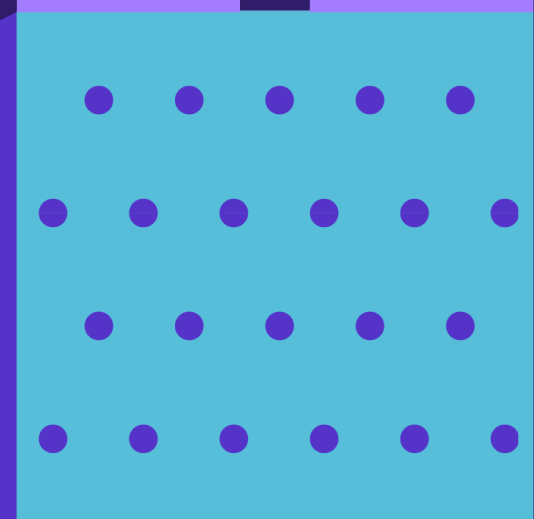
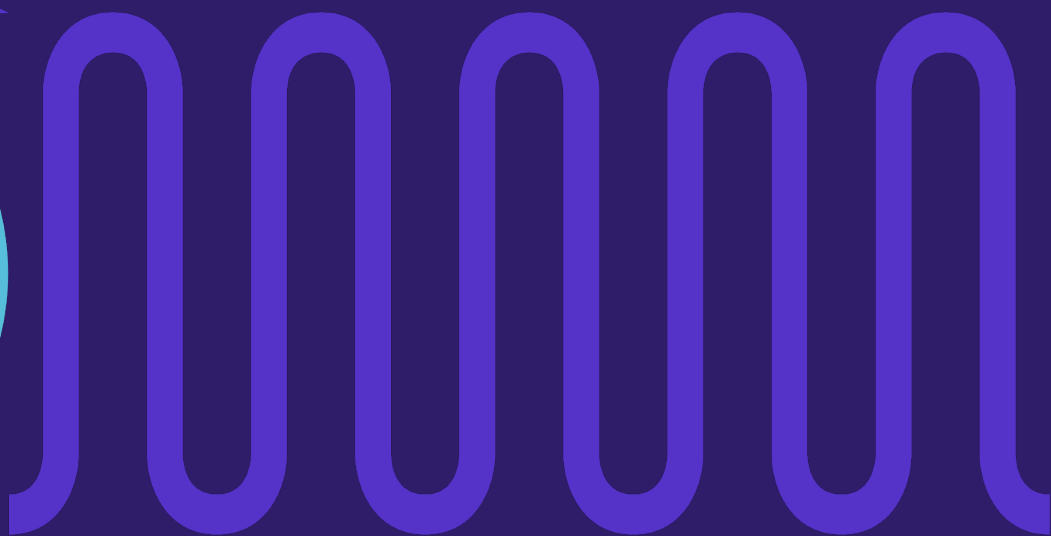
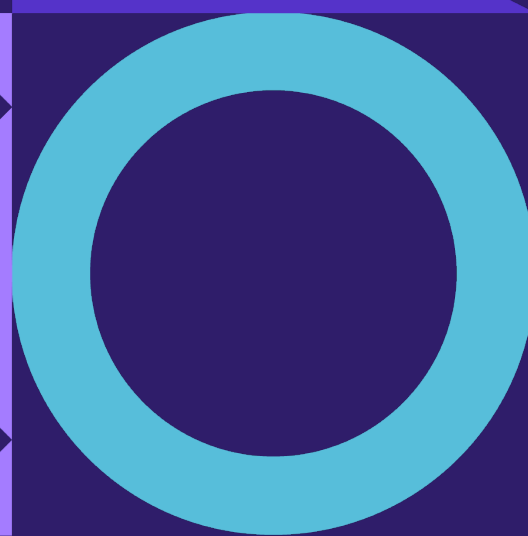
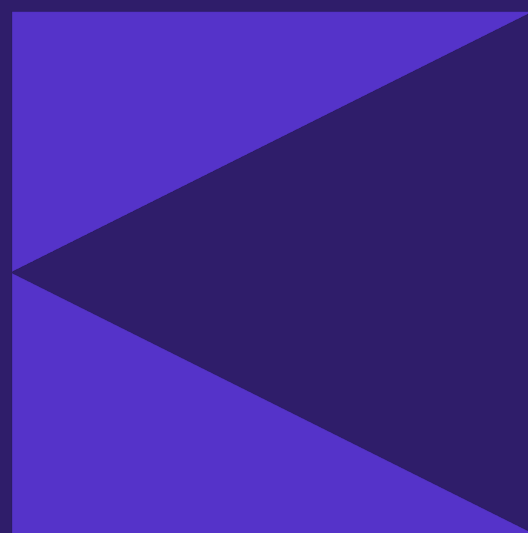
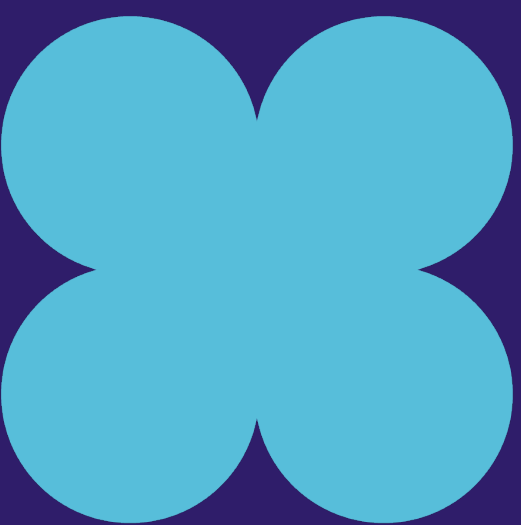


