



**Important things to  
the team in 5 seconds**  
Save 2 hr/day on chats,  
articles, and emails



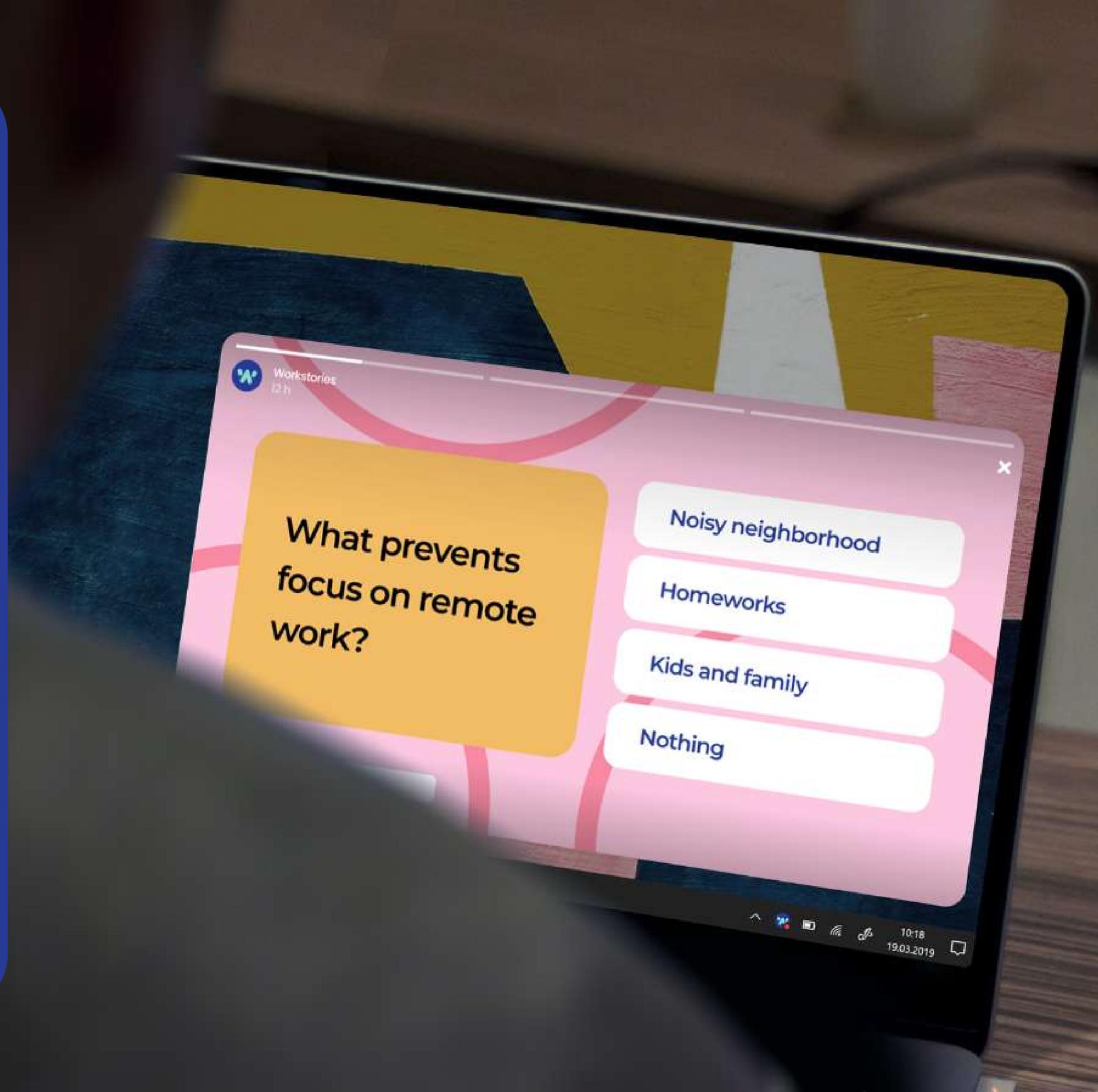
The teaser format guarantees a high level of inspection and combines all existing channels and sources of information



