

backstitch

Tailor-Made
Employee
Communications



PLATFORM
SUMMARY:

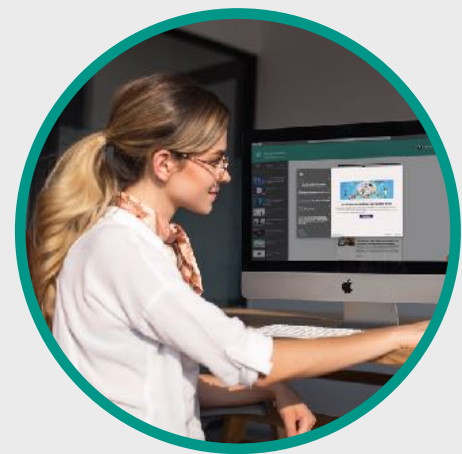
backstitch Platform Summary

backstitch is a *Marketing Automation Platform* Designed for **Employee & Benefits Communications**



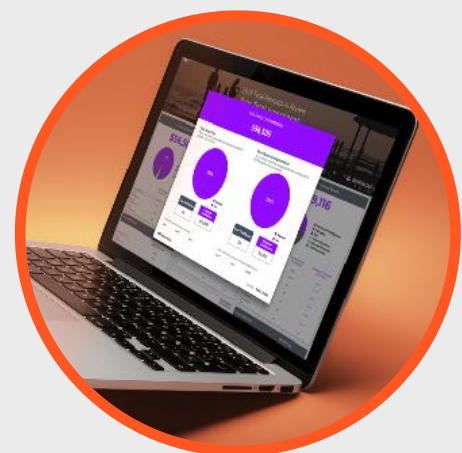
Company Branded Employee App

- Native iPhone and Android, Responsive Web
- Authentication & Notifications
- Rules-Based for Targeted Experience by Population Demographic



Employee Communications Studio

- Drag & Drop Templates
- One-Click Polls & Surveys, Language Translation, Automated News Monitoring
- Publish to Intranet, Email, Mobile and More



