2020 - June

backstitch

Tailor-Made Employee Communications

Solution Summary

CBIZ

Who We Are

We are backstitch based in **Kansas City**

What Our Clients Say

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

- Chief People Officer

"Integrations and push-notifications through the app are game changers on my end."

- Communications Manager

"Clients are able to slice and dice demographics and communicate to subsets of their populations."

- Employee Benefits Leader

Outcomes We Deliver

Measuring Real ROI from Employee Engagement

Clients Report **Spending 50% Less Time** Developing Employees Communications

401(k) Program Engagement & Participation Increase: **Call-To-Action vs Awareness**

130% Higher Participation in Wellness Programs, **4x More Views** of Benefits Videos and **2x Higher Enrollment** engagement

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

CONFIDENTIAL

Engagement Success Story

Employee App Adoption
First 90 Days after Go-Live

85%

App Click-Thru Rate
Average for iOS is 1.7% and 4.1% on Android

25%

99%

Push-Notification Opt-In Rate
Industry mobile average 53%

Client Engagement Impact
Large Employer (5,000 EEs)

Employee App - Reader

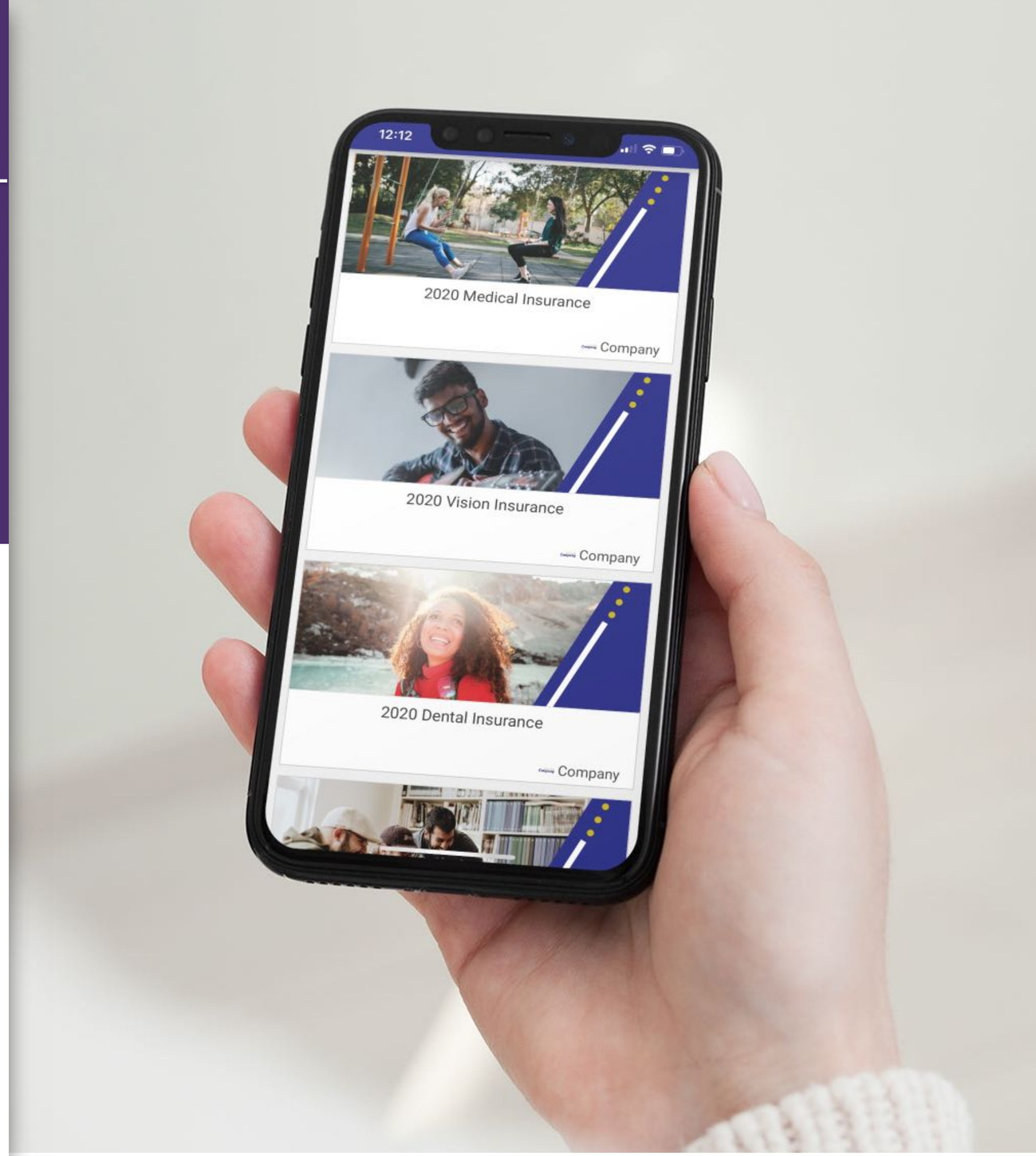
100% Client Branded Employee App. A “One-Stop Experience” for all Team Members, Alumni and Prospective Talent.