Stories guarantee to view by appearing on employees' laptops and high probability on smartphones or office TVs



Personalization by corporate position or department



# Teams' communication challenges

“We faced the problem of the low speed of delivering relevant news to remote employees. This negatively affects KPI and business results”

— HR Director of the large sports retail

**Delivering up-to-date news**

“With the transition to remote work we've discovered that we need teaser format to focus the attention. This would help keep the team in the know about everything important, without overloading content”

— HR BP of one of the largest international chemical concerns

**Too many channels, lack of focus**

# Boring, non-engagement content

"The traditional corporate content is very boring and does not attract employees well. We need a modern, dynamic, viral format"

— Content Manager of a telecommunications company from BIG4

**Boring, non-engagement content**

"In the corporate content is the lack of interactive and quick feedback collection. This reduces engagement"

— Head of HR Department of the Metallurgical Company

**Lack of interactive and feedback collection tools**

# Non-personalized content

"here is a lack of complexity in our corporate communications tools. I want the content to flexibly adapt to different types of devices: laptop, phone, TV panel"

— Internal Communications Director,  
eCommerce market leader

Diverse tools for different channels

"We have a need for personalization of content - for example, by company departments. Also, the limitation of access rights and the exclusion of users who are no longer working in the company from the groups are worried"

— HR manager of the global FMCG holding

Non-personalized content

# Without measurement tools

"To increase the motivation of remote employees there is a need for automatic generation content based on relevant data"

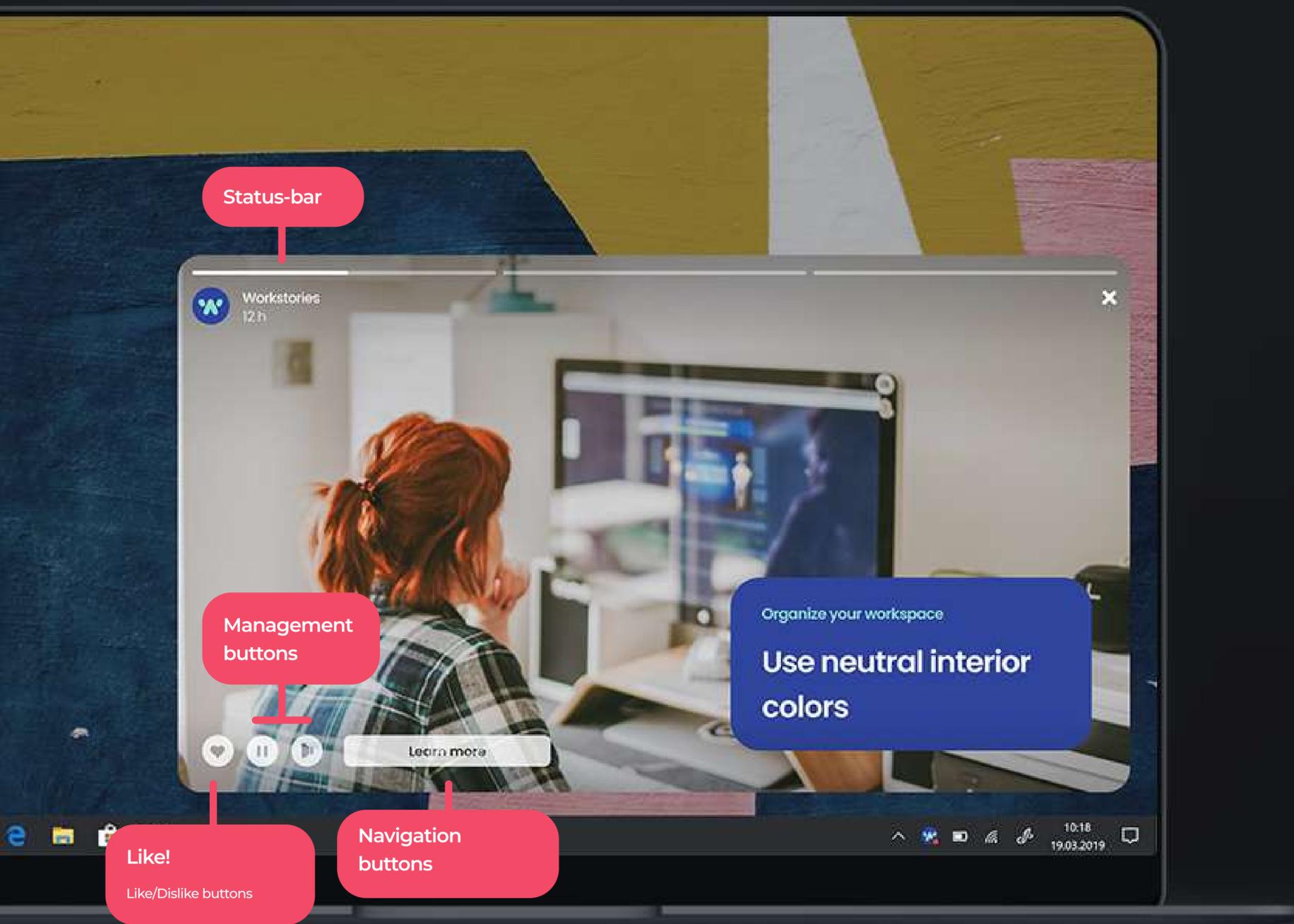
— Director of Corporate Communications of the distribution network

