Reach.

Features and Functionalities Whitepaper

ic | inspiration at work

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IC Thrive

It is our mission to empower people to build thriving workplaces. We do this by providing the tools and expertise needed to create an effective internal communication function based on global best practices.

We've been in the intranet business for over 20 years. This has allowed us to gain a unique perspective into the world of internal communications. In everything we do, we strive to empower companies to create thriving workplaces through solution-driven software and guidance. Our software and the ongoing support you get from our team of specialists, is firmly rooted in internal communication best practices and our proprietary 7-principle communication methodology.

Our software ecosystem includes our dynamic intranet called Source, because we view it as an organization's "single source of truth". In early 2020, we launched Reach, our internal communication platform that allows you to reach employees wherever they are, without training or app downloads.

Better internal communication leads to thriving environments – and we're here to help.

Reach.

With Reach, you can send internal communication from one platform to many. It ensures that your employees get the information they need, when they need it on a channel that makes sense to them. With automatic reminders and scheduling, Reach takes care of making sure each person gets the message and the dashboard indicates the success of the message in real-time.

1. Organize all your internal communications from one platform
2. Build and segment audiences to target within your workforce
3. Tailor and schedule messages to relevant audiences
4. Track and measure the success of your messages
5. No training required – Reach integrates with the channels you already use: Email, Slack, Teams and SMS
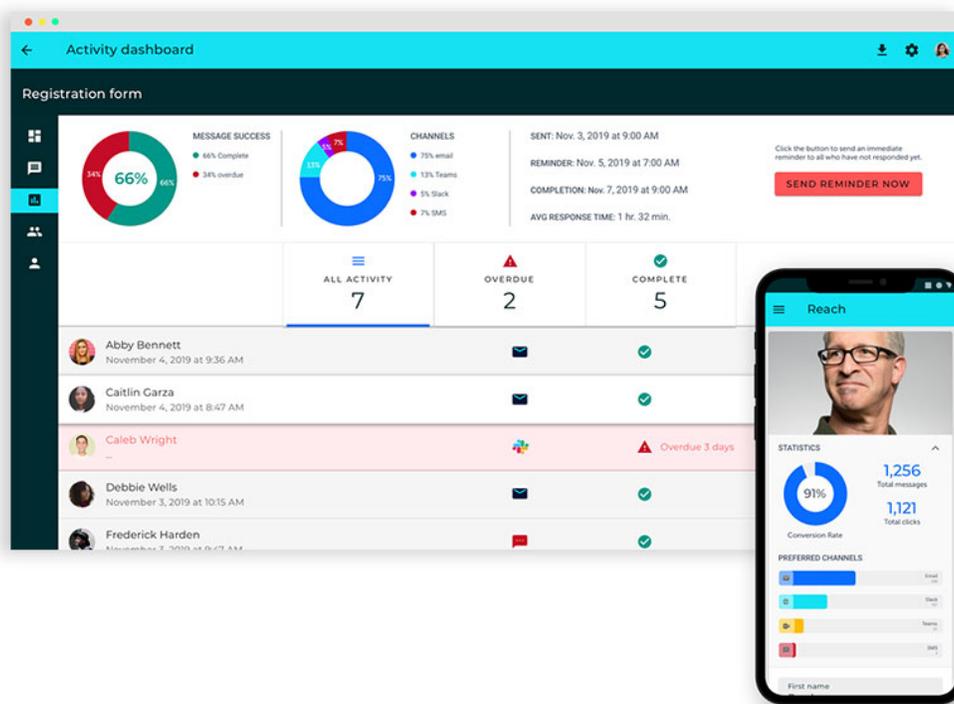
Technical information

Hosting

Reach is a cloud communications software hosted with Google and integrated with best-of-breed service providers.

Servers

The infrastructure of Reach adheres to the well-architected framework and security best practices of SOC II. We leverage a container orchestration system to support the scalability of different services based on number of end-user requests and run container workloads for high availability.

Security

Email
Reach uses email standards like DKIM and SPF to control our domain reputation and reduce spoofing risks. We also use best practices to encrypt and secure all communication, including the management of associated tokens in our environment.

