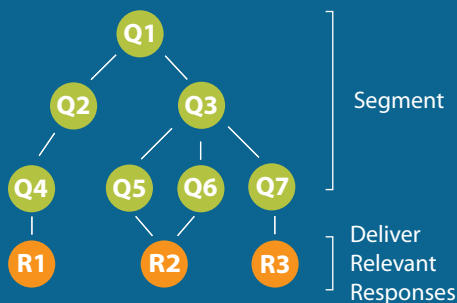


Government Communications: We're Changing the Rules of Engagement

PollStream gives you the tools and technology to engage your employees, connect with your constituents and stay on-message with the media.

Using our unique branching-question polls you can identify specific audience segments and immediately deliver focused, highly relevant responses.



You want to empower your workforce, engage your constituents and stay on-message with the media. But too often you find yourself running "damage control" on all three fronts. PollStream gives you the tools to engage your audience in powerful two-way dialog, putting you back in control of your communications.

“I've used Intranet-based polls in the past as a great tool for engaging employee audiences. I'm procuring PollStream so that I can raise the bar on two-way communication, track results, and present my clients with polished reports.”

- Jeffrey Brooke,
Director of Employee Communication,
United States Government Printing Office

Two-Way Communication

PollStream is a robust tool for managing your organization's internal and external communications. When you use PollStream on your website, intranet and email communications you engage your audience in open, ongoing dialog. You get dynamic interaction as you would with a blog or forum—but without the need for comment moderation. PollStream captures interest, keeps people involved and rewards participation.

PollStream lets you ask a series of questions that unfold like a conversation. Additional questions are directly related to each participant's answers. During the course of this conversation you can introduce focused, highly relevant information. This makes PollStream an ideal way to keep participants informed about policy issues.

Conversations that Make a Difference

PollStream conversations get people involved. These engaging dialogs also help you create meaning within your organization. PollStream's ability to educate, empower and share information makes it an ideal tool for building a highly informed team that stays in sync with your overall communications goals.

Internal Communications—Organizations use PollStream to facilitate communications between employees and senior management. Because PollStream response rates are consistently high, managers know that they are getting good input from their employees. Workers know that their opinions count when upper management responds appropriately to concerns expressed through PollStream.

External Communications—PollStream conversations are individualized, delivering relevant information to precisely targeted groups. This gives you the power to manage personalized communications with large numbers of constituents and respond with information that matches their needs. PollStream is an ideal way to quickly direct constituents to forms and publications without complex web navigation. Every interaction within PollStream gives you measurable results.

Media Communications—By keeping your workforce informed and engaged you make big strides in managing your message through the media. When laws change or headlines break you can be assured that your team is capable of staying on message. You can also use PollStream to test market messages, giving you the ability to update your communications in real time without resorting to focus groups.

The New Rules of Engagement

PollStream flips the paradigm of one-way, top-down government communications, ensuring that your organization is more responsive, provides better customer service to constituents, and is more cohesive internally because your entire team is better informed. To learn more about PollStream and how it can meet your organization's unique communications needs, simply contact us for a personalized demonstration.

