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WORKFORCE **TXT**®  
EMPLOYEE TEXT MESSAGING

# WorkforceTXT Employee Text Messaging

Powered by Flimp Communications





# Introducing WorkforceTXT

Ensure your most important and urgent employee communications don't go unread. WorkforceTXT text messaging campaigns drive employee engagement rates of **95% — within 15 minutes.**

## Platform Highlights

- Comprehensive self-service tool
- HIPAA and HITRUST-compliant text-messaging platform ensures the highest level of data security, privacy, and compliance
- Simple text messages (SMS) may include mobile-compatible links to interactive, multimedia content to increase engagement and response





# Benefits of employee text communications



## High engagement

Text open rates average 98% vs. 15-20% for email



## More responsive

Most texts are read within 15 minutes; great for time-sensitive communications



## Better access

Nearly all employees have cell phones and prefer text vs. email



## More reliable

No wi-fi required – texts are received instantly no matter how many sent



# Bypass email-inbox clutter

**Texting is a great way to reach and engage remote, deskless, and on-the-go employees.**

## **Use text messages to:**

- Send educational content
- Push employees to meet benefits-enrollment deadlines
- Send compliance-critical documents
- Communicate emergency information, such as inclement weather or office closures
- Announce annual events and holiday messages





# Platform features

- **Compliant message delivery**

Recipients have the option to opt out of distributions at any time

- **Detailed tracking and reporting**

Includes delivery rates, outgoing/incoming log and reply percentage

- **Message scheduling**

Send messages right away – or schedule them to be sent at a date and time in advance

- **Unlimited messaging**

No limit on the number of messages





# How does it work?

## Uploading contacts in bulk

### Use WorkforceTXT's CSV template

- Easily insert employees' phone numbers and upload to the WorkforceTXT platform

	A	B	C	D
1	Last Name	First Name	Mobile Phone	Patient ID
2	Doe	Jane	XXXXXXXXXXXX	XXXXXXXXXXXX
3				
4				

- Only column C (mobile phone number) is required
- Update your contact list at any time to add or remove employees

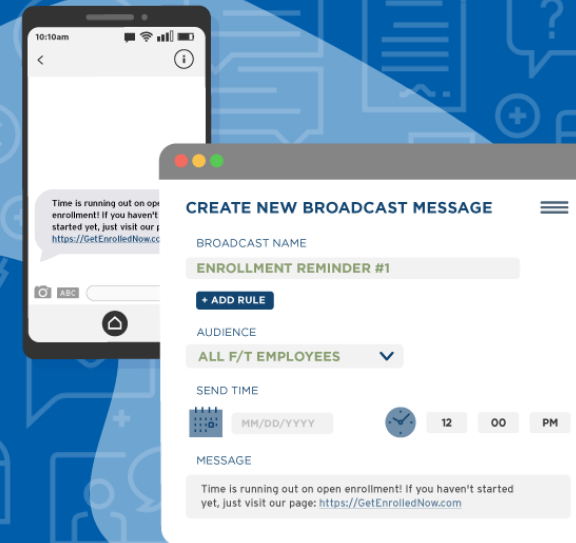


# How does it work?

## Composing your message

### Reaching your employees is easy!

- **Who:** Message a single number, contact groups or based on matching contact fields
- **When:** Send messages immediately or schedule for a later date
- **What:** SMS messages are limited to 160 characters (161 = 2 messages). Write a free-form message or use campaigns (templates) to quickly fill in the message content





# Cost and implementation

## No annual license fees

- You will be charged 4 cents for each text message sent
  - *Example:* 1 message sent to 100 employees = \$4.00 fee



## Ready to use WorkforceTXT?

**Contact your account team representative to get started. You will receive a welcome kit including a training video and platform onboarding materials.**







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# HAVE QUESTIONS?

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For more information about the WorkforceTXT platform, contact your account team representative.