

THE ULTIMATE TOOL TO BUILD CULTURE.

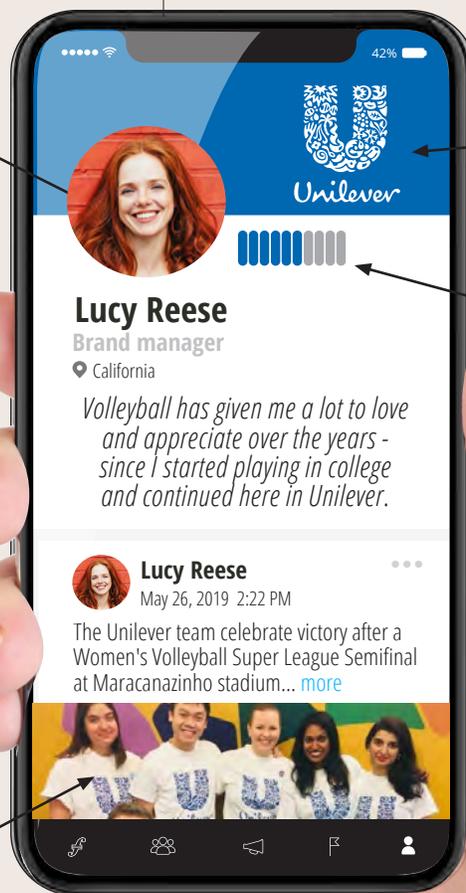
Behind every successful company there's a group of proud employees with a high sense of belonging.

Most companies nowadays embrace social media as the tool to engage with their customers, to build followers and a community
But...what about your employees?

Give a face to your employees beyond their immediate network and create synergies.

Branded with your company logo and colors.

Your employees will show their level of engagement, especially if it means getting points.



Engage your employees only with relevant content. No distractions!

BEHIND EVERY SUCCESSFUL COMPANY, THERE ARE **ENGAGED AND COMMITTED** EMPLOYEES!

Boosting Engagement and Commitment!

Employee engagement is defined by Forbes as *"the emotional commitment"* the employee has to the organization and its goals.

Gallup observes that only 29% of employees are engaged at work. The remaining 71% are either not engaged or are actively disengaged.

The primary reasons for disengagement are the breakdown of the two-way communication and the lack of up-dated channels to keep delivering key company culture content, due to several reasons:

- Remote workers (80% of the global workforce)
- Lack of a platform for employees to engage with management and other areas
- Lack of a clear and constant communication of the company's vision and objectives
- Lack of a clear set of values, culture and social interaction

DISENGAGED EMPLOYEES

33% decrease in operating income

11% decrease in growth of earnings

65% of lost customers are traced to a disengaged employee

ENGAGED EMPLOYEES

38% increase in work performance

21% increase in productivity

22% increase in profitability

Higher retention of talented staff

Source: Gallup Surveys L2Y

HOW AN INTERNAL APP CAN HELP?

Technology is key in helping HR engage the entire workforce.

Moreover, mobile apps offer more advantages to employee engagement than intranet and e-mail. These traditional tools are very static and cannot facilitate feedback, can easily be overloaded, cannot measure the level of engagements, and cannot be used offsite. A mobile app, on the other hand, can achieve all this and more, and therefore be a 24/7 reader of company's climate.

THERE ARE COUNTLESS BENEFITS BEHIND AN INTERNAL ENGAGEMENT APP:

It can help **boost employee's emotional commitment** to their organization and its goals, leading to the employee's use of discretionary effort. "Employees who say their organization's values are known and understood are 51 times more likely to be fully engaged than employees who report the opposite"

It helps **empower employees** to fulfill professional and personal needs that would lead to self-actualization as well as the desire to make a social impact.

It helps in making **employees feel valued** by providing a voice and giving a say in the business, making them feel they are part of a team working towards a common goal.

It helps to **connect and engage** within a same culture and goal to remote based employees.

