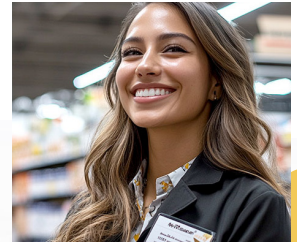




CONNECTED LISTENING

For Employee Communications Teams

Collect ongoing feedback through multiple channels, **connect** the findings, and produce actionable insights to **improve** effectiveness.



What is it?

- A flexible, integrated listening system that monitors employees’ perceptions and needs resulting from the communications they receive.
- Each quarter, employee communications teams receive an integrated report and with actionable insights on what employees need and want to hear in future communications.

Connected Listening is a step change for employee communications teams.





Employee communicators are pushing out a lot of good, meaningful content, and *Connected Listening* allows them understand how it was received:

- Did employees understand what was communicated?
- Was there anything that wasn't clear?
- Did they think it was important information for their work?
- Did they care?
- What do they want to know more about?



How does it work?

OTH collaborated with our research partner, Reputation Leaders, to create a set of flexible employee research tools that teams can use to reach different internal audiences. We will also look at the data teams are already collecting and integrate it into the listening system. With each quarterly listening interval, we will provide a report, analysis and recommended actions that teams can take to reach employees more effectively in their next wave of outreach.

With *Connected Listening*, Employee Communications teams will find that:

- Communications are increasingly more effective at supporting business objectives
- Employees are better informed
- Stakeholders understand the impact of their messaging



Get in touch

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