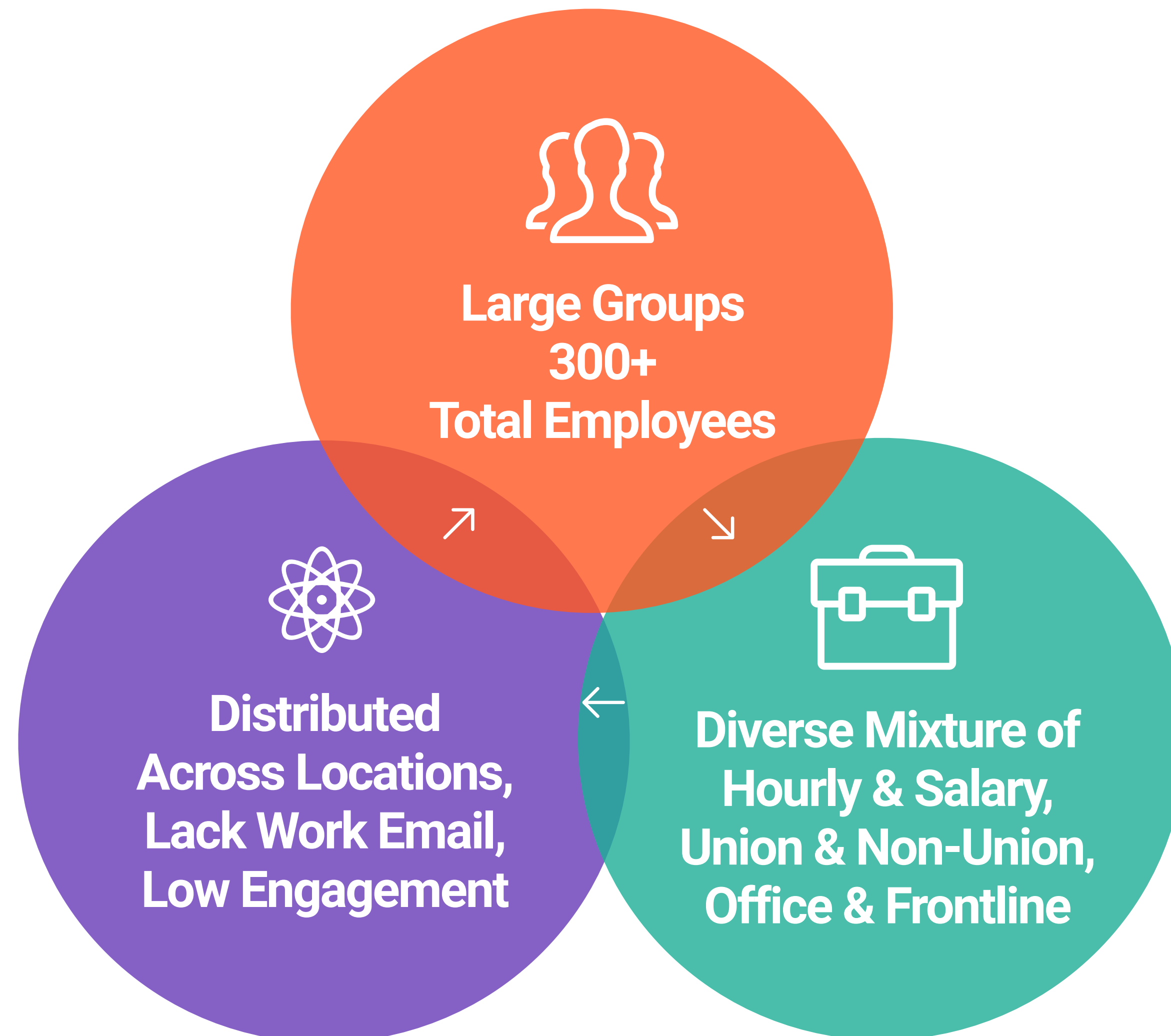
Modern Total Rewards Statements

- Automated Data Collection and Calculations
- Reduced Cost by Eliminating Printing
- Provide Insights to Employer



Who is a Best-Fit Employer Group?

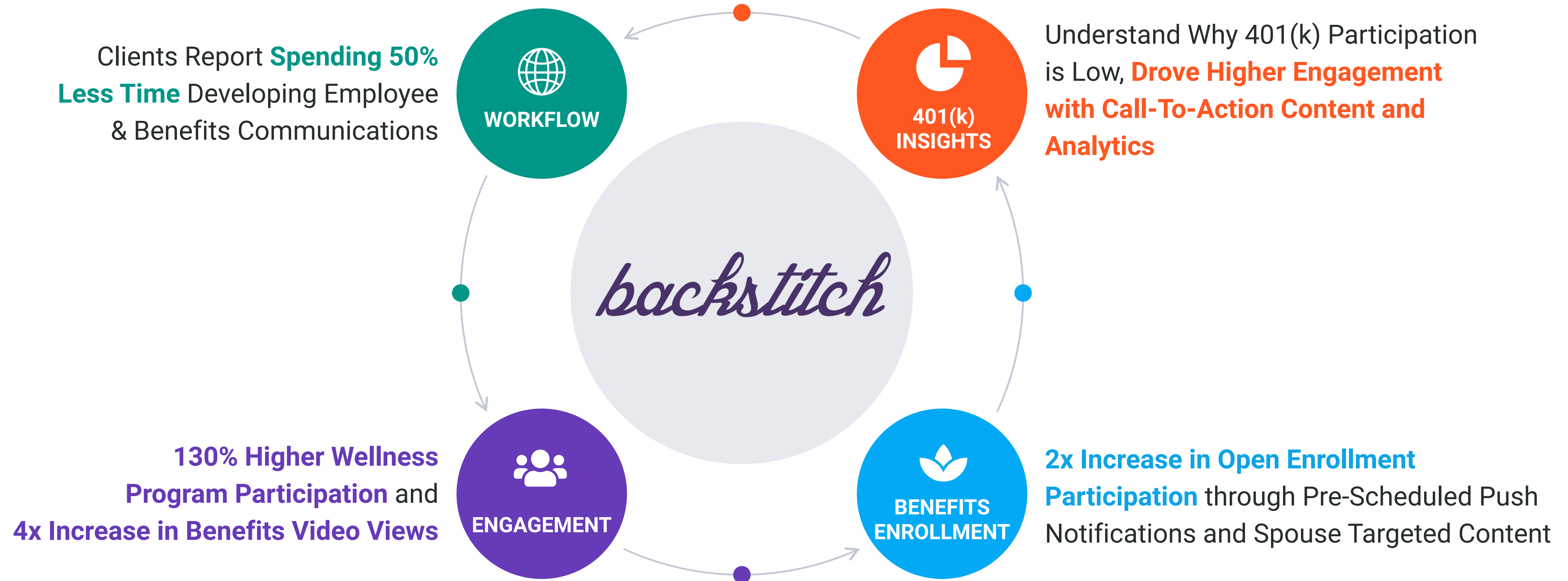
We serve industries including Manufacturing, Food Production, Healthcare, Energy, Construction, Restaurant, Transportation and more



