

backstitch

Tailor-Made
Employee
Communications



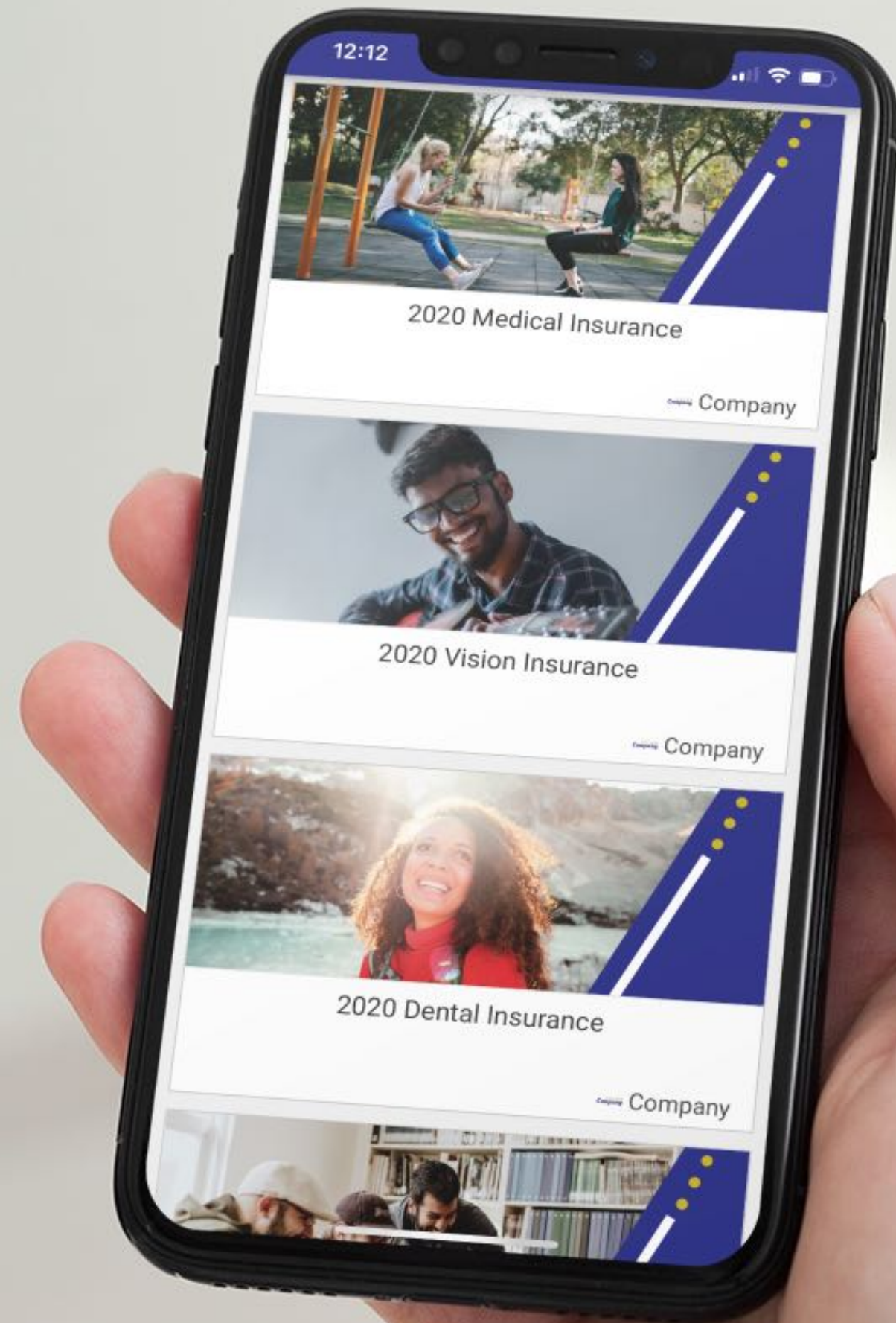
ROI & ENGAGEMENT
OUTCOMES

backstitch Client Testimonials

2

Measuring Real Impact & Innovation from Employee Engagement.