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

Employer Branded Responsive Web and Native Mobile App

Multiple Authentication & Access Options, Ability to Custom Target your Population

Push Notifications without Phone Number



Content Creator - Studio

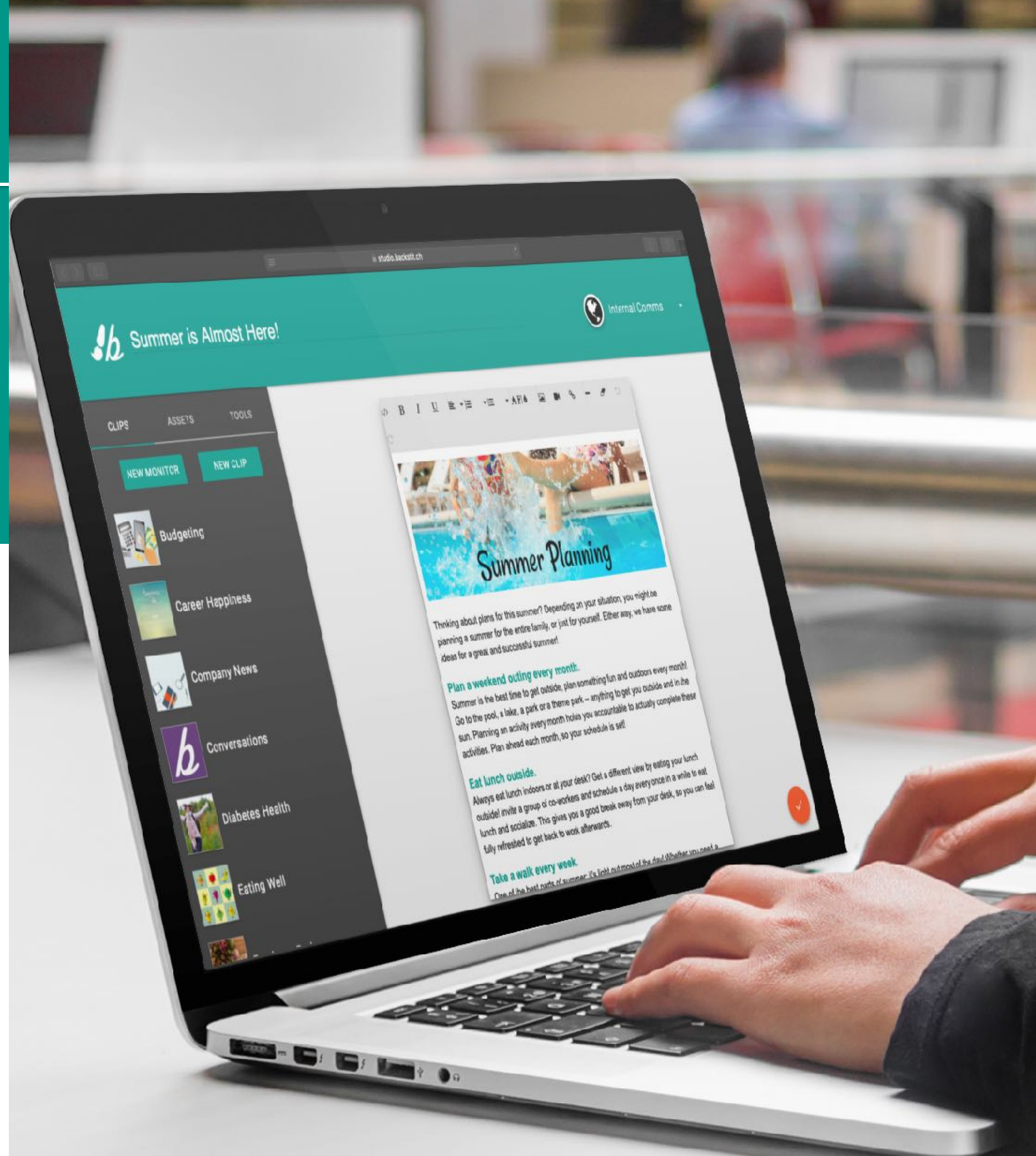
Tool to Enable HR and Communications Teams to Build, Distribute and Analyze Professional, Interactive Content to your Employees.