**There is no data-driven content**

"We have a problem of evaluating the effectiveness of content. It has become actual when we moved to remote work. Now we don't understand which formats work better"

— Communication Manager of an international logistics company

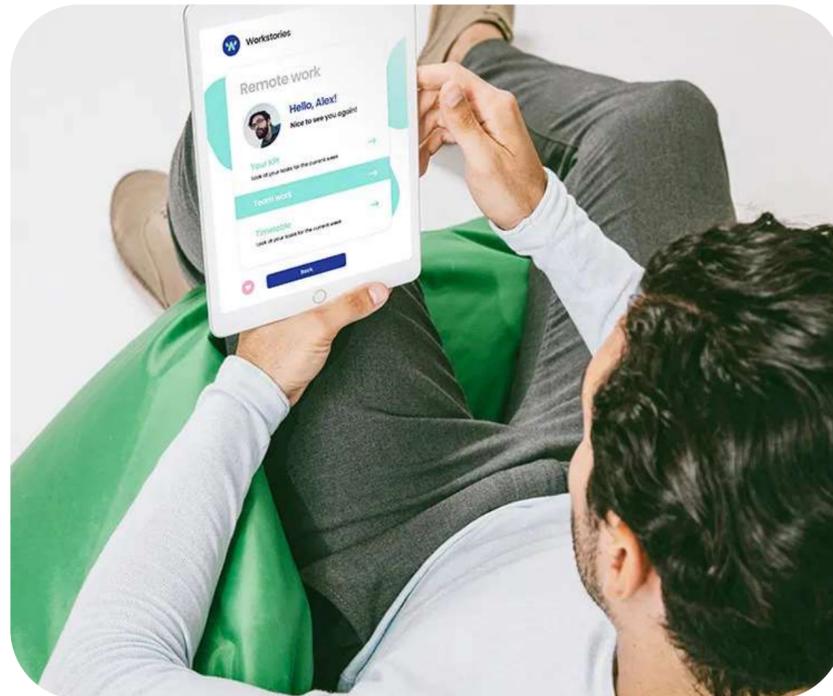
**Lack of engagement measurement tool**



Dynamic  
