Omnichannel Employee Communications Platform demonstration

04 — Next steps

Poppulo + FWI

6000
Customers

80
Countries

600
Employees

25
Years combined experience

Today's leaders are perfectly equipped to manage change in a world that no longer exists.

The way we work and communicate has changed.

3 out of 4 change initiatives fail.

Communication is the #1 success driver.

Transformations are more successful when leaders communicate:

3.8x
Goals and objectives

4.4x
Implications on day-to-day work

8.0x
Progress & success

McKinsey & Company

McKinsey & Company

Communicating a clear plan for the new world of work is critical

Without it employees are anxious – increasing burnout, reducing job satisfaction, and lowering productivity

68%
of companies have no detailed plan communicated or in place

47%
of employees are anxious as a result

5.0x
employees are more productive when a detailed plan has been communicated

In a noisy world, leaders struggle to create the clarity employees need to embrace this change.

The status quo

| Limited reach, siloed channels, inconsistent EX | Slow, top-down, uncoordinated and one-way comms | One-size-fits all, irrelevant and unengaging content | Limited data or measurement to optimize comms | "Off-label" tools not built for employee comms |

The Omnichannel Employee Communications Platform

OMNICHANNEL

CREATE CLARITY

ENTERPRISE-GRADE

DATA-DRIVEN

Engage 'work from anywhere' employees on their terms

- *Reach employees via email, mobile, digital signage, MSFT Sharepoint and Teams integrations*
- *Create a feedback loop*
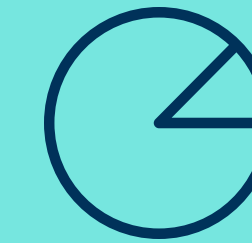
Precisely personalize to create clarity and meaning

- *Reduce noise, create clarity with hyper-personalization*
- *Drive change with powerful campaigns, dynamic content*

Enable secure, on-brand comms enterprise-wide

- *Gain control, consistency with powerful governance*
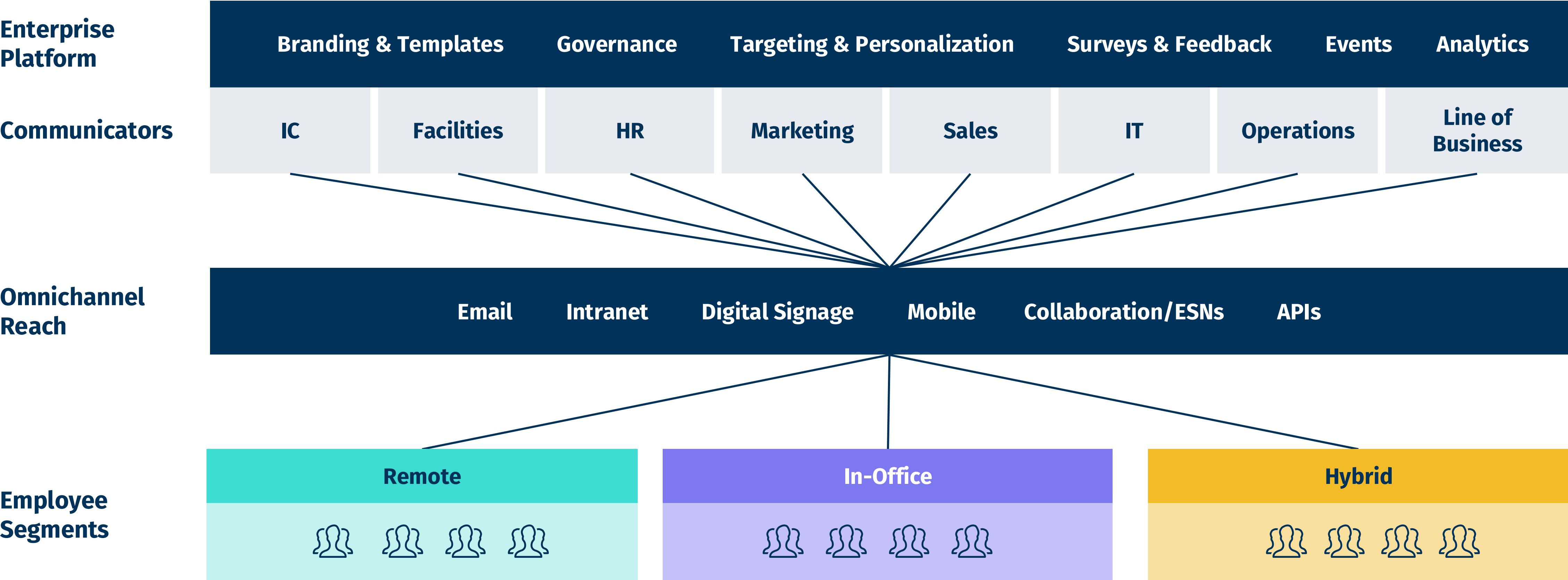- *Securely scale comms up to 10M+ messages per hour*

Drive better outcomes through data-driven employee comms

- *Create data-driven comms that deliver business results*
- *Optimize comms by audience, campaign, channel, content*

What if you could create the clarity every employee needs to embrace this change and drive business results?

The Omnichannel Employee Communications Platform

Enterprise Platform	Branding & Templates	Governance	Targeting & Personalization	Surveys & Feedback	Events	Analytics

Communicators	IC	Facilities	HR	Marketing	Sales	IT	Operations	Line of Business

Omnichannel Reach	Email	Intranet	Digital Signage	Mobile	Collaboration/ESNs	APIs

Employee Segments

Remote	In-Office	Hybrid

The Enterprise Employee Communications Platform

OMNICHANNEL	CREATE CLARITY	ENTERPRISE-GRADE	DATA-DRIVEN

Booz | Allen | Hamilton

gsk

Valley Health System

CDK Global

Achieved 93% employee satisfaction with IC by enabling cross-departmental comms governance to Booz Allen's 26K+ employees.

After reducing noise by 66% with Poppulo, 93% of GSK's 100K employees say internal comms now clarify strategic priorities.

Keeping 6K frontline and back office healthcare workers engaged throughout the pandemic via Poppulo email and mobile app.

