

Modernizing your intranet is just the beginning

Make your digital employee experience work for every worker with the SocialChorus FirstUp platform.

The traditional intranet is an employee pain point. It's hard to access. It's not personalized. And it's blocking your digital transformation. You know you need a modern intranet—but that alone isn't enough.

One hub won't serve all your workers

Employees live in different systems depending on their role, location and technology access. You need to modernize your entire digital employee experience so it works for all of them.

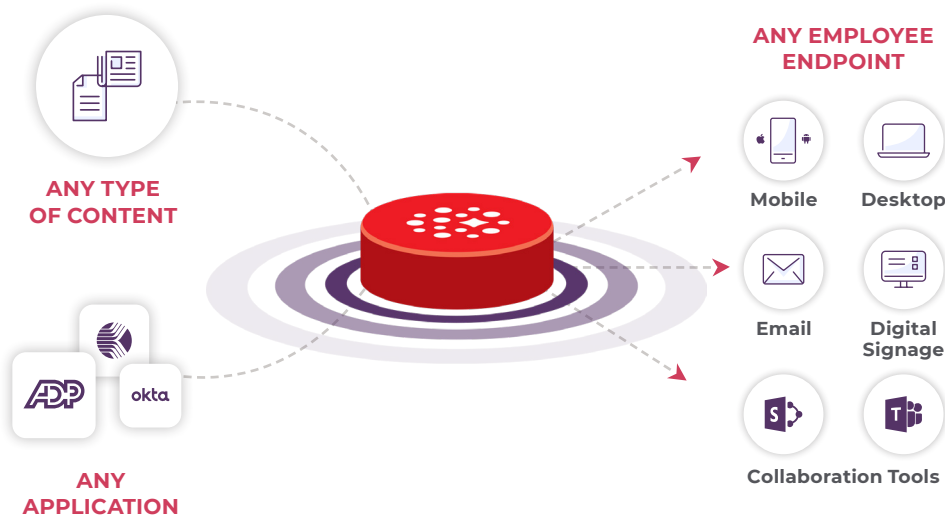
Upgrade to an omnichannel employee experience

The SocialChorus FirstUp platform distributes personalized information, resources and applications access—on the platforms and endpoints your people already use.

- **Out of the box:** Includes mobile app, web experience, email
- **Customizable:** Integrates with any system or software to deliver content through embeddable widgets

HOW FIRSTUP WORKS

Reach employees where they are—our **UX anywhere** approach.



Recognized by **Gartner** in the 2020 Market Guide for the Modern Intranet



25%

of employees' work time is spent searching for the right information ¹

80%

of IT leaders agree that lack of access to key apps and information reduces frontline productivity ²

74%

of IT leaders agree that employees have to engage with too many tools

¹ CIO and Leader, June 18, 2019. ² SocialChorus data study of IT leaders, September 21, 2020

How we orchestrate the digital employee experience

STEP 1 Universal User Profile

FirstUp pulls user data from enterprise systems, plus platform behavioral data, to create one unified profile.



STEP 2 Targeted Content and Applications

Employees are targeted with the content, applications and systems access that are most relevant for them.



STEP 3 Automated Smart Campaigns

Intelligent campaign automation delivers content and resources, then follows up multiple times until the user takes action.



STEP 4 Digital Assistant

Workers get personalized information at their preferred endpoint, while our Assistant provides a chatbot for 2-way interaction across your systems.



STEP 5 Unified Analytics

We track engagement across all endpoints and systems so you can measure the results of business initiatives.



FirstUp dynamically updates user data to keep targeting and personalization accurate.