It can help to **increase the uptake** of wellness or benefit programs and interactions with latest news and events.

It can effectively measure employee interaction with content and help **capture feedback** on the corporate messages and initiatives.

It can easily help to conduct ongoing questionnaires, surveys and **get insights**.

Finally, it can become a strong channel to complement **trainings** and provide work and/ or work-life balance related tips.

Mobile Apps present a new opportunity. As the workforce becomes younger and with increasingly high expectations for a consumer-like experience, HR leaders can turn to mobility to satisfy their employees while also improving commitment and productivity. Mobile apps introduce a new two-way communication stream between employees and the company and can meaningfully improve employee engagement.

RDLB

RDLB developed a platform to provide your organization with a company-tailored social media app and web-based control panel (dashboard) designed to strengthen employee relations and fully engage them with the company culture and relevant content.

THE PLUG AN PLAY APP.

...that your Company can own
right now.

Most organizations interact with their employees using e-mail blasts where they share the space with other hundreds of “more important” business-related emails. Some organizations use regular social media channels to engage with their employees, but again, the space is shared with friends, brands, and other organizations.

Create your own online community where your employees can communicate and engage with each other in several ways that favor the company's culture: results sharing, public shout-outs, team rewards and recognition, culture calendar and challenges, team lunches / dinners, team workouts, learning opportunities, and much more.

FEATURES:

RDLB offers the ultimate tool to build and manage your own employee community and a better way to measure, reward and strengthen your employees' engagement levels.

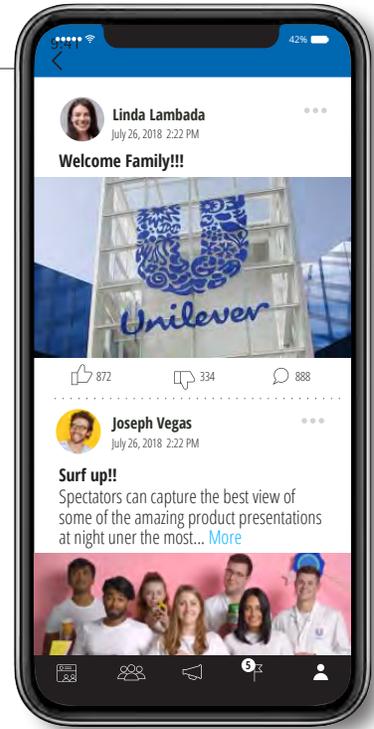
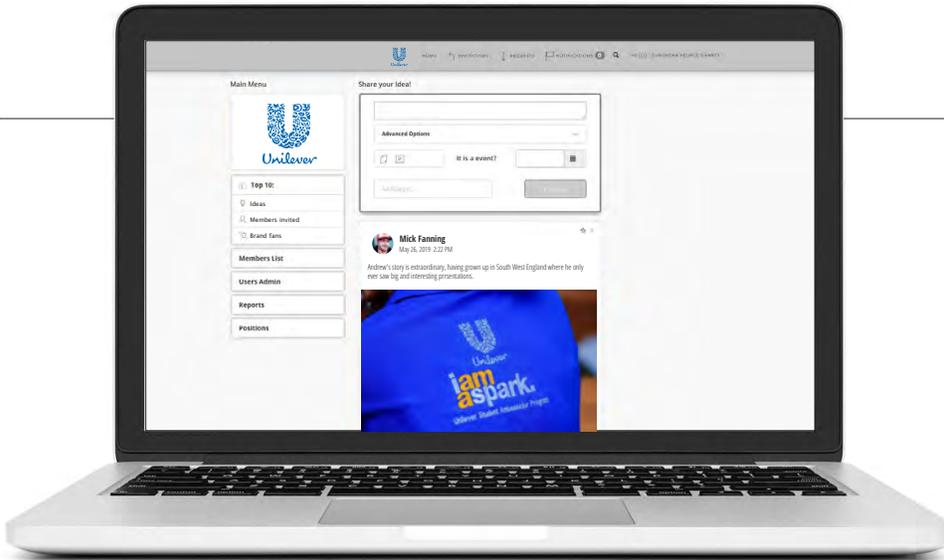
A Branded App with personalized notifications

This is YOUR app, tailored for your organization, that you will be able to modify for different objectives. Also, with this app you no longer have to compete for space to get your employees to see corporate content. With personalized notifications you can make sure the content gets seen.

