

# How AI will transform internal communications



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# Hailo is an industry-leading employee communications & advocacy platform.

Hailo's SaaS platform combines multi-channel comms, social intranet and employee advocacy with an engaging experience and analytics engine that both content creators and end users love. More than 1,000 of the world's largest organizations trust Hailo to help them better reach, engage, and understand more than 3.5 million employees every day.

1,000+  
Clients

>3.5m  
Daily users

300  
Employees





**Multichannel is more than just  
an employee app**



# new work & generations

completely different ways of working and consuming content

=

# flexibility

in where, when & how employees work including the tools they use

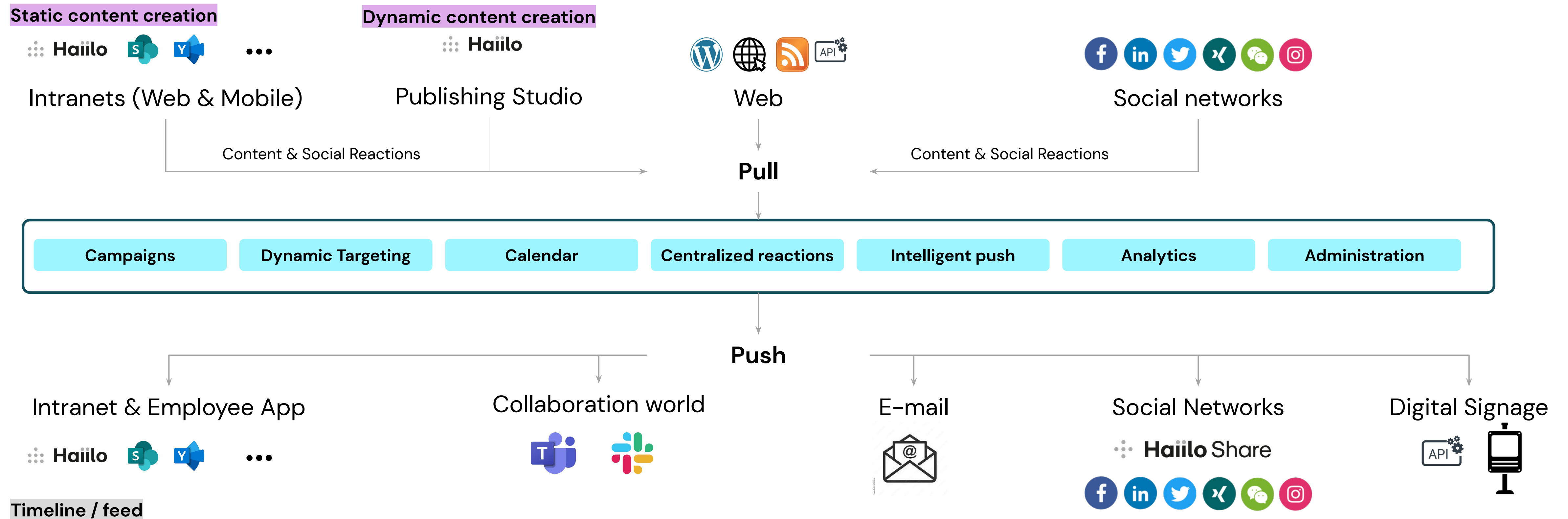


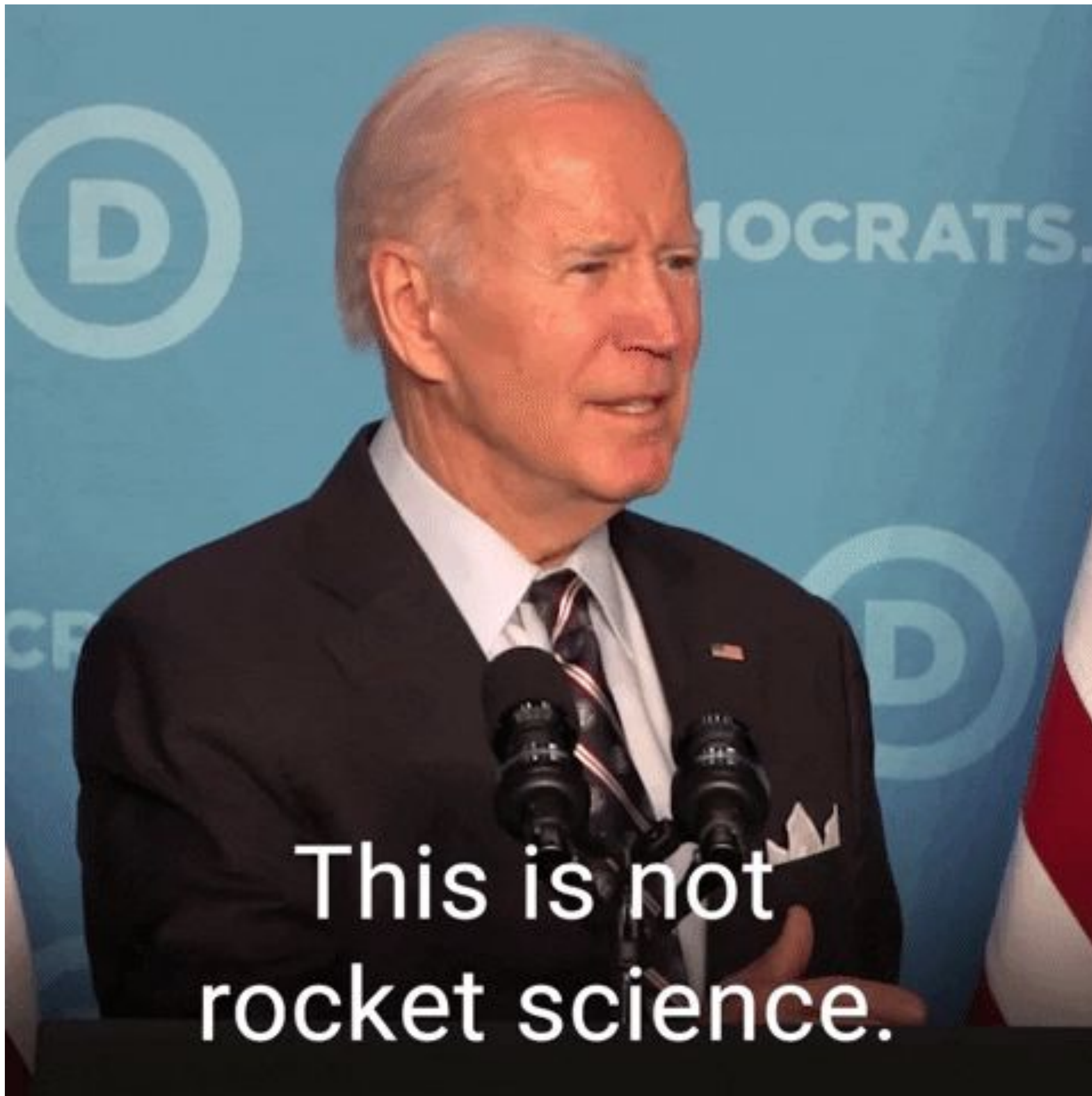
**Employees have to be reached  
where they are!**





# The future is multichannel and brings internal and external communications together









**Most communicators don't have  
time to measure their success.**



# How to save time with the help of AI



Internal communications has to gather **qualitative & quantitative** insights for more effective communications