"Poppulo has introduced a level of measurement we've never had. Senior leadership now buys into the value that IC adds."

Creating the leading omnichannel platform for the new world of work

Poppulo + FWI

6000
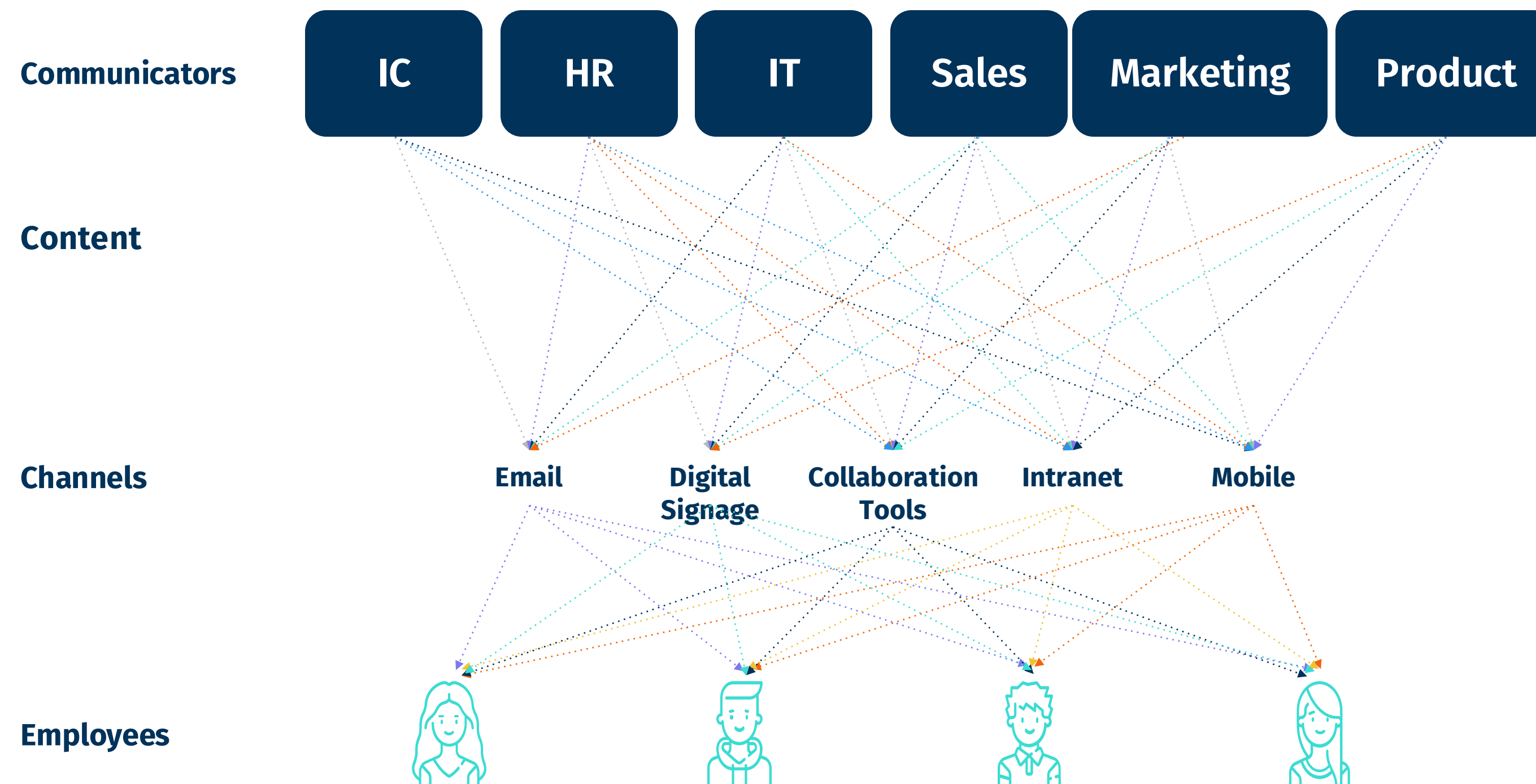Customers

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Next steps

01 — **Confirm high level requirements by channel**

02 — **Schedule proposal presentation meeting**

03 — **Address questions and open items / confirm decision to proceed**

DEMO SET-UP

Noisy, uncoordinated and inefficient comms hinder employee clarity

Communicators

| IC | HR | IT | Sales | Marketing | Product |

Content

Channels

Email   Digital Signage   Collaboration Tools   Intranet   Mobile

Employees

- Uncoordinated communicators and siloed systems lead to noisy, inconsistent comms
- Communicators waste time creating content in multiple systems
- Inability to personalize leads to one size fits all, often irrelevant content broadcast to all
- Difficulty reaching all employees with a key message, quickly
- No way to understand comms engagement and make better decisions based on data

Old way

The Poppulo+FWI way

Uncoordinated, siloed communicators lead to slow, inconsistent and confusing comms

Distributed communications, orchestrated with centralized governance, creates clarity

Inability to personalize leads to one-size fits-all, often irrelevant broadcast comms

Ability to precisely personalize for relevance reduces noise and creates alignment

No way to understand comms engagement and make better decisions based on data

Actionable performance analytics enable comms measurement and optimization

Communicators waste time creating content in multiple systems to reach all

Communicators can efficiently reach everyone with a single, integrated omnichannel solution

Demonstration

As a communicator, I need to help all of my employees manage the new world of work by creating clarity and alignment.

This requires a solution that:

- **Reaches every employee** through the channels where they are
- **Ensures comms consistency** for on-site, hybrid and remote workers
- **Securely scales** comms enterprise-wide with powerful governance
- **Reduces noise and creates clarity** with precise personalization
- **Delivers actionable analytics** on comms performance by audience, campaign, channel, content to measure and optimize
- **Enables easy, seamless publishing** of content across my channels

FWI + Poppulo Workplace

One integrated employee communications, digital signage, space optimization and resource management platform.

