HUMAN RESOURCES SOLUTION

Regular and consistent communications to employees are a key contributor to employee Interaction. The mobile channel gives HR organizations a new and efficient way to send individual greetings, organization announcements and other time-critical communications to employees on their preferred channel.

To realize the productivity gains and profitability increases that an interactive workforce can deliver, organizations must acknowledge employee performance and communicate with employees via the most effective channel.

A 2012 survey by the Society for Human Resource Management found that employee engagement is the number one challenge for HR professionals. Keeping employees involved in, and enthusiastic about, their work results in attitudes and activities that further the organization's interests and goals. Organizations polled in that survey, those with active employee recognition programs reported workers were more satisfied as a result of the acknowledgment they received for their efforts.

Successful employee recognition is a key ingredient of strong employee engagement, leading to:

- o Increased loyalty
- o Greater sense of value and appreciation
- o More supportive work environment
- o Motivated employees
- o Higher retention
- o Improved recruiting

Alchemy's Interactive SMS Platform helps you create ongoing and personalized communications with employees. You can use the platform to deploy employee surveys, send congratulatory messages for milestones met and promotions granted, and send greetings for special occasions such as anniversaries and holidays.

In addition to using the platform for one-time or spontaneous communications, you can integrate with legacy systems to enable automated communications. For example, dates can be used as an input to trigger a specific type of communication such as birthday or anniversary greetings.

With a choice of multiple channels including SMS, push, email and voice, you can use the platform to send messages to one or a group of employees, or the entire workforce, across departments and geographies. Personalized messages can be entered and configured once with automatic updates occurring into the future.

Consistent, quality communications with employees help build relationships and a more satisfied and productive workforce.

Targeted communications, happier employees;

- o Stronger employee-employer relationships.
- o Ability to reach employees through their preferred channel.
- o Higher employee morale.
- o Improved efficiency in generating and tracking messages.
- o Streamlined communications for companies of all sizes.

Sample;

A global medical equipment manufacturer wants to send greetings to the entire workforce on specific holidays and also to individuals on birthdays and work anniversary dates. By sending holiday greetings, the HR organization intends to keep the workforce informed about office closures and make everyone more aware about important cultural events. By sending birthday and anniversary greetings, HR hopes to foster a closer relationship with employees. To enable both types of greetings to be sent on an automated basis, the HR and IT organizations work together with Alchemy to integrate the Interactive SMS Platform with a back-office system that stores information about company holidays, employee birthdays and

anniversary dates, as well as employee contact information. Using the platform's drag-and-drop message flow editor, HR creates templates for the different types of messages and specifies the date triggers for each. By creating templates and automating the message flows, HR is able to send the greetings in a consistent way via the employee's preferred mobile channel (SMS or email or both) . In addition, employees feel more informed about cross-office holidays and are better able to work around office closures.

The millions of Dalasis organizations lose to payroll errors represent more than financial loss. They impact on institution's reputation, and damage employee confidence and trust. Mobilizing the time-tracking and reporting processes offers new solutions.

Payroll errors are a nightmare for HR and Finance organizations. In addition to the financial impact, payroll errors damage the employer-employee relationship. Institutions need to consider the solutions mobile can offer.

More than ever, workforces are increasingly distributed over multiple locations. With a wave of functional applications and integrated mobile solutions, new doors are opening for Finance and HR organizations to track and process real-time work hours and payroll transactions.

In a progressively more complex world of continually changing tax codes, new healthcare laws and growing numbers of independent contractors in the workforce, organizations need multi-channel payroll communications solutions that:

- o Streamline time tracking, reporting and reminders across communication channels.

- o Offer accessible time tracking systems to employees working outside the office environment

- Provide employee visibility into time entered and available benefits

- Augment existing payroll systems, reducing time, errors and costs associated with tracking and compliance

Alchemy's Interactive SMS Platform allows your organization to simplify how it collects and tracks hours worked and paid time off. By leveraging the mobile devices that most employees already bring to the workplace, you can take advantage of the mobile channel to track, organize, retrieve, and store work hours, replacing complex spread sheets and costly intranet systems.

