

How to use desktop alert software for employee notification

Desktop alert software is a simple, effective way to reach your staff quickly – and to encourage them to act

SnapComms desktop alerts:

- are quick and easy to set up and use;
- make your priority messages stand out from the 'clutter' of other messages;
- let you reach the employees you want to reach, without disturbing others who don't need the information;
- deliver a range of content including text, audio-visual (e.g. video) and links to further information (e.g. your company intranet);
- let you deliver invitations to company events and monitor replies;
- are persistent. You can set them to recur or escalate until users respond;
- offer simple reporting options make it easy to check which employees have read your message and, if needed, responded;
- bypass MicroSoft Exchange. This means you can reach your employees even when your email system is down;

Examples of information you can deliver using SnapComms desktop alert software

- Breaking news (e.g. financial results, senior resignations and appointments)



- Reminders about upcoming deadlines (e.g. when performance plans are due)
- Countdowns to and updates on product launches
- System outages and status updates
- Advice about new policies and resources (e.g. new information on your intranet)
- Reminders about staff offers (e.g. health and wellbeing)
- Warnings (e.g. fraud alerts, security breaches)
- Invitations to company events
- Updates on competitor activity and industry changes

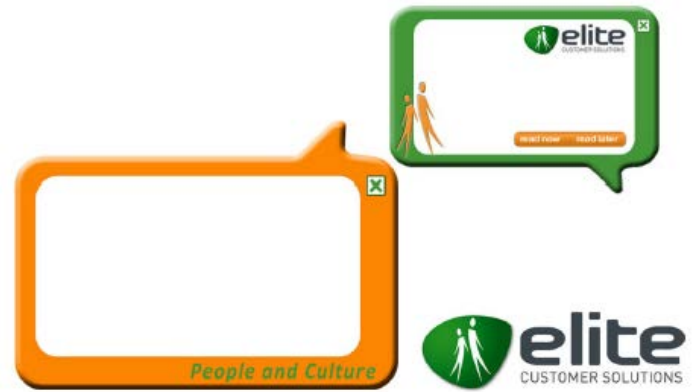
SnapComms in action: case studies

These are a few examples where organizations have used SnapComms desktop alert software as a practical, effective way to notify their employees.

ELITE

Elite Customer Solutions is a leading provider of integrated customer management solutions supporting the BP and Castrol brands. As part of the BP group of companies, Elite sits within a global organization with operations in over 100 countries across Europe, North and South America, Australasia and Africa.

- Use Desktop Alert Software like the one below to broadcast breaking news and other important announcements, directly to users' computers.
- Use RSVP Alerts to invite employees to all major Elite events and manage their replies.
- Use Video Desktop Alerts to push videos directly to users' computers.



Baystate Health

Baystate Health is a healthcare provider with four facilities in Massachusetts employing 10,000 staff.

- Use Alert Software to make sure urgent internal communications reach employees fast.
- Use message targeting, recurrence and reporting features actively. This includes monitoring minute-by-minute whether messages have been delivered and read.

Wipro Retail

Provides IT and business services to the retail sector and has over 500 employees.

- Uses SnapComms' Desktop Alert Software (along with Scrolling Newsfeed and SnapMag) to make sure employees receive important updates.



"The SnapComms tools can cut-through and proactively push information to where it is needed. This is also an important factor for us."

Cosima Wagner, Marketing & Communications, **Wipro Retail**

Laser UK

Leading provider of innovative credit and customer programs, with 740 people across two sites in the UK

- Use desktop alert and screensavers to push targeted messages to call center staff.
- Actively use the recurrence options to allow staff to defer reading a message if they are taking a call.
- Use to support activities that promote engagement (e.g. staff offers like free personal training sessions, to recognize and reward staff, to promote company events like the Christmas party).

"We can now ensure that important information is communicated to every employee and we can easily measure information cut through"

Julia Hope, Communications Manager, **LASER UK**