Broadcast Employee Comms
with Digital Signage

Targeted Employee Comms
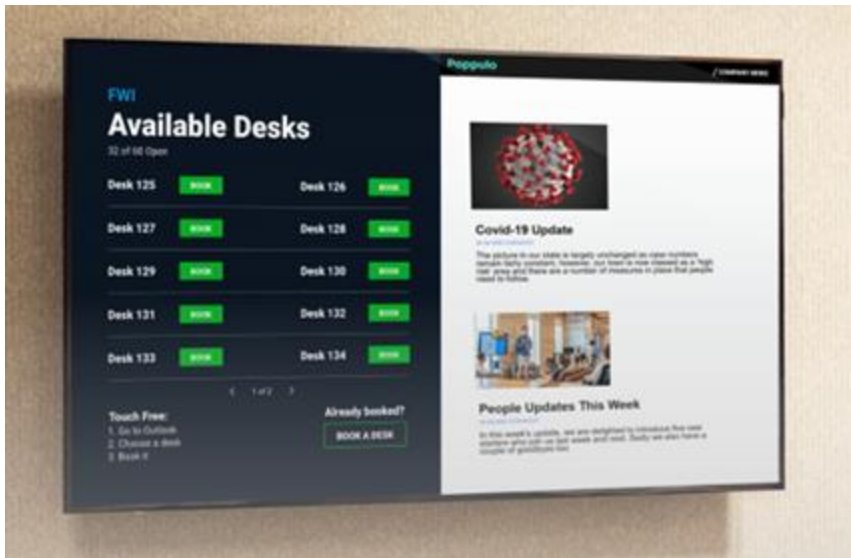with Email, Mobile, Desktop

Pulse Surveys
& Feedback
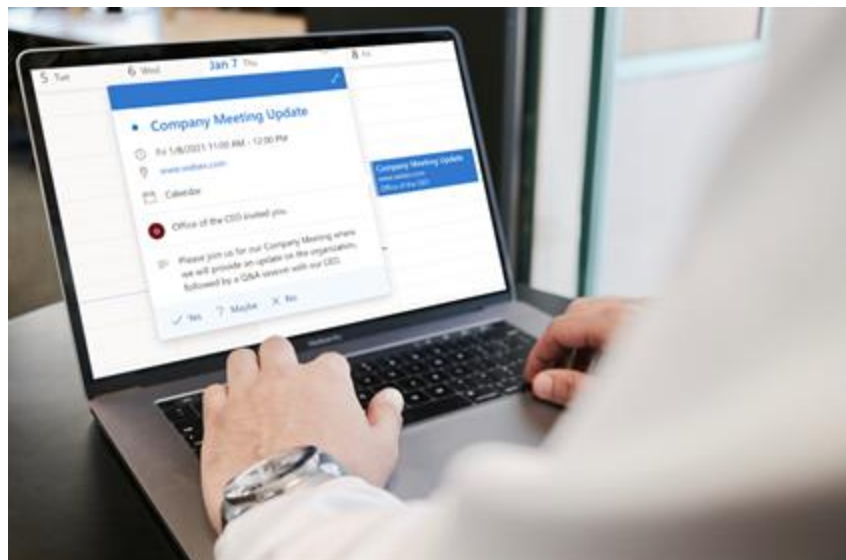
Town Hall &
Event Management

