

DEPARTMENT BRIEF


HR: Employee Communications



Everyone texts. Your grandma texts, your children text, and your employees text. Now, organizations are tapping into this power for their employee communications. Trumpia's automation tools go beyond simple mass texting by targeting employees and automating manual chores for your team.

USE CASES

01

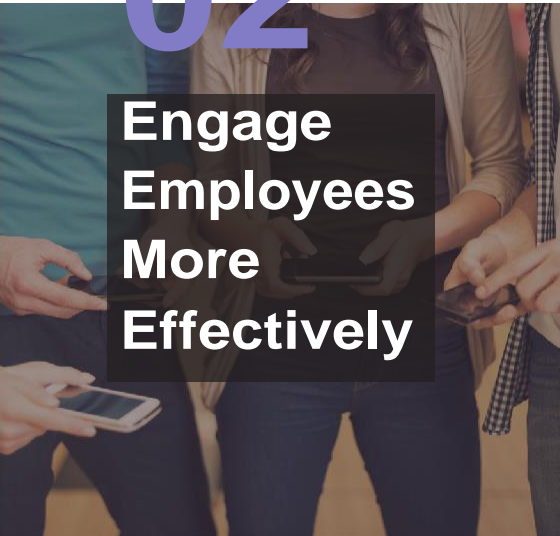


Streamline Employee Communication

SMS Marketing Services uniquely allows you to automatically create targeted distribution lists based on employee interests, click-through behavior, and demographics, so each message is highly relevant to the recipient.

- Schedule **targeted** messages for company memos, benefits announcements, or onboarding reminders.
- For part-time employees, schedule and confirm shift hours and find coverage quickly.
- Text-enable your **landline phone number** to engage in two-way conversations with employees for sensitive topics such as incidence reporting or personal time off.

02



Engage Employees More Effectively

SMS Marketing Services makes sending important HR announcements such as policy updates, key memos, and even critical alerts more effective.

- Solicit employee feedback via **SMS surveys**, which boast a 50% response rate.
- Send birthday and work anniversary **MMS** messages to your employees that include pictures, videos or mobile e-cards.
- Create fun and interactive presentations by asking employees to text their questions or answers to a **big screen**.

USE CASES

03

Distribute Benefits Information

The platform is perfect for sending employees benefits information and ensuring that the messages are read.

- Schedule targeted reminders benefits re-enrollment deadlines.
- Communicate via **two-way texting** to answer employee benefit questions.
- Send employees reminders across email, text, and voice for important paperwork or tax deadlines messages, it greatly boosts customer satisfaction and minimizes opt-outs.

FASTER RECRUITING



SMS Marketing Services is also used as a powerful recruiting tool, filling openings faster with more qualified candidates.

SMS Marketing Services' texting solution goes beyond simple mass blasting services. It can automate your communications with employees and ultimately help you meet their needs more effectively. Here's how:



1

Create a **mobile keyword** to advertise to your employees, allowing them to **opt-in** for information about **benefits** enrollment or employee clubs (e.g.: fantasy football).



2

Send **reminders** and get RSVPs from employees for open enrollment meetings.



3

Send meeting information with an **embedded link** via an email or text. For those that do not click, send **follow-up** reminders.



4

Answer questions from employees about benefits by engaging in **two-way**, landline texting using your HR department's phone number, so they don't **risk** playing phone tag or having their emails buried.



5

Automatically send a **reminder** to bring documentation to submit to HR a week before the deadline.



6

Send **SMS surveys** to employees to get feedback.



7

Automatically answer common employee questions with our **intelligent Text Bot**.



We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.



365-day

Technical Support



1-hour

Initial Response Time



9.5/10

Customer Service Rating

