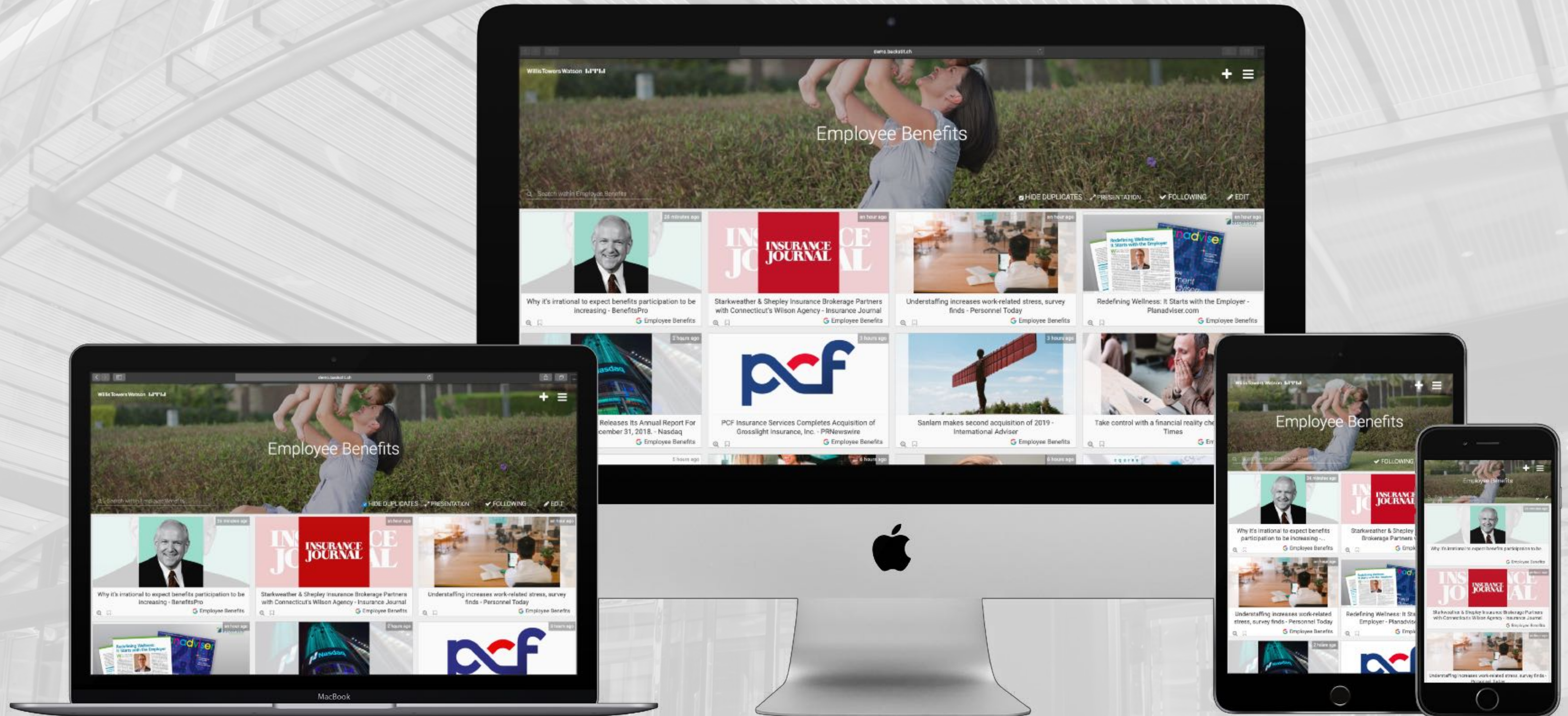


backstitch

Willis Towers Watson  **Lookbook**

April 2019

Reach All Team Members, On Every Device





FedEx scraps annual employee bonus | Compensation & Benefits - HR Grapevine

Employee Benefits

HJT: The Healthtech Times – The AWS for pharmacies - BetaKit

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Five Excise Tax Tips For Tax-Exempt Employers - Employment and HR - United States - Mondaq News...

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Tim Hortons fights Big Mac with new loyalty rewards program - TheSpec.com

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2019 Federal Budget: Key Provisions Affecting Pensions, Benefits and Executive Compensation - JD...

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How educated employees make your benefits plan more effective - BenefitsPro

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People-First: A Place To Flourish - Forbes

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Events organisation offers 'Brexit rage room' as team building activity - Employee Benefits

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When the Team Doesn't Talk: 5 Signs of a Breakdown in Communication at Your Business - AXcess News

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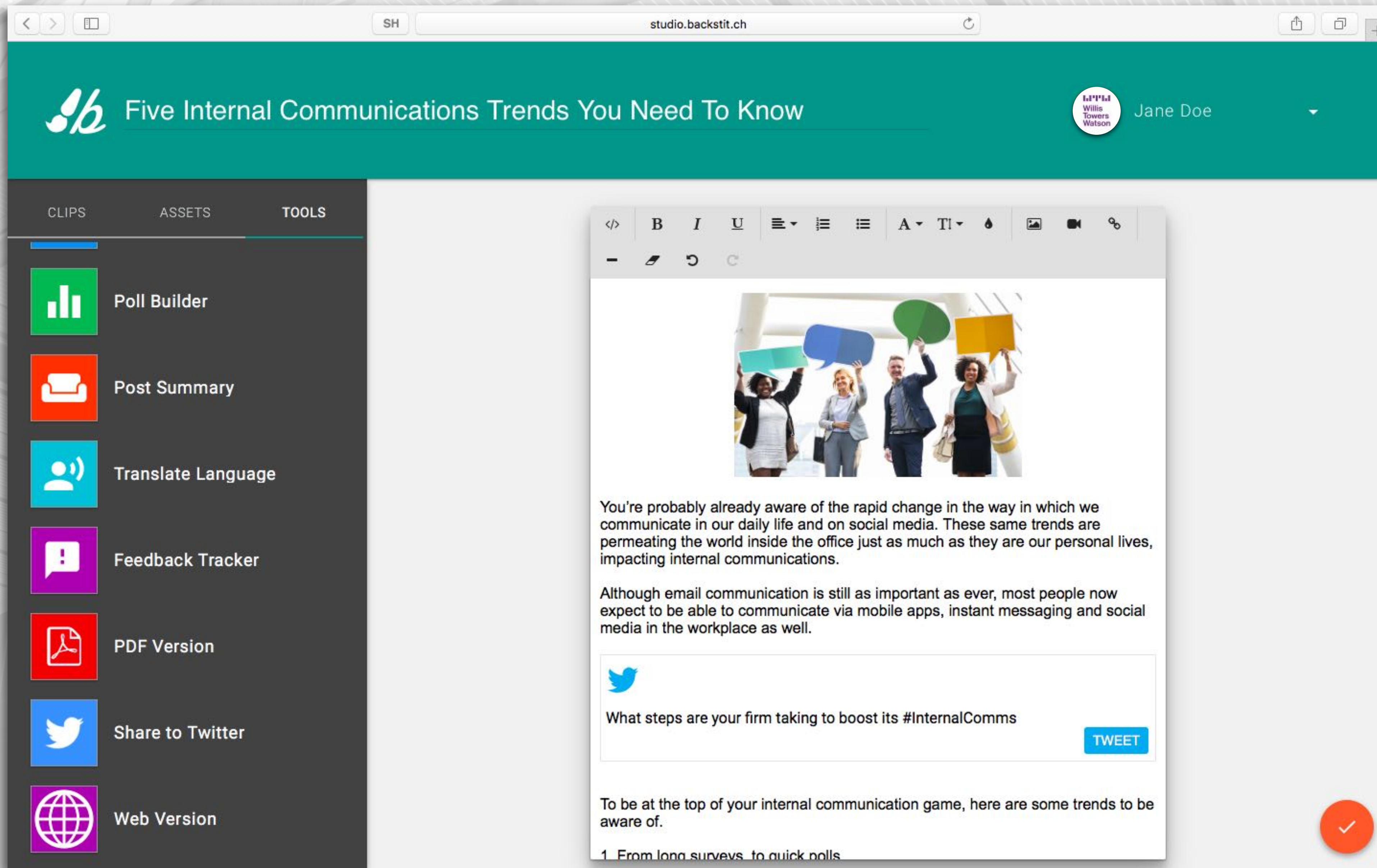
Competing for workers, U.S. Steel adds parental leave, gender reassignment coverage to benefits package -...