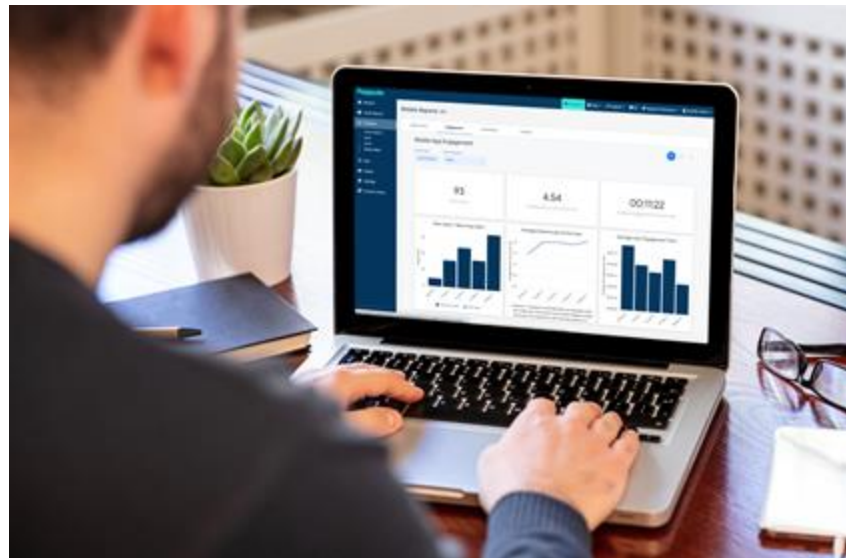KPIs & Performance
Dashboards

Interactive Kiosks
& Directories

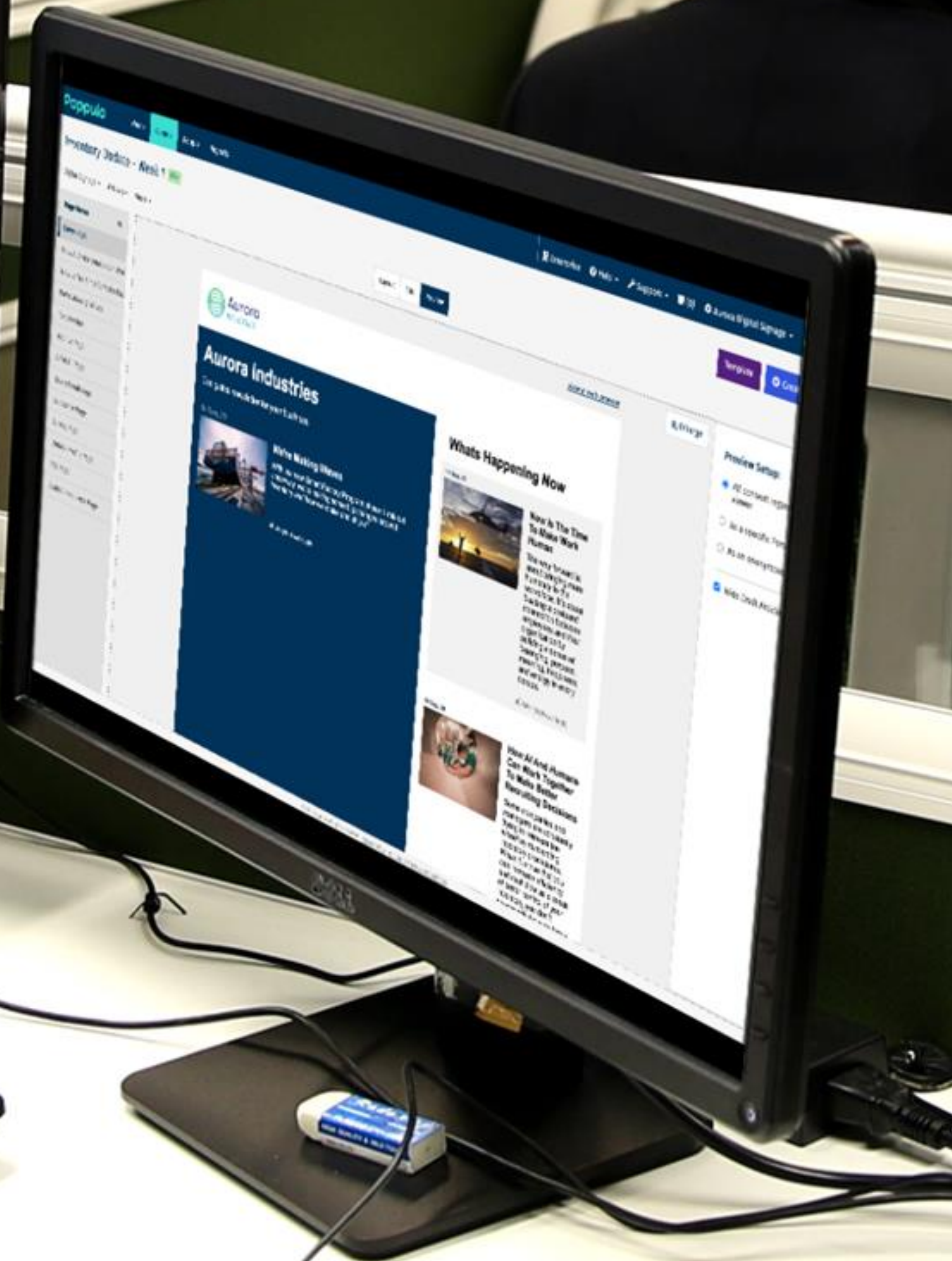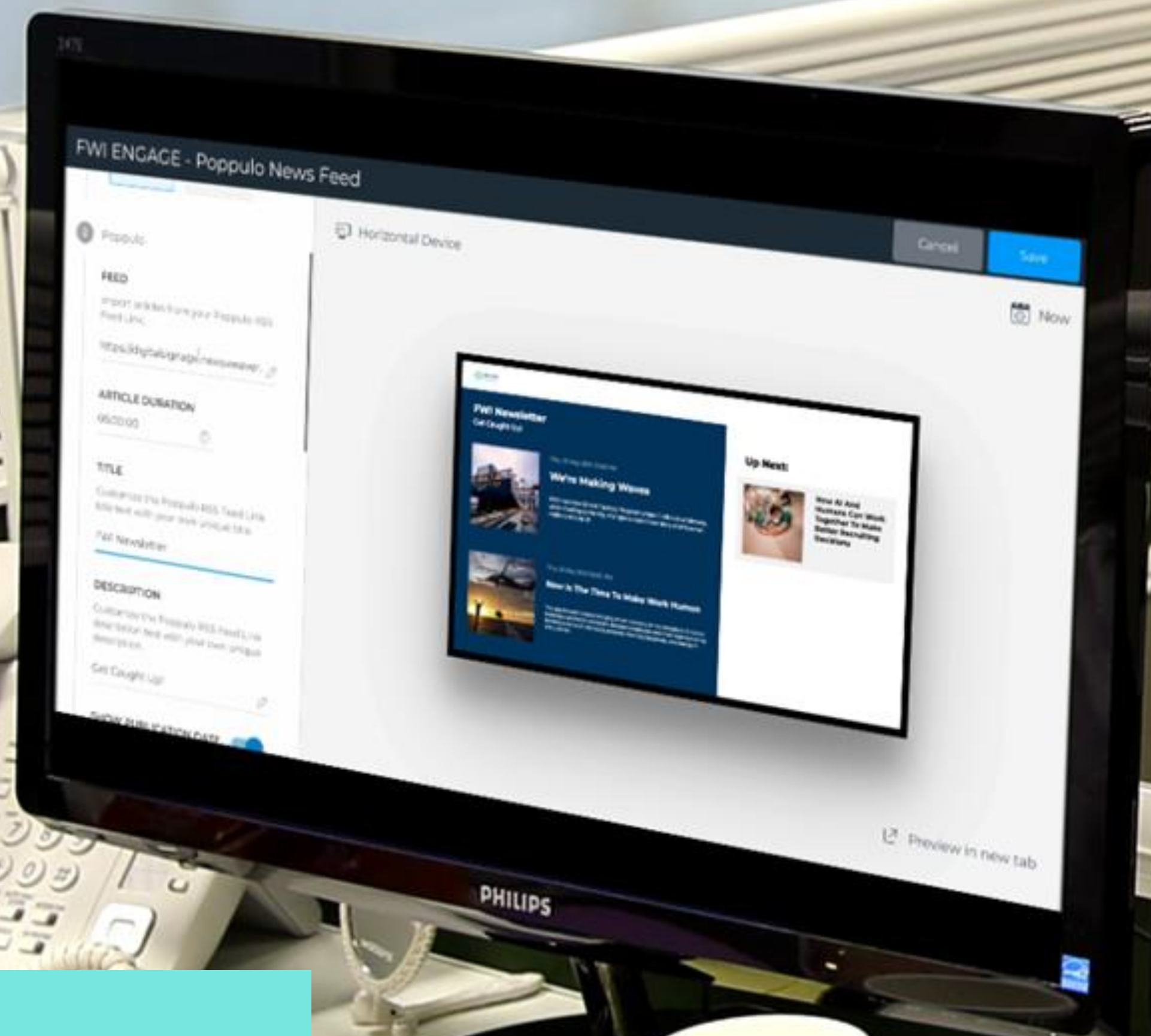Integrated Health
& Safety Solutions

Room Booking Panels

Desk & Room Management,
Mobile Wayfinding
& Contact Tracing

Analytics &
Data Intelligence

Create clarity and alignment to help employees manage the new world of work.