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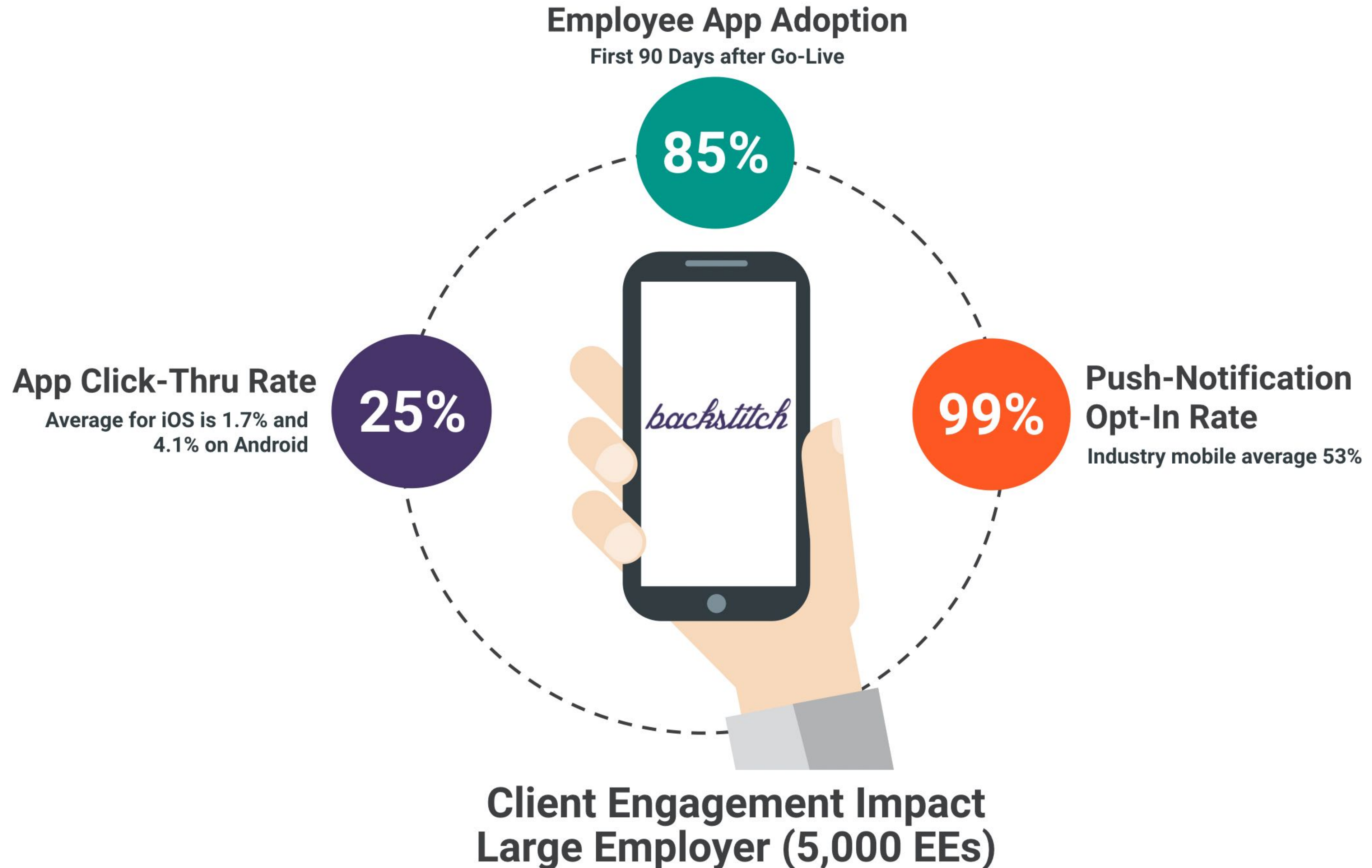
Outcomes We Deliver

Measuring Real ROI from Employee Engagement



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Data Driven Engagement Success