Alchemy's Interactive platform offers a new way to collect and track work hours with built-in checks and balances to ensure accuracy and data integrity.

With a choice of channels including SMS, push, email and voice, employees can submit their daily hours, or clock in and out of work using a predetermined code.

After documenting reported hours, the platform confirms receipt by responding to the employee with an overview of total earned hours and benefits listed by the day, week or month. The secure mobile platform acts as the data record-keeper and works with existing payroll software to instantly update private employee records.

Alchemy's Interactive Platform makes the payroll process easier and more accurate. It protects institutions with checks and balances while strengthening the employer-employee connection by providing employees with better information and more control.

Costs effective, raise morale;

- Simplify time tracking and reduce errors using multiple mobile channels.

- Provide employees with instant payroll reports via their hand-held devices.

- Replace outdated payroll tools and systems with a more efficient, cost-saving platform.

- Reduce payroll staffing needs by eliminating the need for manual record-keeping.

- Raise morale and increase productivity through improved communication, reduced payroll errors and timely payments.

Sample;

A national taxi service has hired hundreds of new drivers in 10 cities across the country. Without access to the company's online reporting systems, the drivers are unable to track their hours and advise dispatch of their availability to accept customers.

By synchronizing the interactive Platform with their corporate systems, drivers are empowered to log hours and alert dispatch by sending an SMS with their driver code. The company is able to track work hours more accurately and dispatch services faster to waiting customers.

Most workers do not believe their employer is prepared for a natural disaster, and 72 percent say they would not feel safe in their workplace if a disaster struck.

In any emergency an organization's top priority is to keep employees safe and well informed. But urgent communications can be difficult to initiate and manage. Landlines and wired networks may be down, preventing employees from communicating via traditional channels.

Having the ability to employ multi-channel mobile communications, SMS, push, email, and voice enables the organization to quickly reach all of its employees in any and all locations, and have a system in place to communicate effectively with those in need.

By including multiple mobile channels in its emergency communications plan, organizations can help ensure the safety of all employees during events such as these:

- o Severe weather warnings

- o Bomb threats/terrorist activities

- o Cyber terrorism

- o Flood warnings

- o Lock-down alerts

- o Contagious disease warnings

- o Hazardous travel/traffic advisories

82 percent of adults own a mobile phone, and the vast majority of these devices are text-enabled. Because most mobile users will read a text within three minutes of receiving it, texting is an effective communication tool in emergency situations. As institutions continue to expand their reach in the global marketplace, comprehensive and flexible emergency communications platforms are essential to employee safety, business resilience, and financial stability.

The ability of the Interactive Platform to utilize multiple communication channels helps organizations keep employees safe and informed during emergencies. By tapping into the Bring Your Own Device (BYOD) trend, organizations can deliver information by SMS, push, email, or voice depending on employee preference. Organization can send a customized alert for a specific event, such as a forecasted tornado, or deploy communications automatically by interfacing with an existing third-party platform, such as a severe rain warning service.

In the case of an emergency system breach, IT can use mobile communications to notify employees of the threat, report on down systems, and instruct them to change network credentials. Keeping employees informed throughout the server restoration process eliminates confusion and empowers them with the latest information and alternate work instructions.

Alchemy's multi-channel Interactive Platform enables instant and reliable communications during emergency situations, allowing organizations to:

- o Employ multiple channels including SMS, push, email, and voice, depending on the circumstance and employee preference.
- o Send simultaneous alerts on multiple channels to reduce the chance of missed messages.
- o Quickly communicate with all employees or tailor messages for specific groups and assess employee safety and respond accordingly
- o Control message content to lessen the possibility of misunderstood or inaccurately conveyed information
- o Bolster employee-employer relationships by providing timely information, necessary interventions, and reducing confusion and concern
- o Provide alternate channels for communicating procedures during computer security threats
- o Create automated reports by linking with existing weather communications platforms
- o Save costs by reducing lost work time due to ineffective communication.