



# REACH THE RIGHT PEOPLE AT THE RIGHT TIME WITH IM BROADCAST

A fast and simple alternative for improving internal communications and avoiding the chaos of email

## QUICK & EASY STAFF COMMUNICATION

IM Broadcast from Modality Systems makes it easy to get your 'must read' company messages out - without them getting lost in overflowing inboxes or missed by busy employees<sup>1</sup>.

This simple but hugely useful application lets you send targeted instant messages (IMs) to specified individuals or groups via Skype for Business. Online users are instantly alerted to the IM through an on-screen pop up, while offline users get their alerts as soon as they log back in.

IM Broadcast is designed to ensure important or time-sensitive messages are received, read and, where relevant, acted upon. It is perfect for management and press announcements, recall notices, system maintenance alerts, knowledge transfer and policy updates.

This efficient and hard to ignore alternative to email allows targeted messages to be scheduled with ease, with expiry dates added. Links can be included with additional content or specific actions, while customisable reporting allows senders to see who has viewed the messages, and crucially, who hasn't.

It's now even easier to ensure your messages get to the right employees at the right time.

<sup>1</sup>IM Broadcast is a business communication tool. It is not designed to be used for real time emergency notifications.

## DELIVERING BUSINESS VALUE

### COMMUNICATE

Company news and announcements are sent and received in real time.

### SHARE

Time sensitive alerts can be shared with individuals, teams or companywide.

### INTEGRATE

Web and file sharing links can be added to provide additional content or employee action.

### ACCELERATE

Important messages are seen quicker and can be actioned faster than emails.

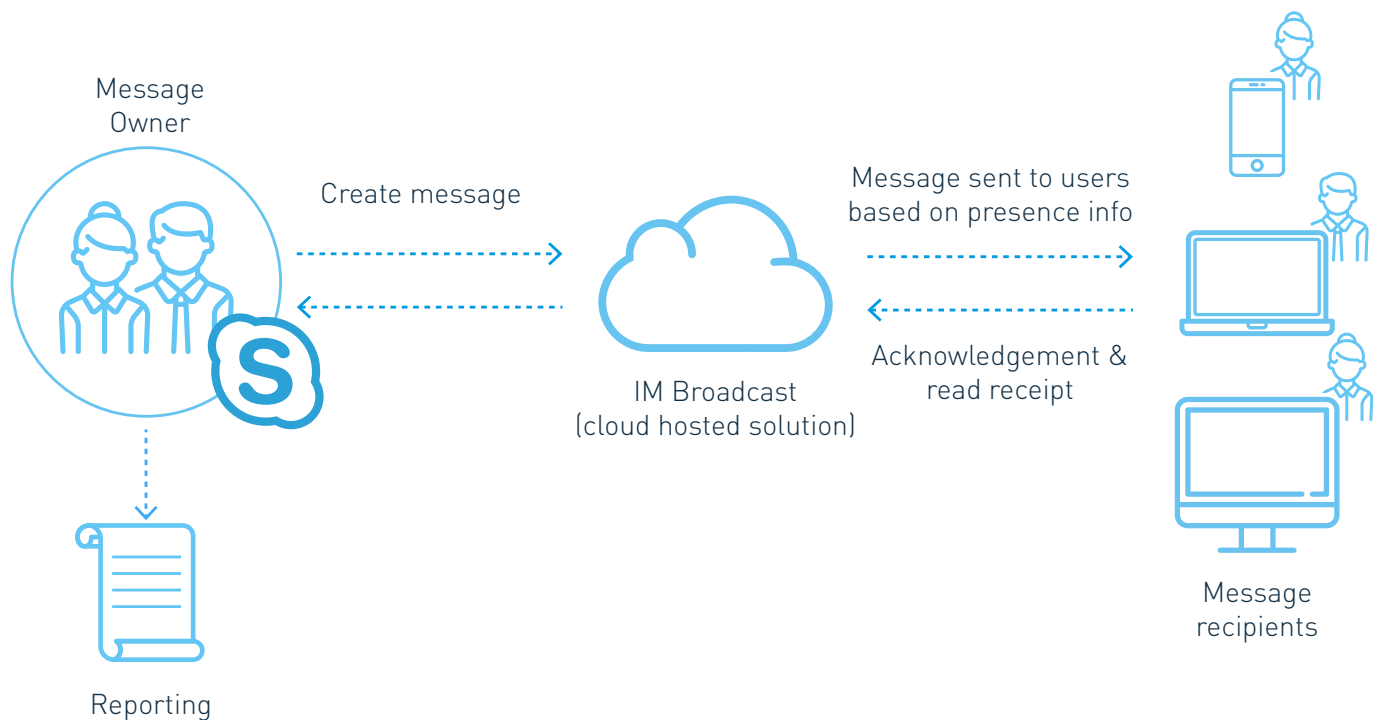
### IMPROVE

Clear and auditable reporting demonstrates (and increases) staff engagement.

IM Broadcast offers an on-screen pop-up alternative to email - getting your messages out, read and acted on.

## EXTENDING THE VALUE

Taking advantage of the instant message and presence functionalities within Skype for Business, IM Broadcast extends the value of your Microsoft investments by offering a direct and flexible alternative to email for important or time sensitive alerts.



## FLEXIBLE FOR ANY USE CASE

IM Broadcast can be used in a variety of ways, and by every department across the business. Facilities management can advise staff of building repairs in a timely fashion – with messages set to expire when work is due to complete. Customer-facing teams can be alerted to new product launches or recalls, while internal communications can use IM Broadcast to drive leadership engagement with employees.

The ability to integrate web and content links can drive further action. For example, HR can include a web link to an employee satisfaction survey or online training courses, while compliance officers can include links detailing new policies and regulations to specific target groups, with the ability to request receipt acknowledgements for audit trail and reporting purposes.

IM Broadcast use cases are limited only by the imagination!