Are You Taking Full Advantage of Your Job's Benefits and Perks? - HBR.org Daily

Employee Benefits

Craft Internal Content



Automated Translation, Summaries and More

The screenshot displays the studio.backstt.ch web application. The browser's address bar shows the URL. The page header features a logo, the title "Five Internal Communications Trends You Need To Know", and a user profile for Jane Doe. A left sidebar lists various tools: Button Creator, Poll Builder, Post Summary, Translate Language, Feedback Tracker, PDF Version, and Share to Twitter. A "Translate Post" modal is open, showing a Google Translator interface with the text "Probablemente ya conocas el rápido cambio en la forma en que nos comunicamos en nuestra vida diaria y en las redes sociales. Estas mismas tendencias están impregnando el mundo dentro de la oficina tanto como lo hacen nuestras vidas personales, lo que afecta las comunicaciones internas." and "Aunque la comunicación por correo electrónico sigue siendo tan importante como siempre, la mayoría de la gente ahora espera poder comunicarse a través de aplicaciones móviles, mensajería instantánea y redes sociales en el lugar de trabajo también." The modal includes "CANCEL" and "INSERT" buttons. In the background, a tweet is visible with the text "What steps are your firm taking to boost its #InternalComms" and a "TWEET" button. A red circular confirmation button with a checkmark is located in the bottom right corner.

studio.backstt.ch

Five Internal Communications Trends You Need To Know

Jane Doe

CLIPS ASSETS TOOLS

Button Creator

Poll Builder

Post Summary

Translate Language

Feedback Tracker

PDF Version

Share to Twitter

Translator: GOOGLE

Translate Post

English to Spanish

Replace Selected Text

Probablemente ya conocas el rápido cambio en la forma en que nos comunicamos en nuestra vida diaria y en las redes sociales. Estas mismas tendencias están impregnando el mundo dentro de la oficina tanto como lo hacen nuestras vidas personales, lo que afecta las comunicaciones internas.

Aunque la comunicación por correo electrónico sigue siendo tan importante como siempre, la mayoría de la gente ahora espera poder comunicarse a través de aplicaciones móviles, mensajería instantánea y redes sociales en el lugar de trabajo también.

