

Please Read!

3 Proven Steps to Help You Get 10x Higher
Response Rates From Your Employees



Employees Don't Read Emails

If employees manage to scan the email, they don't respond or take necessary action. Where does that leave your team? Drafting a second email or following up with employees one by one.

Your team is stuck.

Stuck waiting on your employees. Stuck waiting for them to ask for help, take action, and respond. Stuck until they can track down each employee. Stuck because every email never answered costs time, resources and money. This inefficiency adds up, resulting in a poor perception of your team and an even worse employee experience.



Get Their Attention

One glance is all you have, so make it count.

- Your text should be brief. It should spark interest, and it should have a clear call to action.
- Remember, you're always interrupting the employee, so let them know upfront "what's in it for them" and ensure the content is timely, relevant, and needed.
- Leverage the right communication channel for the message. For example, a pop-up notification on an employee's desktop is sure to capture their attention more than an email.



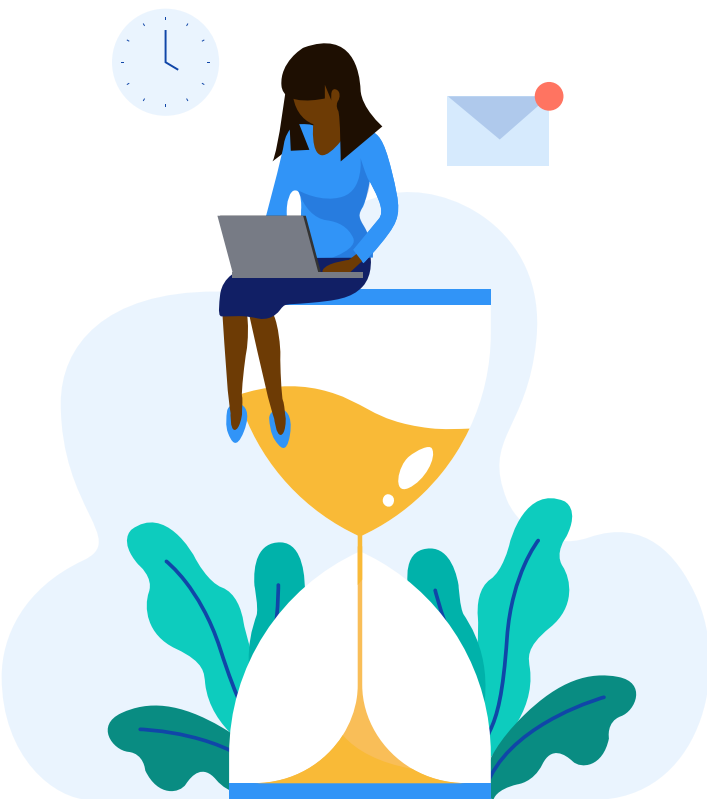
A leading life sciences company sent an A/B test comparing a Nextthink Engage pop-up notification to email. In 15 minutes, over 1,000 employees viewed the pop-up notification while only 43 employees viewed the email.

The test revealed that 15k employees interacted with the campaign and that **Nextthink Engage received 2,214% more views than email.**

Be Relevant

Timing is everything.

- For your message to be highly relevant, segment your list based on the audience that will find it most compelling. Too many irrelevant notifications, and they will tune out.
- Optimize your send time for maximum impact. For example, time a satisfaction survey right after the employee closes the application or sends a restart reminder during their workday with local time zones in mind.
- Ensure you don't interrupt important presentations by not sending during video calls or when a screen is being shared.



77%
scheduled an
appointment



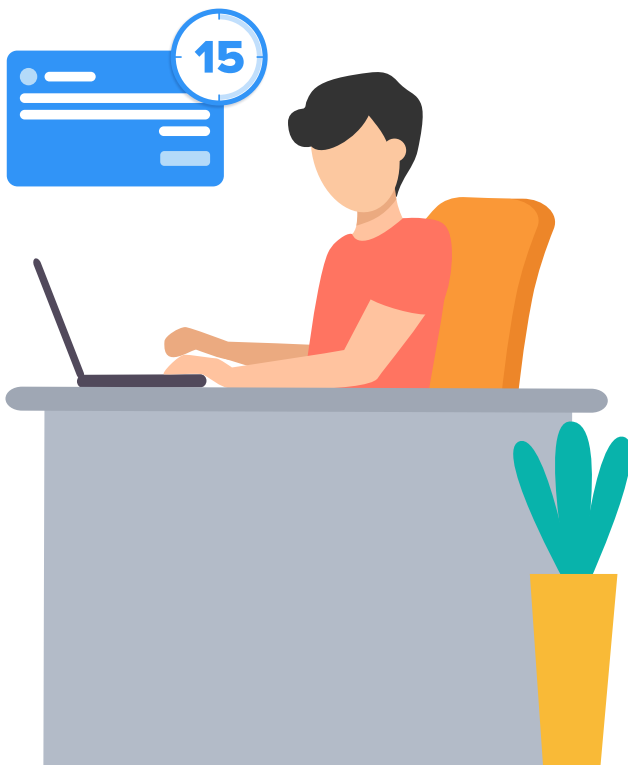
A multinational professional services organization sent a Nexthink Engage pop-up notification to employees who hadn't responded to their IT tickets.

