

SocialChorus Grows by 200% in the UK and Europe as Employee Engagement Becomes Increasing Priority for Businesses

Submitted by: SocialChorus

Thursday, 17 October 2019

Global Workforce Communications Platform SocialChorus Continues European Expansion

London – 17 October, 2019 – SocialChorus, the global workforce communications platform, announced today that it has successfully expanded its presence across Europe by 200% since opening its EMEA head office 18 months ago. With activities across 25 countries in Europe and the UK and 180 worldwide, SocialChorus is fast becoming the platform of choice for organisations that want and need to reach every colleague, regardless of location, language, or function.

SocialChorus has been successfully deployed by renowned brands including Vodafone (<https://www.socialchorus.com/customer-stories/vodafone>), Ford, Pernod Ricard, M&G Prudential (<https://www.socialchorus.com/customer-stories/MG-PRUDENTIAL>) and AB InBev (<https://www.socialchorus.com/customer-stories/abinbev/>), not only in Europe but around the globe.

Nicole Alvino, co-founder of SocialChorus said, “Over a decade ago, we founded SocialChorus to help companies connect with their internal brand ambassadors. Now, the biggest companies in the world are using our platform to connect and engage with their entire workforces wherever they are located, via the digital channel they prefer.

“We are also seeing many CEOs and Business Unit leaders use the platform to lead their business transformation. They are able to have direct communications with every colleague, see a visualisation of organisation-wide results and benefit from intelligence and automation to maximise impact.”

Examples of SocialChorus' work in Europe can be found as follows:

Long-term client Tahni Morrison, Global Digital Communications Programme Manager at Vodafone, discusses the brand's successes since deploying SocialChorus (<https://www.socialchorus.com/customer-stories/vodafone>). Vodafone's work with SocialChorus won a Ragan Communications Honourable Mention in 2019 and has recently been shortlisted at the upcoming Engage Awards in the following categories: Best Internal Communications Strategy, Best Use of Technology in Employee Engagement and Best Engagement in Utilities & Telcos.

Charlotte Riss, Global Internal Communications Manager at Delphi Technologies discusses how Delphi has worked with SocialChorus

(<https://www.socialchorus.com/how-to-build-a-culture-of-transparency-with-delphi-technologies>) to engage their employees with tailored content that improves and promotes their company culture and values.

Earlier this year, Louise Johnson, Head of Transformation Communications at M&G Prudential discussed how they have deployed SocialChorus to engage employees at a time of substantial change (<https://www.socialchorus.com/how-mg-prudential-is-transforming-its-internal-communications-with-socialchorus/>).

About the SocialChorus Platform

SocialChorus enables centralised publishing and analytics for workforce communications management. Its deep integrations with other enterprise systems delivers a seamless experience for every employee to get the information and access they need across their digital ecosystem. The proprietary workflow automation functionality allows leaders to adaptively target a certain message or to drive action from colleagues. The predictive analytics feature set uses intelligence to ensure that the messages and communications deliver the most impact to the organisation. And its dashboards show heatmaps of reach and performance of initiatives, content, audiences, and digital channels around the world.

About SocialChorus

SocialChorus is the leading workforce communications platform that empowers companies to work as one. We've built the only end-to-end solution that can reach, inform, and align every employee from the shop floor to home office. Employees get what they need, communicators and leaders focus on the message, and the platform takes care of the rest. SocialChorus customers include some of the world's largest global brands including AB InBev, Dow, CSL Behring, Kohler Co., Cargill Inc., American Cancer Society, and PVH Corp. Learn more at <https://www.socialchorus.com>.

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