corporate  
stories for  
any channels

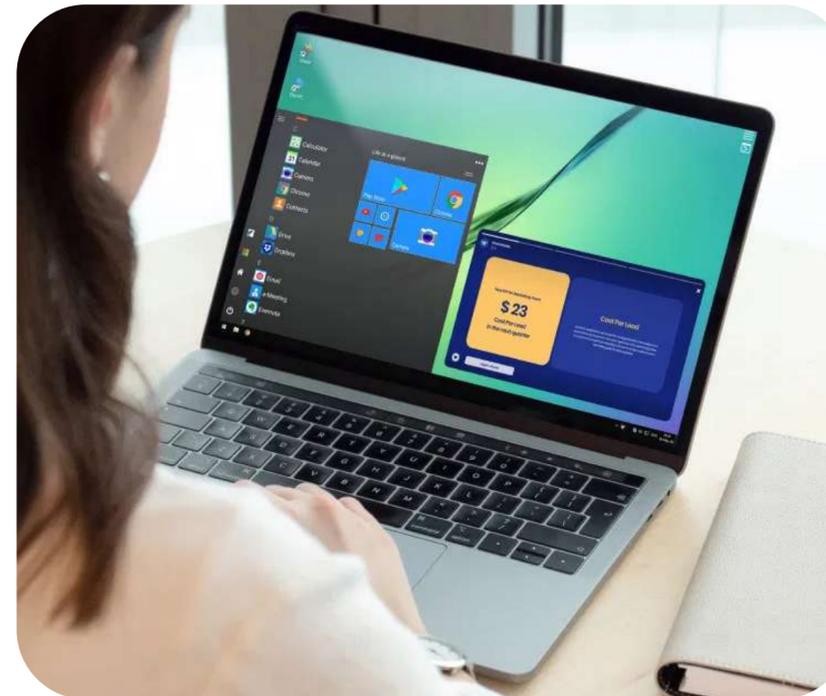
Customize as you want

# For Remote Teams and field reps



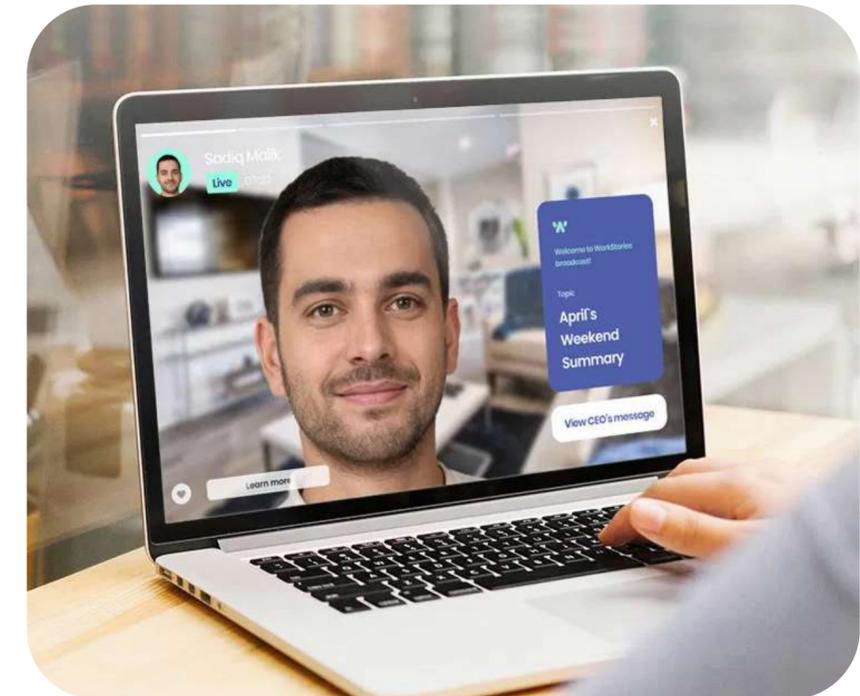
## Build company culture for field reps

Share stories with personalized news, goals and achievements on tablets and phones.