As a result of this highly targeted campaign, **77% scheduled a follow up appointment with IT and 12% immediately closed out their request.**

Don't Disrupt

Let them get back to work fast.

- On average, employees respond to Nexthink Engage campaigns in less than 15 seconds.
- For your campaign to be successful, limit to 1-3 prompts and only 1-2 lines per question.
- Is it a bad time? Give employees the option to reschedule with one click and respond when it's more convenient.



A large financial services organization leveraged Nexthink Engage to help employee productivity by sending self-help pop-up notifications to fix IT issues.

As a result, they had a **10% increase in employee satisfaction scores** in two months after deploying Nexthink Engage.

Attention-Grabbing Results

Nexthink's 1,000 global customers provide better digital employee experiences with Nexthink Engage's two-way communication channel to drive more employee connections and responses.



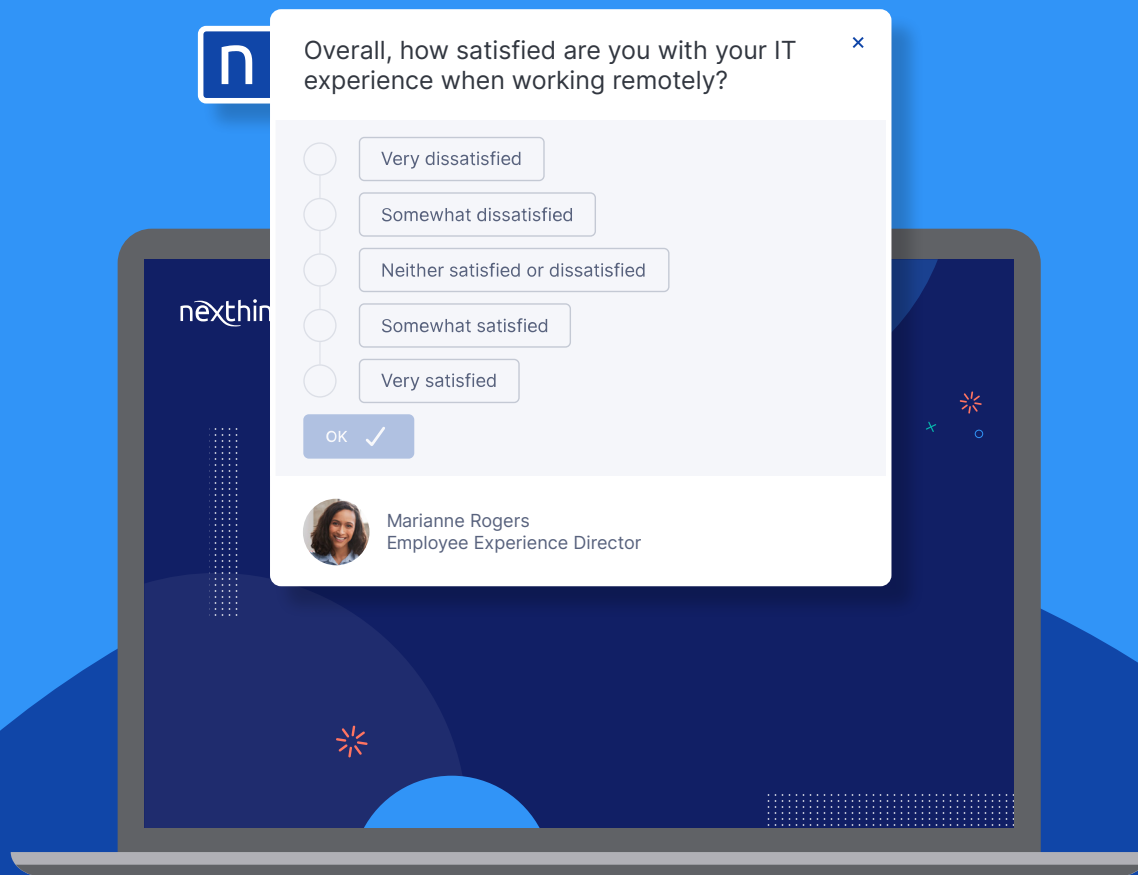
One of the largest home delivery pharmacies in the U.S. saw a dramatic increase in employee response rates from approximately 3-5% to nearly 70%.



A multinational healthcare and insurance company increased their employee response rates from 25% to 65%. Their efforts helped the company improve customer satisfaction and achieved a better understanding of user perception.



A large financial customer barely reached 10% response rate with their satisfaction survey tools. But their first Nexthink Engage campaign received an 82% response rate.



See Nexthink Engage in Action

Nexthink Engage is your employee connection. Get your employees to respond with a two-way communication tool that cuts through the digital workplace noise with an attention-grabbing notification. Boost your response rates by connecting directly with employees with timed and targeted messages to provide critical information, share a survey, or help them fix problems that matter to them.