Case Study:

Improving Benefits Enrollment Engagement

Group: National Speciality Staffing

Population: 3,000 Employees

Challenges:

- Low participation in employer benefits and voluntary programs
- Struggled with open enrollment engagement

Strategies:

- Targeted messages that directed employee traffic directly to their enrollment portal through their backstitch powered app
- Pre-scheduled push notifications and campaigns to drive awareness all year long

Results with backstitch:

- **2x increase** over previous year benefits enrollment
- **2x increase** in wellness reward program

Case Study:

Driving Higher Wellness Participation & Benefits Video Engagement

Group: Energy Utility

Population: 2,700 Employees

Challenges:

- Low engagement in carrier managed wellness challenge program.
- Struggled to get messages to key frontline union members

Strategies:

- Targeted mobile-app content to spouses
- Utilized push notifications and call-to-actions to promote program sign-ups

Results with backstitch:

- **130% increase** in program participation over previous record in company history
- **4x increase** in benefits and training video views





Case Study:

HR Compliance and Risk Mitigation

Group: Restaurant (QSR)

Population: 15,000 Employees (most hourly with no email)

Challenges:

- 4 different HR agreements for signature to post-hire population including Anti-Harassment, Bio-Metric Consent, Substance-Free Workplace
- Going to have to manually collect paper signatures and hire additional staff to go onsite in stores

Strategies:

- Leveraged digital document attestations and collected digital signatures with their mobile-app

Results with backstitch:

- **100% compliance in 2 weeks**
- No paper, no email, no outside hires and analytics delivered daily until completion

Case Study:

Improved 401(k) Engagement & Participation

Group: National Specialty Staffing Company

Population: 3,000

Challenges:

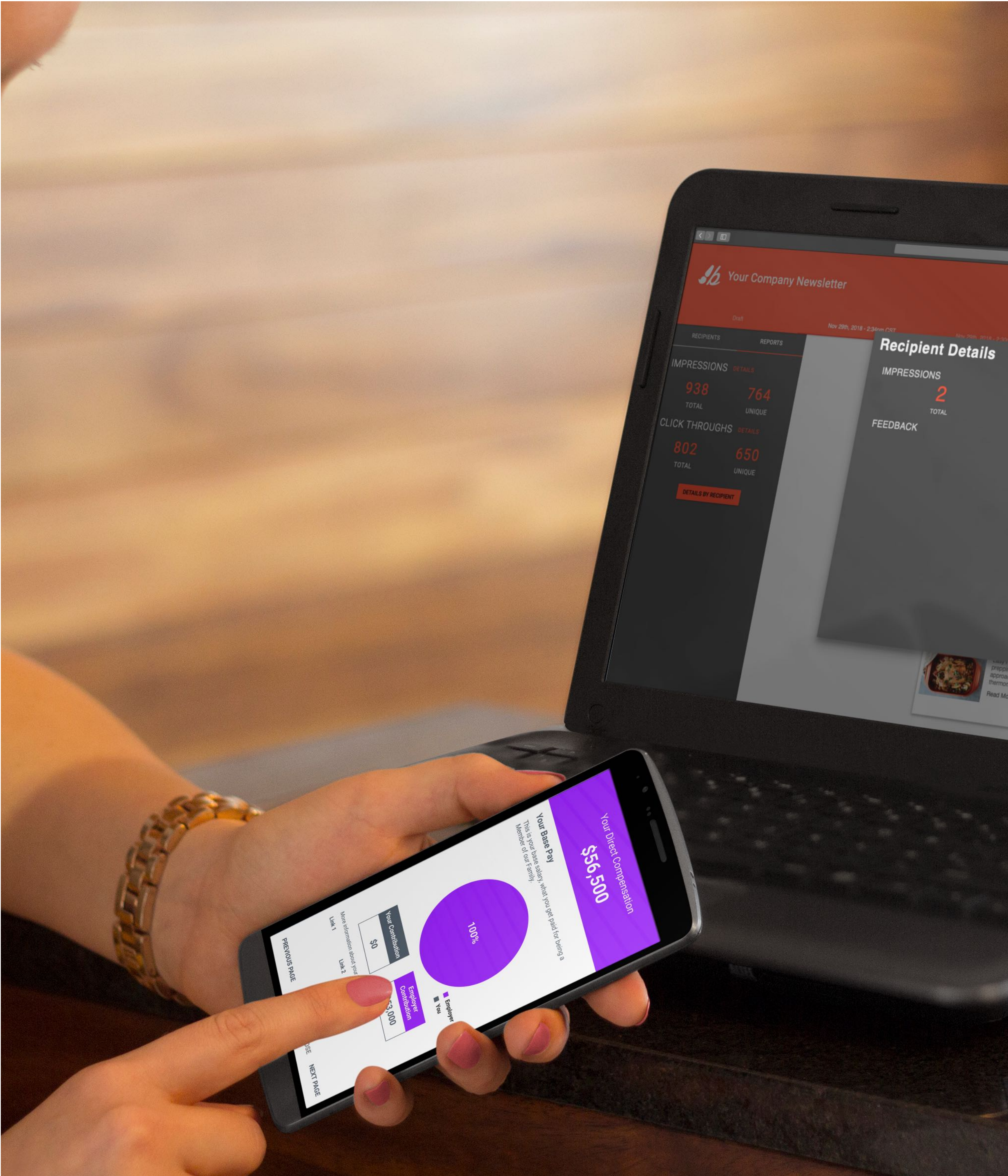
- Poor 401(k) participation among salary population
- Lack of 401(k) content engagement at only 8% viewership among employees compared to other benefits

