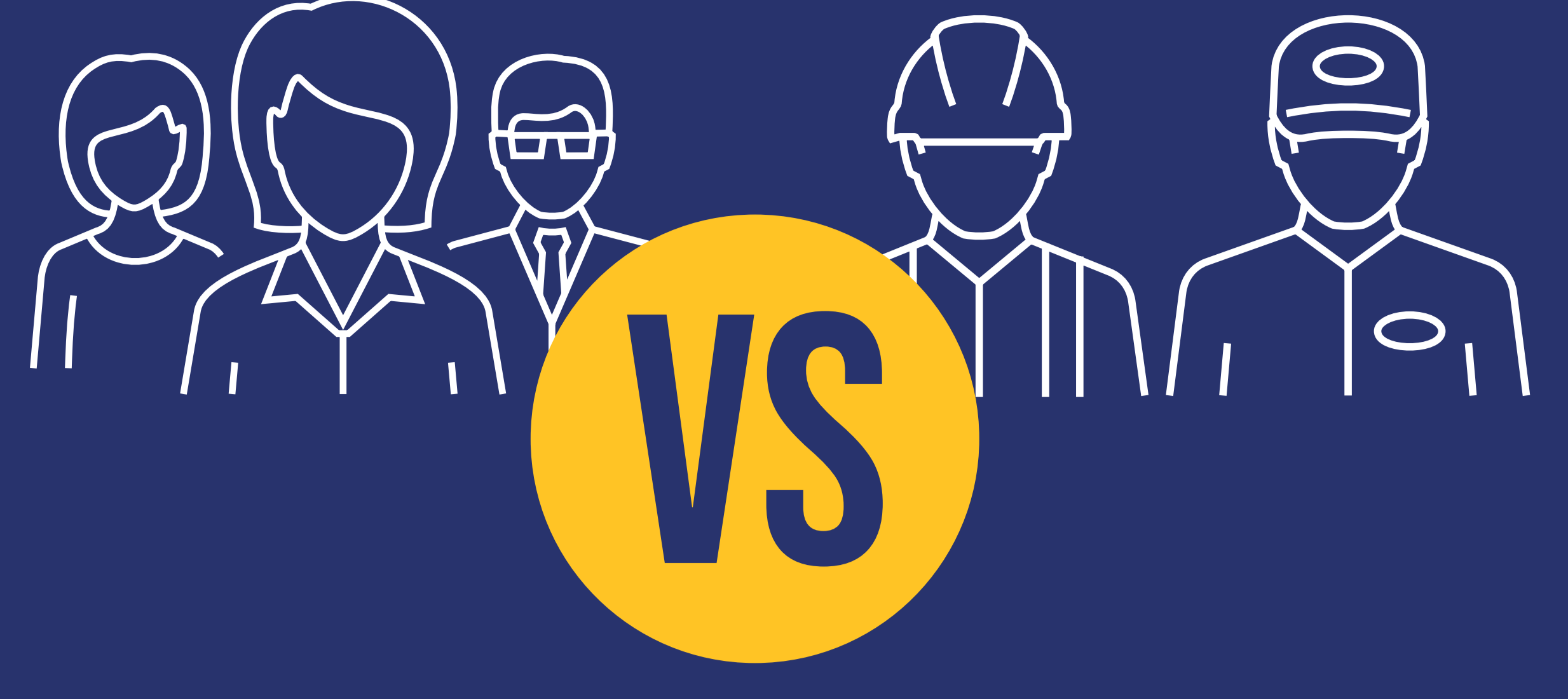


EMPLOYEE COMMUNICATION DIFFERENCES

Forrester 2020



EMPLOYEE COMPLAINTS IN COMPANIES WITH:



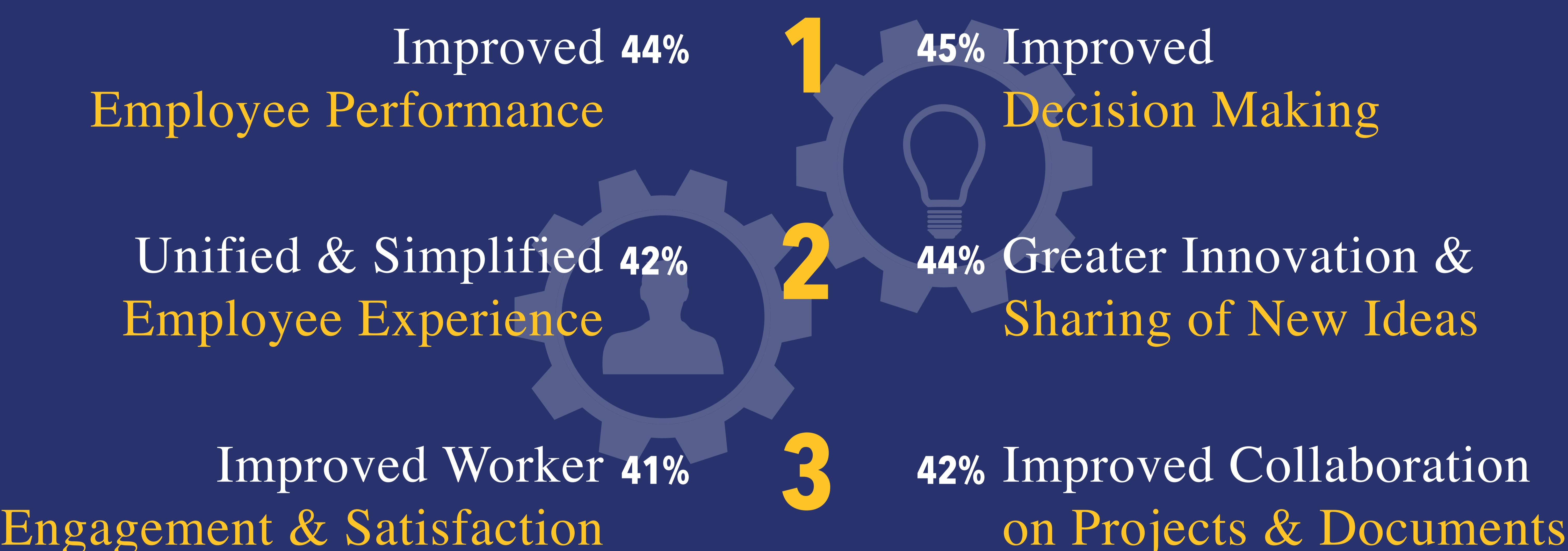
35% The rate of notifications is disruptive to workflow **40%**

32% Important company announcements on the platform are easily missed if they are not emailed as well **36%**