Employee App - Reader

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

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



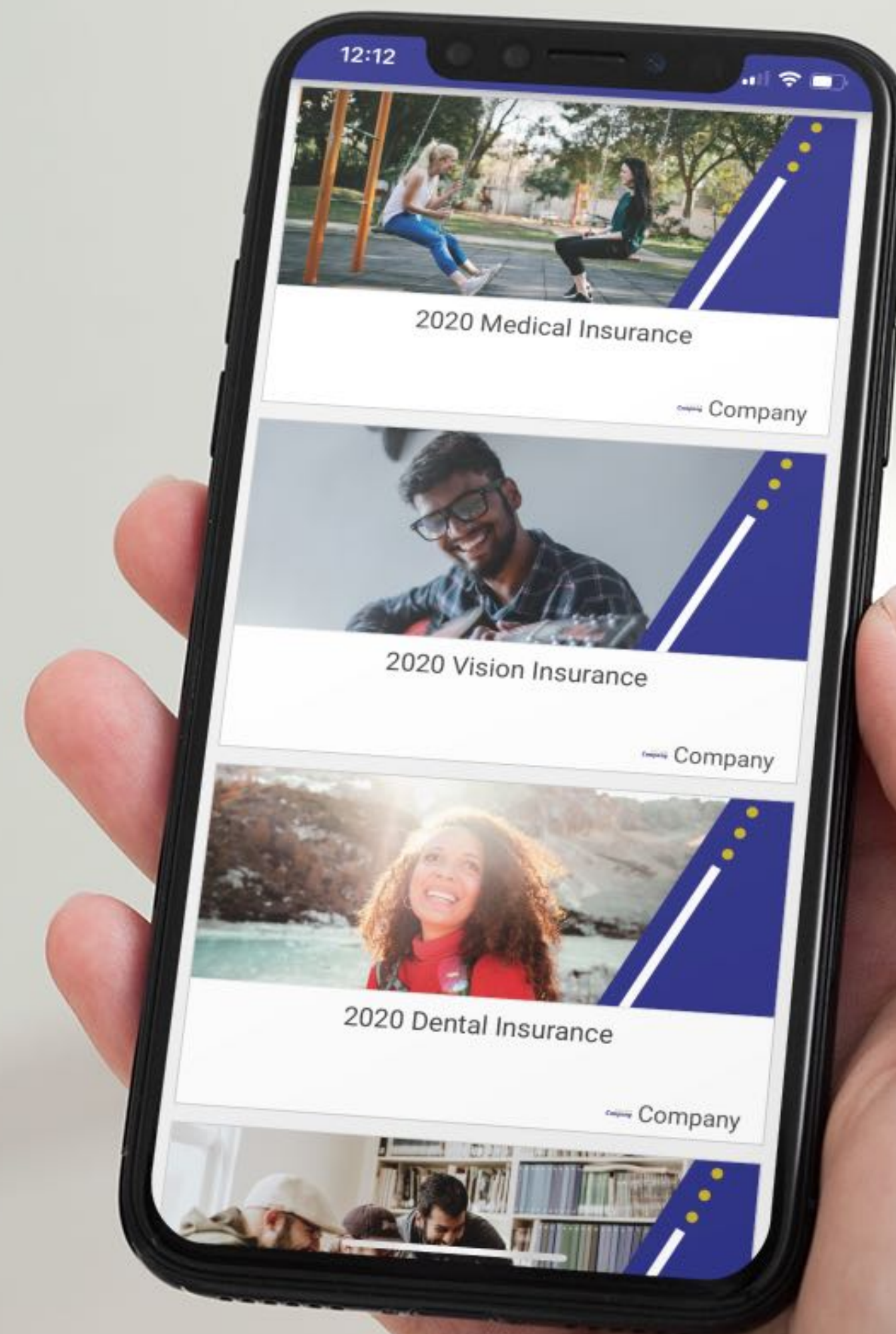
Employer Branded Responsive Web and Native Mobile App



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



Push Notifications without Phone Number



Studio - Content Creator

Tool to enable Enterprise Communications and HR teams to Build, Distribute and Analyze Engaging Content to their Employees.

Reduces Communications Creation Time up to 50% and Streamlines Channel Distribution.



Drag & Drop Templates



**One-Click Polls & Surveys,
External Content Curator**



**Publish to Intranet, Email, Mobile and
other Communication Channels**



Analytics & Insights

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

In-App Report Builder Enables Easy to Create Custom Reporting.



