

Nurture: Flexible, Enterprise-Grade Employee Communications Platform



Empower Your Entire Workplace by Keeping Employees Informed, Aligned, and Engaged

Historically, employee communications were handled by an HR or communication professional who sent out periodical, company-wide updates. With the emergence of COVID-19, remote work, and social distancing restrictions, the function has been upgraded: employee communication is a mission-critical function that must reach everyone fast, effectively, and accurately.

These changes are significantly impacting the way organizations communicate with their employees, and the role of technology in eliminating emerging communication challenges is crucial.

Yet, there are very few “integrated communications” platforms for HR and Internal Communications teams. While most solutions offer lots of mass communications features and functions, many of them lack the ability to send timely, relevant, and personalized communications.

With Nurture, a flexible employee communications platform, organizations can **personalize and target** communications to different employee groups. It enables communicators to understand employees’ engagement, **streamline and standardize all the communication** efforts, and easily collaborate with other communications teams.

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Easily Create Beautiful, Standardized, and Engaging Internal Campaigns

Consolidate and Streamline all Your Local and Global Communication Efforts

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Mobile-friendly Interface for Seamless Access to Important Company Updates

Measure the Impact of all Your Internal Communication Efforts

Connect with SAP® SuccessFactors® for More Automation and Insightful Data

Succeed with Our Professional Services and Support

More Than Just Employee Communications Software

Align Employees with Business Strategy and Core Company Values

Make Crisis and Change Management More Efficient

Drive Higher Employee Engagement Levels

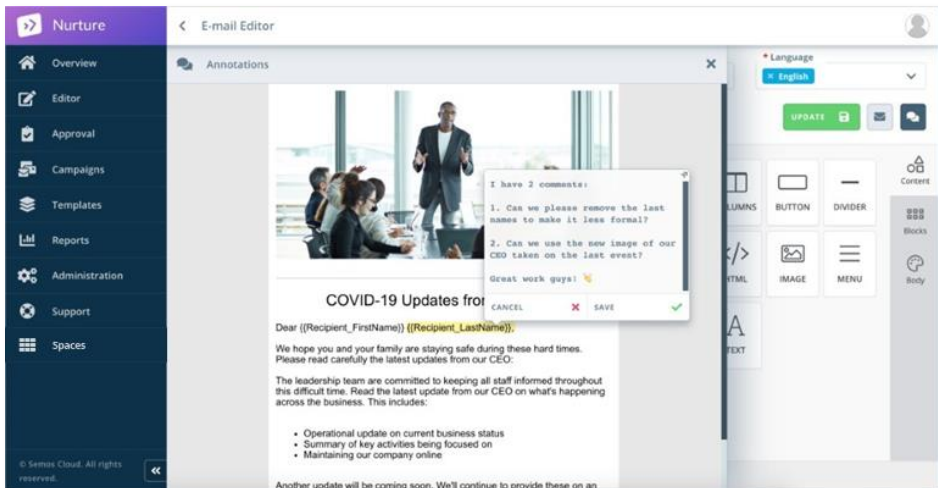
Ensure Workplace Safety and Compliance

Easily Create Beautiful, Standardized, and Engaging Internal Campaigns

Applying company's branding guidelines to internal communications campaigns drives higher engagement and emotional experience among employees.

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 allows communicators to create, distribute, and manage engaging communications campaigns.

Figure 1: Easy-to-use campaign builder



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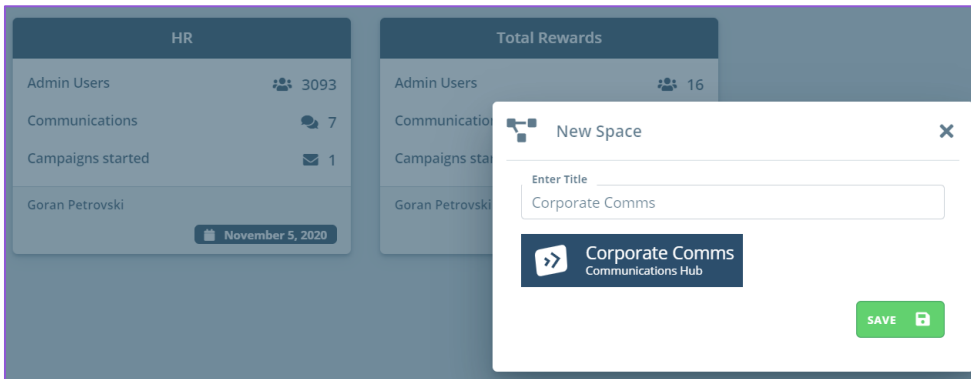
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Consolidate and Streamline all Your Local and Global Communication Efforts