Streamlines Team Workload for Multi-Channel Communications

Drag & Drop Design Templates

One-Click Polls and Surveys, External Content Curator

Integrate & Publish to Intranet, Email, and Mobile in One Place



Analytics & Insights

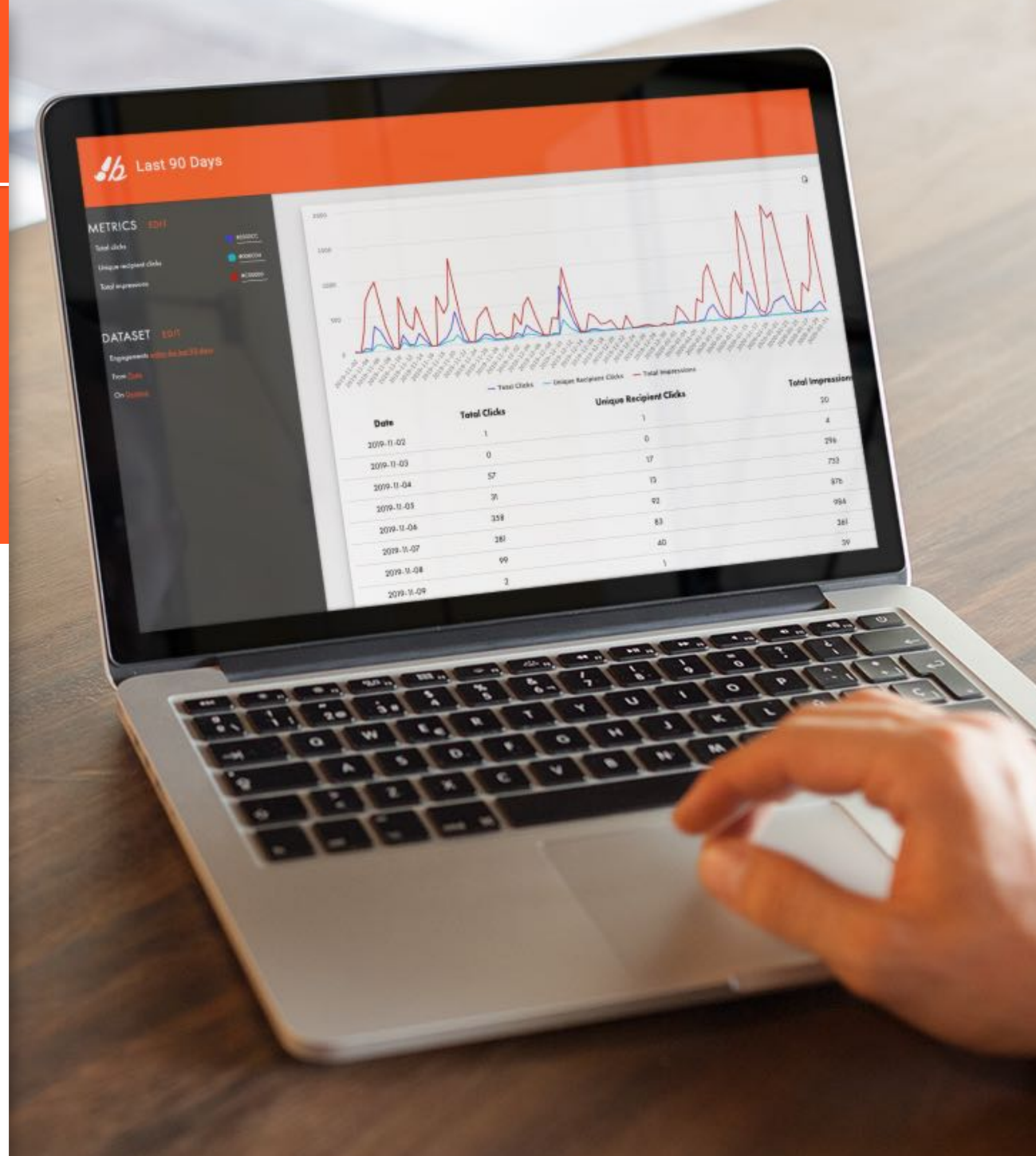
Collect Cross-Channel Engagement Statistics to Better Understand Your Employee Populations.

