Technological Trust: Internal Communication & Workplace Technology

BUILDING A BETTER PARTNERSHIP BETWEEN TWO KEY LINES OF BUSINESS

MSCI at a Glance

**6,500+[1] Clients
in 95+[1,2] Countries**

Global footprint

Across investment
and trading spectrum

Engrained in
the world's most
sophisticated investors

**Innovative Products
and Services**

Analytics

ESG & Climate[3]

Factors

Indexes

Real Assets

**4513[4] Talented
Employees**

30+ MSCI locations

64[4]% and 36[4]% of
employees located in
emerging market and
developed market
centers, respectively

**Strong Performance
and Inclusive Culture**

Global, multi-cultural
workforce

Driving innovation for
industry leading
solutions[5]

[1] Represents the aggregate of all related clients under their respective parent entity as of June 30, 2022
[2] Including locations relating to Real Capital Analytics, Inc. ("RCA"), acquired by MSCI in September 2021
[3] MSCI ESG and climate ratings, research and data are produced by MSCI ESG Research LLC, a subsidiary of MSCI Inc. MSCI ESG Indexes, Analytics and Real Estate are products of MSCI Inc. that utilize information from
   MSCI ESG Research LLC. MSCI Indexes are administered by MSCI Limited (UK)
[4] As of June 30, 2022
[5] Unless otherwise noted, solutions throughout this presentation refers to the usage of our products and / or services by our clients to help them achieve their objectives

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Partnership Evolution
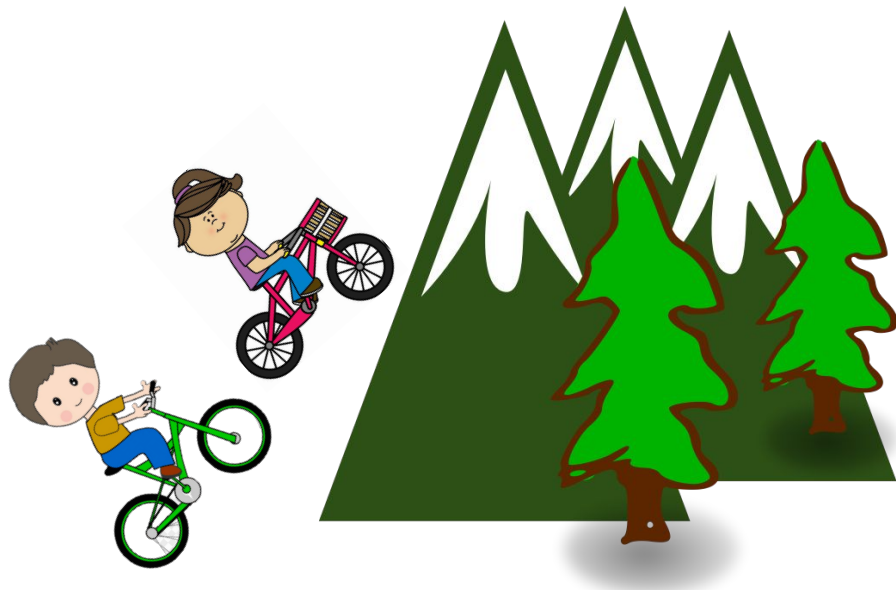
Started as two teams working separately to achieve their goals...

Working Together

This meant we weren't working together as effectively as we could have been – **even though we were on the same team.**

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Internal Communications Transformation

Deliver innovative, holistic solutions that address the unique needs of our employees

	CONTENT	**EXPERIENCE**	**ENGAGEMENT**
Objectives	Connect, align and inspire with engaging content to drive our transformation	Drive efficiency within the organization through a modern digital experience	Increase collaboration, interaction and transparency across the entire organization
Outcomes	**Deliver better information and insights to employees**	**More time to spend focused on your work**	**Your voice and feedback will help improve the employee experience**

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The IT Communication Journey
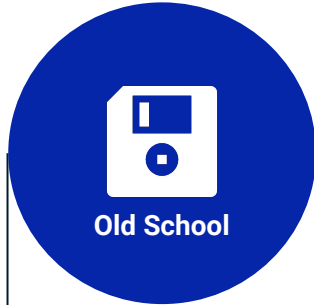
Old School

- Generic emails from IT senders
- Too much technical terminology
- Always about problems – never benefits

Need for Change

- New workplace technology solutions deployed (e.g. Microsoft Teams etc.)
- What changed and what benefits it provided