## Show KPIs on personal devices

Influence on employee with KPI & indicators showing business growth.



## Share video messages on screensaver mode

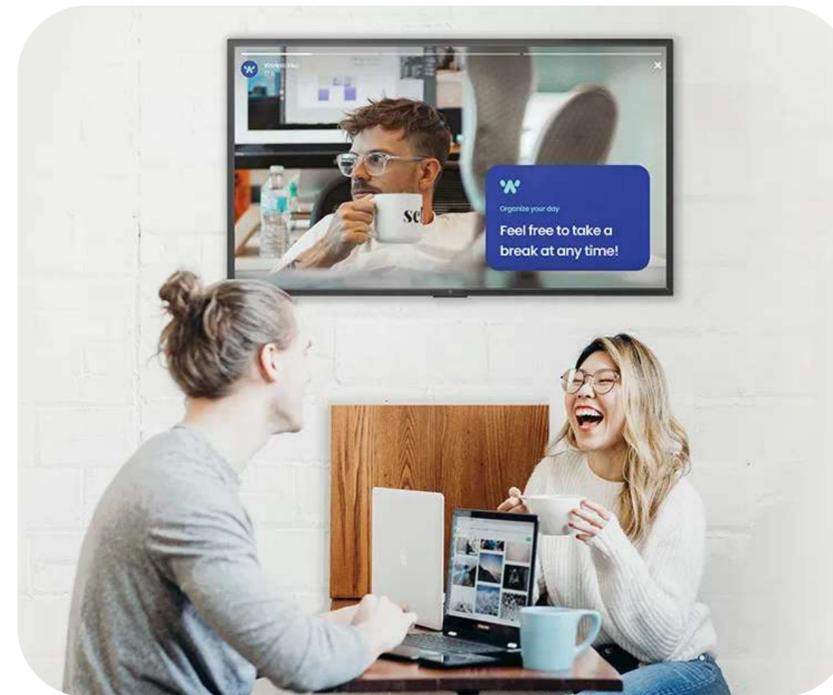
Stream master classes and other events to everyone at once.

# For Office Team



## Share achievements in meeting rooms

Let the TV in the meeting rooms be useful between presentations and video calls. Influence on team with indicators showing business growth.



## Build company culture in food places

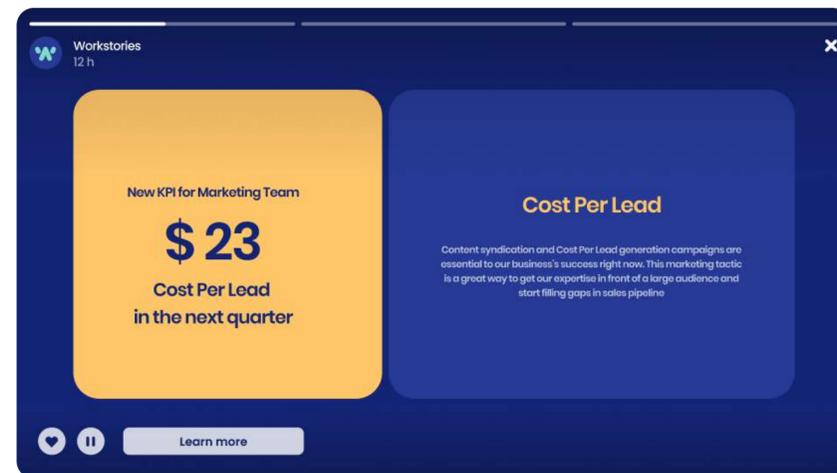
Run stories with company news, goals and achievements in food places. Share stories while snacking.