Strategies:

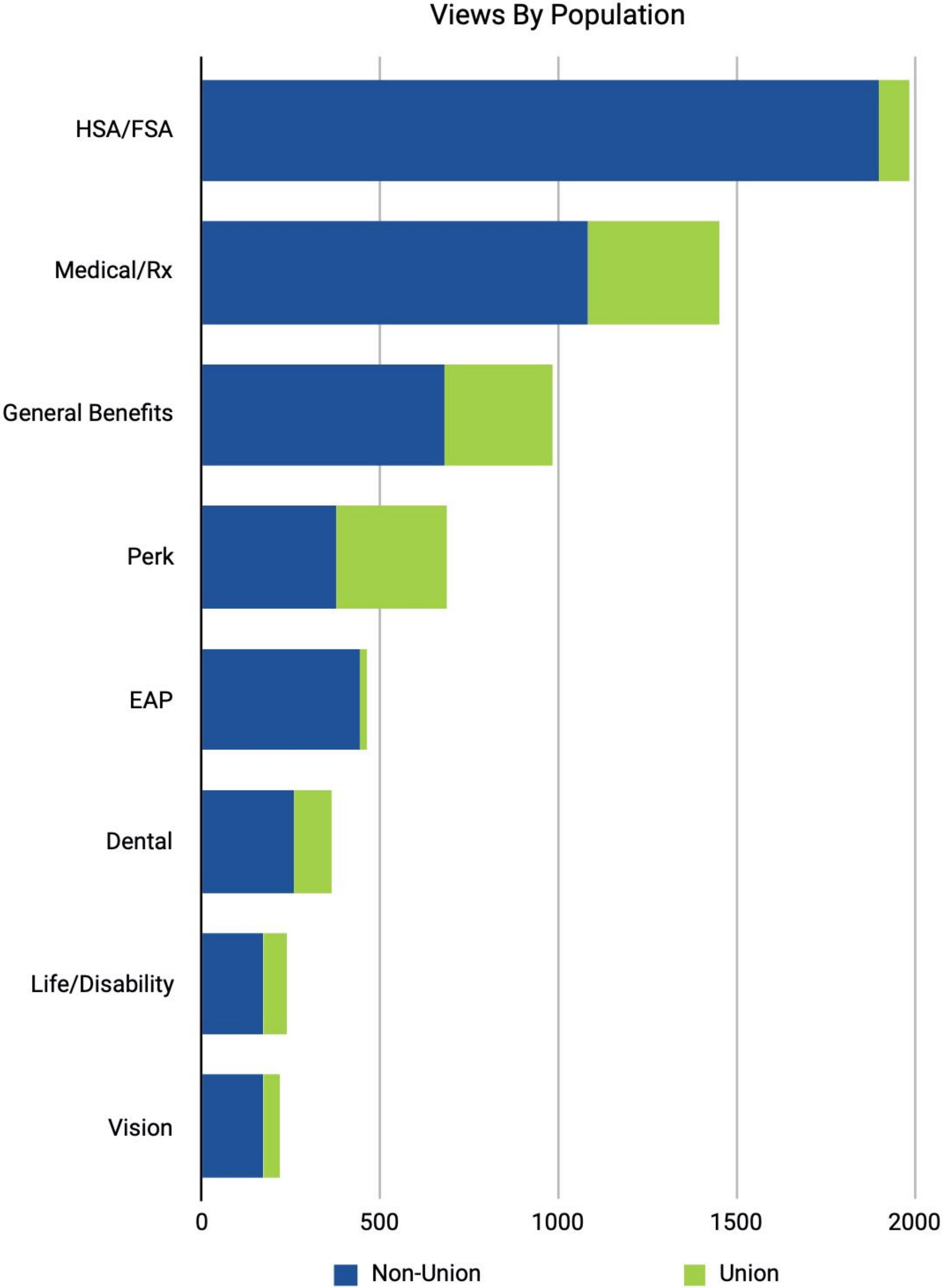
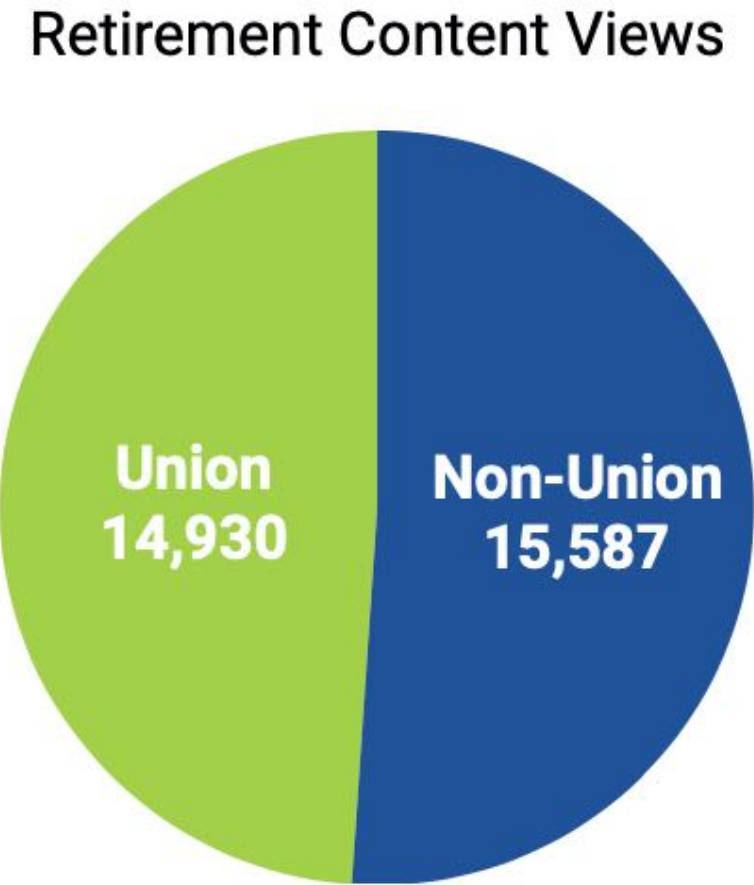
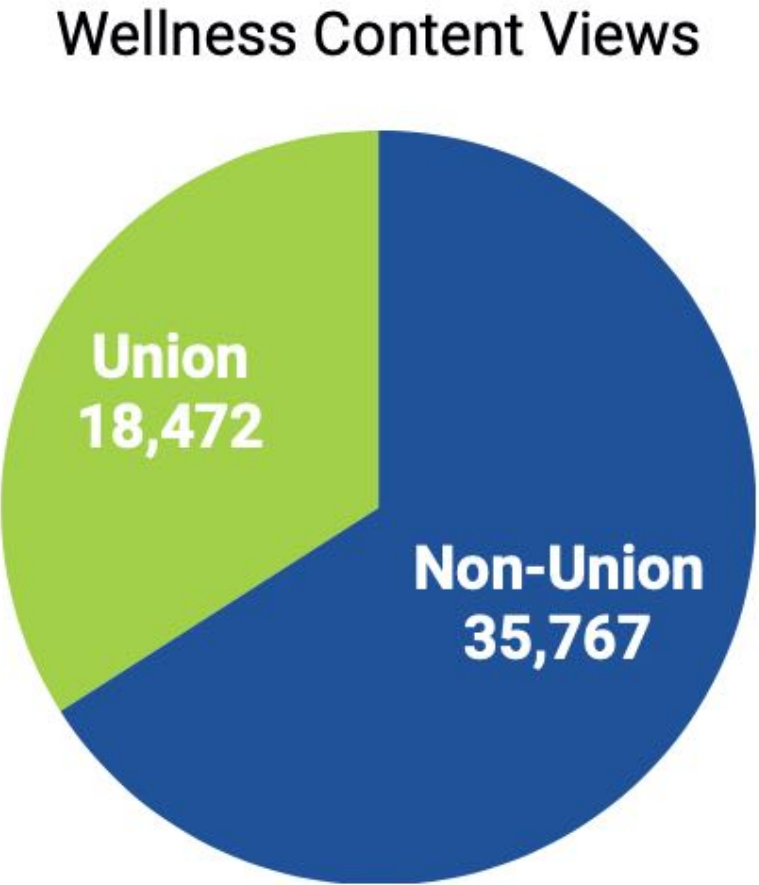