attune 24LDN

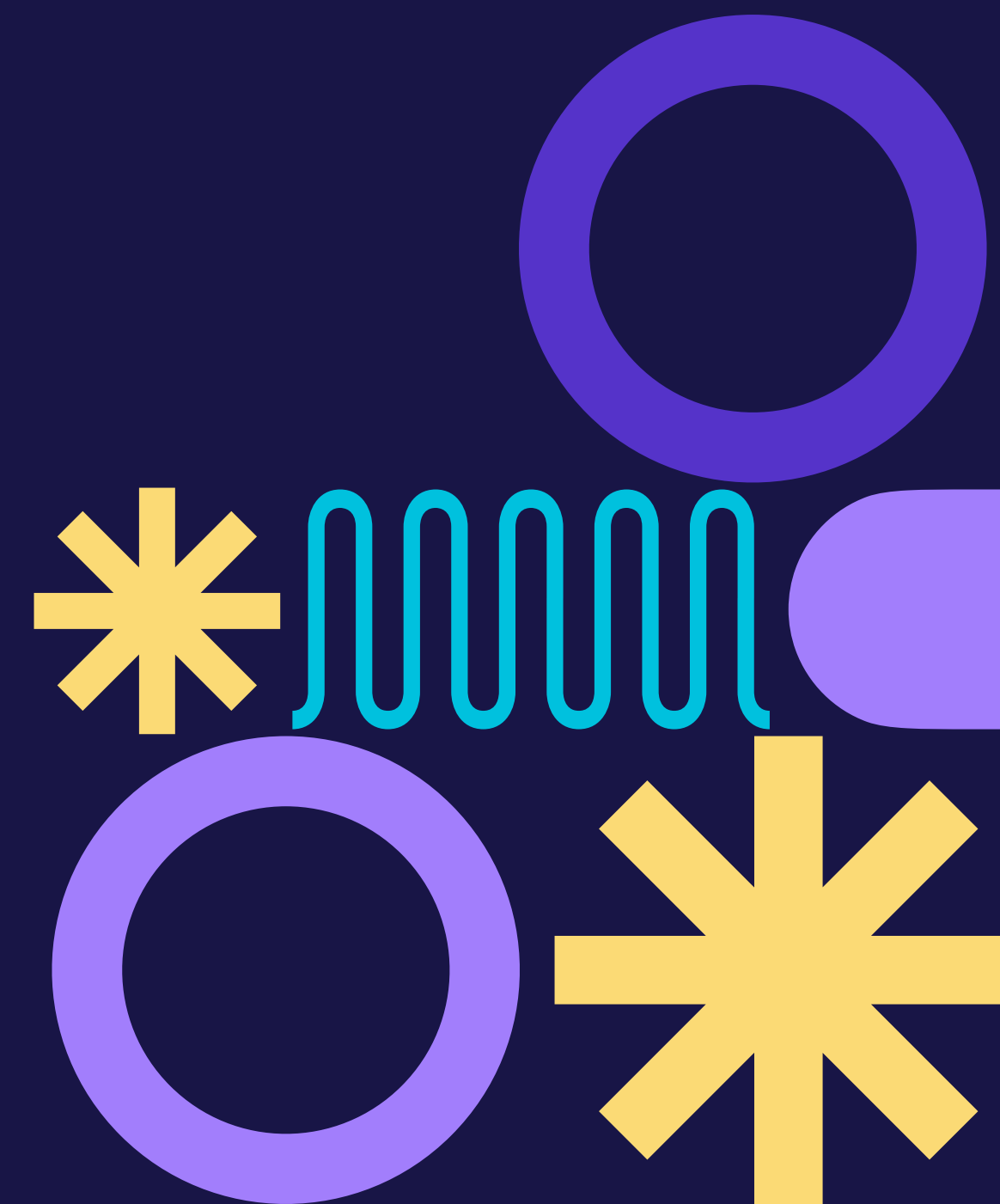


MOMENTS\_Nicole\_v3.mov

# NICOLE ALVINO

---

Founder and Chief Executive Officer  
Firstup











# Jane Taylor

 30

 Manchester

 Human Resources Manager

“I hope I made the right decision taking this new job offer.”



# Miranda Zhou

 39

 London

 Financial Analyst

“How do I add my baby to my private medical insurance?”





# Adam Becker

 45

 Belfast

 Warehouse Manager

“I’m struggling right now and need help getting through this.”



**Jane Taylor**



**Miranda Zhou**



**Adam Becker**

“

Well, we sent an email.