27% Other important work tools are not well-integrated into the platform **33%**

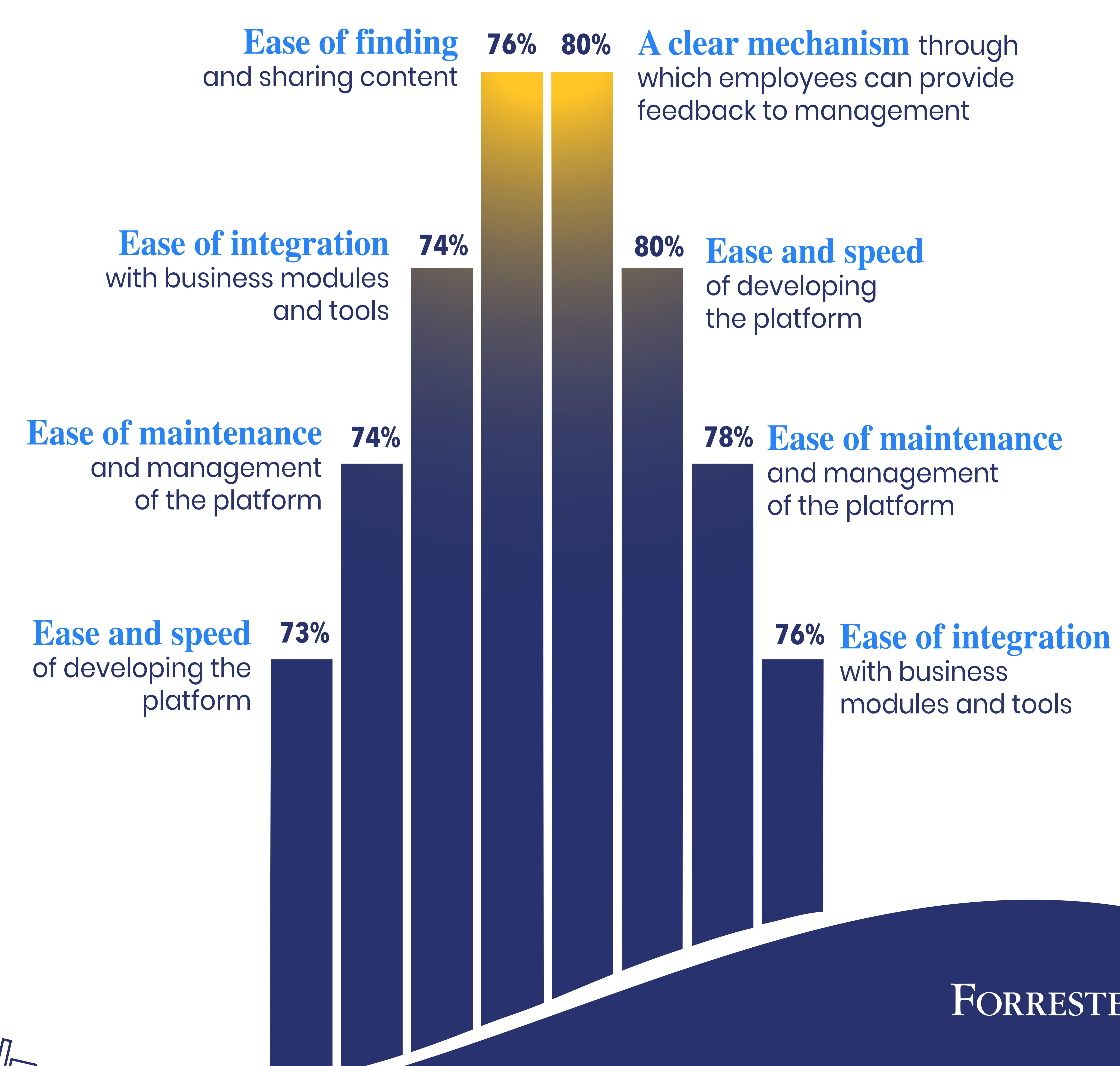
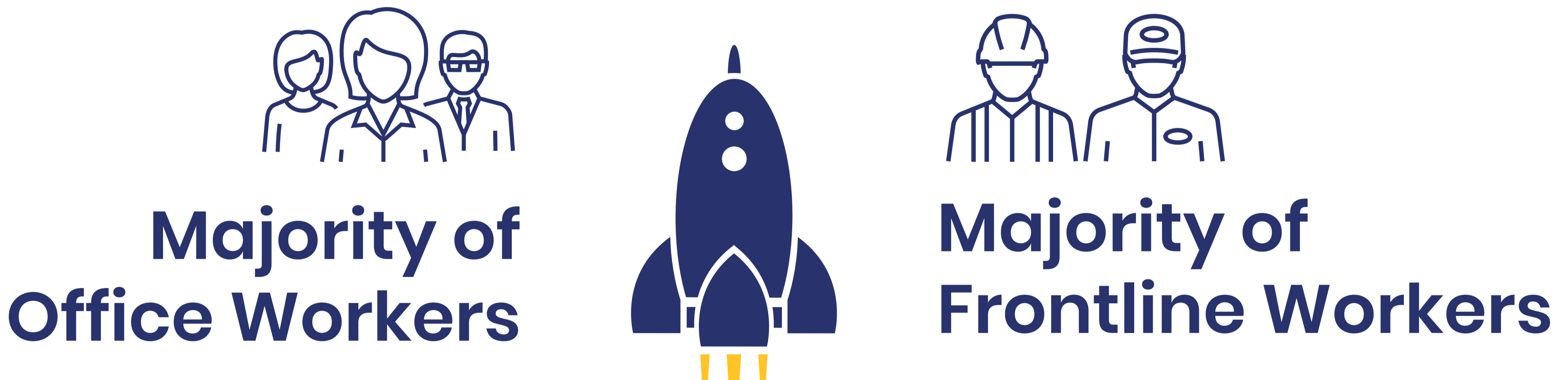
Firms with a majority of frontline employees struggle with scaling employee communication

EXPECTED BENEFITS



According to their workforce structure, companies expect different capabilities from an employee communication platform

EXPECTED CAPABILITIES*



FORRESTER



*the datapoints refer only to respondents who selected "Important requirement" or "Critical requirement" on the scale
 Base: 201 managers and above decision makers in IT, HR, and Internal Communications roles at large enterprises across the USA, Europe, and Asia.
 Source: A commissioned study conducted by Forrester Consulting on behalf of LumApps, February 2020