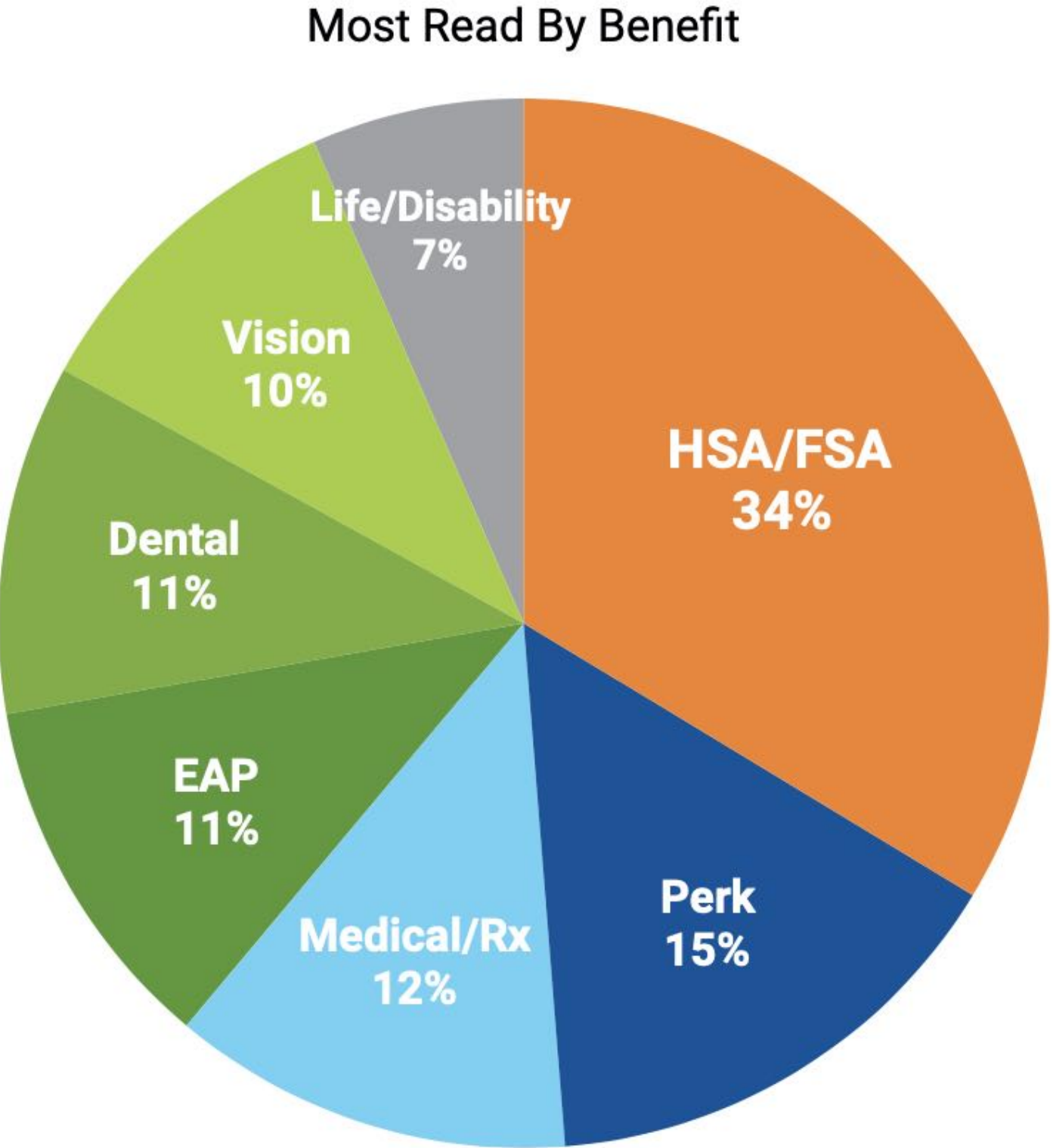
- Leveraged analytics through Total Rewards Statement platform to understand gaps and low content views
- Used two call-to-action strategies around educational webinars and program signup

