January 2020
CONFIDENTIAL

backstitch

Tailor-Made Employee Communications

SOLUTION SUMMARY AND CLIENT OUTCOMES

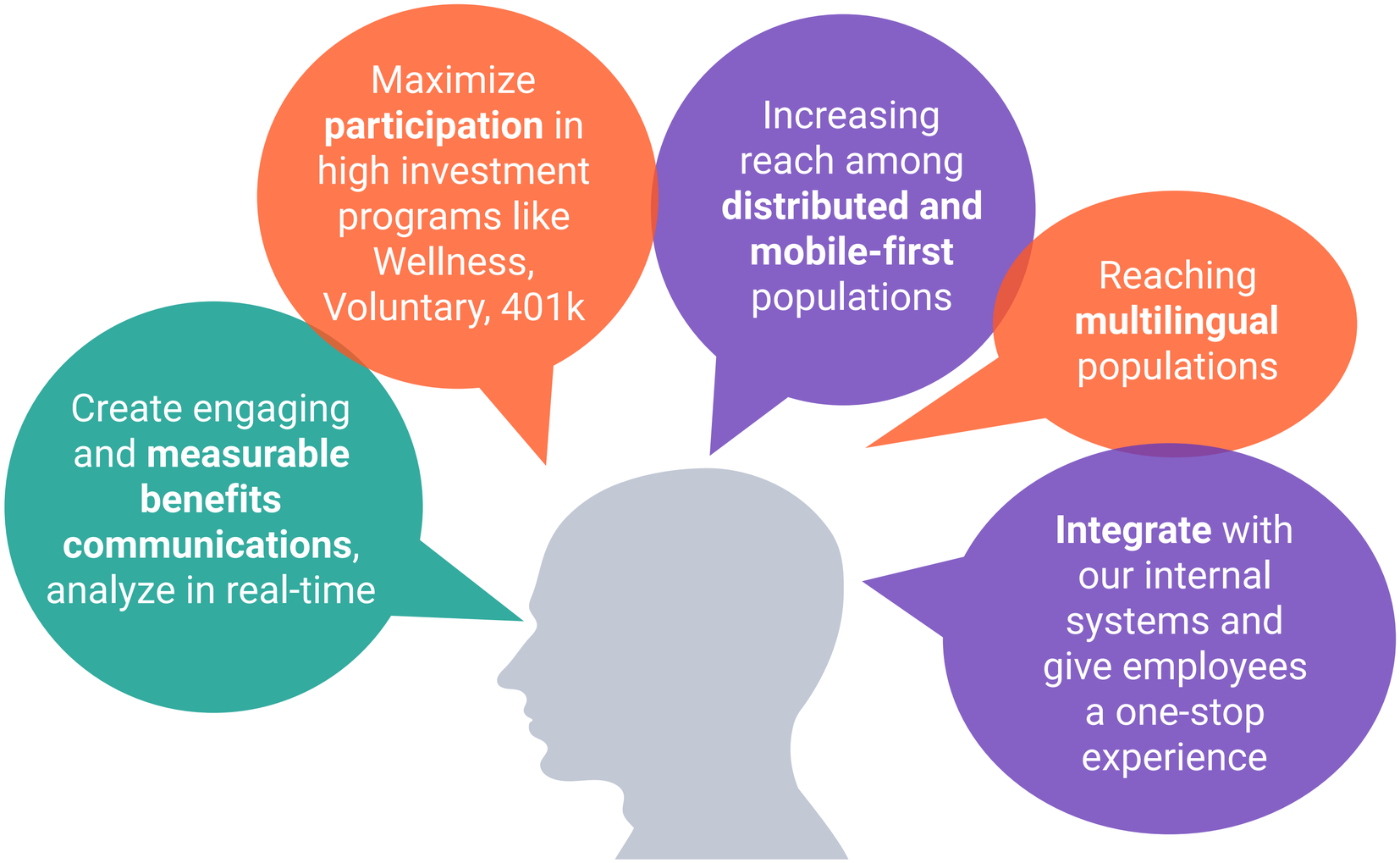
"We feel like backstitch is an extension of our team, and is invested in our success."

- Chief People Officer

"Integrations and push notifications are game changers on my end."