# Rich quantitative analytics

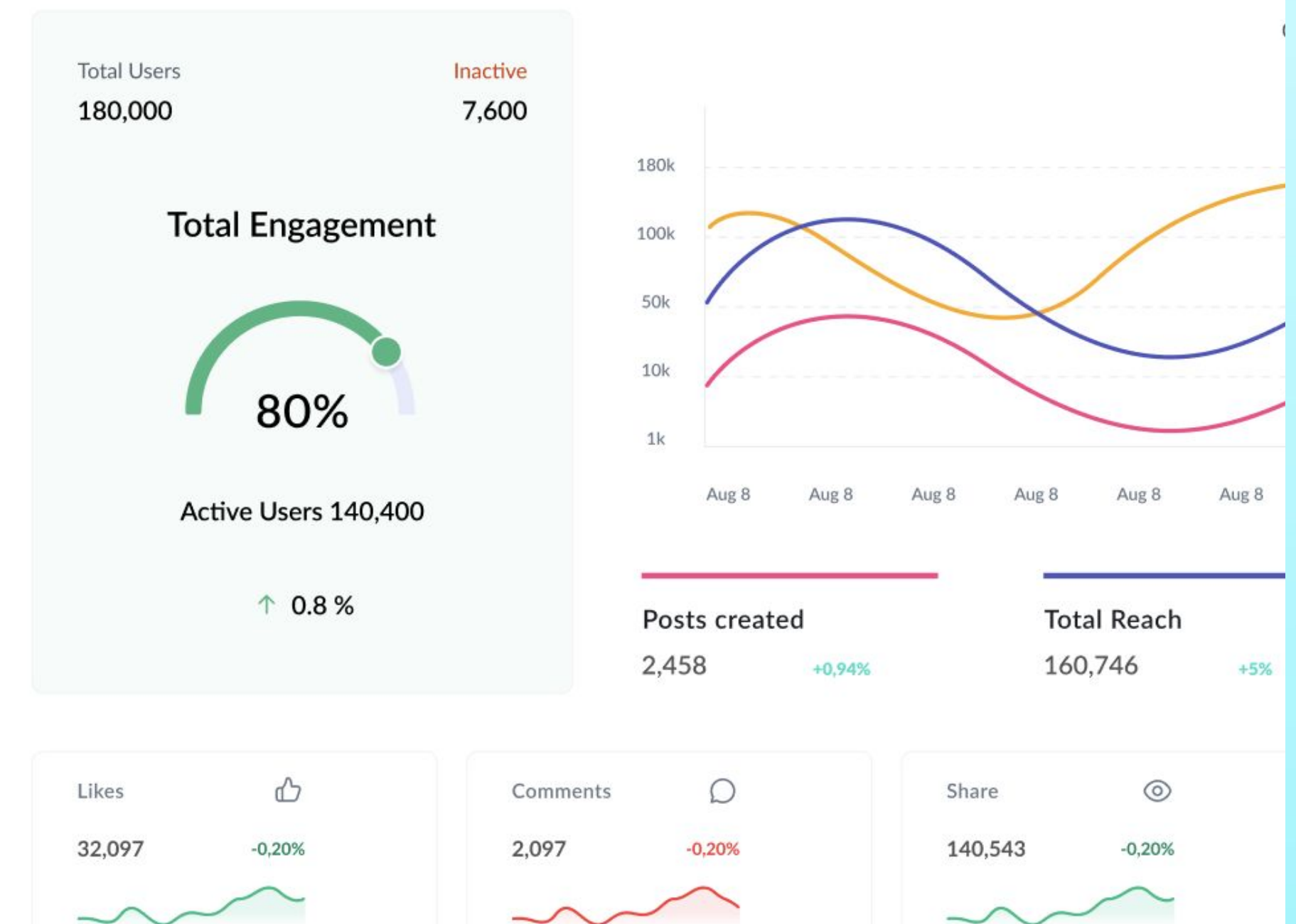
- Measure overall engagement rates
- Find best-performing channels
- Identify trending topics
- Understand target audiences better

## Analytics

Custom Today 7 Days 30 Days All Target Audience All Topic All Channels + Custom f