CANCEL INSERT

What steps are your firm taking to boost its #InternalComms

TWEET

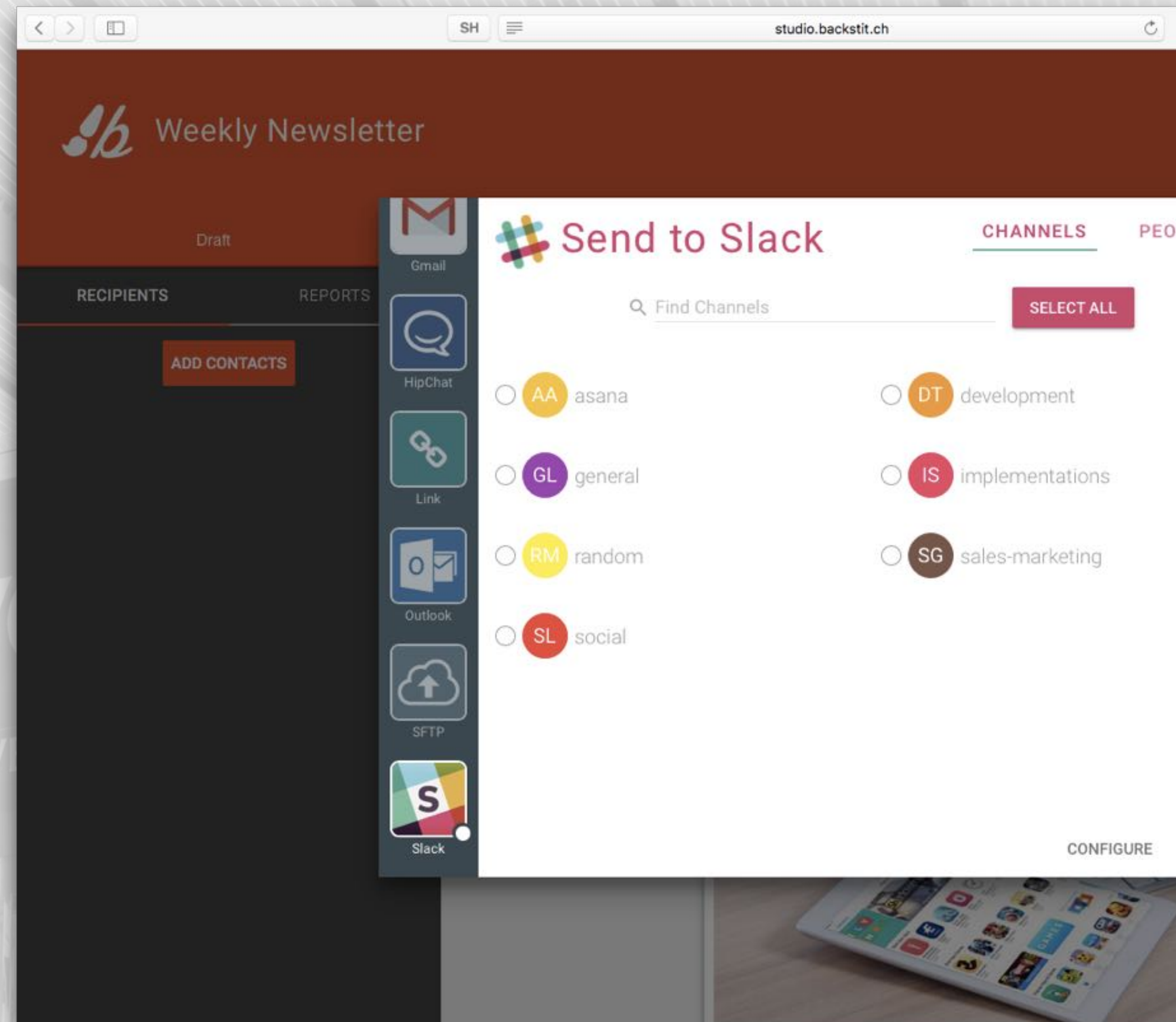
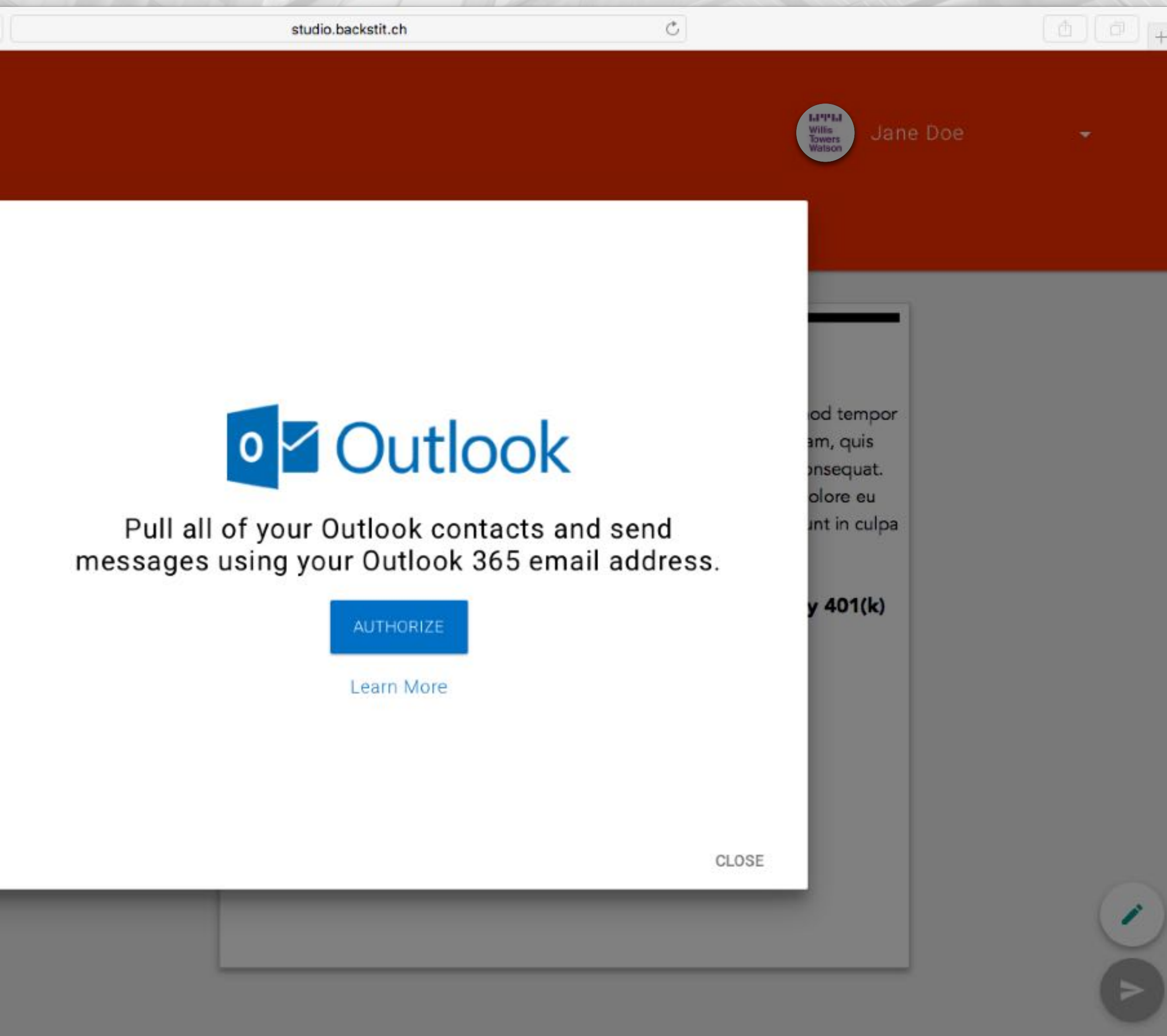
To be at the top of your internal communication game, here are some trends to be aware of.

