

EMPLOYEE DIGITAL TRANSFORMATION SOLUTION

Financial Services



3radical has developed a **Digital Transformation Solution** to help Financial Institutions successfully engage employees in order to drive awareness, adoption and advocacy of all things digital.



Challenge

How do you ensure your employees play their part in your digital transformation and are empowered to take full advantage of any new digital technologies being rolled out?



Key Objectives

- Disseminate knowledge and raise awareness of your new digital products and services.
- Ensure your employees engage with key content during their busy working day.
- Motivate repeated participation in the programme to build adoption.
- Equip them with the skills and knowledge they need to easily transition customers from over the counter (OTC) transactions to digital channels.
- Address the common challenge that much of what employees learn on training sessions is quickly lost if not adopted.

BEST PRACTICE APPROACH

The 3radical Voco platform motivates employees to fully participate in your key strategic initiatives and ensures that they are aware of, and have fully embraced, the new digital opportunities.

We help you achieve this by:

- Providing an interactive experience that complements a series of planned events and e-learning modules
- Running the programme over an extended time period
- Providing a solution that is both relevant and accessible to employees of different ages and demographics
- Designing the solution so that it encourages employees to spend 15 minutes per day participating
- Using mechanics and tactics that encourage participation every day in order to form a habit
- Delivering fun mindset challenges in the form of bite-sized multimedia quizzes and challenges



BENEFITS



- ★ **Awareness** - all employees are aware of the new digital products and services
- ★ **Adoption** - all employees are motivated to promote the adoption of these products and services
- ★ **Knowledge** - all employees are highly knowledgeable on the features and benefits of these new digital offers
- ★ **Advocacy** - all employees are comfortable talking about the new digital channels, products and services with their customers

IMPLEMENTATION

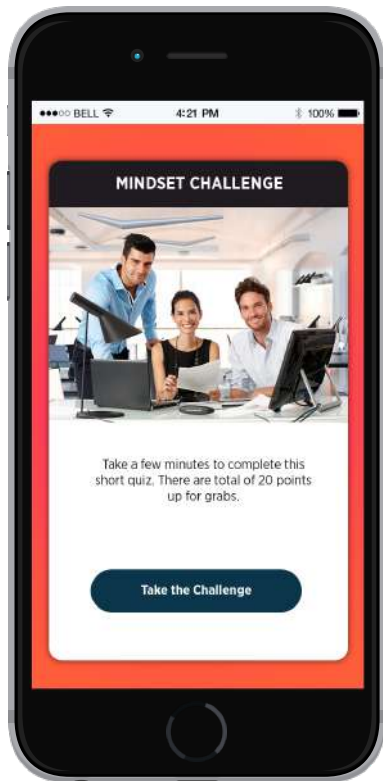


- Agree scope and timelines
- Confirm overall purpose
- Identify specific goals
- Qualify metrics to be used
- Establish storylines
- Confirm key triggers - speaker events
- Agree and develop key content
- Map-out employee journeys
- Identify preferred mechanics
- Agree on rewards to be offered
- Agree on achievements recognition
- Develop roll-out / launch plan
- Implement programme

3radical can have your programme up and running in 6 weeks

TIPS & TRICKS

- ✓ Keep content bite-size, so it is easy to consume
- ✓ Provide rewards that motivate a response
- ✓ Use tactics that keeps employees coming back every day
- ✓ Build competition across teams
- ✓ Use leaderboards to recognise participation and identify advocates
- ✓ Customise the tactics for different teams, demographics etc.
- ✓ Make sure that employees can respond in their own time



Easy to implement



Pre-defined templates



Seamless integration with other systems



Multitude of behavioural mechanics to choose from



All forms of rewards can be offered



Journeys and engagements can be customised based on in-app behaviours

3radical is THE AUDIENCE ENGAGEMENT COMPANY. We are focused on getting and keeping an individual's attention in today's increasingly noisy and complex world, thereby driving desirable behaviours and outcomes.

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