### Overview

Overview of user engagement and Comms performance

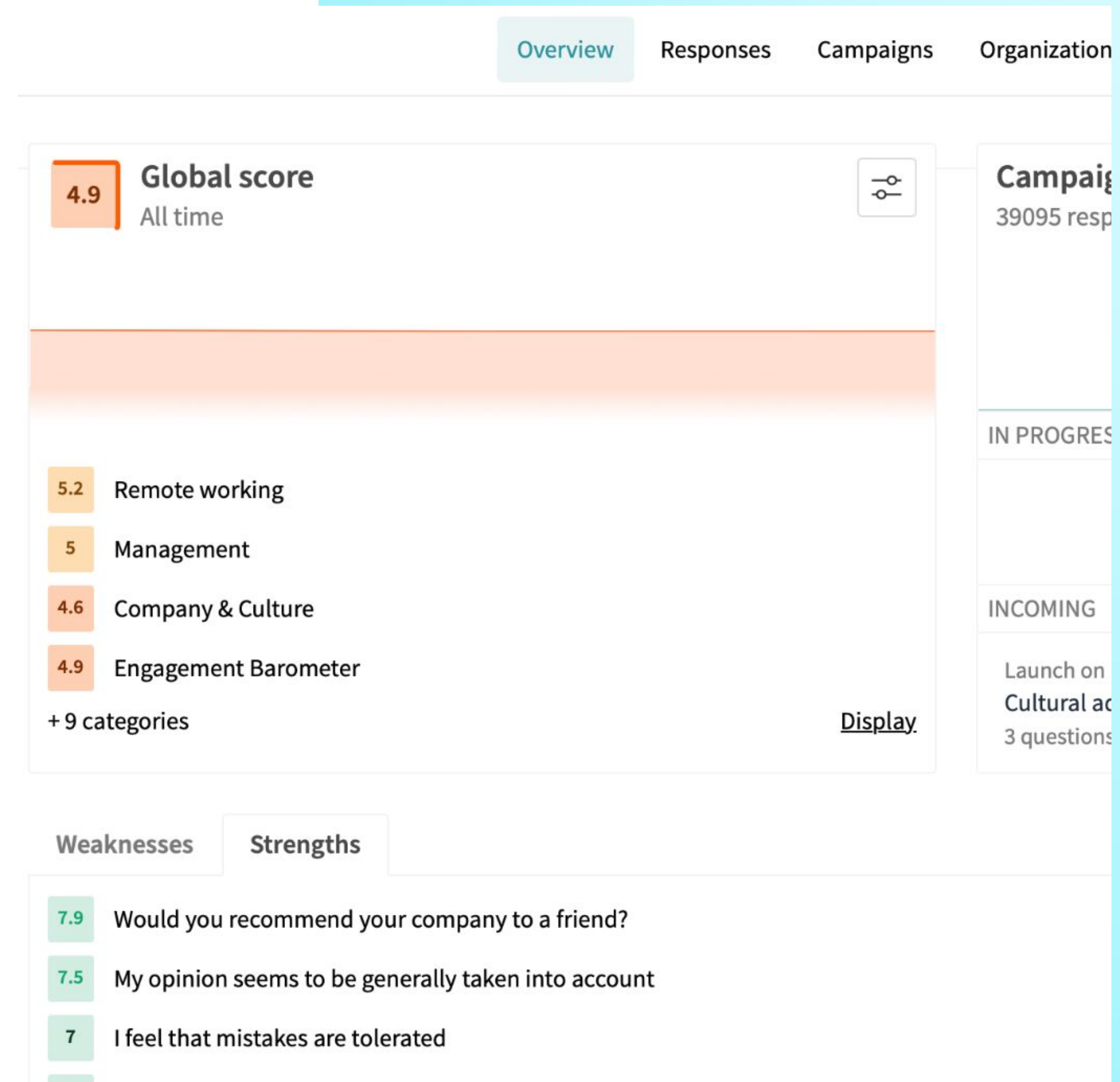






# Insightful pulse surveys

- Understand how content is being perceived
- Find more content topics to address
- Understand the reasons behind analytics
- **Measure the business impact of comms**



Hailo helps you prove the value of your communications



# Proven & tangible value for our clients.

2x

more trust in leadership.