1. From long surveys to quick polls.

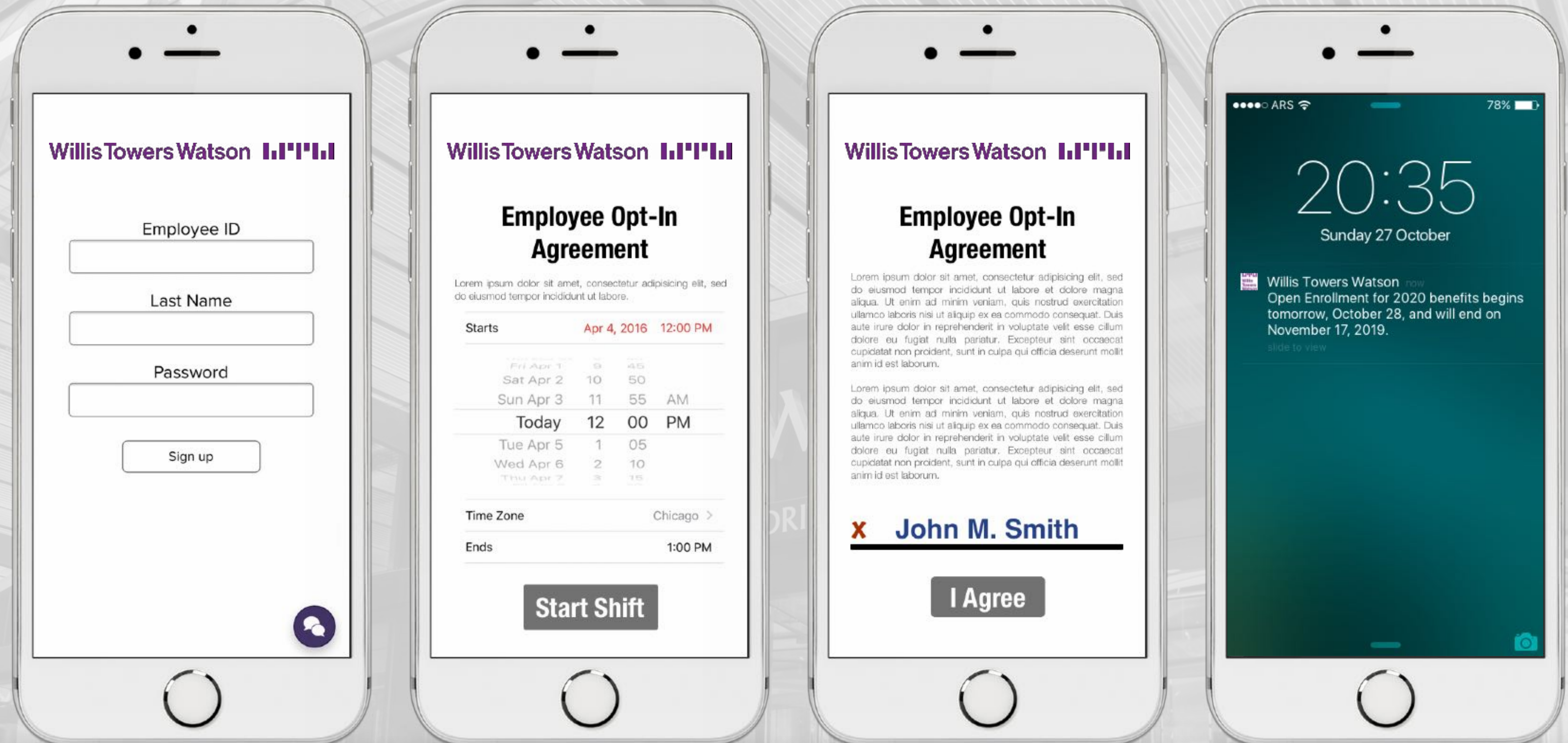
Conduct One-Click Surveys and Polls

The screenshot displays the studio.backstitch.ch web application. The browser's address bar shows the URL. The page has a dark teal header with the logo and the text "Our Employee Newsletter". A user profile for "Jane Doe" is visible in the top right. A left sidebar contains navigation options: CLIPS, ASSETS, and TOOLS. Under TOOLS, there are icons and labels for "Button Creator", "Poll Builder", "Post Summary", "Translate Language", "Feedback Tracker", "PDF Version", and "Share to Twitter". The "Poll Builder" tool is active, showing a modal window with the title "Poll Builder". Inside the modal, the poll question is "Are you up to date on our company news?". Below the question, there are five response options, each with a colored circle and a hex color code: "Yes!" (black, #000000), "Somewhat. I have some familiarity." (green, #00ff00), "No. I'd love to learn more!" (yellow, #ffff00), "Response" (red, #cc3300), and another "Response" (green, #00ff00). At the bottom of the modal are buttons for "ADD RESPONSE", "CANCEL", and "INSERT". In the background, a preview of a newsletter article is visible, featuring a photo of a man in a safety vest and the headline "The owner discovered that one of the employees could not". Below the photo is a "Read More" button. At the bottom of the newsletter preview, there is a section titled "Smart Benefits: ACA Update - Continue to Comply" with a date and time stamp "Aug 6, 2018 at 4:59pm". A red circular button with a white checkmark is located in the bottom right corner of the interface.

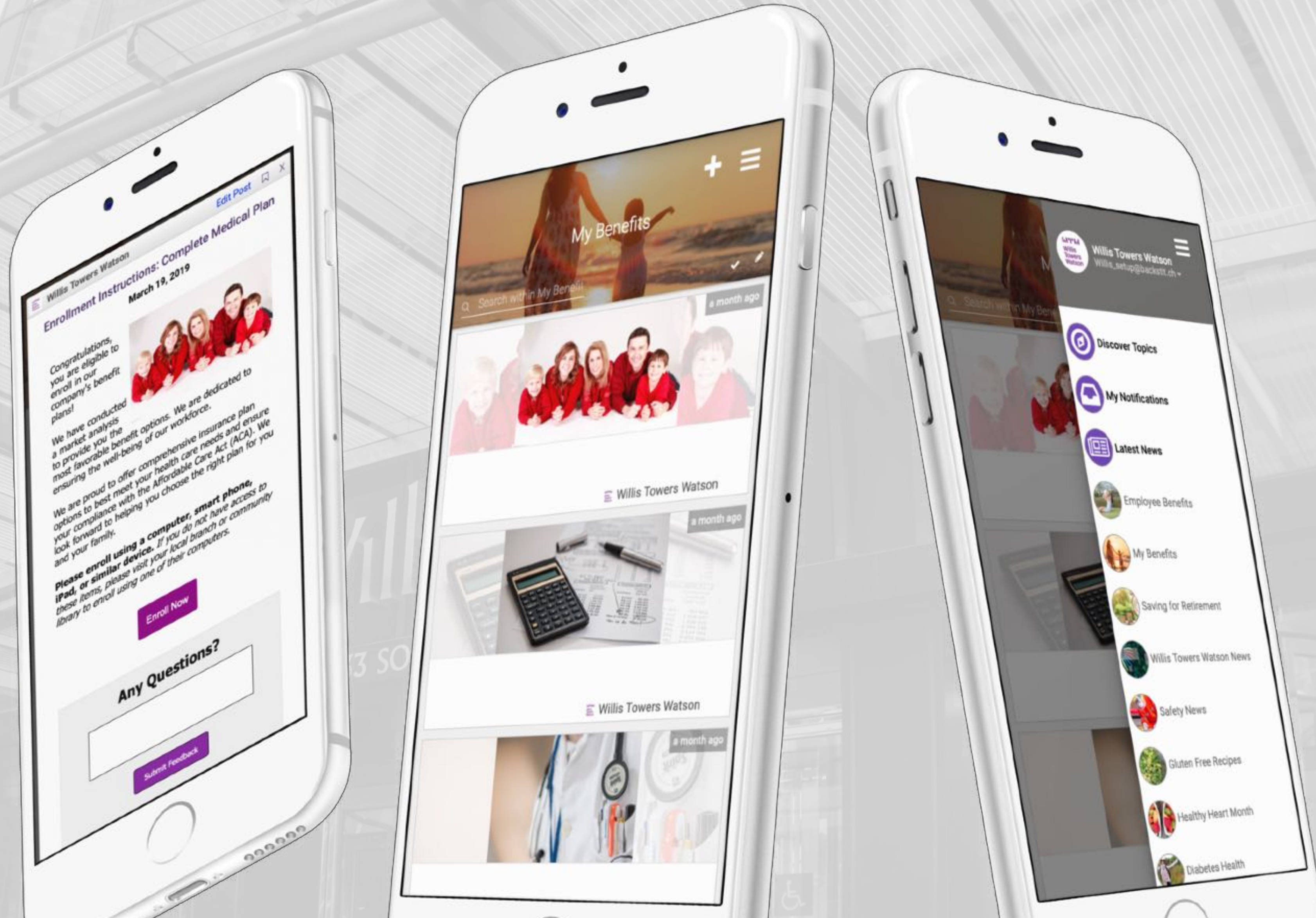
Publish to New & Existing Channels



Securely Authenticate All Employees



Access Materials in the Field




Monitor Industry and Competitive News

Willis Towers Watson

demo.backstitch.ch


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In open offices, workers chat 70% less, are less productive, and email more