Many organizations struggle to streamline their internal communications efforts. They don't have a way to keep all their communication resources in one place. With Nurture, using centralized content libraries and calendars, users from different departments and LOBs can easily collaborate with each other when building campaigns. They can collaboratively manage communications from a single management interface for planning and distribution across the organization. Real-time approval workflows and standardized content formats make workplace communications more streamlined and efficient. Robust role-based permissions enable communications professionals to define specific roles based on various communications functions in their organizations.

Nurture “Spaces” allow for organizations to consolidate all communications from different groups, board areas, and departments under one platform.

Figure 2: Nurture Spaces – Central internal communication hub



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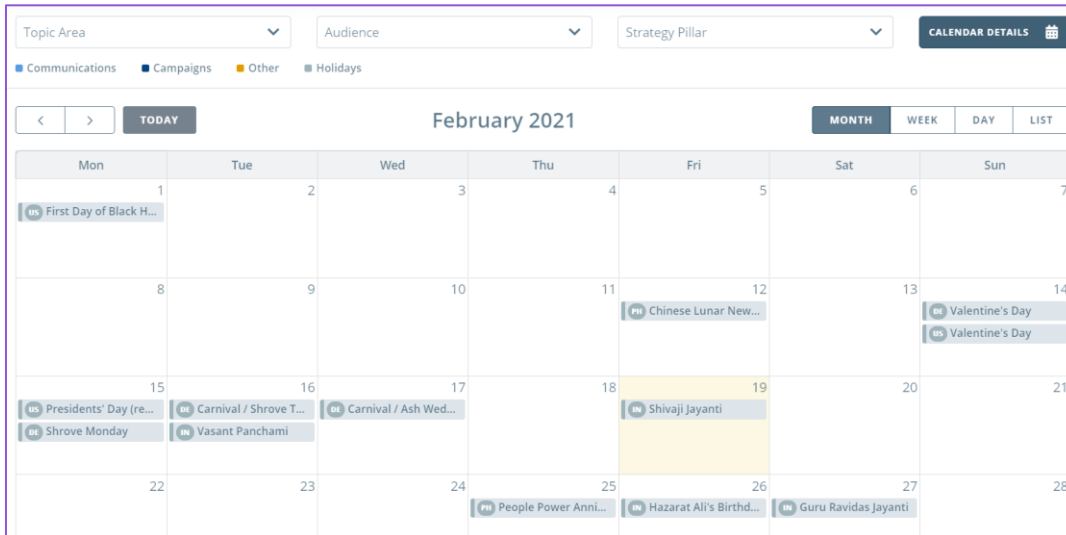
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Figure 3: Real-time calendar view of all communications and company events



Communications calendar provides a **real-time view** and easy access to all communication campaigns and corporate events in one place.

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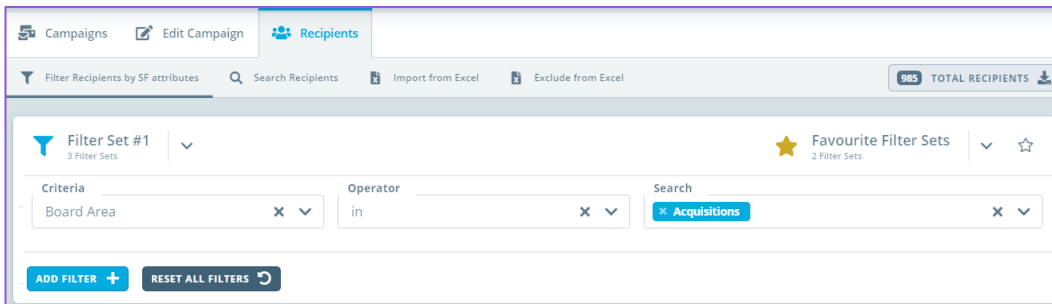
Always Deliver Targeted, Timely, and Personalized Employee Communications

Today, employees expect internal communications to be more personalized and relevant to what they do. When personalization is neglected in internal communications, it is hard to cut through the noise and drive readership among employees.