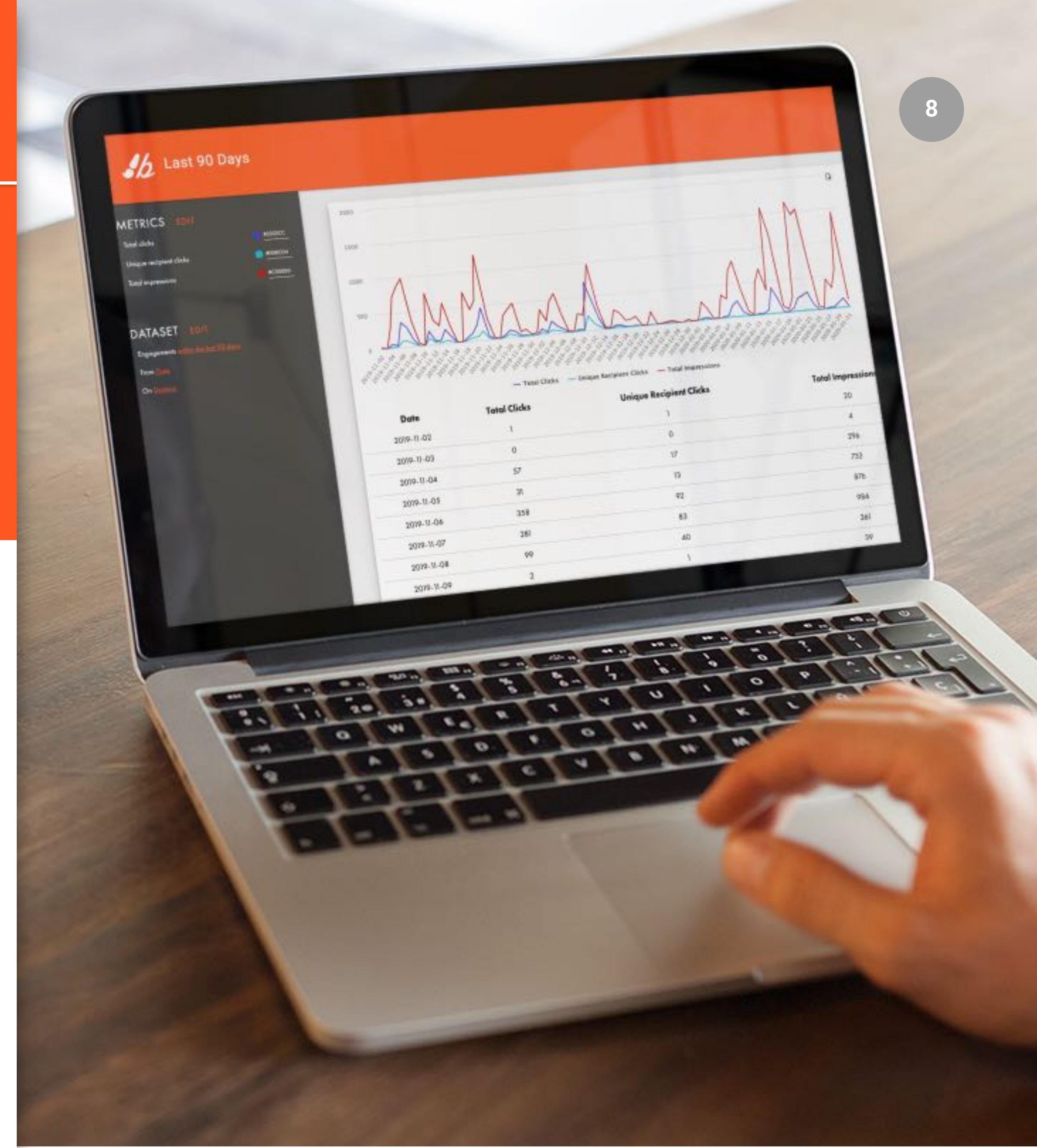
Automated Data Collection and Calculations



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



Understand the Correlation Between Awareness, Action and Engagement



Total Rewards Statements

Modernized Benefits Education Delivered in an Automated, Interactive and Data-Driven App. Leverage data for retention, recruiting and comprehensive benefits value communication.