All of us

Hi Nicole,



**8am groceries arrive**

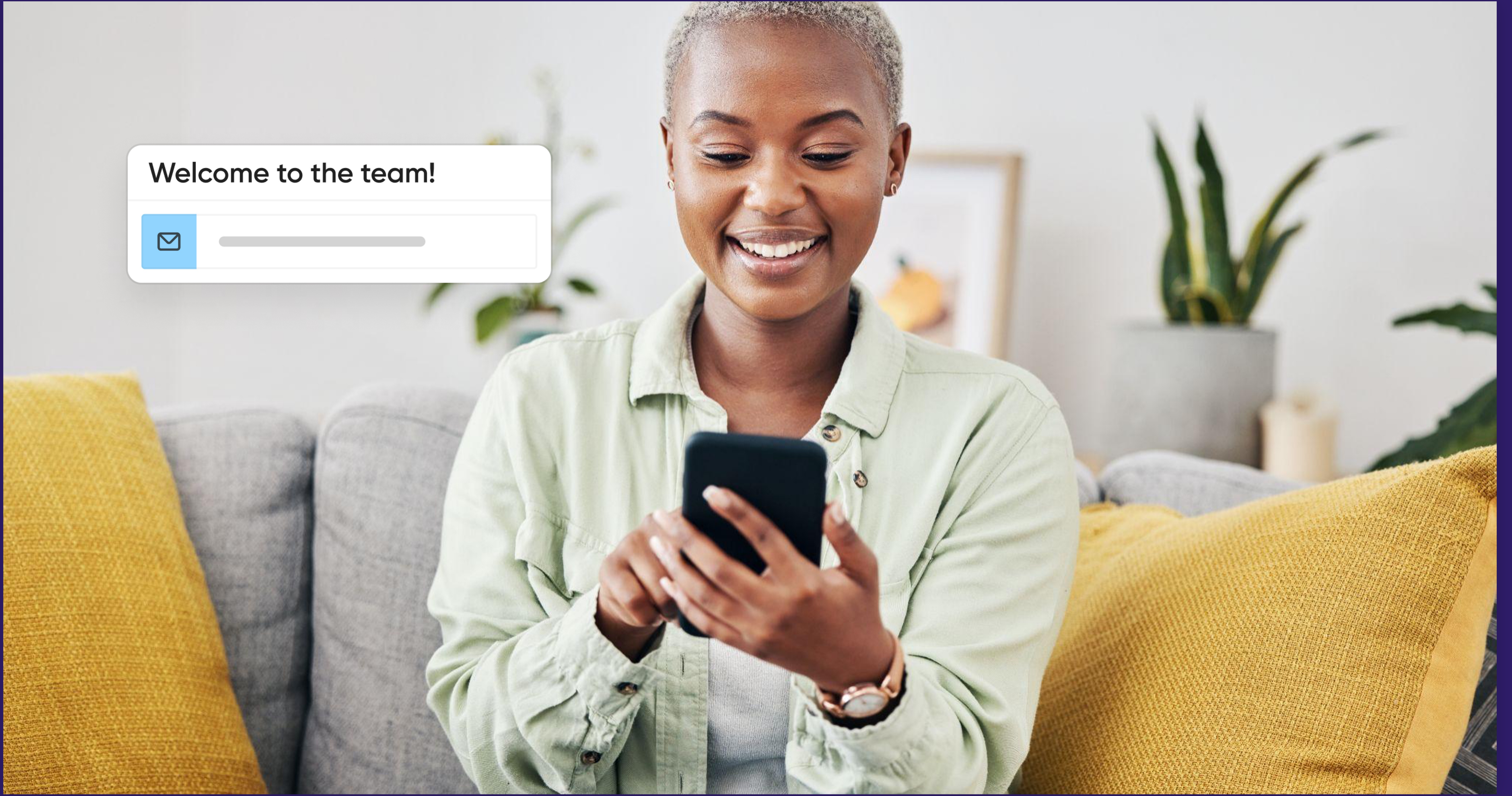


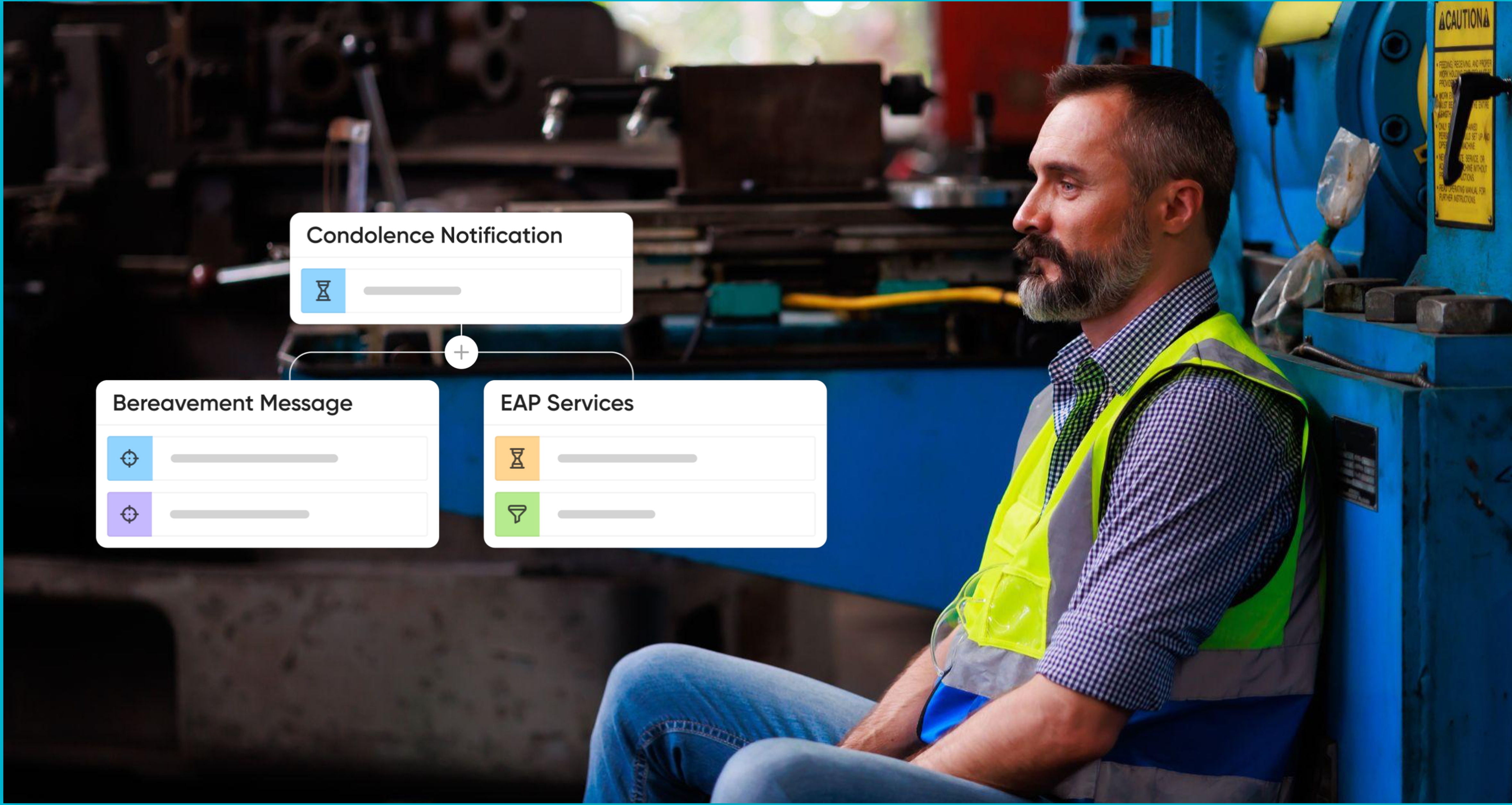
**Reorder paper towels**



**Conrad gift ideas**

Welcome to the team!