Ars Technica




To Remain A Global Economic Leader, The U.S. Has To Lead On Paid Leave

Forbes - Business



Companies need older workers: here is why


Reuters: Money



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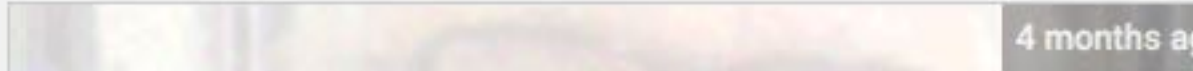
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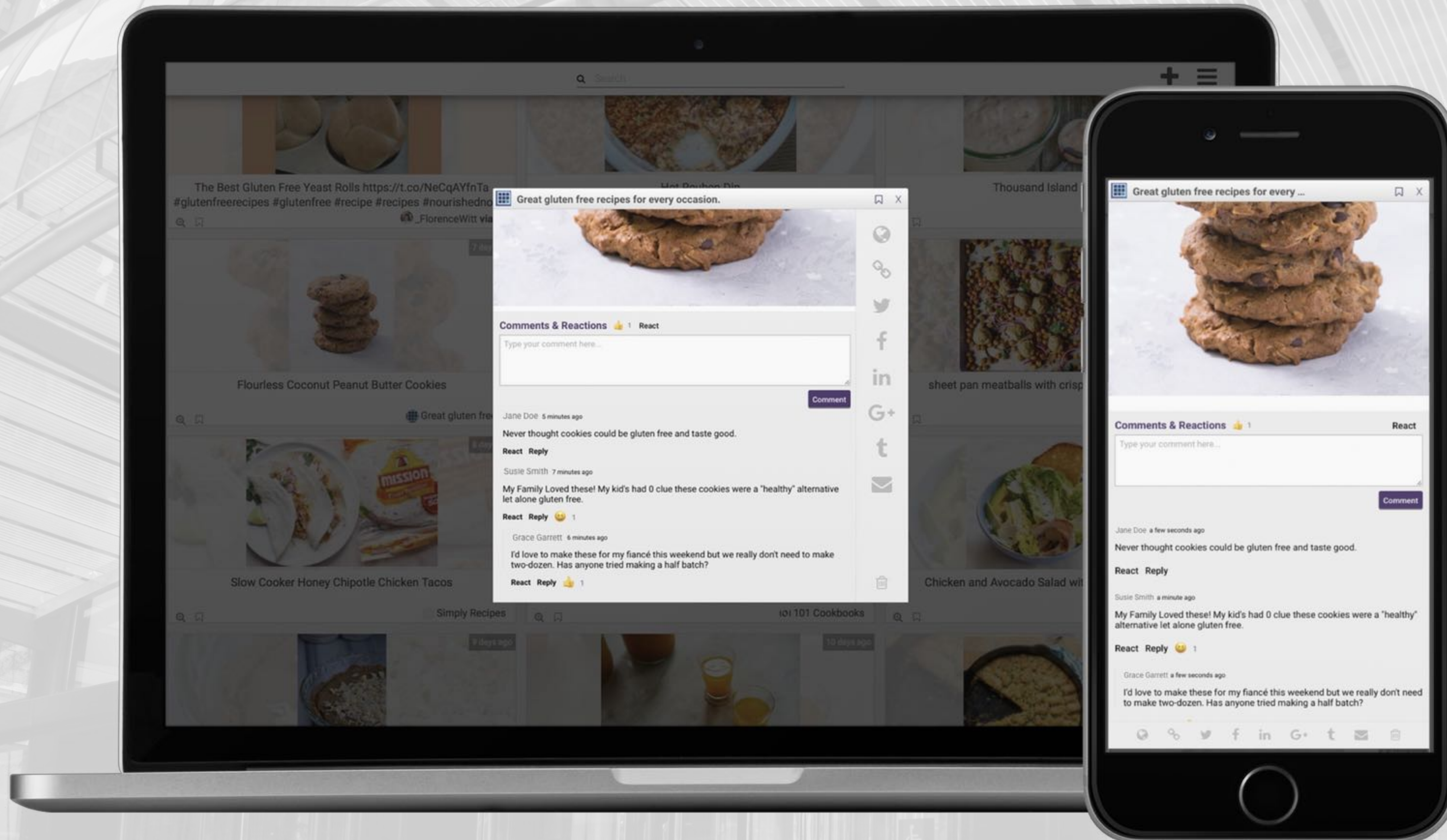