Deliverability

Reach sends emails from one phone number for SMS, and one specific email address: notifications@icreach.app. It does not have any connection or integration with your Microsoft Exchange. Deliverability will be determined based on your environment, rules and filtering in place.

Setup and integration

Setting up Reach is quick and easy you'll be up and running within a day. There is no training required for your end users, and *it will take less than 30 minutes of your IT department's time.* Add your company name, integrate your channels and you're done!
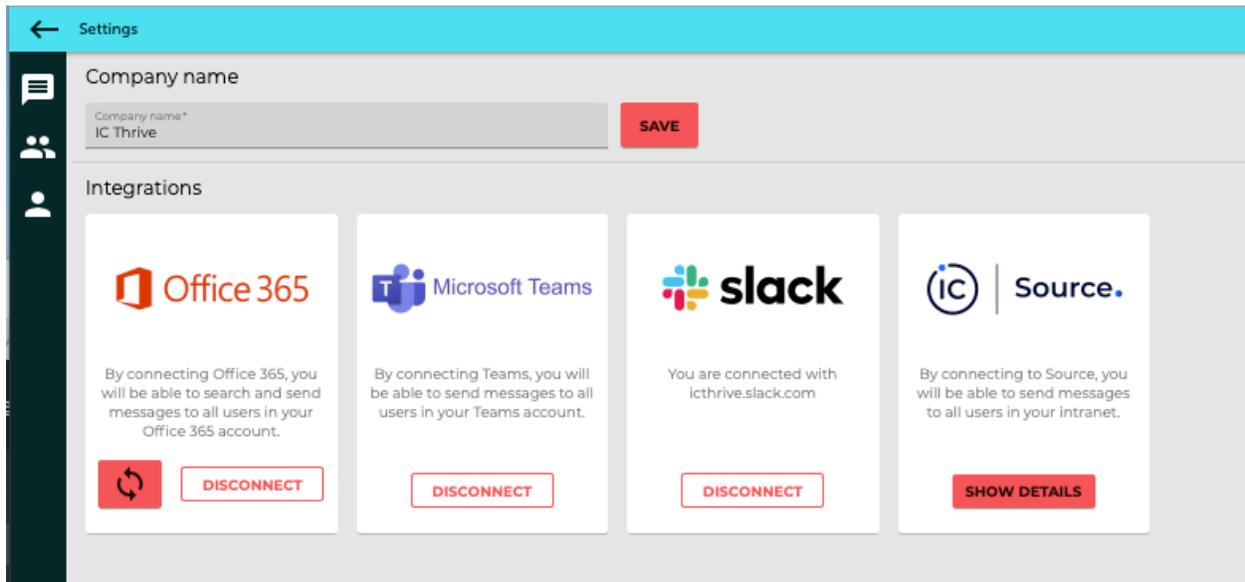
Microsoft 365 integration

Simply submit the credentials of a Microsoft 365 administrator. Reach will automatically pull in your 365 users and groups. Now you will be able to send messages to your employees over Outlook and Teams.

Microsoft Teams

You will need Microsoft 365 to use Teams. Messages arrive from Reach as if it were a chat, so you can see all previous messages in this one channel. The messages do not archive so your users can easily access historical communications.

Slack

To integrate with Slack, enter your Slack workspace name on the Settings page and allow Reach permission to send notifications via a Reach bot.

End users

End users will get a notification on their email to set up their user profile. All they need to do is add their phone number, then drag and drop the order of the channels in which they would prefer to be contacted on.

Audience builder

Gone are the days of relying on IT to build audiences for your communications, losing distribution lists with turnover (when lists are kept in the communicators individual outlook) or being limited to sending your communication to the "all-staff" distribution list. Reach allows your internal communicator to be self-reliant with the flexibility of sending messages to existing or custom audiences. To build an audience, simply select or combine 365 groups, Source directory departments, locations, or individuals.