Easily distribute Poppulo content to your FWI digital signage network.

Quickly find your desk location on the map.

Stay informed on important company announcements.

Stay informed on critical performance data throughout the day.

Content is always fresh and engaging, wherever you are in the office.

Success Stories

The Omnichannel Employee Communications Platform

Reach every employee

Make it personal

Scale comms enterprise-wide

Drive action with data

Valley Health System

gsk

Booz | Allen | Hamilton

CDK Global.

Keeping 6K frontline and back office healthcare workers engaged throughout the pandemic via Poppulo email and mobile app.

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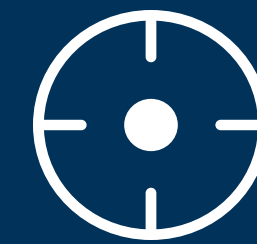
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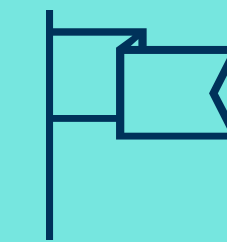
GSK

£4.3B Global healthcare leader with 100K employees

93% of employees say internal comms clarify GSK's strategic priorities

GOALS

- Engage employees in new strategy and objectives
- Reduce noise & increase clarity
- Improve personalization

RESULTS

- 87% of employees say internal comms are more relevant
- 66% less one-to-many internal communications
- Shift to outcomes-focused comms
- Hyper-personalized comms replaced noisy shadow comms
- IC now a strategic partner

Sodexo

Global leader in Quality of Life services

Poppulo Mobile launched to **30K employees**, including 13k front-line staff with **personal email**
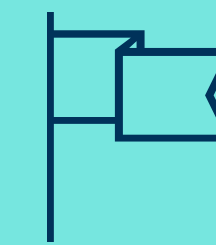
sodexo

together we rise

Solutions to Start and Stay Strong

#SodexoProud

GOALS

- Drive strategic initiatives across **all employee levels**
- **Cross Channel** Insights for Corrective Action
- Establish enterprise governance for Content
- Improve personalization in **ALL Push Channels**
- Reduce reliance on **LINE MANAGER Comms**

RESULTS

- Communicating strategic change initiatives like *Rise with Sodexo*
- Actionable engagement metrics
- Enabling decentralized comms with a centralized governance model
- Relevant content targeted by audience

Maximus

A leading provider of health and human services worldwide with **30k+ employees**

Employees working in **highly secure and regulated** environments
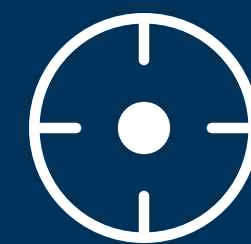
GOALS

- Communicate with employees distributed across a variety of locations, working in highly secure and regulated environments.

- Share critical HR business communications

- Understand engagement
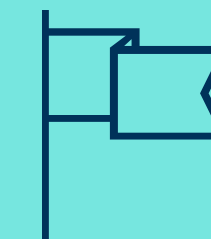
RESULTS

- Amplify their most critical business communications

- Provide a direct line of communication to employees on the channel of their choice

- Use data on how employees are interacting with the mobile content to drive greater engagement

Stewart Milne

UK'S leading home builder and timber system manufacturer

Keeping **deskless & desk-based workforce** informed throughout corporate restructuring
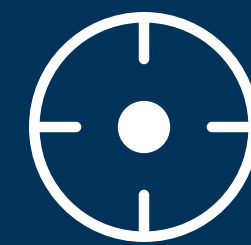
GOALS

- Communicate corporate strategy and restructuring info
- Reach desk-based and deskless factory and construction workers
- Engage, align and inform all workers including 50% deskless
- Direct employees to resources
- Gain employee feedback
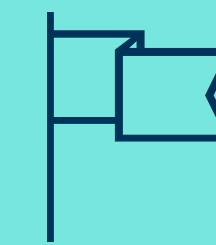
RESULTS