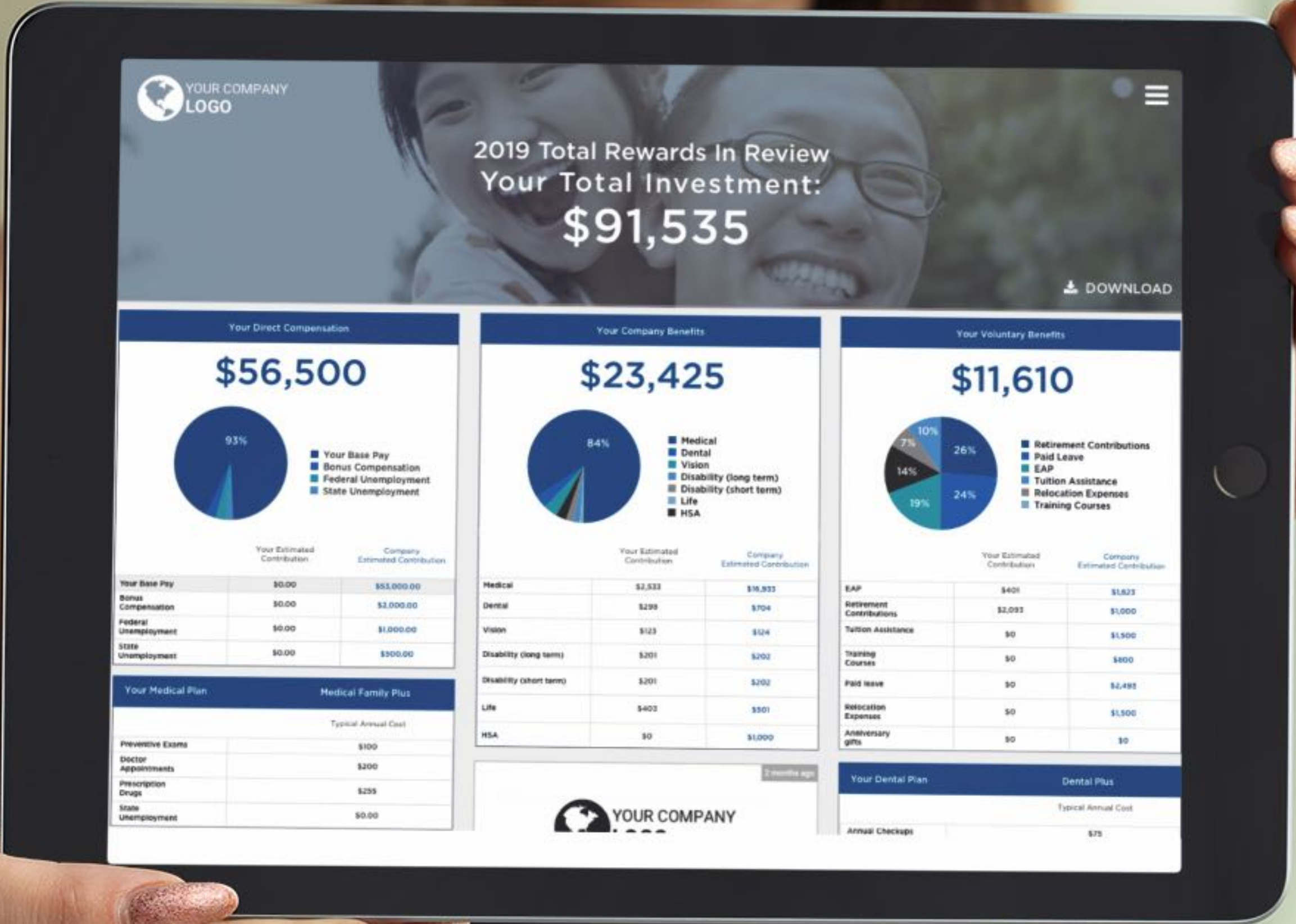
Automated Data Collection and Calculations from Multiple Sources