## Blur the distance between offices

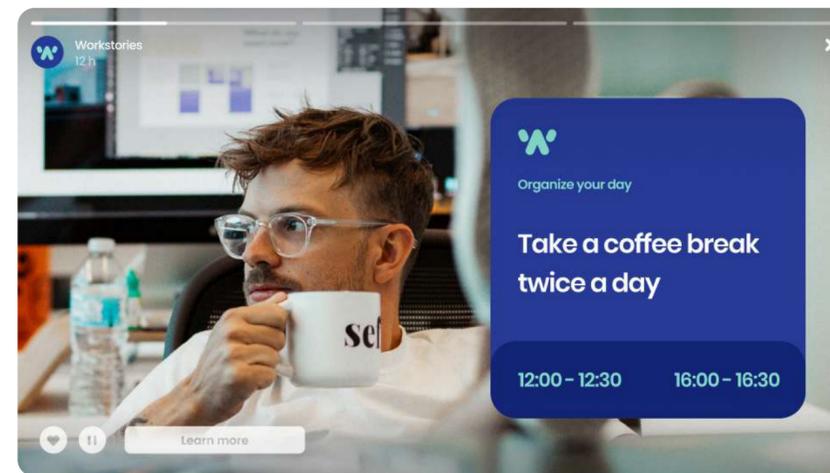
Talk about the team in all your offices at the reception.

# Auto-generated stories



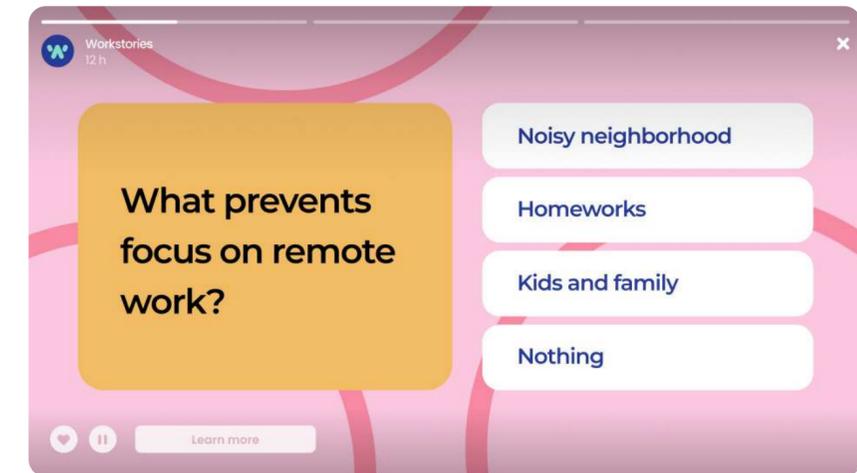
## Data-driven stories

Connect your CRM for auto content generation.



## Video stories

Select a template and upload images and text.



## Interactive stories

Use a survey template and collect feedback quickly.