### Condolence Notification



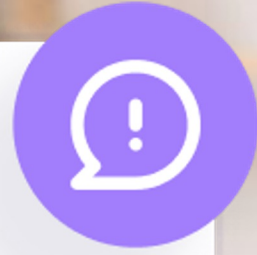
### Bereavement Message



### EAP Services



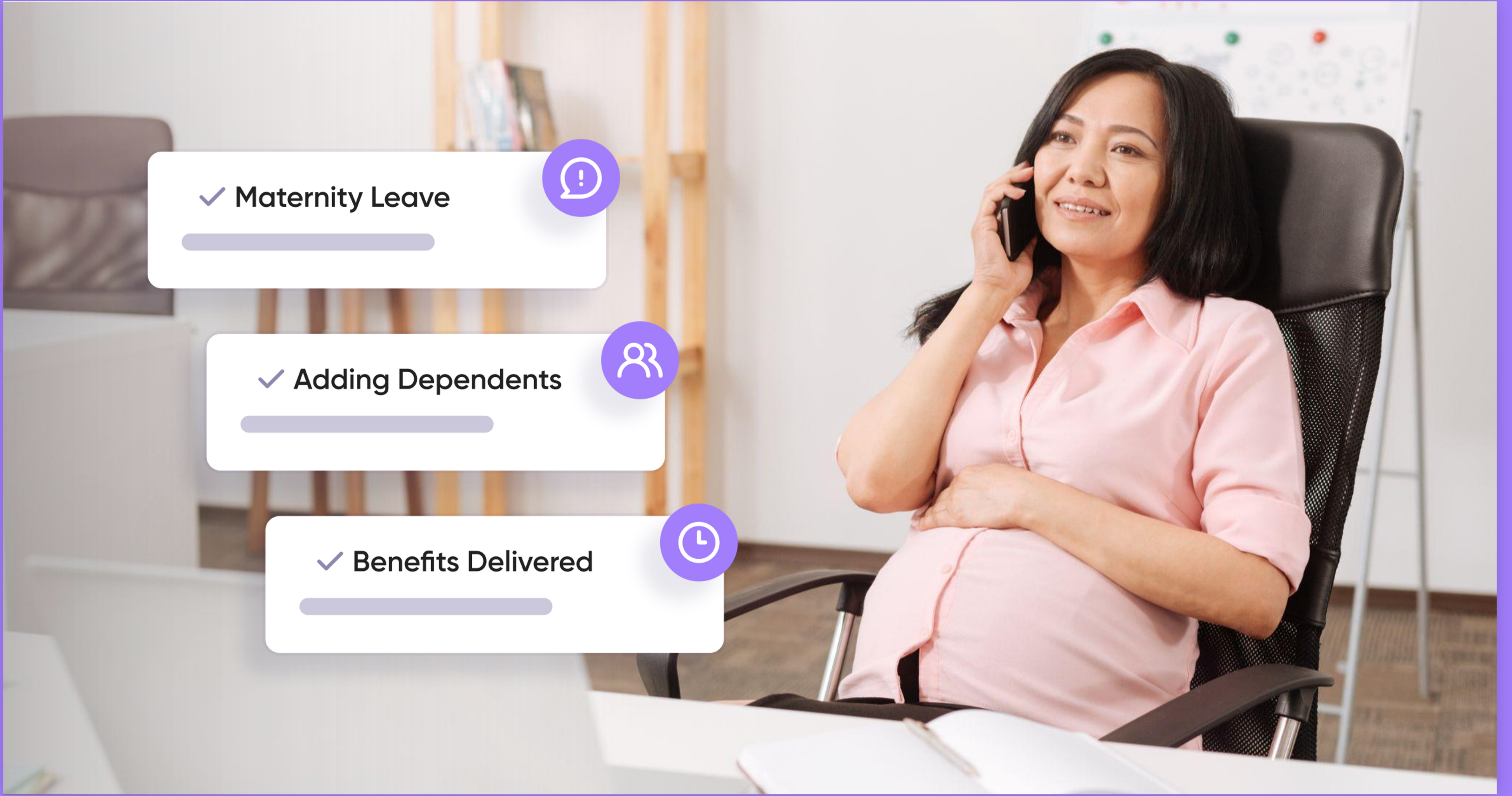
✓ Maternity Leave



✓ Adding Dependents



✓ Benefits Delivered



“

Every communication, every message,  
and every touchpoint is an opportunity  
to create a ***powerful moment*** in their  
employee journey.