- Communications Manager

If your clients are facing these challenges…



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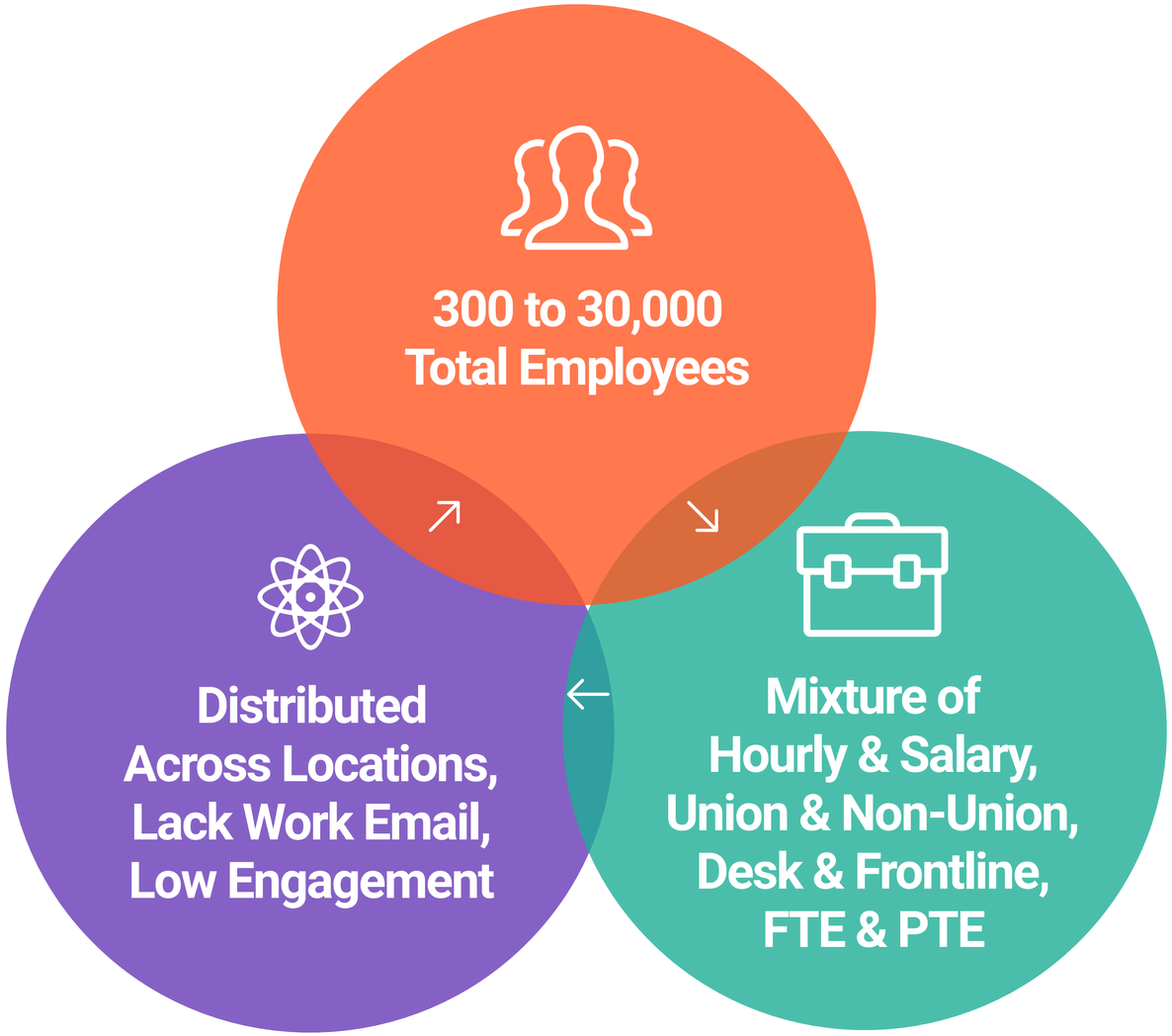
Who is a “Best-Fit” Employer Client?

We serve industries including Manufacturing, Healthcare, Energy, Construction, Restaurant, Transportation, Municipalities and more



