

Flexible, Enterprise-Grade Employee Communications Platform



Nurture

Streamline Your Internal Communications, Keep Employees Aligned, and Enable them for Success

Nurture was built to enable enterprise organizations to improve workplace communications, streamline and standardize communications processes, and make workplace communications more engaging by creating and distributing targeted, timely, and relevant information to every employee.

Using Nurture, organizations can:

- **Increase employee satisfaction and engagement:** Organizations that invest in employee communications are seeing higher employee engagement rates.
- **Reduce employee turnover:** As employee communications impact employee turnover, organizations that invest in communications also see higher employee retention rates.
- **Achieve organizational alignment:** Open, transparent, and honest workplace communication plays an important role in aligning employees with the ultimate business goals and core company values.
- **Improve change and crisis management:** Workplace communication is the most important prerequisite for successful organizational and cultural change. It enhances crisis management, makes it more streamlined and transparent, and therefore, ensures better business continuity during unprecedented times.
- **Reduce healthcare costs and work-related accidents:** Consistent, timely, and relevant communications can go a long way in preventing workplace accidents and reducing healthcare costs.

72%

of employees don't have a full understanding of the company's strategy (IBM)

59%

of organizational change failure happens due to insufficient communication (Research gate)

30%

of employers believe that employees are the most overlooked stakeholders when their organization is dealing with crisis (Gartner)

70%

of employees felt more engaged in companies where information of value, company goals, objectives, and individual and organization execution are clearly communicated (Harris Poll)

17%

of office workers say their workplace does not communicate safety plans effectively (Atlantic Training)

- **Drive employee success and enablement:** Nurture, in combination with our Employee Journey Management solution, makes a central place for employees and managers to create personalized journeys and career paths.

Platform Capabilities

Create Engaging Internal Campaigns

With Nurture, anyone within an organization can create beautiful, company-branded, internal communications campaigns without any knowledge in design and coding. Its user-friendly and intuitive drag-and-drop content builder (Figure 1) allows communicators to create, distribute, and manage engaging workplace communications.