 MSFT Teams

New hire onboarding task

 Completed



 Mobile app

Open enrollment reminder

 Completed



 Desktop

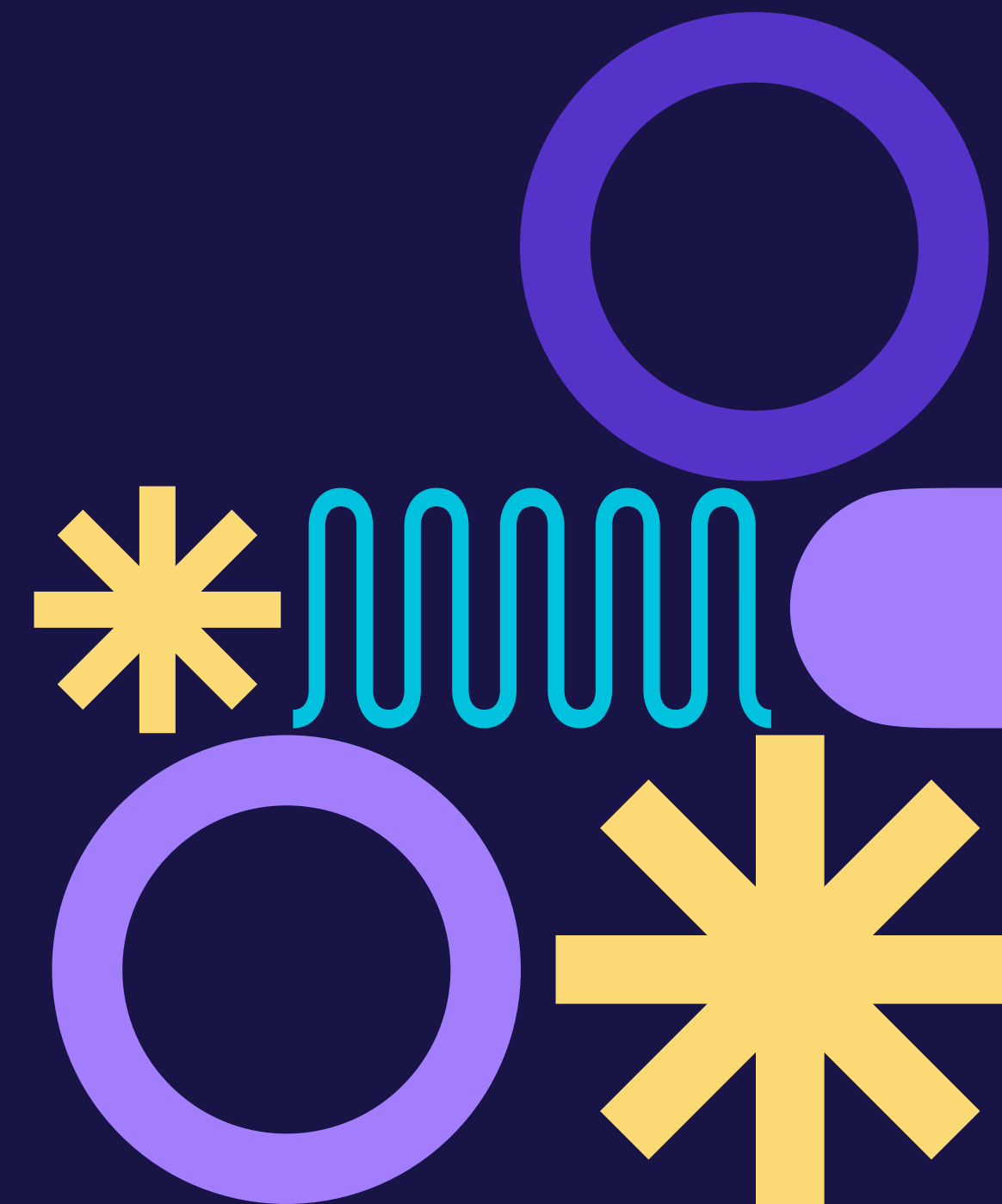
Compliance Training

 Reminder sent

# CHERYL CHAVEZ

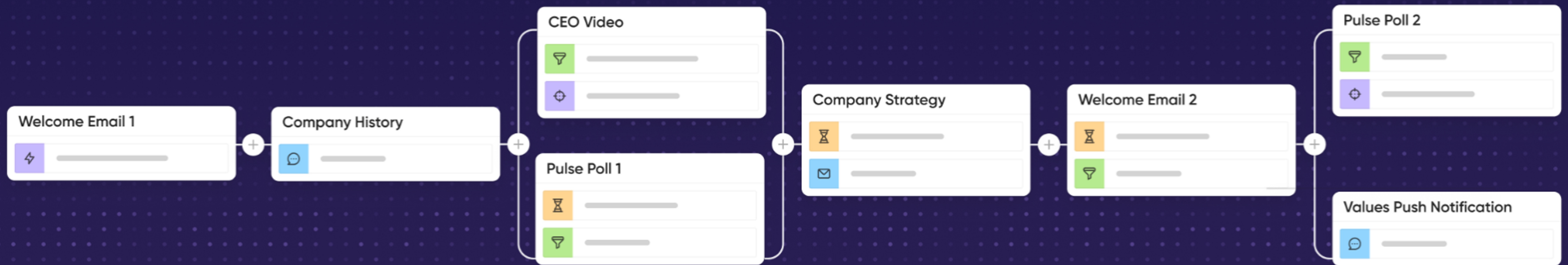
---

Chief Product Officer  
Firstup





