

# CONNECT YOUR ENTERPRISE & KEEP YOUR EMPLOYEES INFORMED

Right now, every industry is confronting economic challenges. Companies are forced to problem solve while employees experience fundamental changes to their working environment. This expanding health crisis has created a new paradigm that places incredible demands on effective employee communication. It's GuideSpark's priority to help keep your employees informed and on track.



## ACCESS TO GUIDE SPARK COMMUNICATE CLOUD® & COVID-19 COMMUNICATE JOURNEY

Reach your workforce when it matters most, and keep employees informed on how your organization is implementing new protocols with our complimentary COVID-19 Communicate Journey. This comes with three content assets and five customizable message templates.

And, using core GSCC features, you can upload content, manage employee audiences, schedule and automate all types of communications, and track engagement data. This journey and free trial will help ensure that your company policies and processes are effectively communicated to your remote workforce.



## DISCOUNT ON HEALTH & WELLNESS COMMUNICATION JOURNEY

The Health & Wellness Communication Journey is designed to navigate employees through the health-related services and programs provided by your organization. Comprised of videos, infographics, documents, and any of your existing resources, this journey offering helps you to comprehensively communicate your company's health-related programs to employees who may now find themselves in unfamiliar or uncertain circumstances. This journey is being offered at a 75% discount, and includes:



## PRE-BUILT COMMUNICATION CAMPAIGN

Multi-channel delivery (email, SMS, intranet) with customized messages and experiences targeted to specific employee groups for drip delivery of messages.



## ENGAGING CONSUMER-GRADE CONTENT EXPERIENCE

Customized content experiences configured to your specific health programs and plans. Integrate your existing resources with GuideSpark's core health library of 75+ videos, infographics, and documents. Customize your content for different employee groups while integrating polls & ratings to gather feedback.



## COMMUNICATION ANALYTICS

Use data to iterate journey to improve employee engagement. Retrieve detailed quantitative and qualitative metrics by employee group and identify which topics employees are most invested in.



## INTEGRATION

GSCC seamlessly integrates into your existing communication infrastructure. Connect your HRIS to automatically track and target communications across all employee audiences



### The 75% discount on this journey also includes:

- Content configuration services to customize your brand and programs (up to 40 hours)
- Strategic services to customize deployment and execution of campaigns (up to 16 hours)
- On-demand training and support



**GuideSpark**

Accelerating change effectiveness  
through **communication**.

[www.guidespark.com](http://www.guidespark.com)

For more information, go to  
[https://pages.guidespark.com/COVID-19\\_CommJourneys.html](https://pages.guidespark.com/COVID-19_CommJourneys.html)