4 months ago

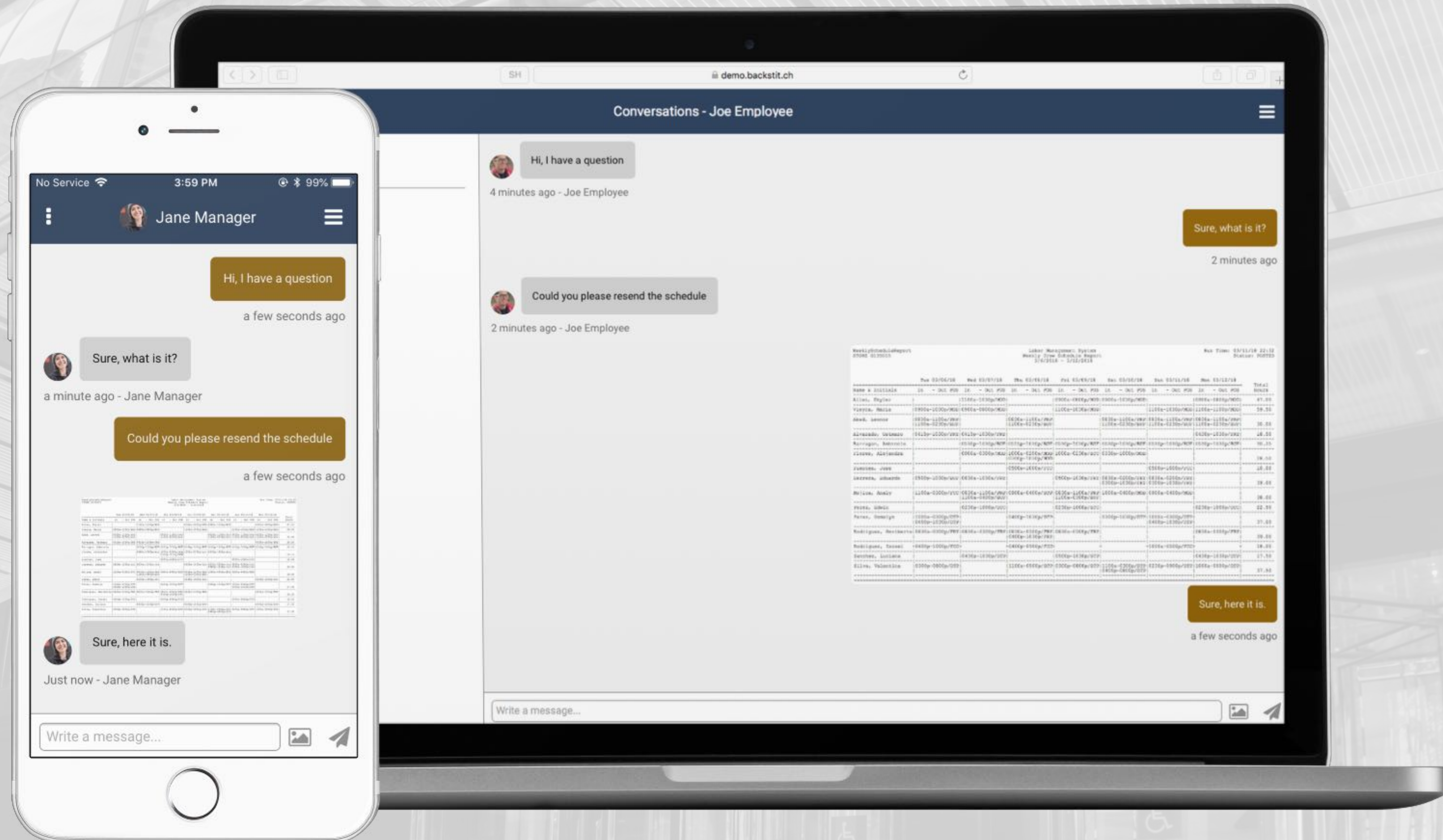


4 months ago

Encourage & Drive Conversations



Promote Real-Time Communications



Provide Curated Wellness Content

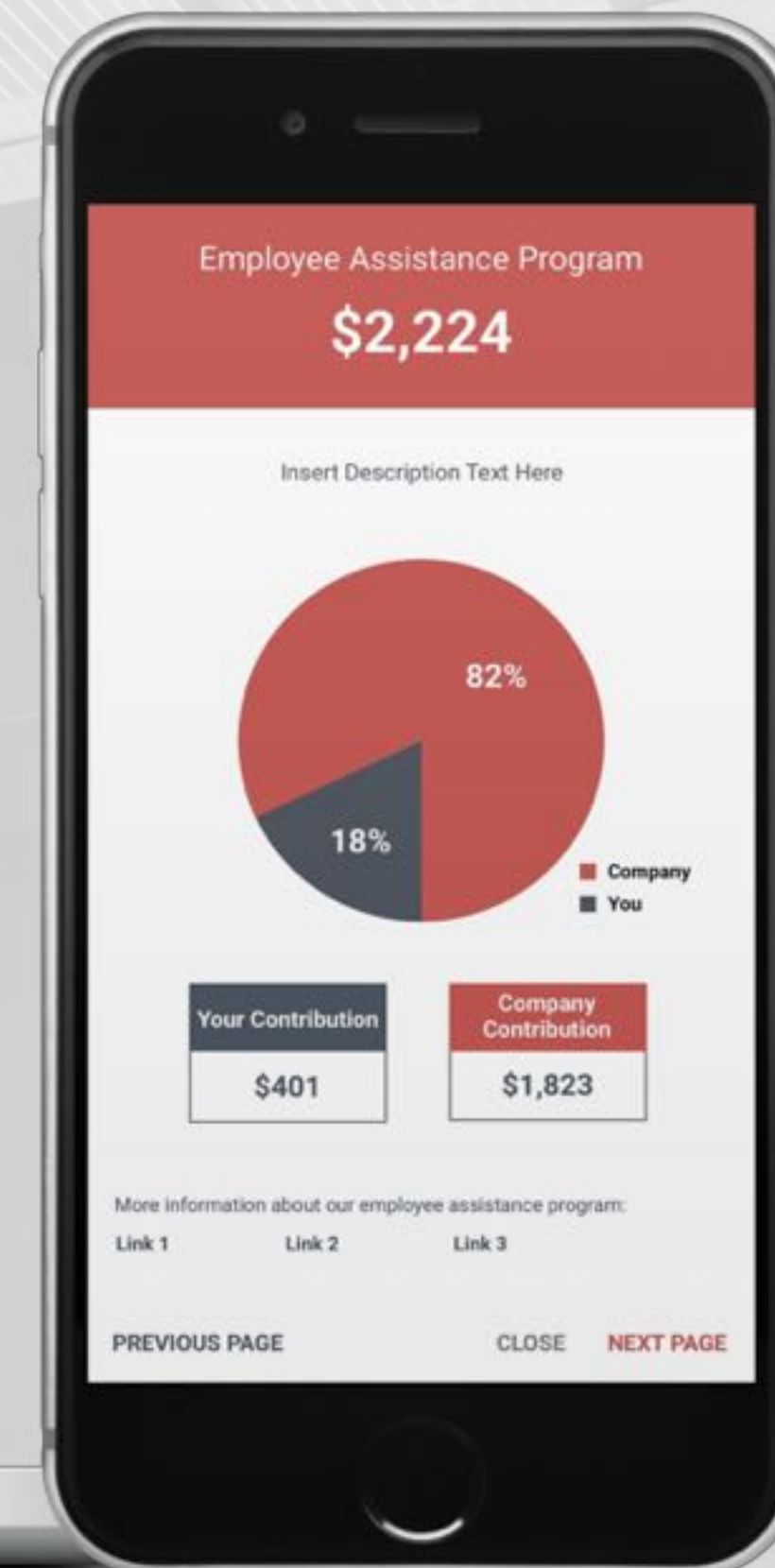
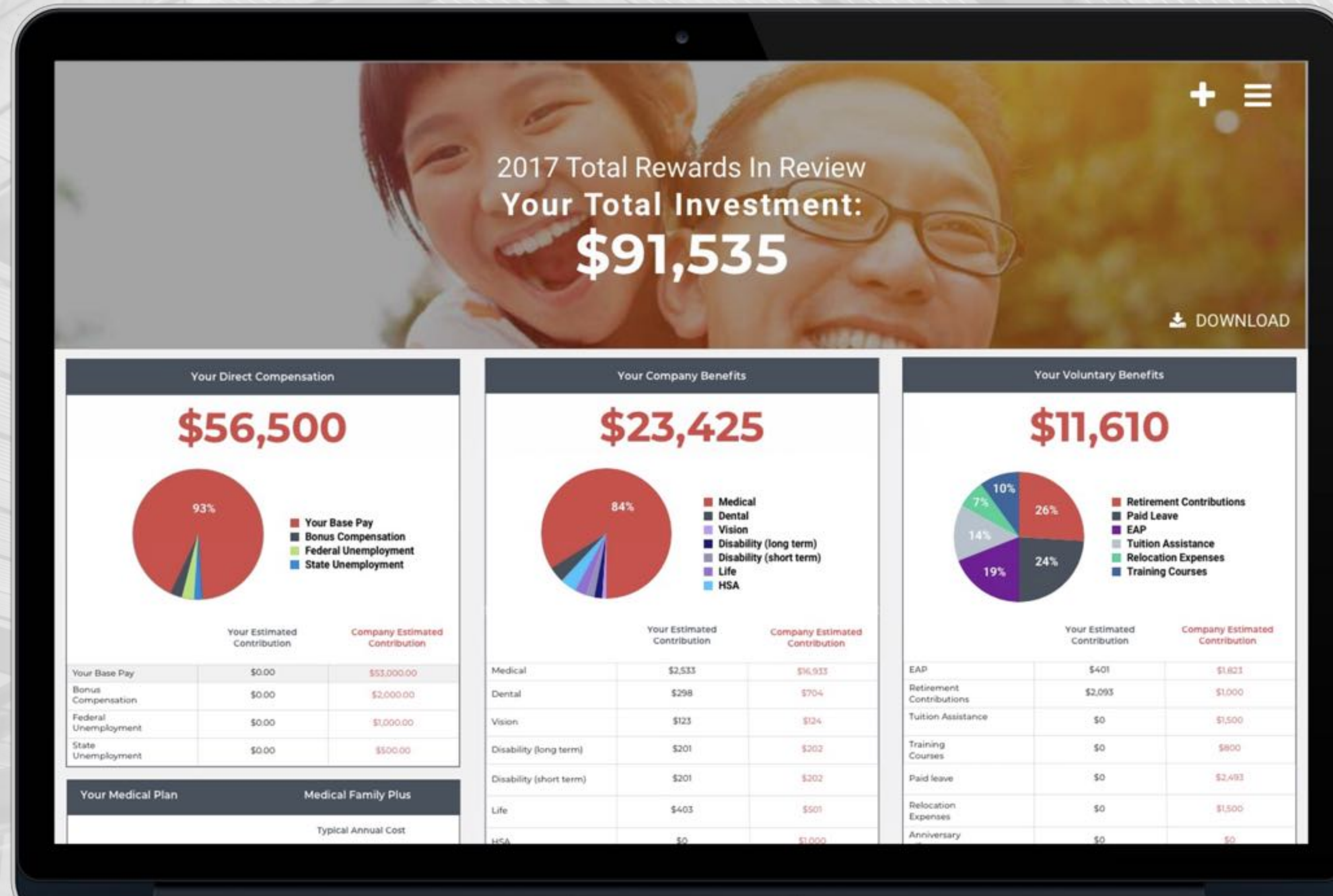
The image displays a social media feed for the account 'WillisTowersWatson'. The feed is viewed on a mobile device, as indicated by the browser interface at the top showing 'demo.backstitch.ch'. The main header of the feed features a large image of tomatoes and the text 'Gluten Free Recipes'. Below this, there are several posts:

- The Gluten-Free Almond Flour Cookbook**: A post featuring a book cover for 'the GLUTEN-FREE ALMOND FLOUR cookbook' with a timestamp of '14 hours ago'.
- Perfect Classic Guacamole**: A post showing a bowl of guacamole with a timestamp of '14 hours ago'.
- 7 Day Gluten-Free Menu Plan**: A post showing a bowl of food with a '7-DAY GLUTEN FREE MENU PLAN' graphic and a timestamp of '15 hours ago'.
- VEGAN GENERAL TSO'S 'CHICKEN'**: A post showing a bowl of food with a 'VEGAN GENERAL TSO'S 'CHICKEN'' graphic and a timestamp of '15 hours ago'.
- Avocado Stuffed**: A post showing a bowl of food with a timestamp of '15 hours ago'.
- African Pepper Soup + Tutorial**: A post showing a bowl of soup with a timestamp of '30 minutes ago' and a link to a tutorial.
- Gluten Free Blueberry Cornbread**: A post showing a cornbread with a timestamp of '4 hours ago'.
- Pistachio-Kale Pesto**: A post showing a bowl of pesto with a timestamp of '6 hours ago'.
- Low Carb Delicious Gluten Free**: A post showing a bowl of food with a timestamp of '7 hours ago'.
- ZERO Carb Noodles**: A post showing a bowl of noodles with a timestamp of '7 hours ago'.

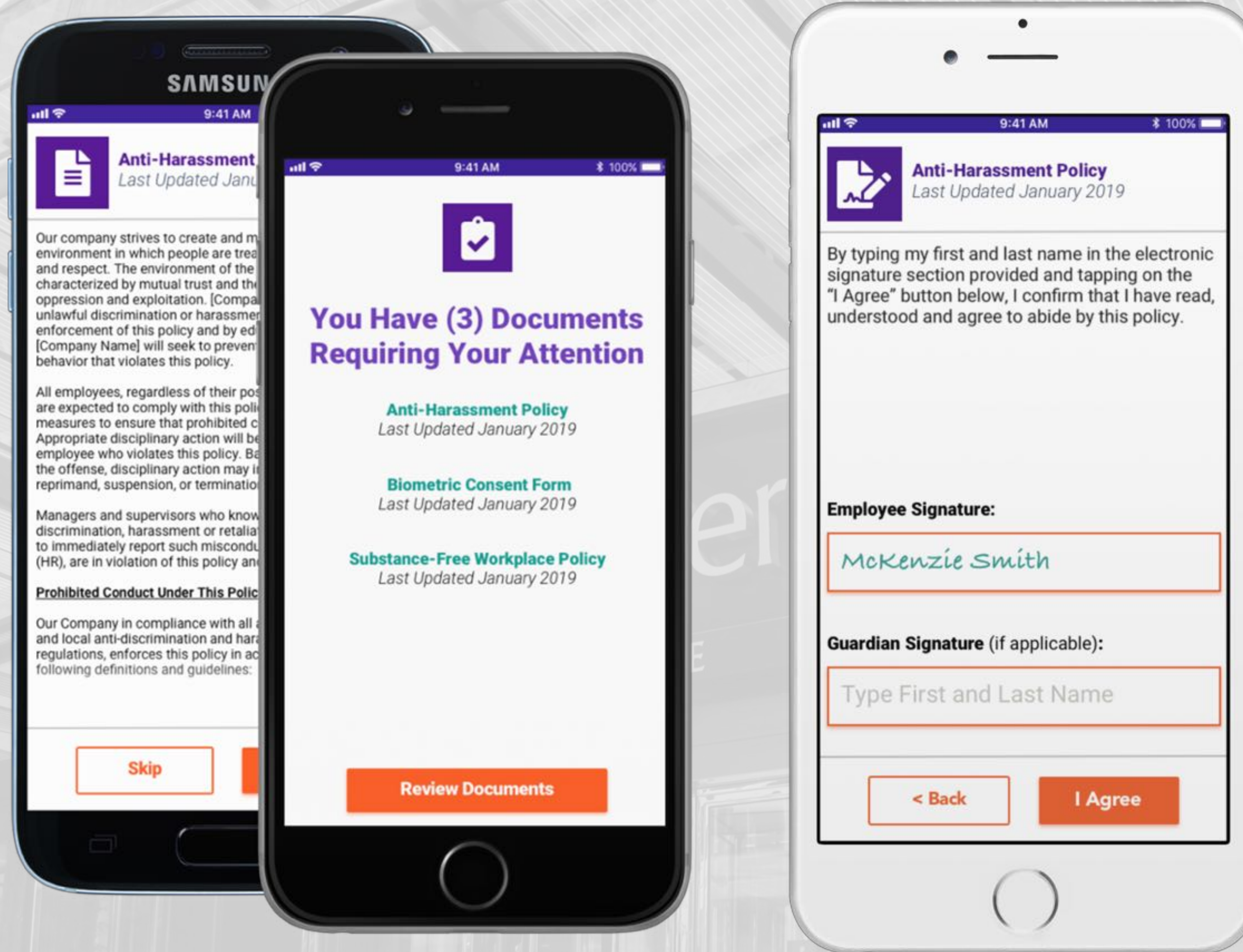
The feed also includes a search bar at the top and a 'HIDE DUPLICATES' button. The bottom of the feed shows a grid of various food images and text, including 'Low Carb', 'Delicious', 'Gluten Free', and 'ZERO Carb Noodles'.