# 4 steps to create corporate stories



## Step 1

Choose a template



## Step 2

Add content



## Step 3

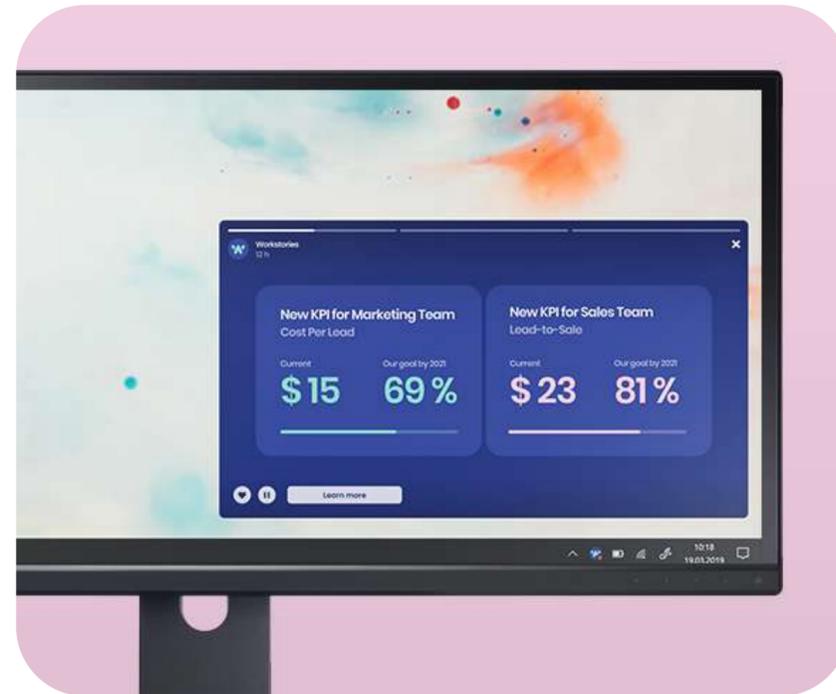
Select dept



## Step 4

Measure engagement

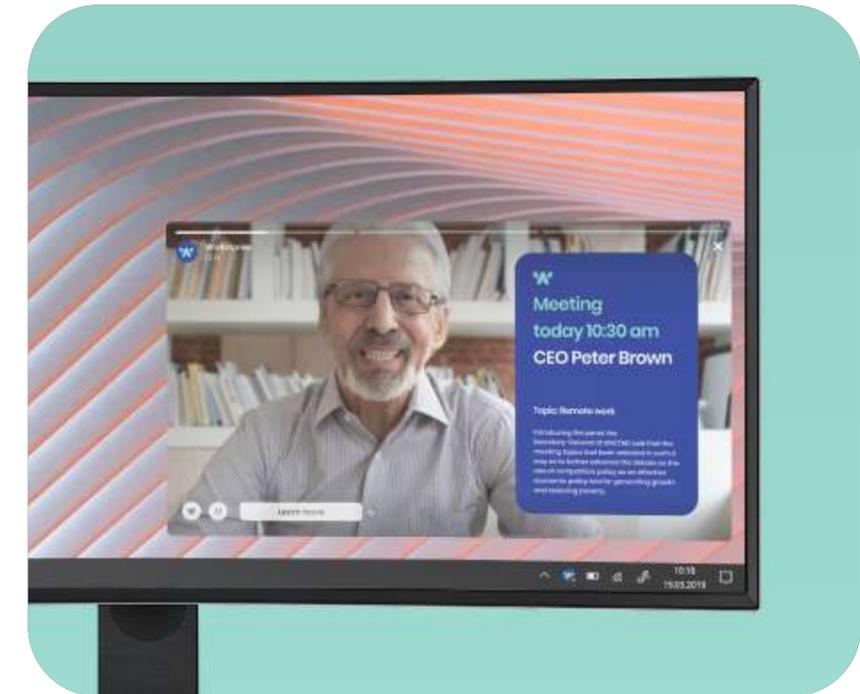
# Unique Features



Personalization of content based on position, department



Performance Measurement:  
Impressions, Clicks,  
Conversions, Real Views



Forced broadcast, pop-up mode

# Workstories – verified by Enterprises



PublicCloud or  
PrivateCloud



X100.000  
devices/users



ActiveDirectory  
integration



Compliance  
with Security  
Policies

# How to start

# 1

## Workstories pilot

3 monthes, 50 users, 1  
corporate  
content-manager

## Budget

\$1K set up fee and  
monthly payment starting  
with \$500 monthly

# 2

## The Workstories team is working with you on:

- Creation and adaptation of corporate templates
- Launching stories on user screens
- Testing and adaptation of user scenarios
- Testing and adaptation involving a mechanic
- Measuring efficiency, choosing the best tools

# 3

## According to the results you get:

- Designer of corporate stories for your company
- Set of corporate style story templates
- Teaser formats for existing corporate communications channels
- Effective involving mechanics
- Analytical reports for real-time monitoring
- Trained internal team to create your own stories



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We are proud to help in communication  
to our users:



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