Results with backstitch:

- **Employees 45% more likely** to click on a mobile call-to-action message and increased 401(k) program participation



Trending Topics: Insights into benefits-related content that members have been most engaged with.

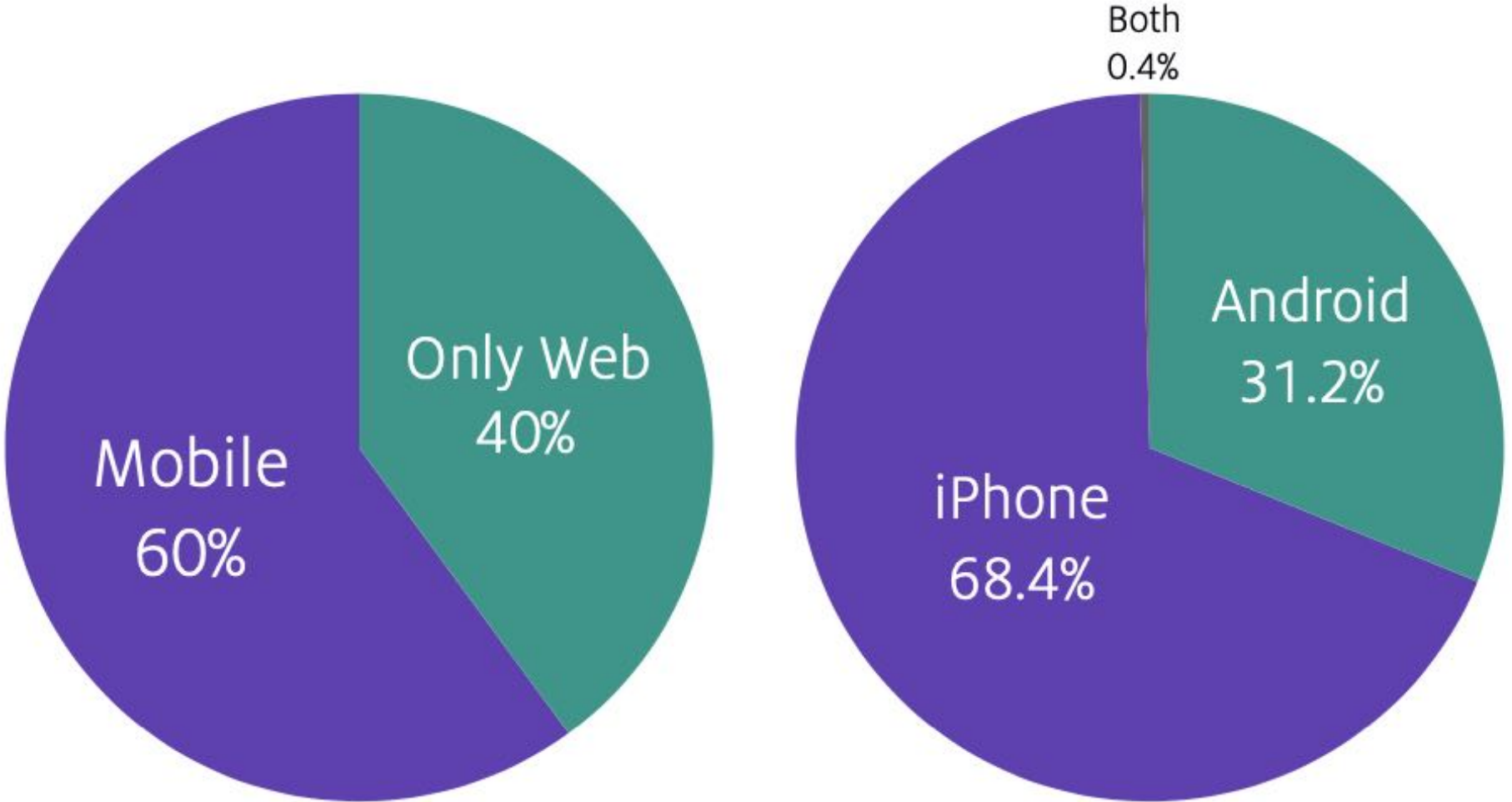