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Studio

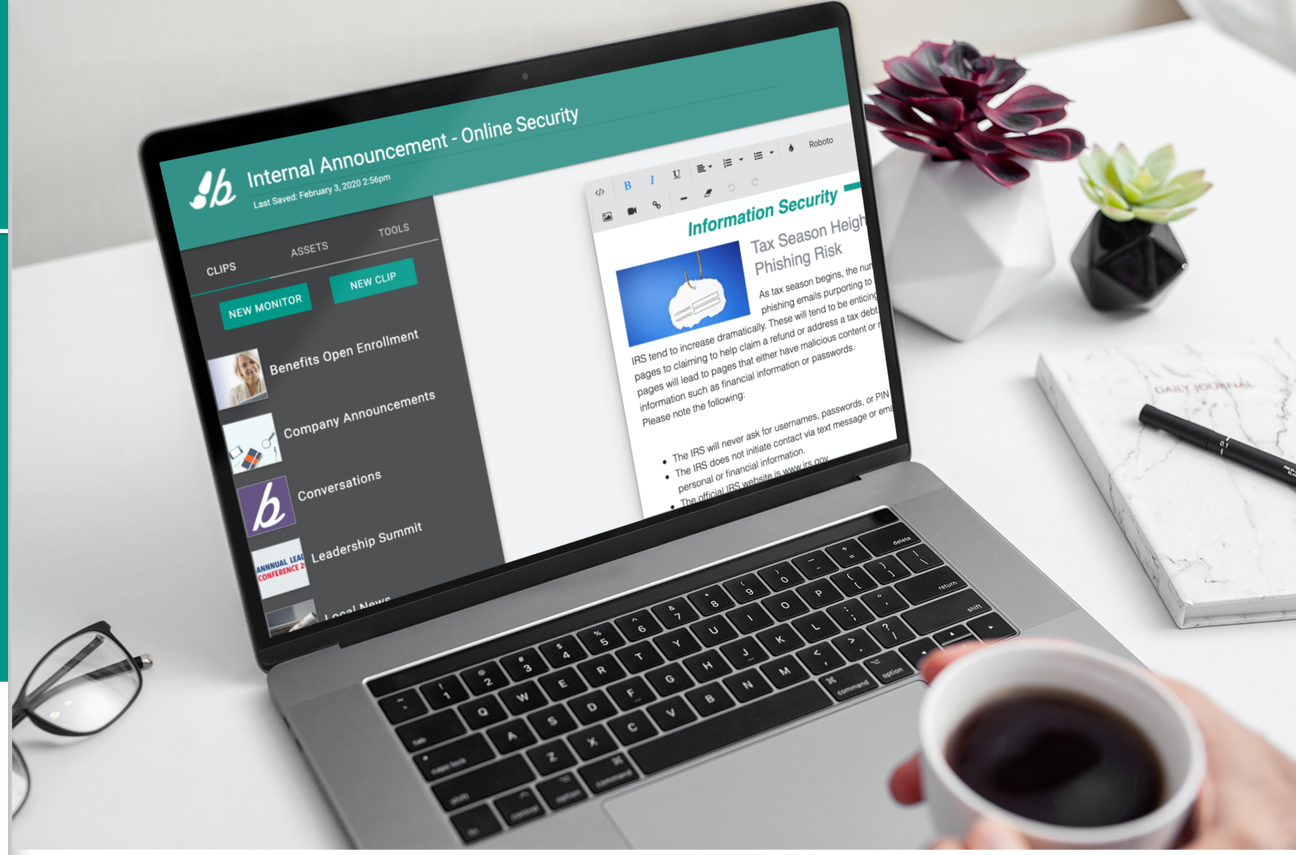
Tool to enable HR Professionals and Account Teams to Build, Distribute and Analyze Engaging Communications to their Employee Bases.

Help Clients Self-Serve and Streamlines Account Team Workload.

Drag & Drop Templates

Automated Language Translation

Publish to Intranet, Email, and Mobile



Reader

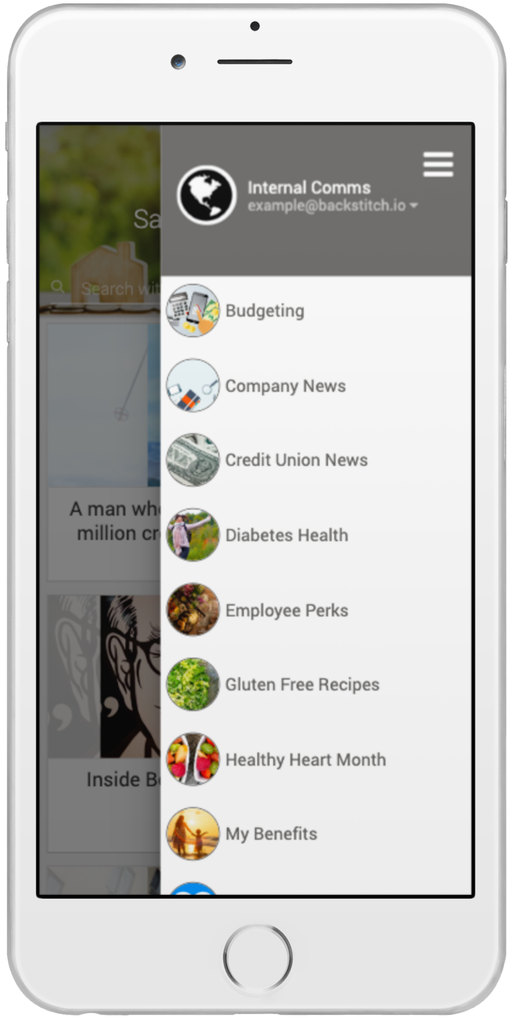
Employee App that Serves as a Company-Branded “One-Stop Shop” for all Employees and Alumni.

Dynamic Rules-Based App Differentiates from Current Static Apps Offered in Market.