# Firststep Journeys







Create

Home

Campaigns

Journeys

Calendar

Insights

People

Library

Configure

Program Name

# Journeys

Search campaigns

All Filters

+ Create new

Member

Status ↓

Current Members

### Onboarding

April 2, 2023 by Dalinar Kholin

active

12



### New Manager Onboarding

March 22, 2023 by Dalinar Kholin

active

23



### Anniversaries

February 14, 2023 by Dalinar Kholin

draft

N/A



### Open Enrollment

January 12, 2023 by Dalinar Kholin

draft

N/A



### Parental Leave

January 12, 2023 by Dalinar Kholin

draft

N/A

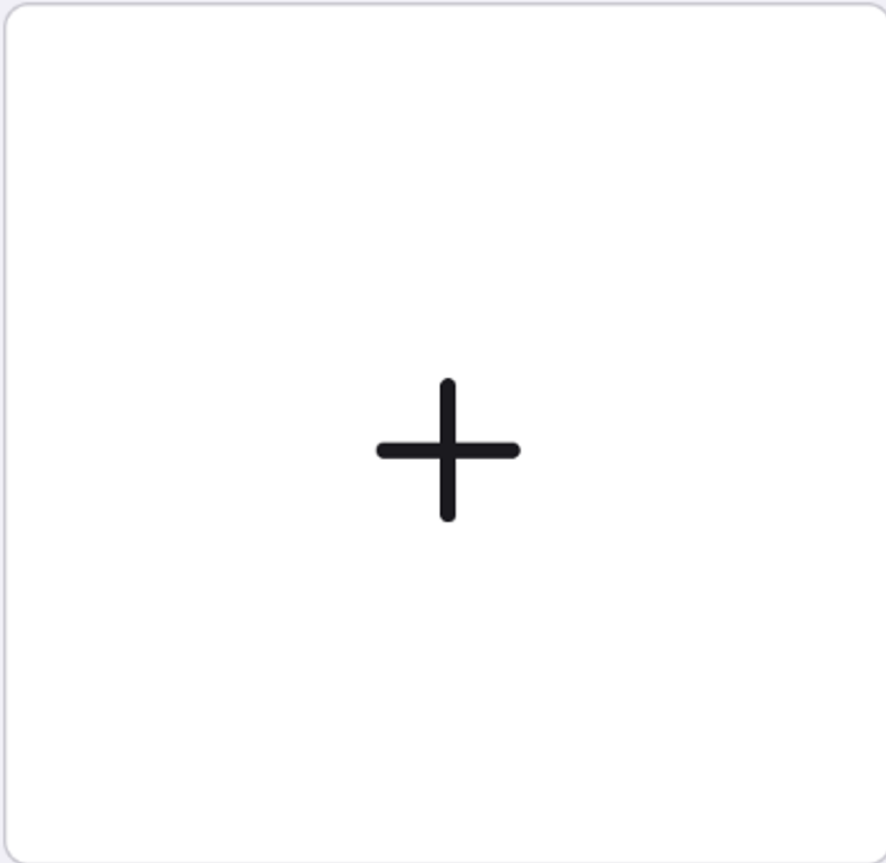