In-App Report Builder Enables Easy to Create Custom Reporting

Automated Data Collection and Calculations

Track Unique Team Members Across Intranet, Email, Mobile and More

Understand the Correlation Between Awareness, Action and Engagement



TRS

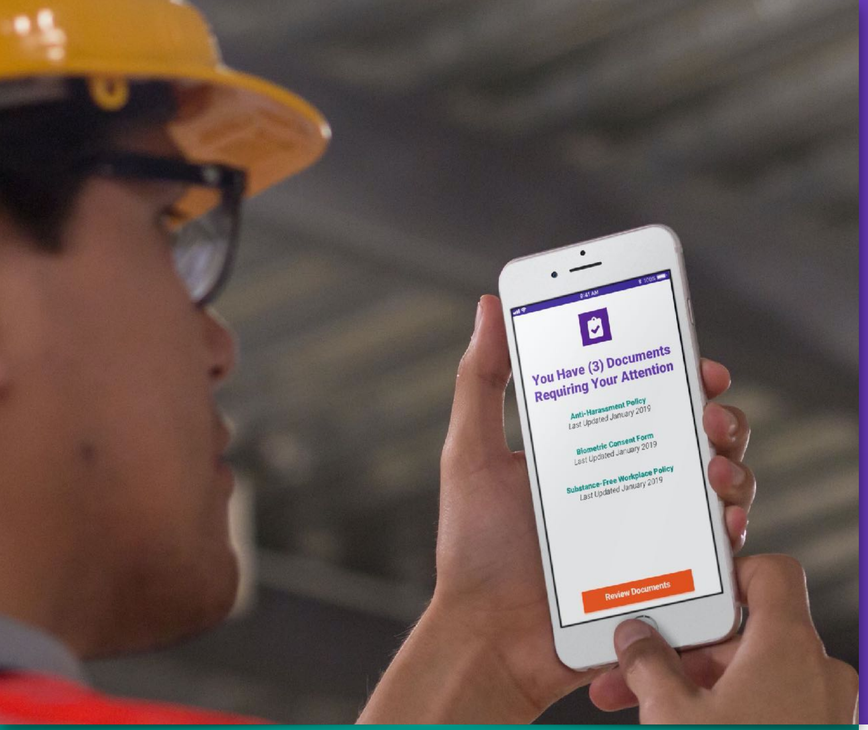
Modernized Benefits Education Delivered in an Automated, Interactive and Data-Driven App.