Member's Profile

This app will allow each of your employees to create a personal profile with their names, position within the company, location and a brief introduction of themselves. This feature will help build a company network that can go beyond a country or location, but most importantly, it will boost employees' sense of ownership as they will feel they are part of a bigger community.





Dashboard to Take Control of Your Community, Publish Updates, and Manage Members.

Real Feedback

Today, by simply sending an email, HR professionals and managers are not able to measure the impact of their message. With RDLB platform, messages not only will be seen, but also can be liked or disliked in an anonymous way. Because reactions are anonymous, there is no peer pressure to vote in favor or against anything allowing a truly honest feedback.

Posting with Segmentation Ability

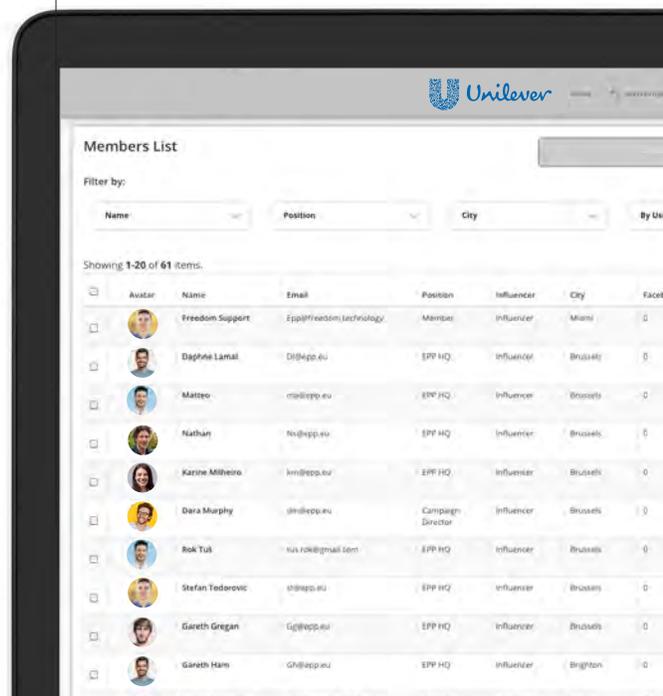
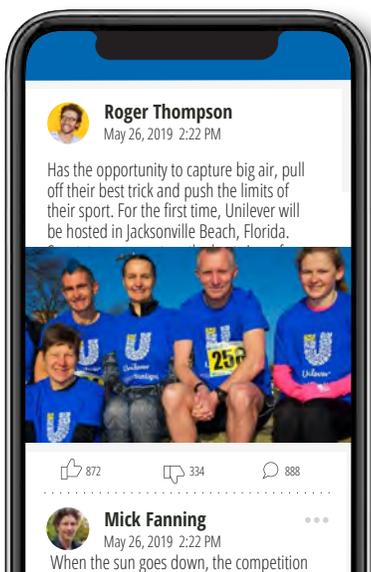
It's all about catered-exclusive content. From the dashboard you can target content by department, job title, age, gender and location, in order to offer relevant content to each group of employees.

Moderation Tool

Your unique social space belongs to you. Take control of your content and what's being said. From the control panel you can manage employees, content and interactions. This way, any sensitive content can be quickly blocked and properly addressed.

Analytics

Your own simple, intuitive, dashboard to help you better understand and reward your employee community. Know what your employees are saying, and their engagement with corporate content.



RDL*B

2665 S Bayshore Drive
Suite 810
Coconut Grove
FL 33133
United States of America

contact@rdlb.agency
+1(914)-8261103