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.

Such segmentation empowers communications teams to create and deliver content relevant to their target audiences, while driving higher levels of employee engagement. Robust campaign scheduling features and push notifications help organizations to deliver timely communications no matter where their employees are located. Furthermore, Nurture allows employees to define and set-up their own interest and communication preferences (Figure 5 on the net page) making communications even more relevant and engaging.

Figure 4: Robust segmentation and audience targeting options



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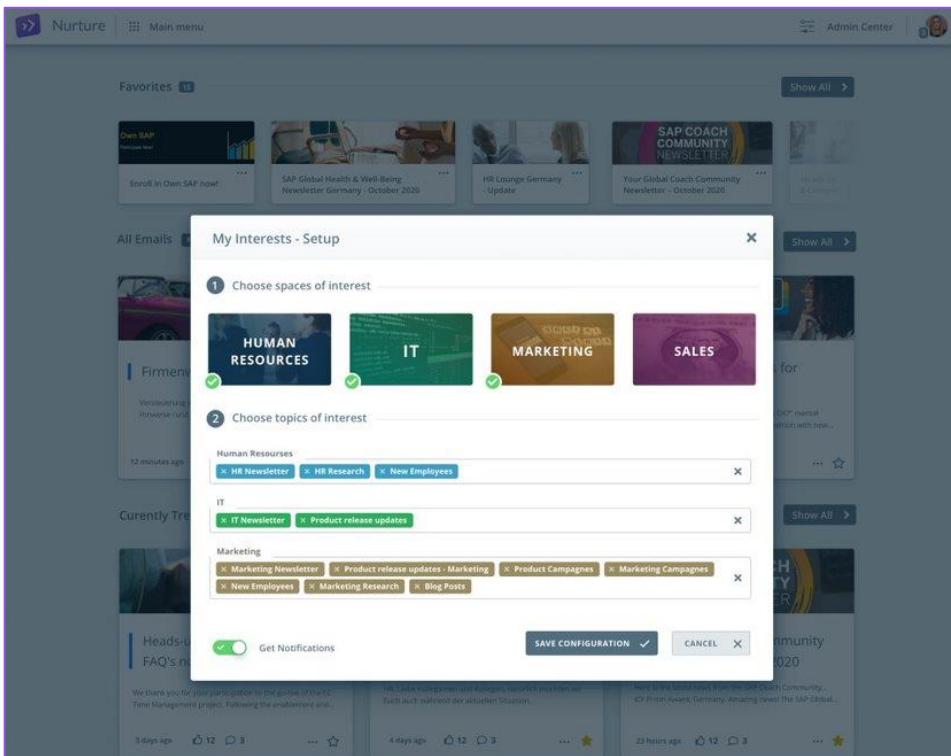
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Figure 5: Self-managed employee communication interests and preferences



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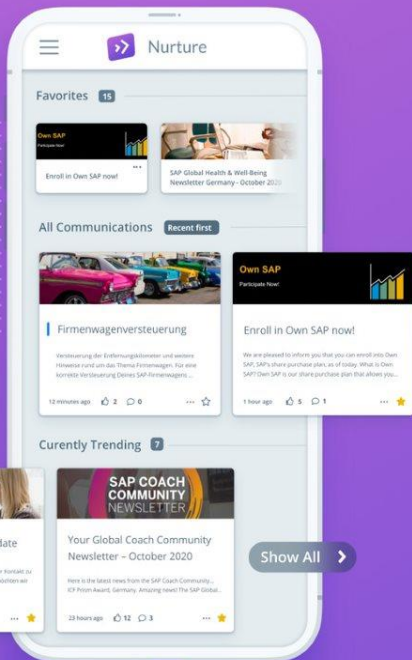
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Figure 6: Intuitive, mobile-friendly interface



Personalized employee communications should be inclusive to every employee. In order to support frontline, deskless, remote, and even in-office employees, Nurture offers an intuitive, mobile-friendly interface that enables seamless access to important company information on any device.