Reach custom audiences

Reach audiences are built into the platform by the internal communicator. These do not sync back to 365, these are strictly for Reach. Creating a new audience in Reach is easy: simply add and combine users individually, 365 groups, or Source intranet departments or locations.
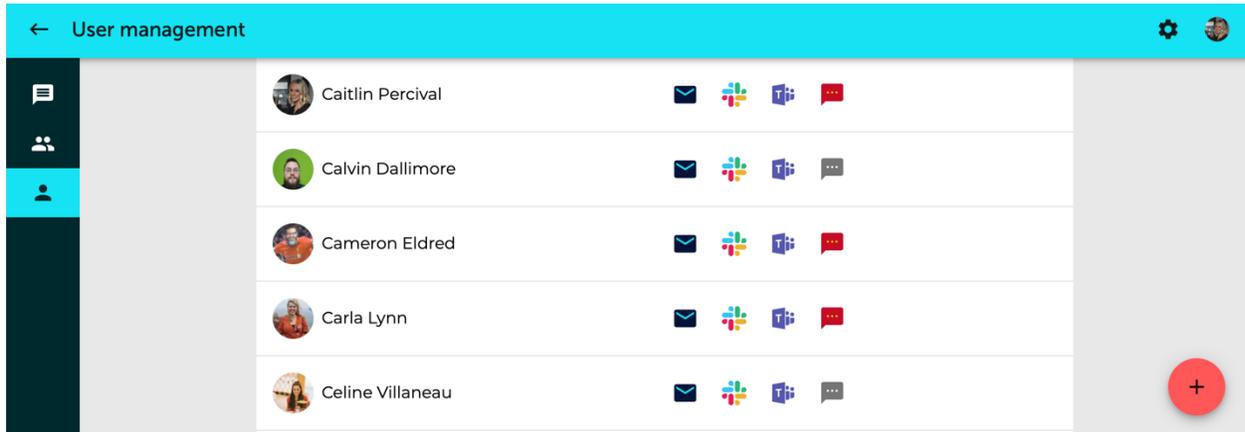
Microsoft 365 groups

You can see the different users and groups were pulled in from your Microsoft 365 integration from the audience builder. This is managed by your IT department and synced regularly to the Reach platform.

Source intranet software

Source will automatically create audience groups from the employee directory by department and location.

User Management

Users are automatically pulled in with integrations, or you can add individual users.

Adding users

Every user is pulled in with the integrations from Microsoft 365, Slack or Source. Manual creation is possible via an uploaded .csv file or individual entry.

Active channels

You'll see which channels are active for users if their icon is coloured.

User profiles

Administrators can access every user profile from the user management dashboard. End users will be able to access their personal profile, and can drag and drop which order of channel they prefer to be contacted in. In addition to email addresses, integrations will pull job title, location, department and other useful profile information.

Admin capabilities

Administrators will be able to see the user data and where it was pulled from (job title, department, location etc.) They can also suspend users from receiving messages.