Leverage data for retention, recruiting and comprehensive benefits value communication.

Automated Data Collection and Calculations

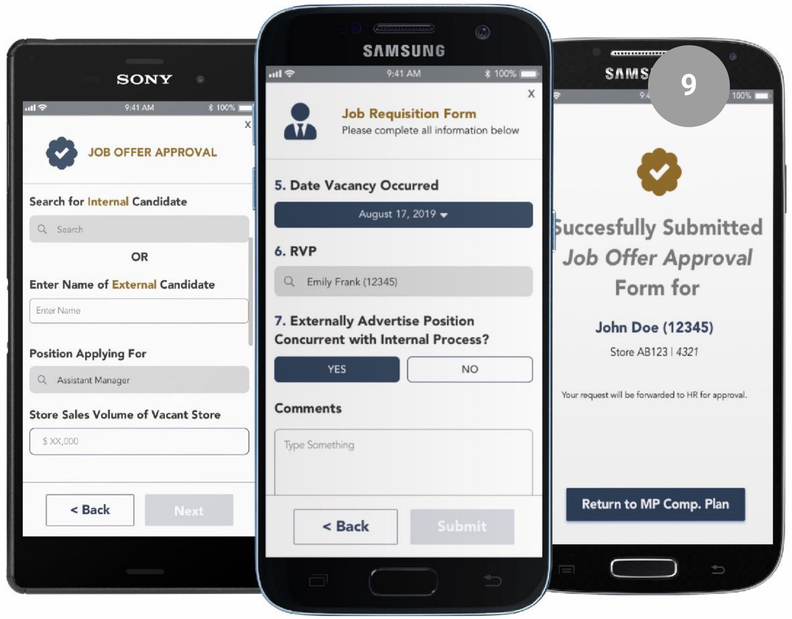
Reduced Cost by Eliminating Printing

Provides Insights to Employer



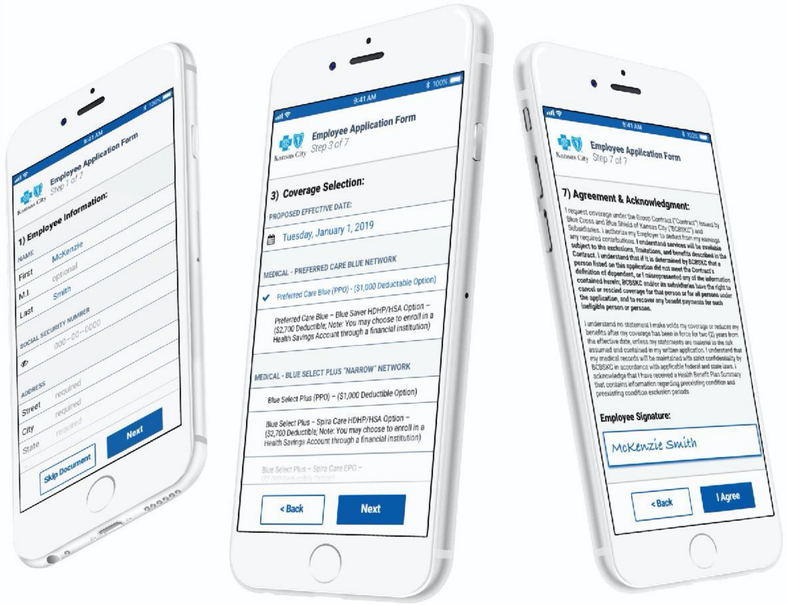
Collect Digital Signatures

Track and Store Compliance and Attestation to Policies/Procedures



Communicate Paperless Documents

Reach the Frontline with NO Paper and NO Email



Automate Process Workflows

Streamline and Digitize Multi-Step and Multi-Individual Tasks