Mobile push notifications enable communicators to drive higher readership and immediately reach relevant audiences in cases of emergency.

With Nurture, employees can access company communications, updates, and information any time, on any device.

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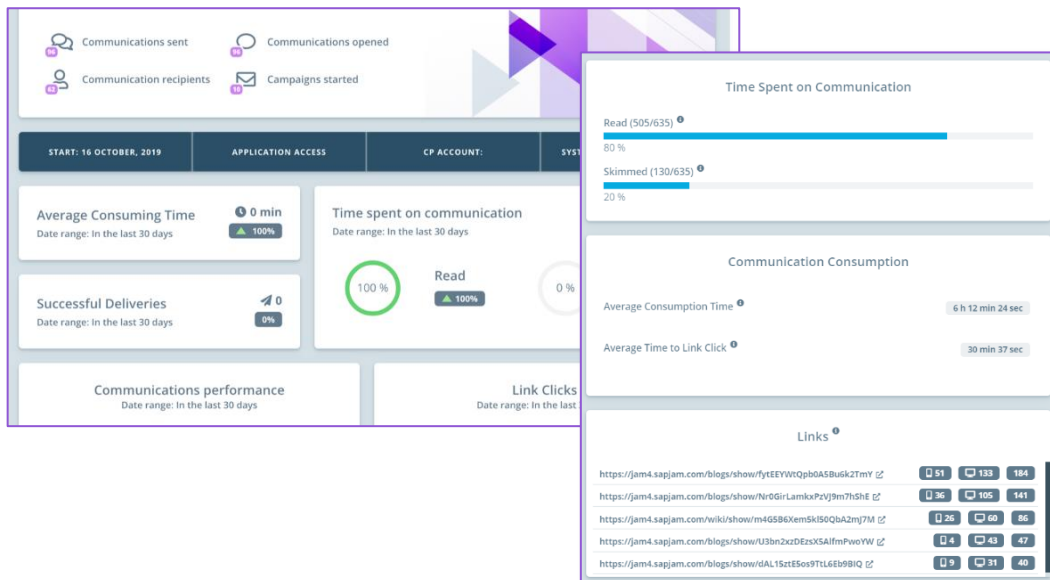
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Measure the Impact of all Your Internal Communication Efforts

Without the right technology, internal communications efforts can be hard to measure. 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.

Figure 7: Detailed internal communications analytics and interactive dashboards



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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 and easily define appropriate role-based permissions triggered by data from SAP® SuccessFactors® technology. Additionally, Nurture’s integration with SAP Analytics Cloud enables SAP users to get a more comprehensive view of how communication influences the overall Human Experience Management efforts within their organization. Using valuable data and insights, program admins are empowered to make more informed, data-driven decisions for improvement.

Figure 8 : SAP integration and role-based user management

Role Name	First Name	Last Name
Content Generator	Abbey	Seetal
Content Generator Expert	Abby	Magno
Super Spectator	Adam	Diluzio
Super Admin	Adam	Adamson

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Nurture users get access to designated teams who support the customer in both pre and post-implementation phases. The support is offered via designated service teams assigned to manage all the activities during the entire lifecycle of the project.

After the implementation, the project is managed by customer success team that manages and communicates the success of the program via weekly cadence meetings covering the governance, new developments, upgrades, roadmaps and any outstanding issues.

Rely on our internal communications expertise to help you define and implement an **internal communications solution that best fits your internal needs and your organizational structure.**

Some of the support teams usually include:

- Account/ Project manager
- Solution advisor for the onboarding, planning and training
- Delivery manager for the technology service
- Developers for any customer-specific scope items
- Visual designer for creative services
- Premium admin and end-use support team

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Nurture does much more than enable you to manage employee communications. The combination of our core technology functions, built-in success functions, and employee experience features make Nurture a comprehensive platform for implementing, managing, and streamlining organization's communication efforts. (See [Figure 9](#) on the next page.)