Employer Branded Mobile Native

Accessible with No Email including Spouses

Push Notifications without Phone Number



TRS

Modernized Benefits Education Delivered in an Automated, Interactive and Data-Driven App.

Resurgance of Client Demand for Solution without the Traditional Headaches.

Automated Data Collection and Calculations

Reduced Cost by Eliminating Printing

Provides Insights to Employer

Analytics Engine

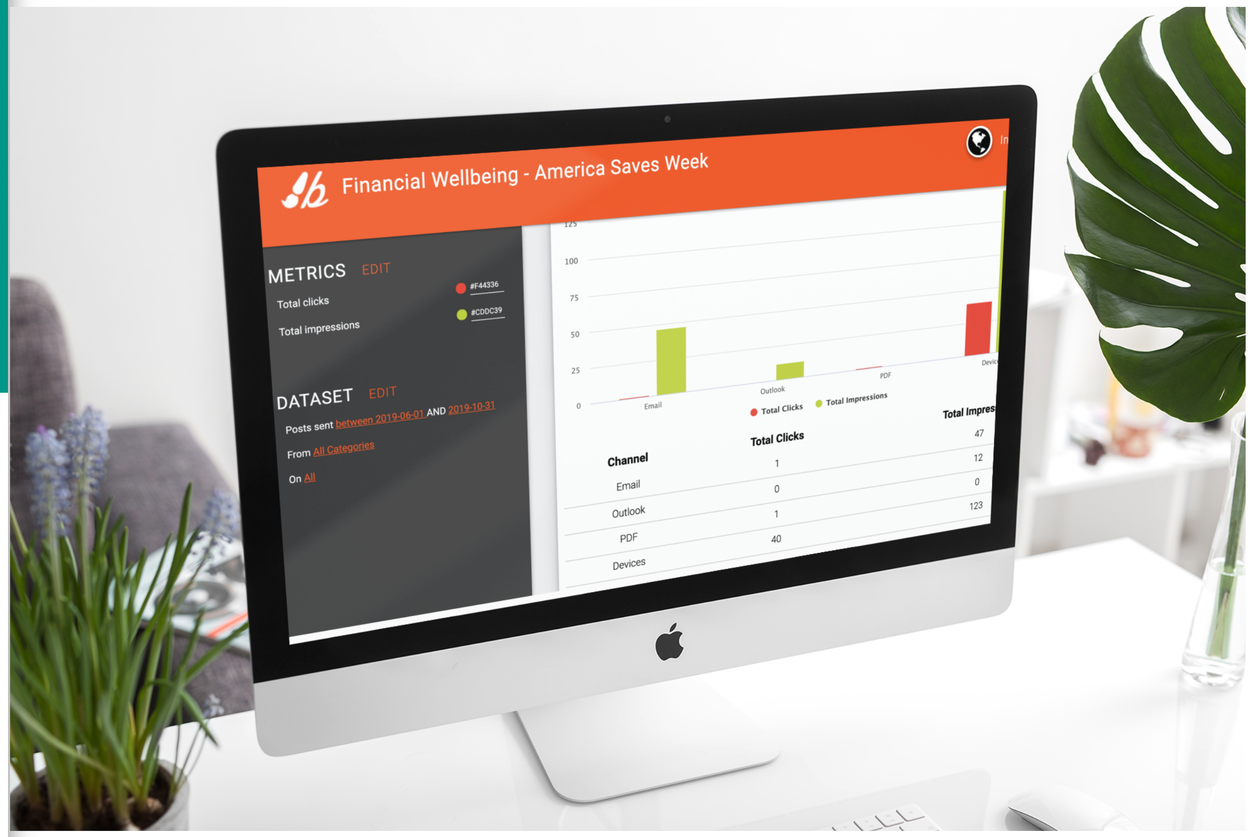
Track engagement by post or through custom channel reports to understand trends in real-time and gain actionable insights.

Measure employee interactions, click-throughs and real-time feedback.

Engagement Reports by Channel, Post and Time

Real-Time Poll and Feedback Data

Filtered Keyword Reporting



Measurable Client Outcomes

We serve industries including Manufacturing, Healthcare, Energy, Construction, Restaurant, Transportation and more

Reduces Effort / Improves Workflow

- Customers Report Spending 50% Less Time Developing Employees Communications

Drives Better Outcomes from Existing Investments

- 130% Higher Participation in Wellness Programs
- 3x More Views of Benefits & Training Videos
- 2x Increase in Open Enrollment engagement

Makes Compliance and Risk Mitigation Cheaper

- 4x Agreements Signed by 10k Employees Across 25 States in 2-Weeks with No Email, No Paper and No Hires

Provide Insights

- Improved 401k participation from low of 30% using Call-To-Action and Awareness content through mobile reach and analytics

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