Message builder

The message builder is where the content takes shape, is scheduled, and reminders are assigned. You can choose to import content from an existing URL, create a message from scratch, and even add a quick form or survey.
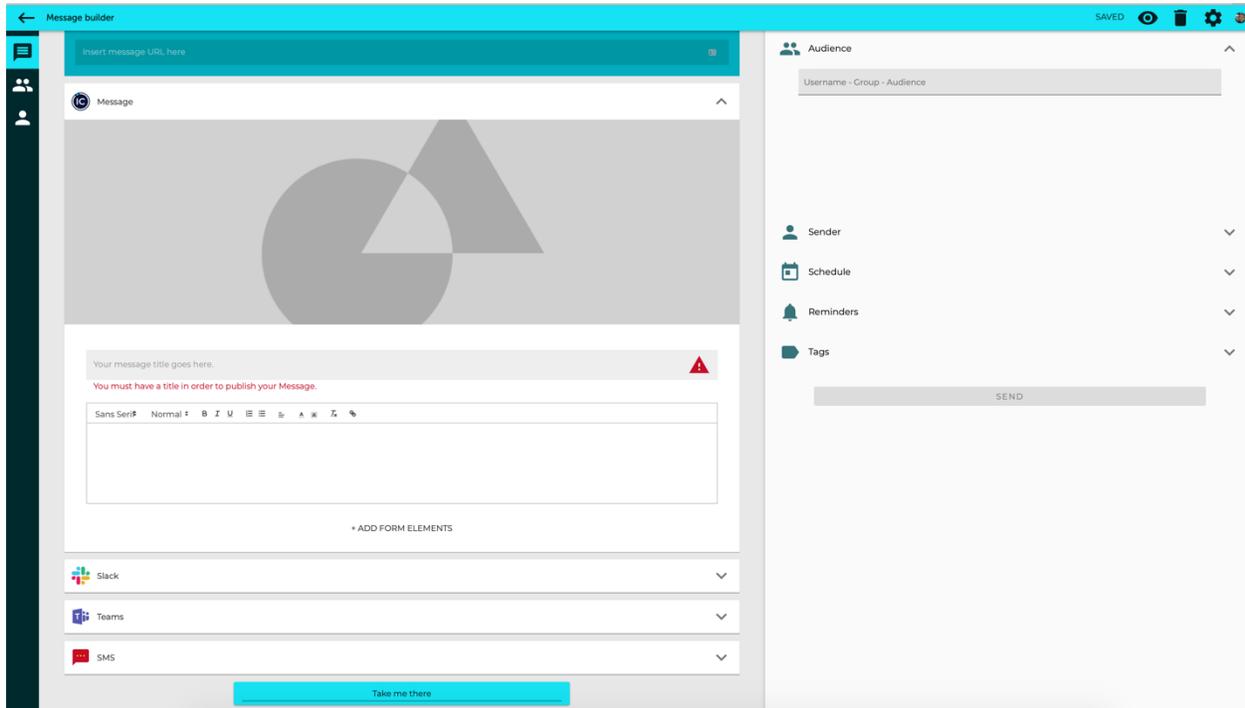
URL scraper

Copy and paste a link from the web and the content will auto populate along with an image. You're free to edit the content as you please or duplicate the entire message to a new audience if you wish.

Images

Using imagery is important to keep your communications engaging. Upload your own or search for a free image via the Unsplash service, a royalty-free media library that integrates with Reach.

Building a message

Custom build your own messages within Reach to send immediately or schedule them to send later. Automatic saving prevents you from losing any work.

Templates

Each message is unique, but duplicating a message is simple. For example, if you're sending another volume of a newsletter or tailoring a core message to a different audience, you're able to duplicate the message with one click and adjust the content.

Forms

Need to organize RSVPs to an event, send a read and confirm or a pulse survey? Forms allow for feedback. Get all the information you need from your employees by adding a form element into the body content of your message.
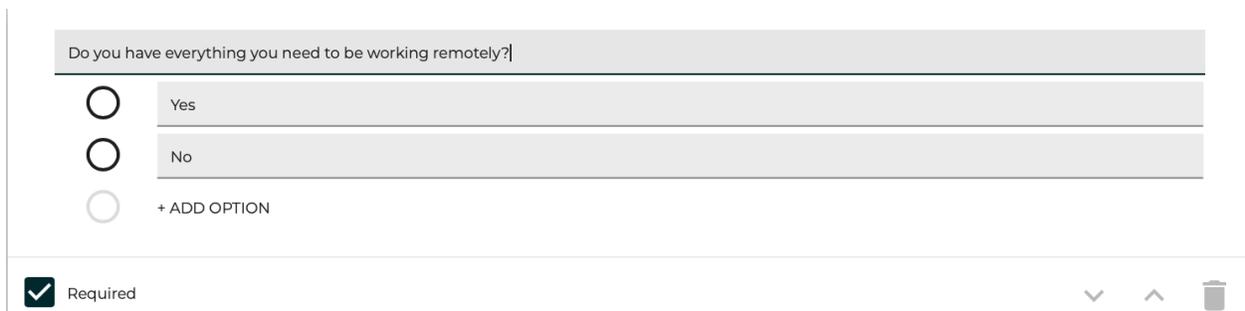
Do you have everything you need to be working remotely?	
○	Yes
○	No
○	+ ADD OPTION

☑ Required

Read and Confirm

Read and confirm can be managed and reported on within Reach. You can also pull an excel document from the activity dashboard with this data.