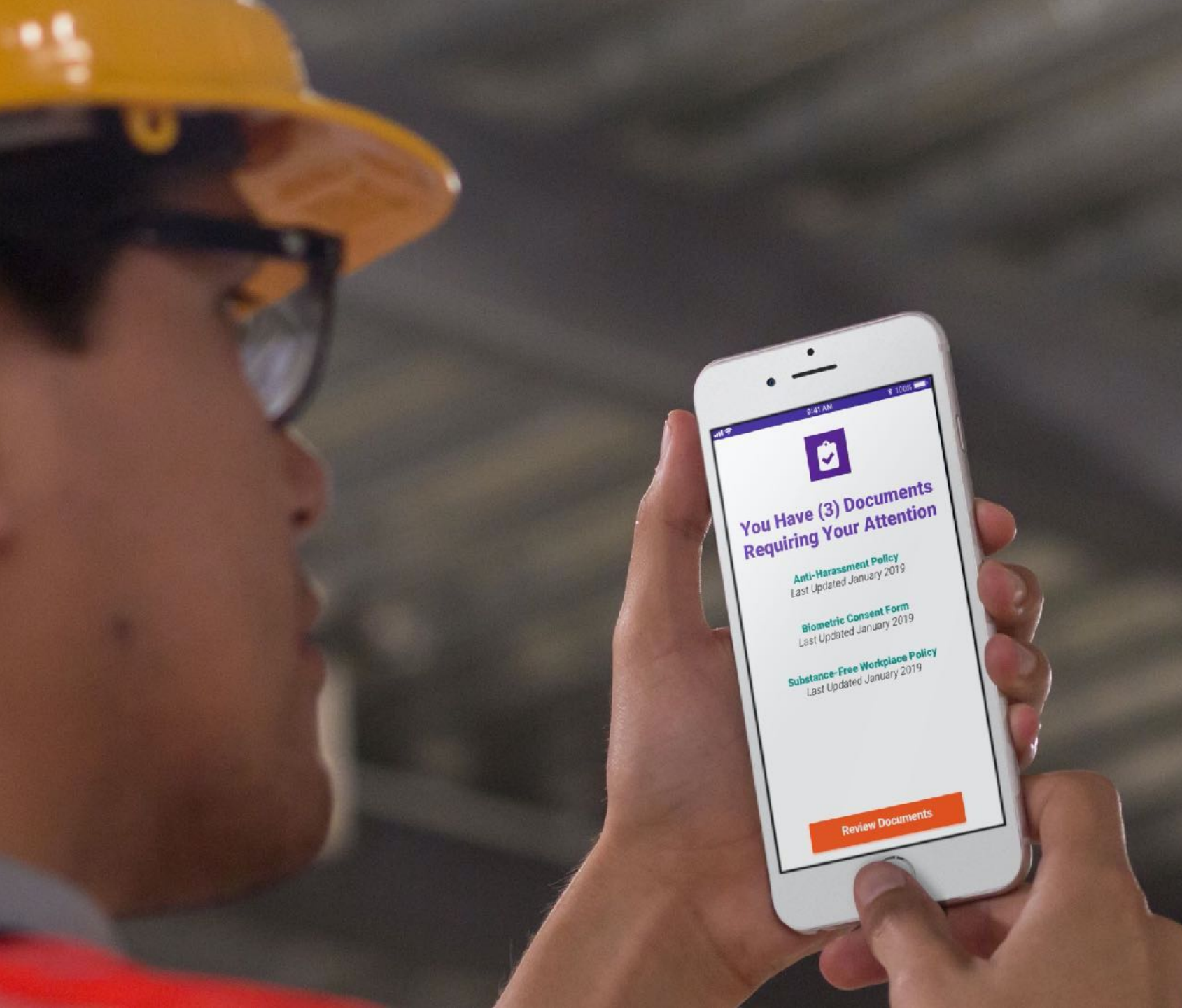


Reduced Cost by Eliminating Printing



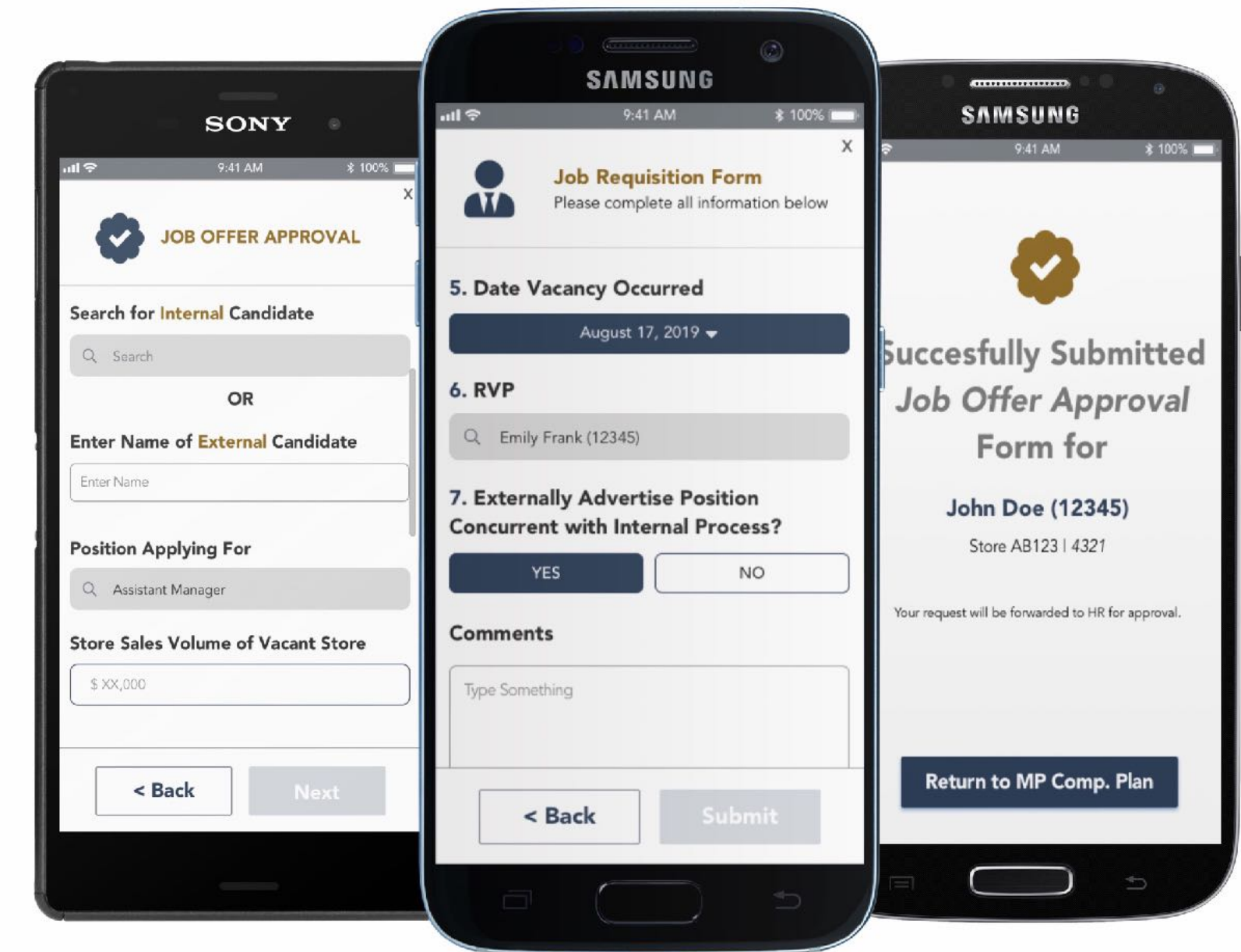
Provides Insights to Employer to Use with Retention, Recruitment and Coaching