App Signup Overview: Employees that have signed up for access to the new backstitch-powered Employee App.

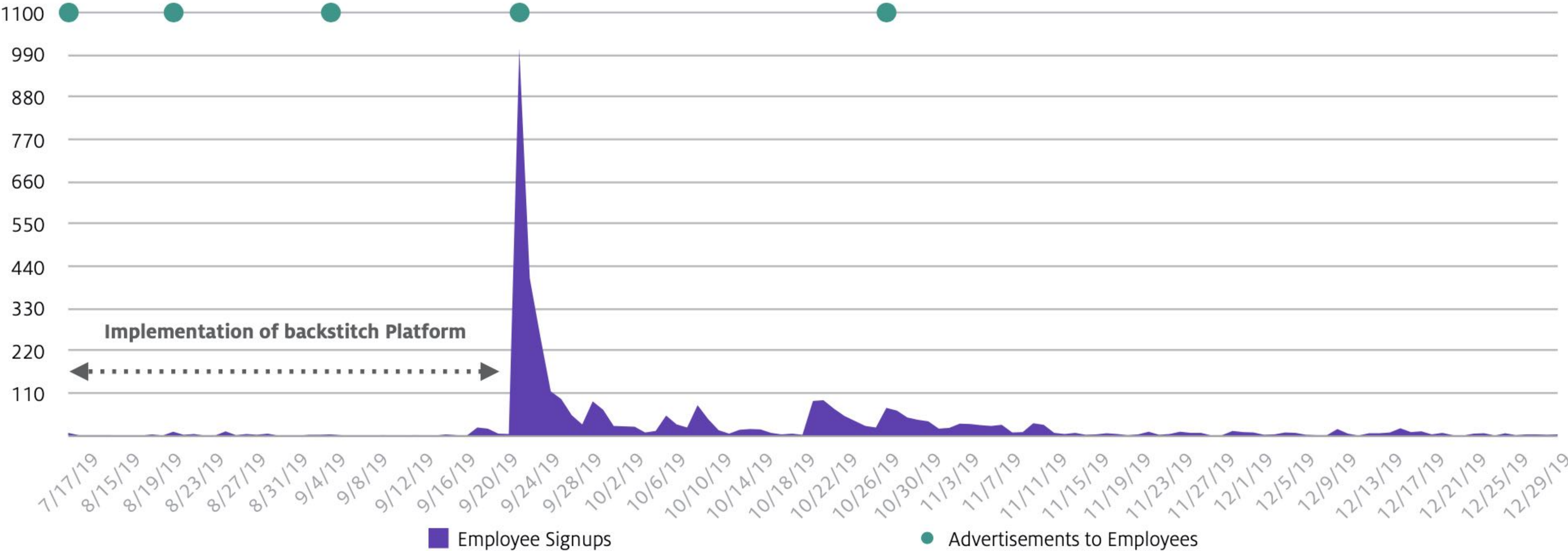
	TOTAL	
Active Employees Signed Up	3,793	-
Employees using <u>both</u> Mobile & Web App	1,808	48%
Employees using <i>only</i> Responsive Web App	1,514	40%
Employees using <i>only</i> Native Mobile App	471	12%