Call to Action

There is a button at the bottom of the message that will link to the URL specified, or directly into the Reach platform. The default CTA is "Take me there" but can be customized to whatever wording you wish that associates to the expected action of your audience. The CTA button is important because your end users who select to receive messages on their Teams or Slack will only see the image and title, they need to click the CTA to view the entire message.

Channel preview

To see how your message will render in Reach, select the preview icon to see how it will look across channels. If you wish, you can customize the message title by individual channel on the message builder.

Audience

Select a Reach audience, Microsoft 365 groups, Source departments/locations, or search and select the individuals you wish to send a message to in any combination.

Sender

Select if you'd like to send the message yourself or on behalf of a division leader or a generic sender such as the "the HR team". To add a signature at the bottom of the message simply cut and paste.

Scheduling

Send your message immediately or schedule a date and time.

Reminders

Chose specific dates and times to send reminders, or, select "automatic" reminders with a completion date and Reach will escalate down the chain of channels twice within that time period and stop either way as soon as your end user responds.

Automatic saving

You can preview, navigate throughout the platform or close the tab and come back to your message any time without losing your work.

Archiving

Messages stay in your message dashboard and are accessible from your end user's channels indefinitely – or until you delete them.

Tags

Tag each message for quick content categorization.

Receiving a message

End users can view the entire message within their email. Slack and Teams will display the image and title but will require the end user to click on the CTA button to see the full message in Reach. The message will be delivered to the user's preferred channel and escalate down the chain if automatic reminders are set.

Message Dashboard

The message dashboard is the central location that stores all your messages no matter their state: draft, scheduled or sent. From here, you can select an individual message to edit, duplicate, view the report, download the activities in a spreadsheet or delete it.
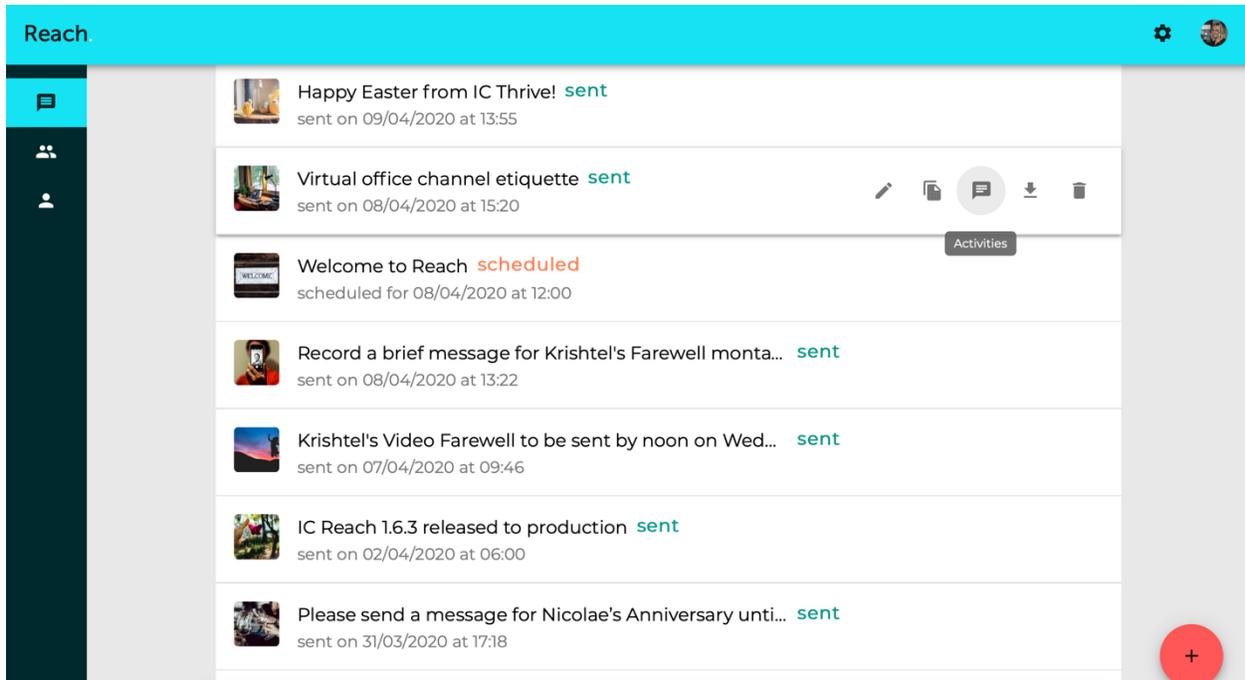

Folders

Organize all your communications and group messages in campaign folders.