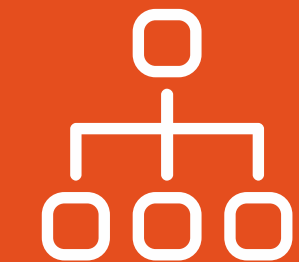
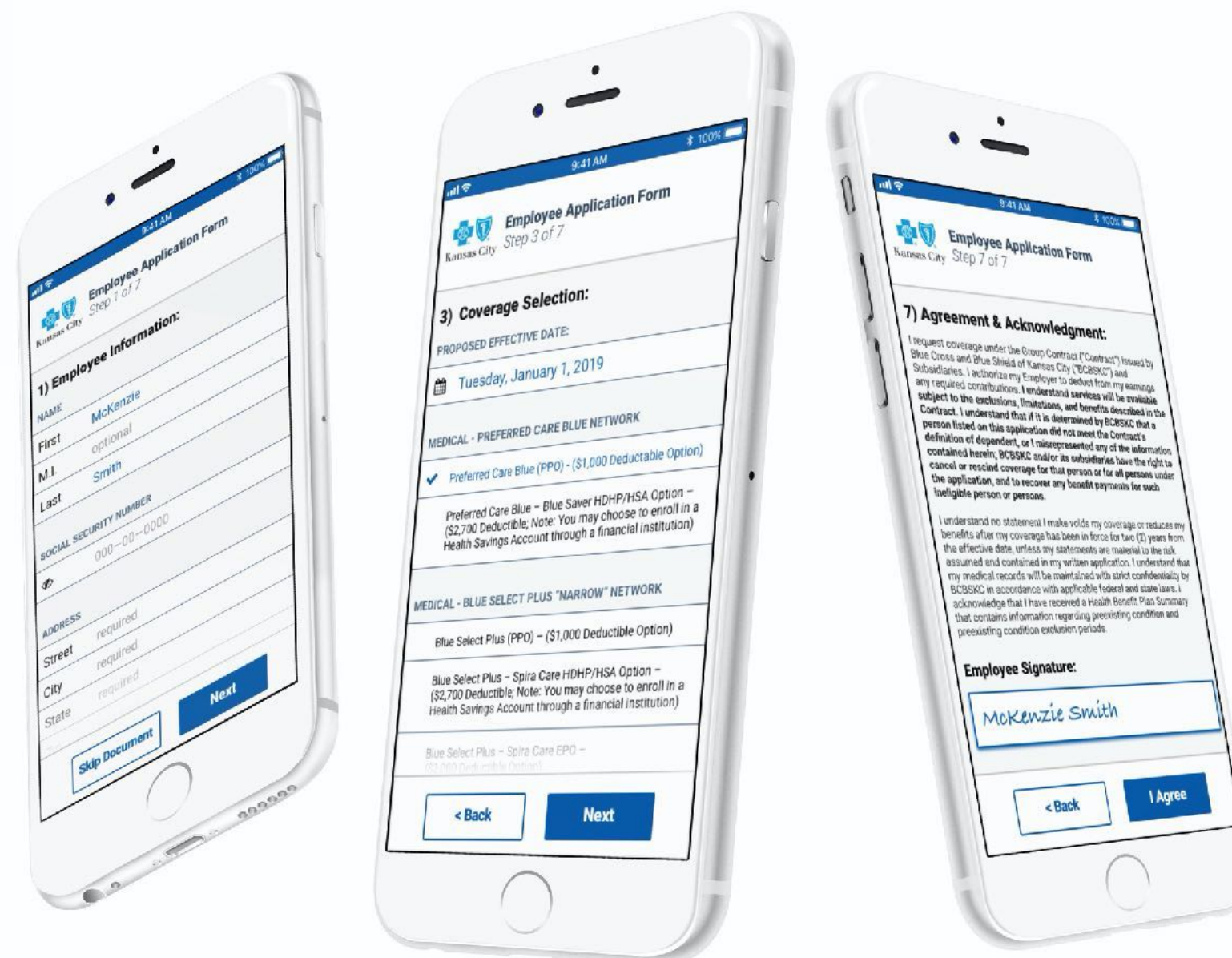
Collect Digital Signatures

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