- Employees engaged through time of change and uncertainty
- Poppulo Mobile has become go-to resource hub for employees
- IC strategy informed by real-time employee feedback via surveys
- 33%+ Poppulo Mobile adoption after 4 months
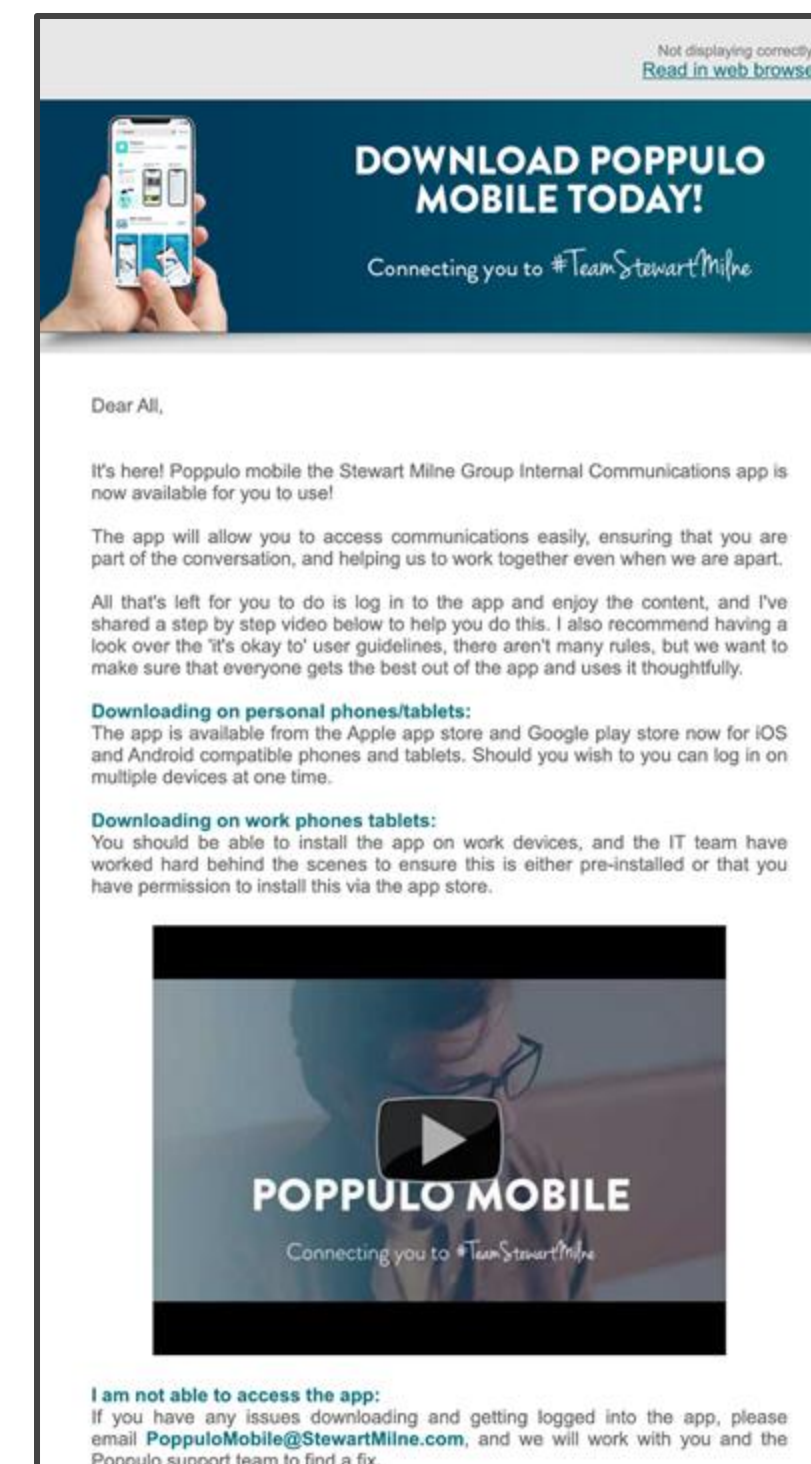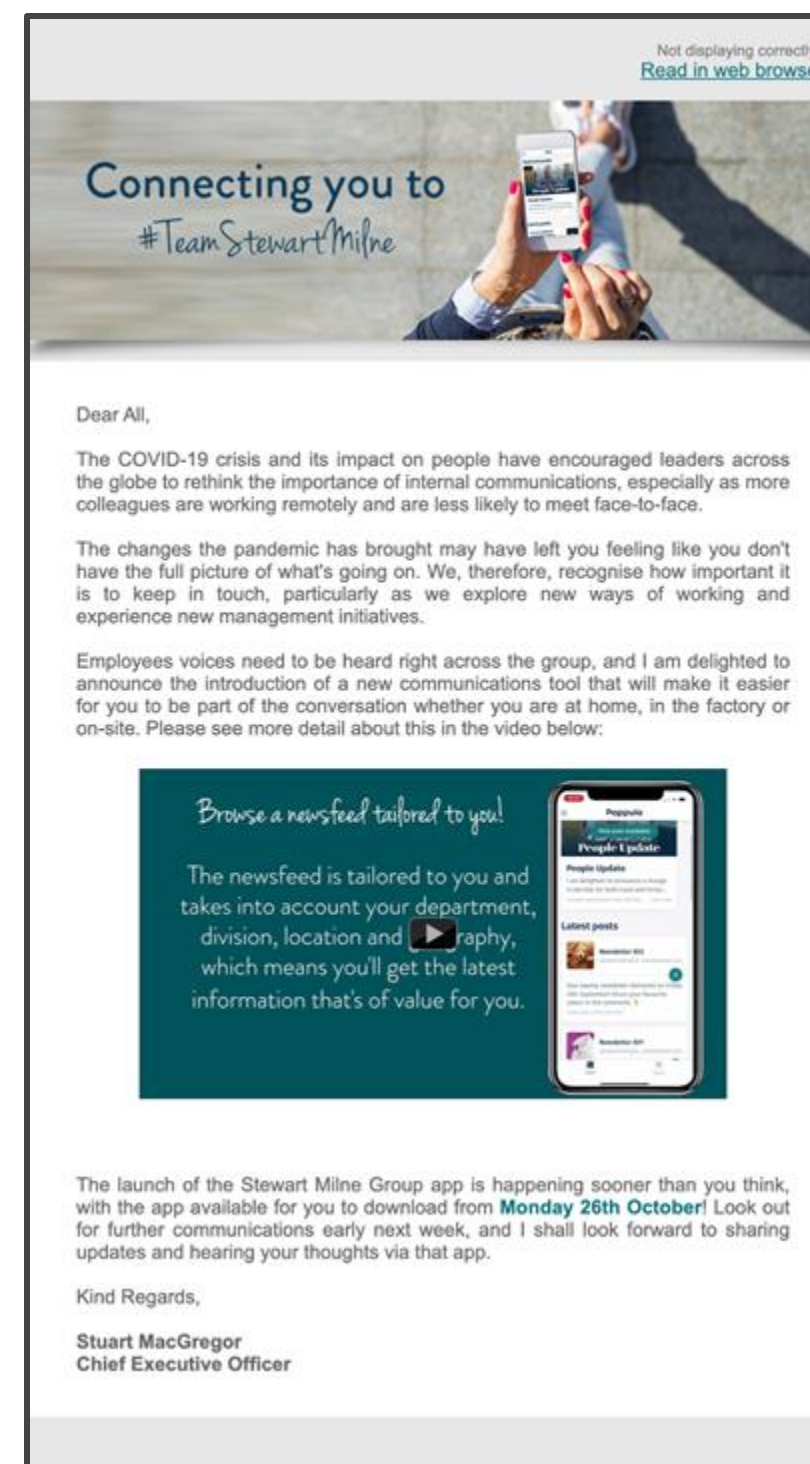
Employee Governance Policy

Driving mobile adoption within a desk-based and deskless workforce

UK'S leading home builder and timber system manufacturer launched Poppulo Mobile to 900+ employees:

- Goal to connect and align employees with strategic changes in business

- 50/50 desk-based workers and deskless workers

- Targeting deskless factory and construction workers who do not check email regularly

- App adoption in first 4 months is 33% and growing

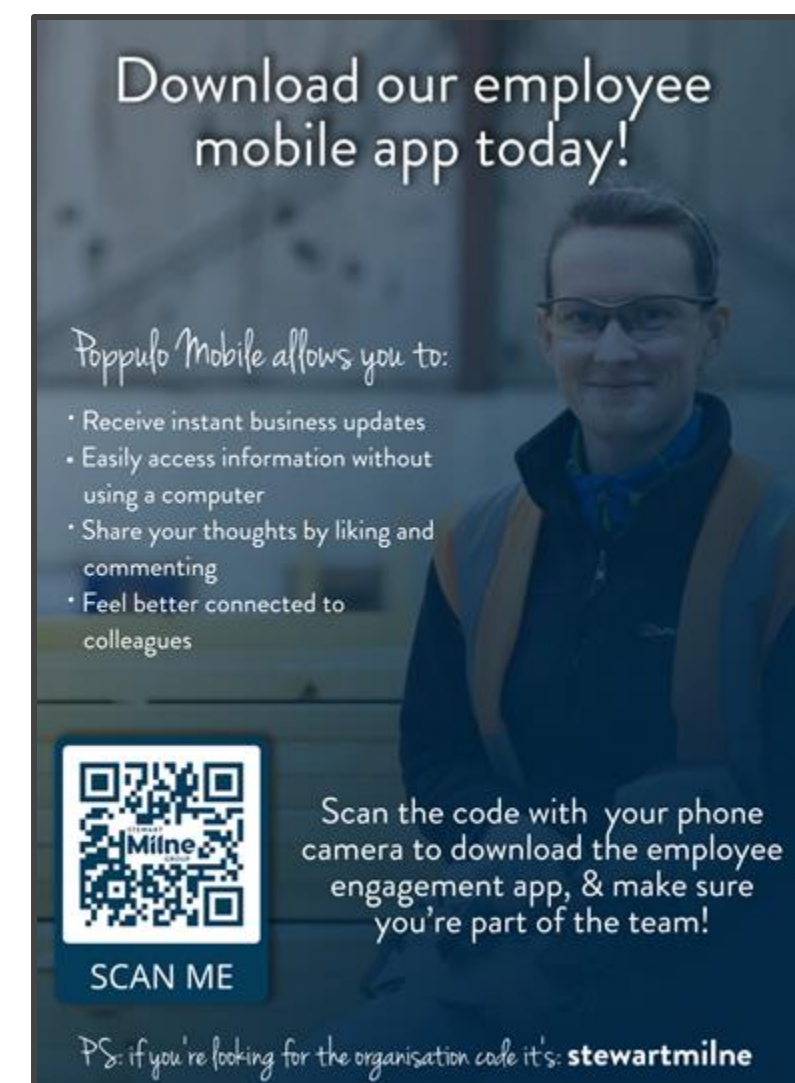- Poppulo Mobile becoming a "hub" that SharePoint intranet was not

Promotional emails

Promotional Posters

Creating the leading omnichannel platform for the new world of work
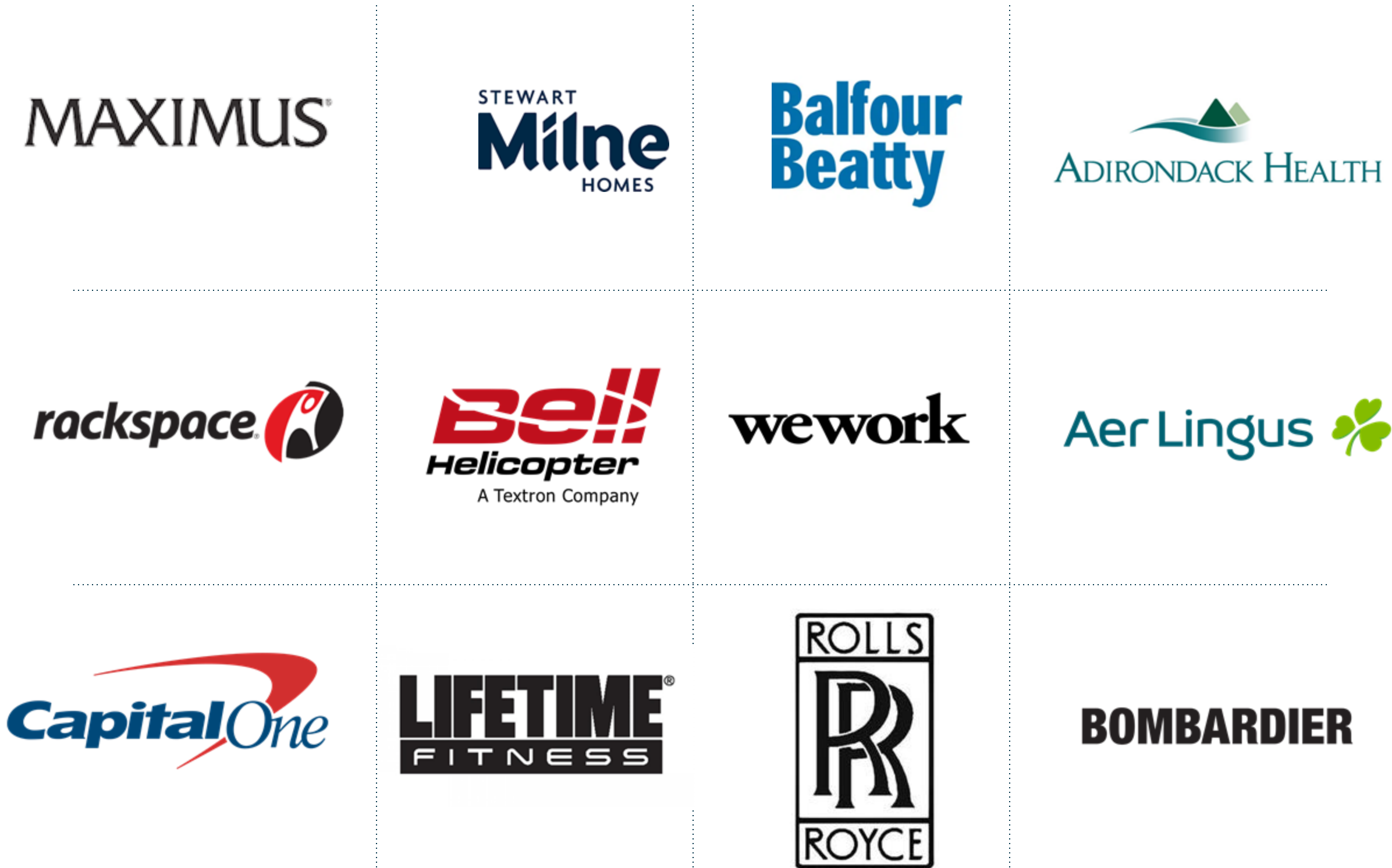
Poppulo + FWI

