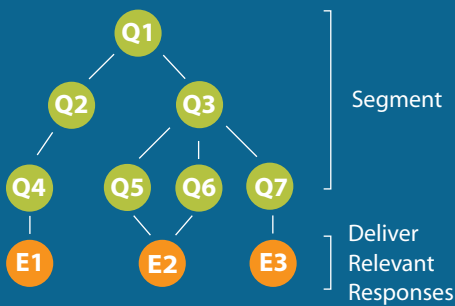


PollStream does more than simply engage your audience.

It gives you the power to target relevant responses to employees.



Internal Communications

If there was one thing you could do to drive up profits, what would it be? Control costs? Manage customer relationships? Improve your marketing? What about engaging your employees? A growing body of research shows a direct link between the level of employee engagement and corporate profits. Employees who are satisfied in their jobs, motivated to do better, and well-informed about corporate goals have a dramatic impact on customer satisfaction and profits.

When it comes to corporate communications, PollStream lets you change the rules of engagement.

PollStream Opens the Door to Effective Communication

Effective two-way communication is the key to engaging your workforce. According to a study by Towers Perrin – a global professional services firm that specializes in people management – employees want to know that leadership is interested in them. Employees believe that communication with management is effective when there is a two-way feedback system, and there is an open, honest exchange of information.

PollStream is a powerful tool for managing communication within an organization. By including PollStream on your corporate intranet or in targeted email communications you engage your workforce in open, ongoing dialogue. PollStream captures interest, sustains involvement, and provides a rewarding experience.

Part of the power behind PollStream is the ability it gives you to build trust with your employees. PollStream lets you ask a series of questions that unfold like a conversation. At any point in this conversation you can introduce focused, relevant information. For instance, if you are using PollStream to measure employee interest in health benefits and a participant indicates an interest in vision care, PollStream can respond with a focused message such as "did you know that the company lets you set aside pre-tax dollars for extended vision care?"

With PollStream, Employees Can Tell You Are Listening

Communications are on-target when employees know that their input is getting through to management. Hewlett-Packard Canada uses PollStream to help senior management prepare for face-to-face meetings. These meetings address employee concerns, letting them know that their involvement in the company is meaningful.

PollStream facilitates communication between departments by providing clear, easy-to-understand reports in real time. This lets you use the insight you gain from PollStream immediately. You can put a poll online Monday and use the insight for a meeting on Friday.

PollStream Keeps Employees Involved

Week in and week out PollStream consistently delivers high poll response rates. Compared to traditional methods for gaining insight where response levels are typically two to three percent, PollStream delivers a phenomenal 13% to 23% response. High response rates are a direct result of the involving, deeply engaging nature of the PollStream experience.

PollStream encourages employees to speak their minds. Built into the application is the ability to ask open-ended questions. Managers who use this option are rewarded with thoughtful, valuable responses. This kind of feedback is like a window into the hearts and minds of your most motivated employees.

PollStream Keeps You Ahead of the Competition

Research from Towers and Perrin shows that 65% of employees do not feel they know enough about the competition to be fully effective. Another 43% of employees do not feel that they know enough about their own customers. Only 39% of employees feel they are informed about the differences between their company's products and the competition.

What about the employees at your company? Use PollStream to gain valuable insight about how well your employees know company strategies and vision, how well they know your products and services, and how well they know the competition. With PollStream you can also pass along valuable information, making it ideal for education and empowerment.

Your New Rules of Engagement

How does PollStream help you change the rules of engagement? PollStream flips the paradigm of one-way, top-down corporate communications and introduces a dynamic two-way dialogue with your employees. When employees are engaged in meaningful communication with management they become stake-holders in the company's future. They are more likely to go the extra mile. Their work is more rewarding. PollStream can help you initiate and maintain this type of communication.