Reporting

As soon as the message is sent, you can access the message report called "activities" in the activity dashboard.

Activity dashboard

The Reach activity dashboard provides the admin an overview of the completion rate of each message as well as the channel breakdown. Other valuable data points include when the message was sent, when the next reminder will be published (if an action is required), the due date, and the average response time.
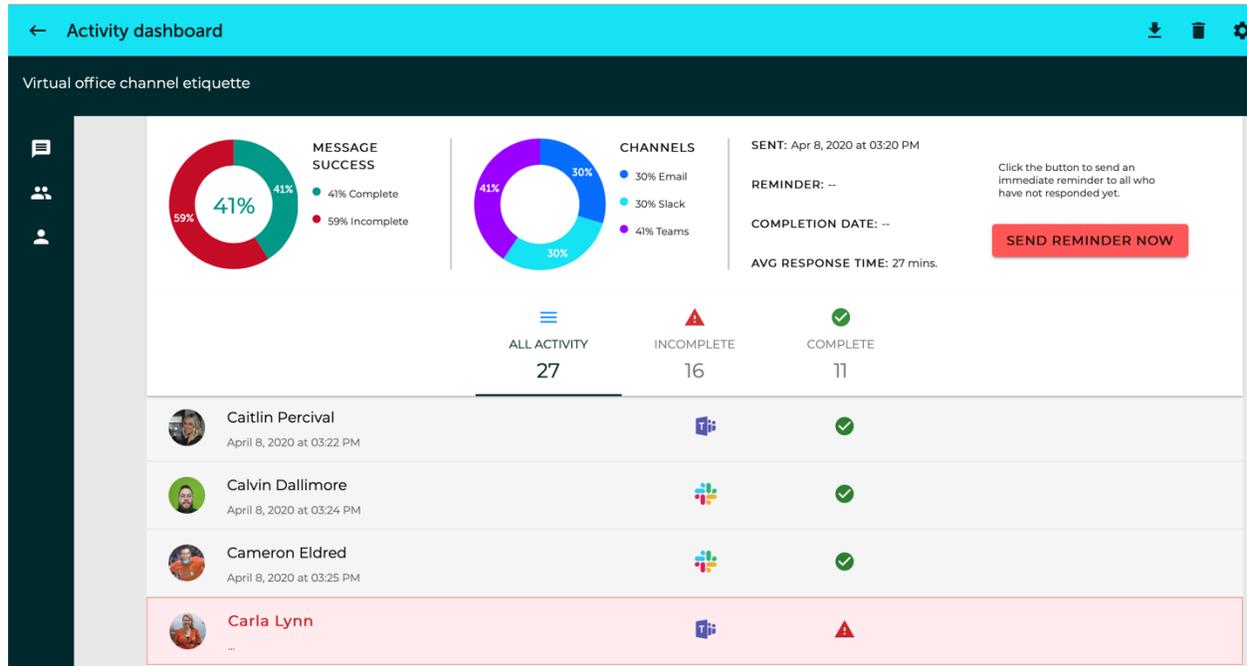
Message success

The success of the message is displayed in a pie chart of complete versus incomplete. It enables you to gain access to the list of exactly who has successfully opened your communications, the time, and the channel on which it was received.

Channels

The channels pie chart displays the different channels your message has been sent to and opened: email, Slack, Teams or SMS so that you can evaluate the success of each platform.

Message activity

This summarizes the general information on the message, the conversion time and date, and the status of complete, pending, or overdue.

Reminders

Reminders can be scheduled or assigned as automatic in the message builder or pushed in the activity dashboard as well. The reminder will only contact those who have not opened the message.