Deliver Modern Benefits Education

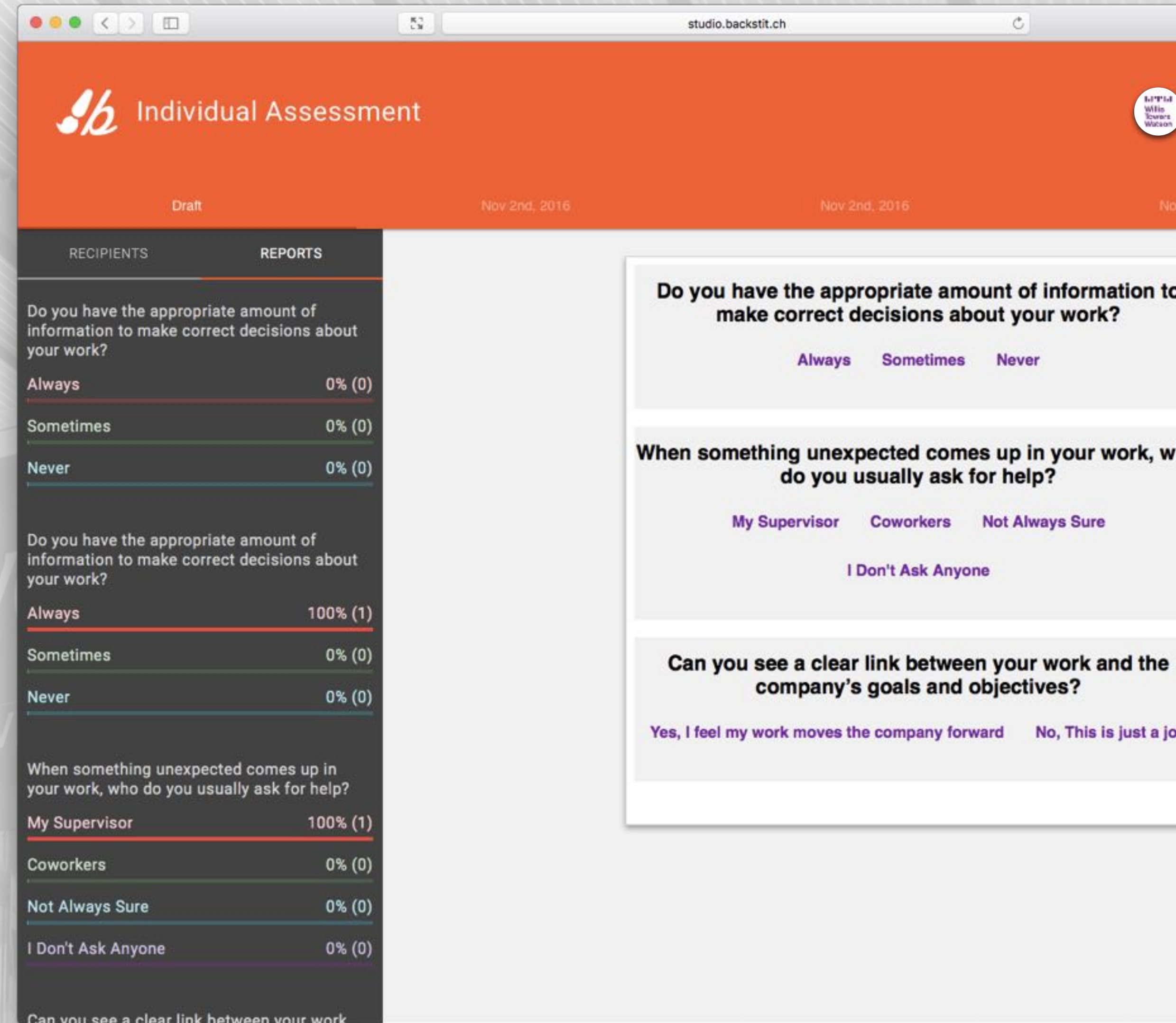
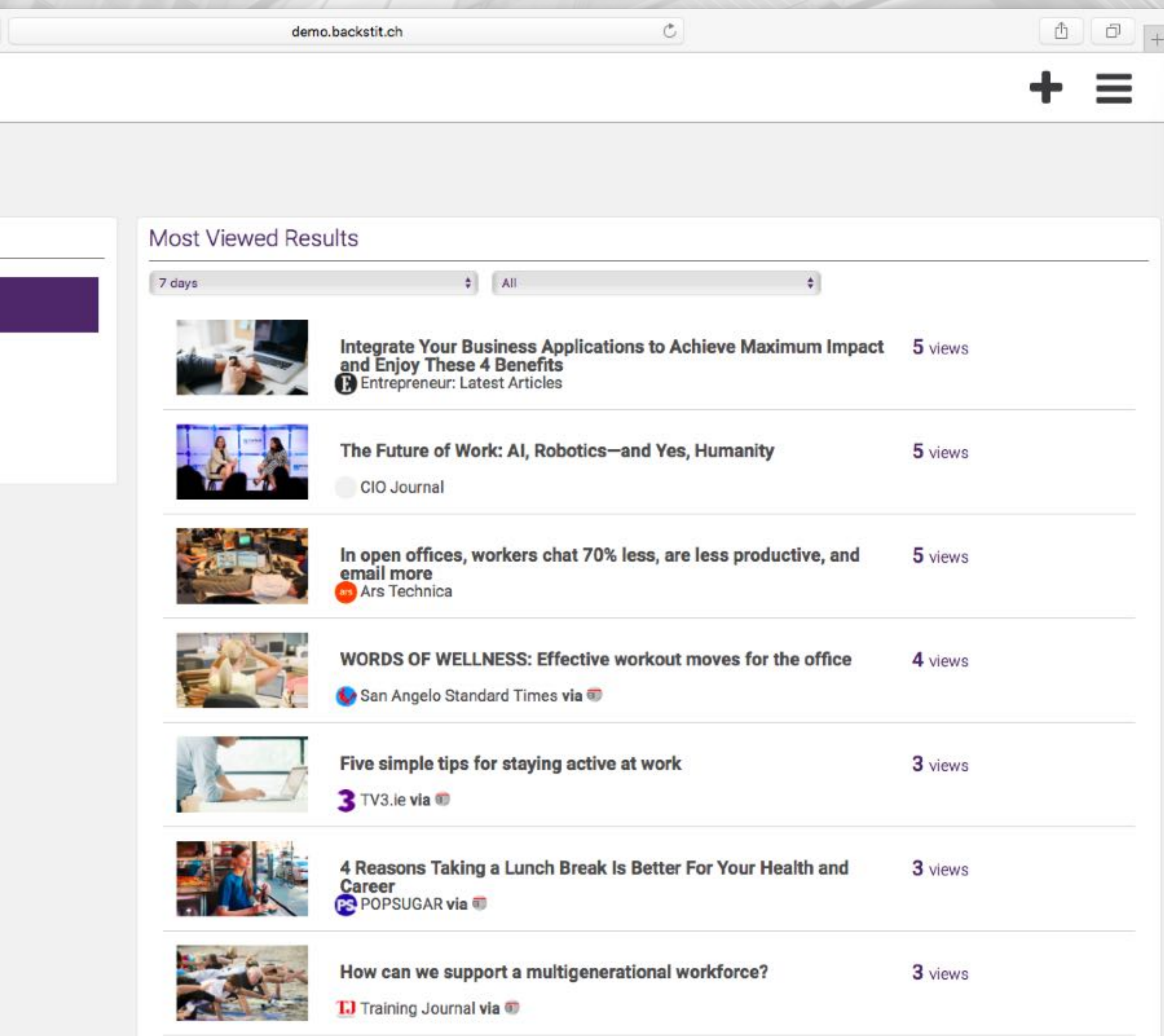
Open Enrollment, Benefits Guides, Total Rewards Statements



100% Paperless Employee Documents



Measure Engagement and Collect Feedback



Personalized Email Digests