202 Additional Employees Signed Up That Have Been Since Removed Due to Turnover

Implementation + First 3-Months Active



99% of Mobile Downloads Allowed Mobile Push Notifications

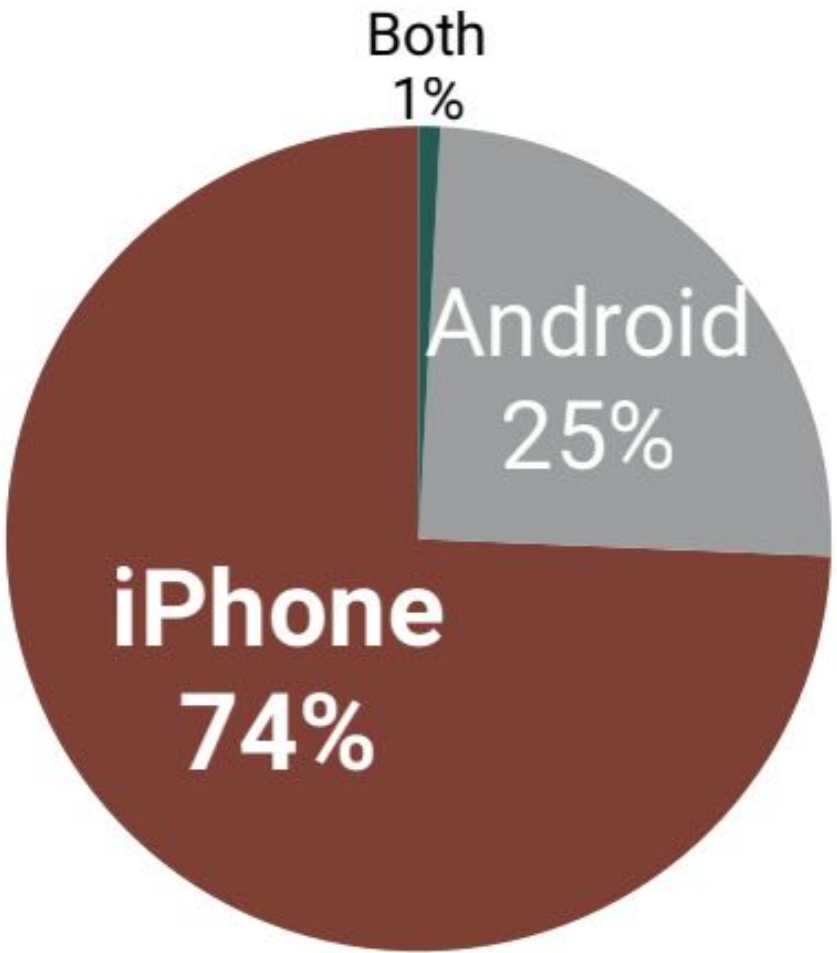


3,000 EMPLOYEE CASE STUDY - SALARY EMPLOYEES; DISTRIBUTED ACROSS U.S.

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Total Reach Overview: Employees that have been reached through any channel published & tracked by the backstitch platform. 08/25/2018

	TOTAL	SINCE 6/6	AVERAGE PER EMPLOYEE	SINCE 6/6
Reached Employees	2,997	↑ 7.34%	-	-
Content Opens	118,526	↑ 48.49%	40	↑ 37.93%
Clicks on Non-Poll CTAs	8,888	↑ 34.71%	3	↑ 50.0%



Engagement Over Time