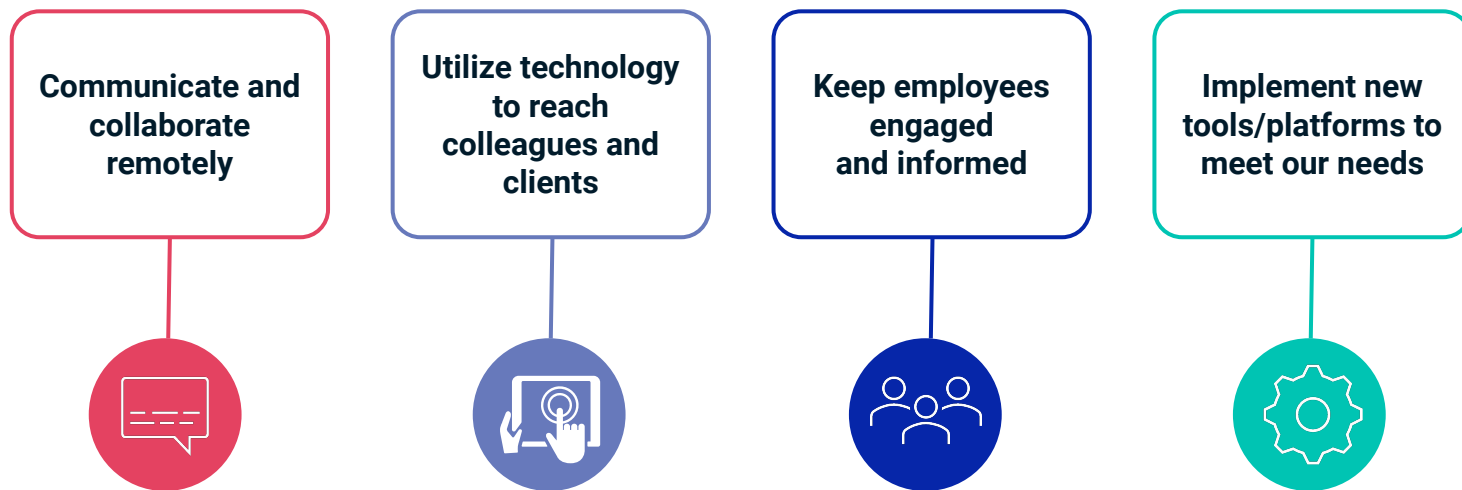**Modern Ways to Communicate**

- New methods of communication

Along Came Covid

- Training classes quickly conducted
- Ongoing communication critical

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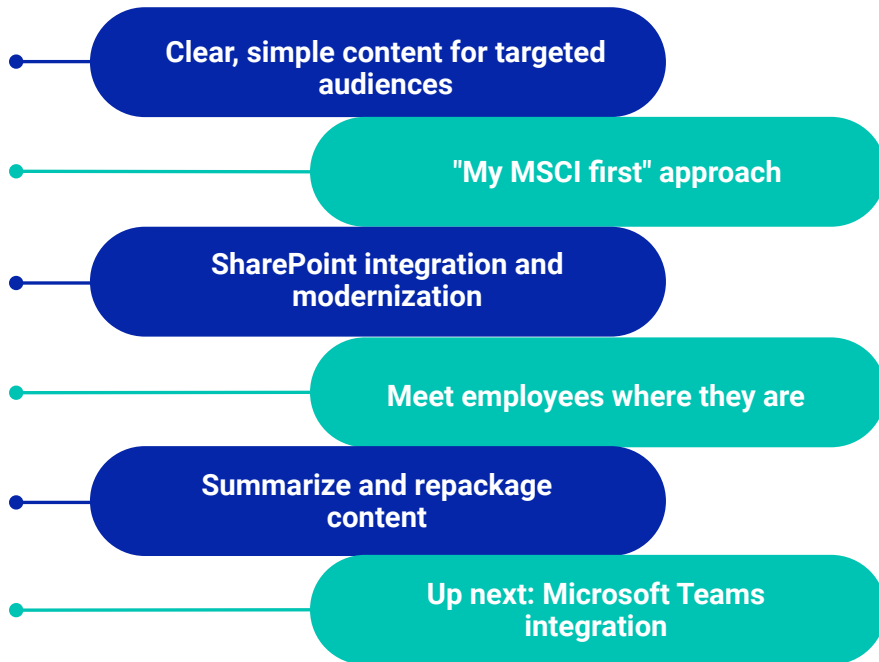# Impact of Covid-19: Technology & Communications

The pandemic changed how employees and senior management viewed Workplace Technology , effective communication and collaboration required a new way of working.

Communicate and collaborate remotely

Utilize technology to reach colleagues and clients

Keep employees engaged and informed

Implement new tools/platforms to meet our needs

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The Evolution

We needed to change the way our employees consumed content and move away from an email-focused communications culture.

Constant communication becomes noise and impacts productivity.

Clear, simple content for targeted audiences

"My MSCI first" approach

SharePoint integration and modernization

Meet employees where they are

Summarize and repackage content

Up next: Microsoft Teams integration

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The Partnership

Internal Communications and Workplace Technology partnership brought mutual benefits by exploring and advocating together for necessary solutions.

How We Partnered

- Expediting the deployment of solutions to multiple platforms and channels (web, mobile, etc.)

- Collaborating on appropriate add-ons (e.g., SharePoint micro apps)

- Providing access to quality content in a modern way: less email, greater choice, two-way interactions

- Continuously exploring new ways to connect with every employee and present modern technology content

The Results

- Built new behaviors with an intuitive interface, personalized feeds and created transparency

- **2021:** over 4,800 unique viewers, 36% click rate and average of 6 posts viewed

- **2022:** over 4,200 unique viewers, 29% click rate and an average of 6 posts viewed (through September)

- Tuesday Tech Tips: Technical content moved from external web links to short articles and videos

- Developing specific communication themes for Workplace Technology such as All Abilities

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How can you do the same in your organization?

The key is to make your IT team see the value of the employee experience and the importance of clear, targeted communication to employees

Ask your IT leaders:

- What do you want employees to know about your new tools and technologies?

- How are you planning to increase awareness of new application functions?

- How can we make the employee experience with IT a topic of conversation?

- Offer to help edit!

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What are the benefits?

Accessibility

- Our communications now offer more accessible ways of consumption:
- Multiple devices
- Videos using Microsoft Stream and utilizing transcripts

Targeted Content and Audiences

- We meet our employees where they are at
- Provide content in different formats on different platforms
- Tailored to relevant audiences

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Next Up: Innovation

By taking the time to make these changes and develop our partnership, we worked through the pandemic and came out stronger!

Now we continue to explore new & innovative ways to connect with every employee and solve real problems

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Any comments, questions, or concerns?

We would love to hear what you think of our journey and how it relates to yours - where do you think you are currently?