23%

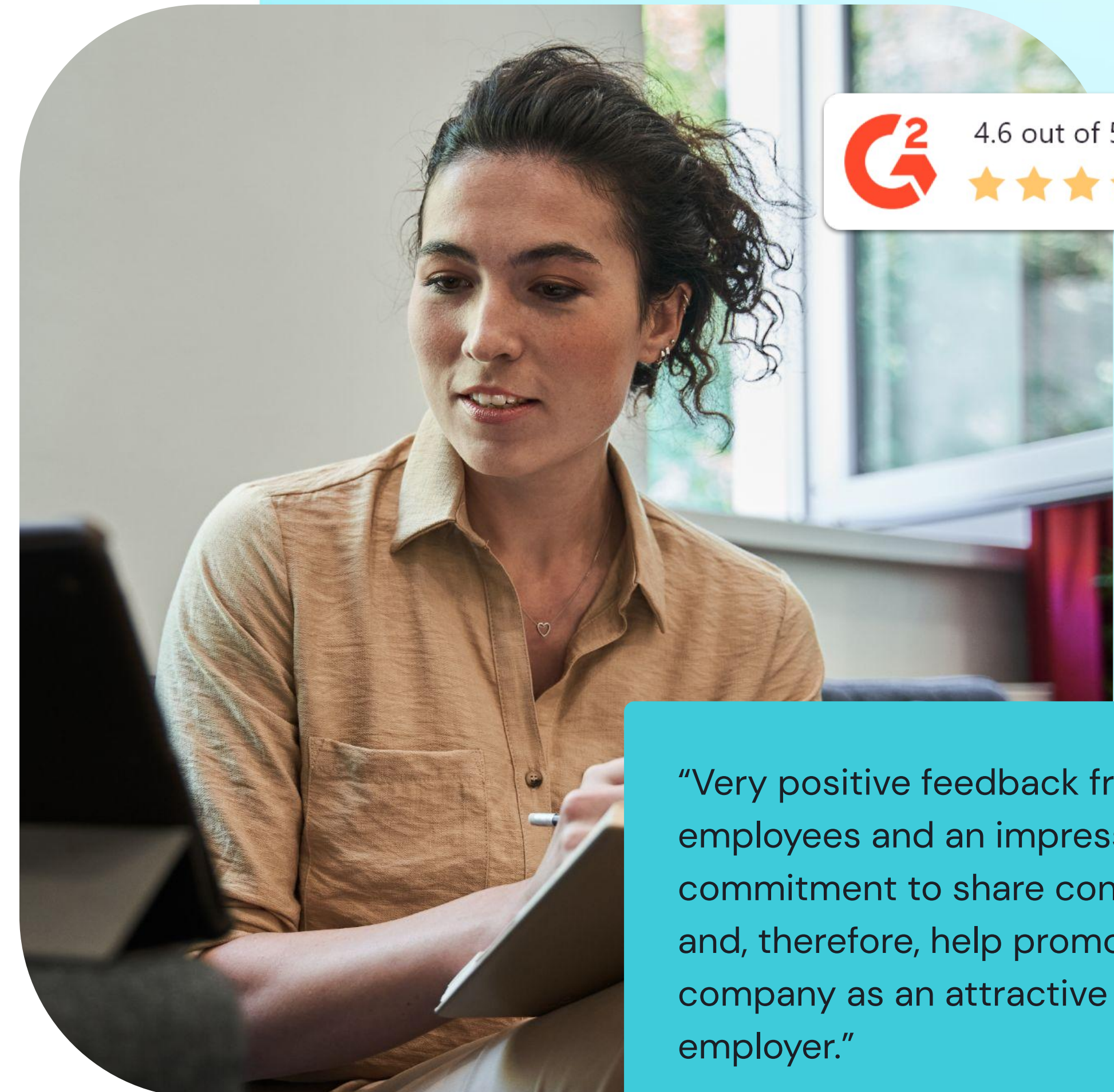
less employee turnover.

67%

better strategy comprehension.

6x

more overall reach on social.



4.6 out of 5



“Very positive feedback from our employees and an impressive commitment to share content and, therefore, help promote our company as an attractive employer.”

**Diana Macovei**