Core functions include a set of features such as intuitive content builder, campaign scheduling, centralized content library, reports and analytics, robust audience segmentation, and personalized employee journeys.

Nurture is revolutionizing enterprise communications by making it [personalized and more relevant](#) to the audience.

Employee experience features help ensure high user adoption and positive administrator and end-user experiences. Some of these features include personalized email notifications, social home for interactive communications, integrations with LinkedIn and Microsoft Teams, and SAP® SuccessFactors® integration.

Success functions include additional tools and services to help you continuously improve employee communications. Some of them include solutions for employee feedback management, employee surveys, turnkey integrations, full end-user and administrator support, additional extensions and tailoring, as well as professional and strategic consulting services.

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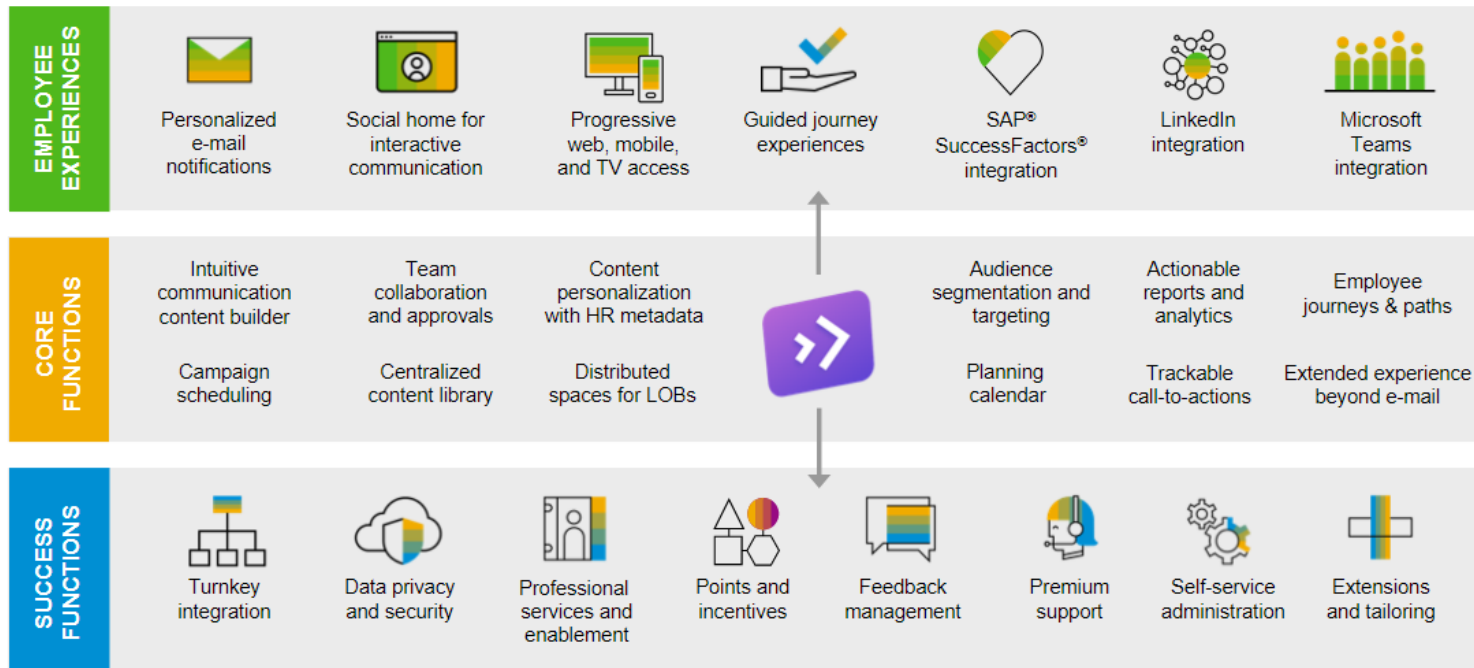
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Figure 9: Nurture core functions and features



Align Employees with Business Strategy and Core Company Values

In order to achieve organizational alignment in the workplace, employers need to have a proper internal communications strategy. Communications leaders are under constant pressure to influence stakeholder perceptions and behaviors to drive business outcomes. Moreover, they see aligning employee behaviors to organizational values and strategy as one of their top mission-critical priorities.

