

Skinkers Live Notification Platform

According to the Financial Times; "In the attention economy the value of email is rapidly approaching zero."

If this is true what impact does it have on organisations that rely on email for communication with their employees, business partners and customers? What value do the other channels provide and how can they be managed? A new approach to communications is needed, which harnesses and manages all of the best attributes of existing digital channels, but in addition delivers new high impact direct 'push' channels that can punch through to audiences' desktops and/or handheld devices when really critical information needs to be delivered.

Skinkers has been working on this problem for over six years, firstly by developing a new high impact channel which delivers desktop alerts and secondly by incorporating this into the Live Notification Platform which also manages email and SMS and can deliver to the desktop, handheld or mobile phone.

Skinkers Lives Notification Platform has the ability to audit and track vital communications and use the most appropriate channel. This flexible platform enables multiple digital channels to be managed centrally for the first time and ensures that information you ShouldKnow is delivered through communication you can't miss!



ShouldKnow information

ShouldKnow information is priority information that is time or event dependant and important to your audience, for example, service outages, CEO and corporate communications, compliance and HR related information, customer and business partner interaction.

Examples of ShouldKnow information:

- **Email down:** informing employees within a certain part of the business that the email system has gone down, reducing calls to the service desk.
- **Ticket closure:** automating the process of closing service desk tickets, helping to reduce inbound and outbound calls to the service desk.
- **New product launch:** informing priority customers that a new product is now available to buy online.
- **Intranet update:** informing employees when new information is posted on the corporate intranet.

"Skinkers has enabled us to communicate in a new and radically improved way with our channel partners."

Acer

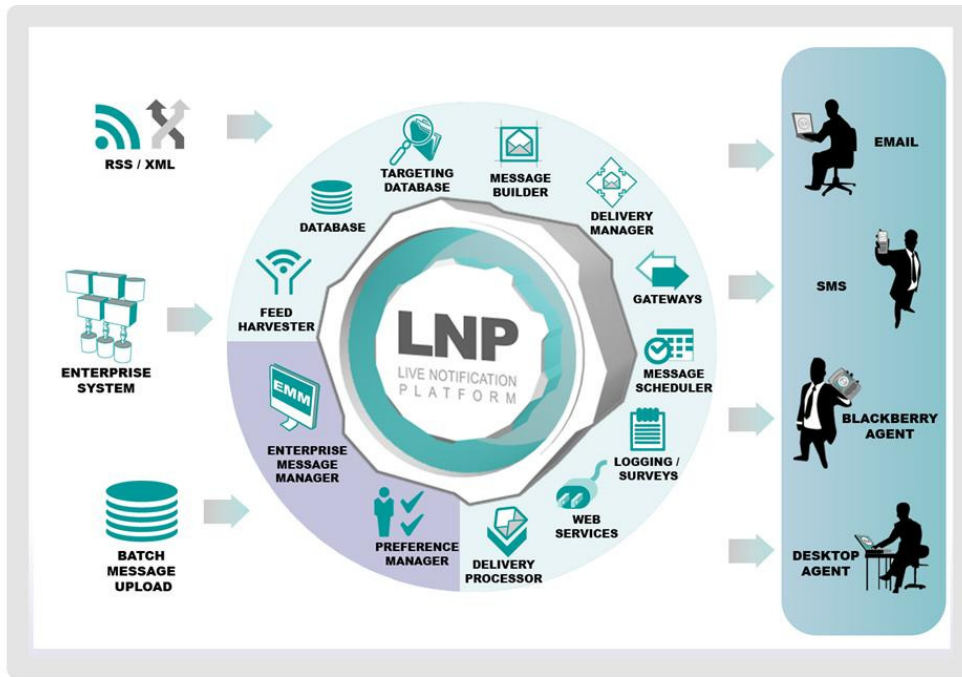
"We are delighted with the capabilities of the product which enables us to deliver messages for business critical announcements, regulatory and important employee communications."

Brewin Dolphin



- **CEO presentation:** sending all employees a video clip of the CEO presenting the quarterly results.
- **Flight cancellation:** informing all passengers that their flight has been cancelled.

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“We needed an innovative, cost effective way to get promotions to our customers, Skinkers gave us this new way and the results speak for themselves.”

Virgin Atlantic

Skinkers clients include



Find out how Skinkers can benefit your business

For further information about our Skinkers Live Notification Platform, visit our website - www.skinkers.com.

“An organisation of 10,000 employees could lose as much as £20M per annum from ineffective communication within the enterprise.”

Gartner