



Kollective

Video for Corporate Communications

Building a Culture of Open Communication

SOLUTION BRIEF

Great leaders use video to build:

- **TRUST**
- **TRANSPARENCY**
- **ENGAGEMENT**
- **INCLUSION**
- **UNITY**

“

The role of Corporate Communications is changing. We need to embrace the latest collaboration and communications tools to be more effective, because that is where our audiences are communicating today.

- **Patty Perkins, Kollective Enterprise Video Strategy**

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Expanding Role

Corporate Communications are fundamentally changing. In addition to creating and distributing effective messages, Corporate Communications teams are now expected to help executives navigate digital transformation. Having the confidence to use technology seamlessly enables effective global enterprise communications.

Embracing Video

Corporate Communications teams have more tools and services available than ever before to help management reach and connect with their workforce. Employees are now empowered to communicate virtually through the latest software applications. These tools enable teams to be more connected, allowing for greater efficiency and effectiveness as they work together. Finding ways to leverage technology to make communications more effective and acceptable, such as live video, is the key to success for corporate communications teams.

Accelerating Engagement

Companies that leverage video for corporate communications often see rapid adoption across their organization at all levels, as management recognizes the benefits and value for more effective communications. Companies that use Kollective consistently show a 10% or better increase in engagement with video year-over-year.

\$62.4 million – avg. loss per year for companies with over 100,000 employees due to inadequate communication to and between employees.

- David Grossman “The Cost of Poor Communications”



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Don't Let Technology Define Your Capabilities

Technical issues can ruin the success of a good message. Corporate networks and their lack of available bandwidth is often a challenge with video. Kollective eliminates the technical issues with your network, allowing you to achieve more from your current tools and communications. As a Corporate Communications manager you can focus on “the message” and how to help your executives connect with their organization, without concern of technical risks with broadcasting it.

Your IT Department Will Love You!

Corporate IT teams don't like to expose their corporate networks to applications or activities that might use valuable bandwidth and put the network at risk. With Kollective you can run high-quality live video events across the entire enterprise with no impact on the network.

Superior Employee Experience

With Kollective, employees will have an unparalleled live video experience. A high-quality experience allows employees to focus on your message. Employees will feel more informed and connected to the organization, creating more unity, commitment and passion for helping the company achieve their goals.

Upper Management Success

Making your executive leadership look good makes you and your team look good. Their communications will be successful, both in quality of the message and in delivery. They'll reach every employee, regardless of their location around the world.

Analytics & Insights

Real time monitoring of your network, performance of your content and how employees are engaging with content are important metrics. The next time upper management asks, “How did we do?”, Kollective can help you provide answers with confidence and back it up with detailed reports and metrics.

Kollective Technology is trusted by the world's largest organizations to scale video behind the firewall and engage their most remote employees.

ExxonMobil



**Schneider
Electric**

T-Mobile

HSBC



Panasonic