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Poppulo + FWI

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About FWI

Founded in 2005 with a vision for transforming how businesses communicate with and engage customers and employees.

FWI's digital signage and workspace management platform supports:

- Intuitive content distribution
- Device management
- Enterprise flexibility
- Room booking and wayfinding
- Occupancy and contact tracing

Omnichannel Platform

FWI
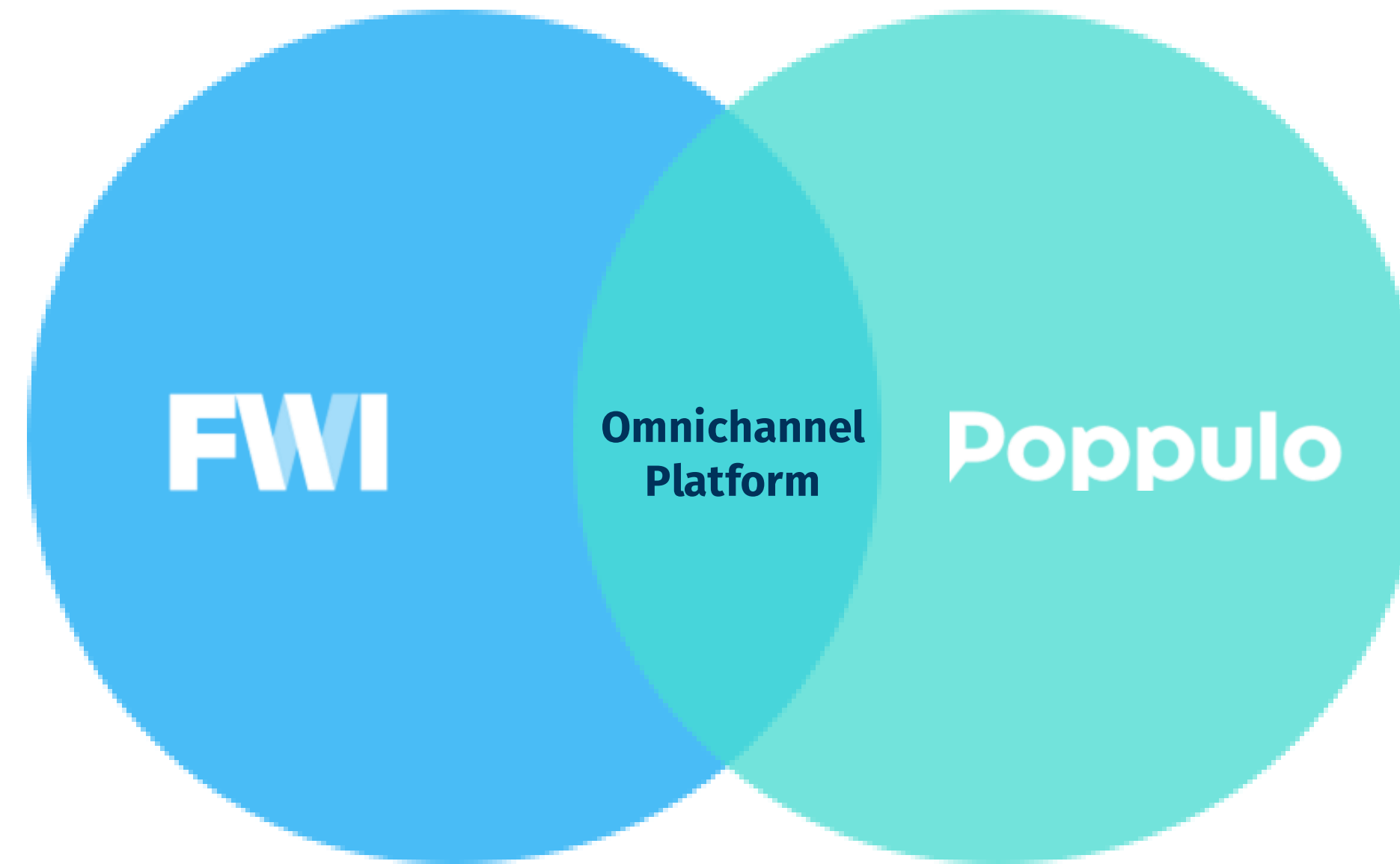
Poppulo

About Poppulo

Founded in 2002 with a vision and a passion to radically change how companies engage with their people.

Poppulo's enterprise-class employee communications platform supports:

- Personalized multi-channel comms
- Content creation
- Enterprise governance
- Surveys and event management
- Real-time, actionable metrics

Backed by Vista Equity Partners, together Poppulo and FWI are creating the leading omnichannel employee communications platform for enterprises.

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VISTA
EQUITY PARTNERS

The leading private equity firm focused on software, data and technology-enabled business investments.

Today, Vista's combined portfolio represents one of the largest enterprise software companies in the world. Vista works closely with their portfolio of enterprise software companies to drive positive change, innovation and growth that reaches nearly every part of the global economy.

Our Vista Partnership

In March 2019, FWI joined Vista. In April 2021, Poppulo joined Vista.

Together, FWI & Poppulo are leveraging Vista's deep industry expertise and best practices to continuously improve our technology and operations so that we may better serve our customers.

REACH OF THE VISTA ECOSYSTEM

70+
Companies

175+
Countries

70K+
Employees in the Vista Network

700K
Customers