The solution is to tie communications initiatives to corporate objectives, ensuring the functional strategy tangibly contributes to wider business goals and impact.

95% of employees don't fully understand their company's goals

-Harvard Business Review

72% of employees don't have a full understanding of the company's strategy

-IBM

46% of communications staff don't feel that their role allows for significant business impact

-Gartner

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In today's ever-changing business environment, organizations need to learn how to quickly adjust to ensure business continuity. The current pandemic has taught us that fast change is possible only if the benefits of the change are clearly and transparently communicated to the entire workplace.

Today, companies have important, urgent, and valuable information to tell their employees. They range from simple announcements of organizational changes to instructions on how to select healthcare benefits, new safety or compliance programs to comply with, and even critical changes like updates to security processes, new IT systems, and changes in compensation, role, career paths, and more.

With Nurture, the process of communicating and driving change is seamless.

59% of organizational change failure happens due to insufficient communication
-Research Gate

Only **49%** of board members say their companies engage in monitoring internal communications to detect potential crisis
-Deloitte

30% of employers believe that employees are the most overlooked stakeholders when their organization is dealing with crisis
-Gartner

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Drive Higher Employee Engagement Levels

Even though the key to an engaged workforce is proper internal communication, communications executives don't feel confident that they can influence the declining levels of employee engagement in the workplace.

But how can internal communications methods be used to enhance your employees' engagement and interest to what is going on in your company?

6% of communications executives feel confident in their ability to manage declining levels of employee engagement

-Gartner

Personalized and relevant information is the key. Only those organizations that have moved away from generic, mass workplace communications can make sure that their employees stay motivated and engaged.

Nurture offers robust targeting and audience segmentation options, enabling even the largest global organizations to deliver personalized employee communications.

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

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With the rise of remote work and concerns about employees' health and safety, proper internal communication became the number one prerequisite for ensuring workplace safety and managing employees' compliance with organization's new policies, procedures, rules and regulations.

17% of office workers say their workplace does not communicate safety plans effectively

-Atlantic Training

28% of workers don't know if they have safety expert on site

-Staples Business Advantage

HR professionals, internal communicators and safety administrators often don't have access to the right technology that provides an easy way to stay connected with remote or blue-collar employees without designated working spaces.

With Nurture, communications departments can work in collaboration with safety professionals to create and deliver successful workplace safety campaigns.

Only **55%** of employers have crisis communication plan in place

-Career Builder

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Summary

Nurture is an Employee Communications platform that drives organizational alignment, streamlines communication efforts and empowers employees with timely and relevant information. It comes with pre-built solutions for employee recognition, surveys and employee journey management, making it one of the most comprehensive HR tech solutions on the market.

Objectives

- Achieve organizational alignment
- Shape positive employee experience in the workplace
- Enable employees for success throughout their entire career path
- Improve employee health and wellbeing
- Drive successful change management and business transformation
- Streamline crisis management
- Empower employees with relevant and timely information
- Keep in-office, remote and blue-collar workers connected and informed
- Improve team and cross-functional collaboration

Solution

- Intuitive, easy-to-use campaign builder
- Centralized content library with branded email templates
- Real-time collaboration with other departments
- Campaign scheduling
- Communication analytics, dashboards, reports and insights
- Robust workflows and role-based permissions
- Integration with other internal communication channels
- Integration with SAP SuccessFactors, SAP Analytics Cloud, SSO, OData APIs, Payroll
- Advanced branding and theming for an emotional experience
- Premium end-user, customer success and professional services support
- Full data privacy and security

Benefit

- Increase employee engagement and productivity
- Decrease employee turnover and improve retention
- Cut on healthcare costs
- Reduce the number of work-related accidents
- Improve employer brand and talent attraction



Nurture

Nurture by Semos Cloud

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To find out more, visit Nurture on [our website](#) or [SAP App Center](#).