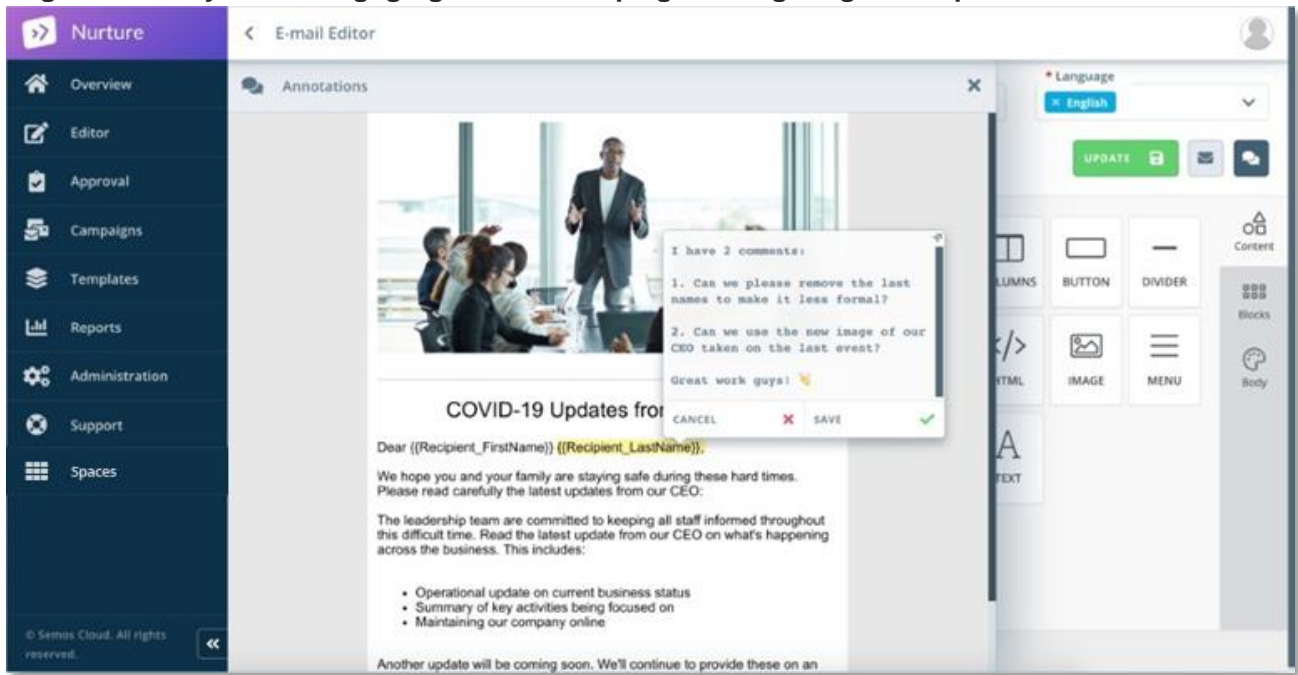
Make Communications More Personalized

Nurture enables organizations to easily segment their internal audiences by roles, departments, functions, geographic locations, age, tenure, and many more. By connecting Nurture with your existing Core HR solutions, audience filtering is limitless. Furthermore, Nurture allows employees to define and set-up their own interest and communication preferences making communications even more relevant.

Streamline and Standardize Communication Efforts

With Nurture, using centralized content libraries and calendars, users from different departments and LOBs can easily collaborate with each other when building campaigns.

Figure 1: Easily create engaging internal campaigns using drag-ad-drop content builder





Measure Employees' Engagement

With Nurture, organizations have a real-time view of the performance of all their internal communications campaigns. Based on this data, internal communication professionals can make smart, data-driven decisions for improving their efforts and driving better employee experience in the workplace.

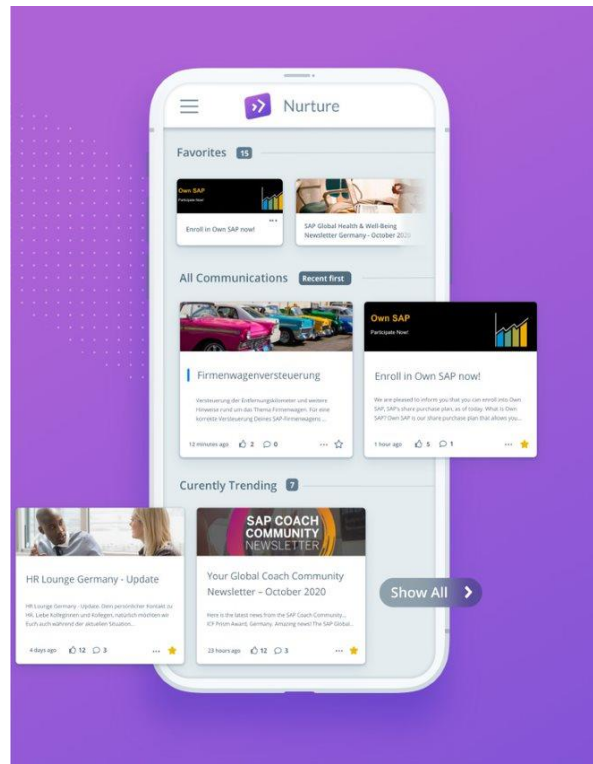
Integrate with SAP SuccessFactors

Nurture is built on the SAP Cloud Platform and is integrated with the SAP® SuccessFactors® modules through native API connectors. Using these integrations, administrators can streamline and automate many of their employee communication efforts.

Your All-in-One Internal Communications Platform

Nurture does much more than enable employers to create flexible, engaging, and personalized internal campaigns. The combination of core technology functions, built-in success functions, and employee experience functions, make Nurture the most comprehensive, enterprise-grade employee communications platform (see Figure3).

Figure 2: Mobile-friendly interface



Learn More
For more information about Nurture, visit [our website](#).

Figure 3: Functions and Features of Nurture