# New Journey



Filter

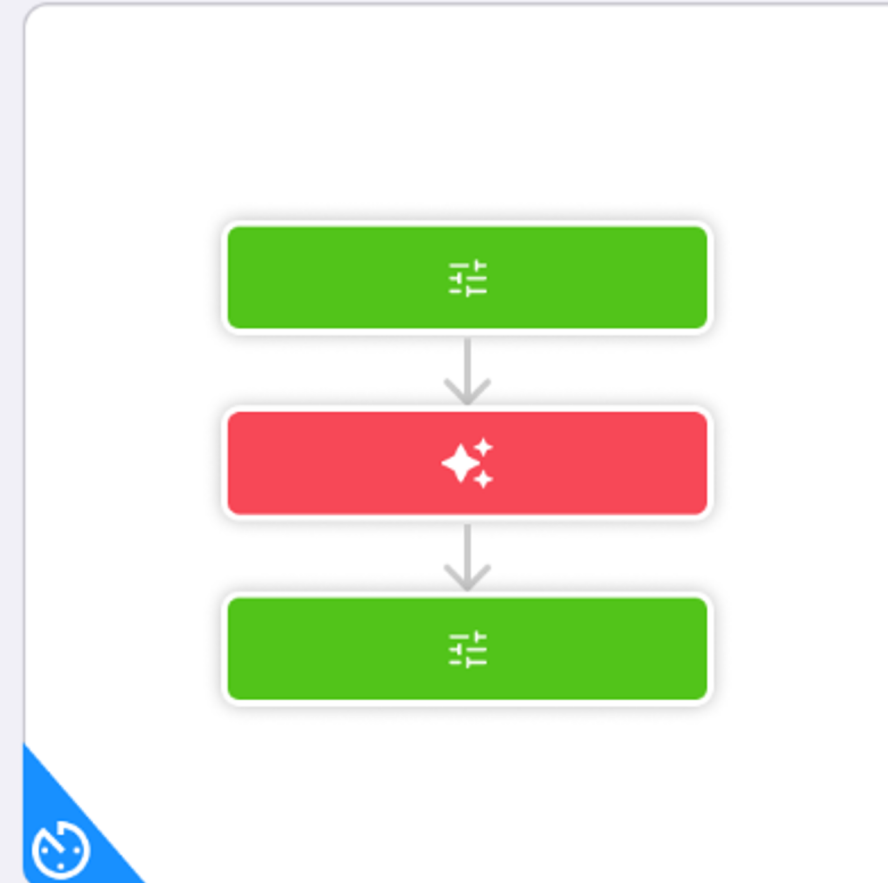
Search Templates



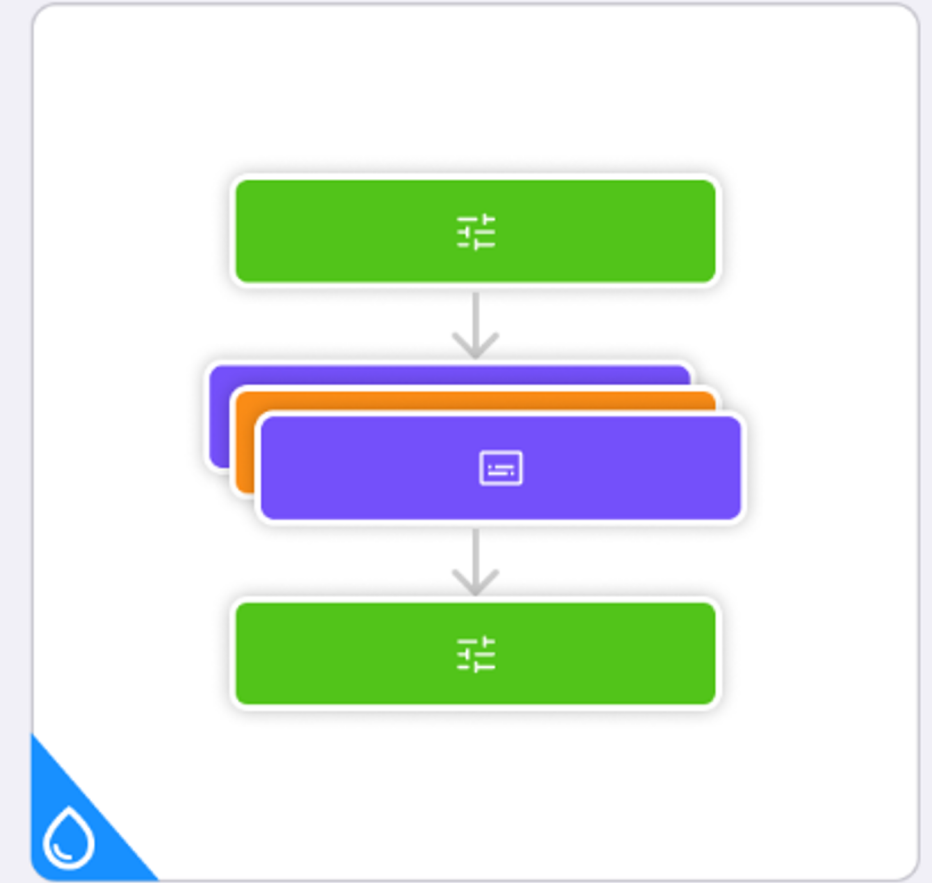
Blank Canvas



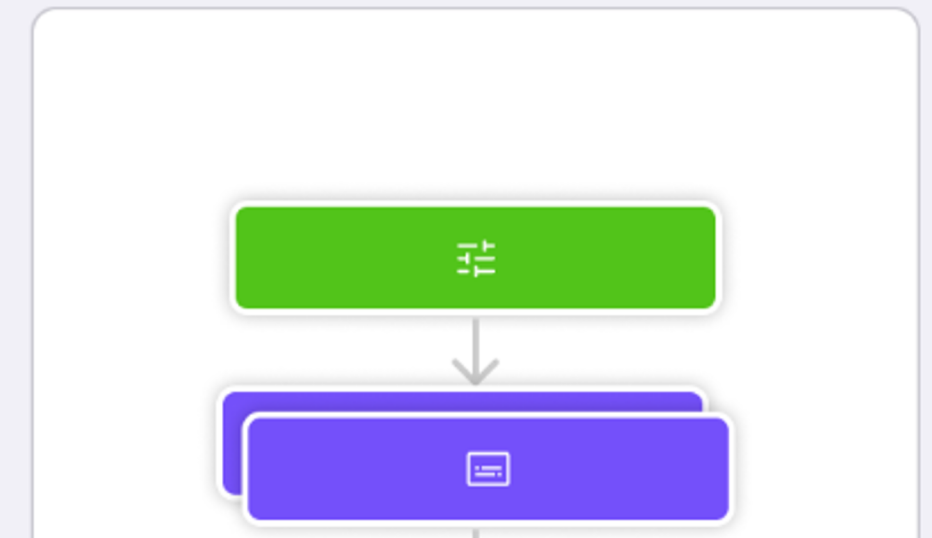
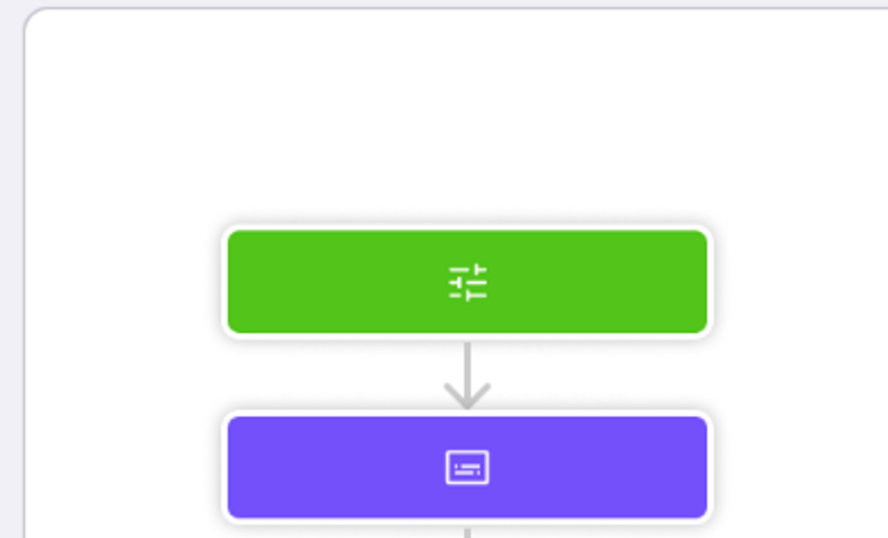
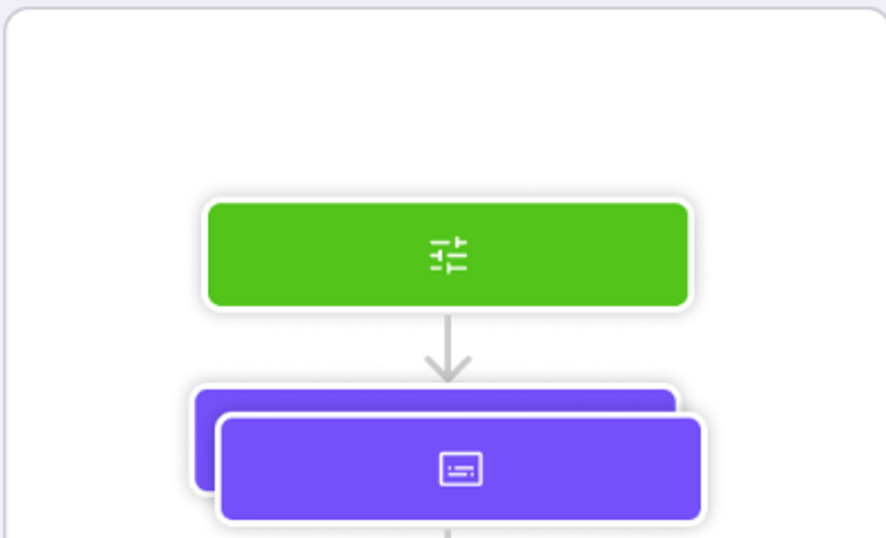
Welcome New Hire



Preboarding

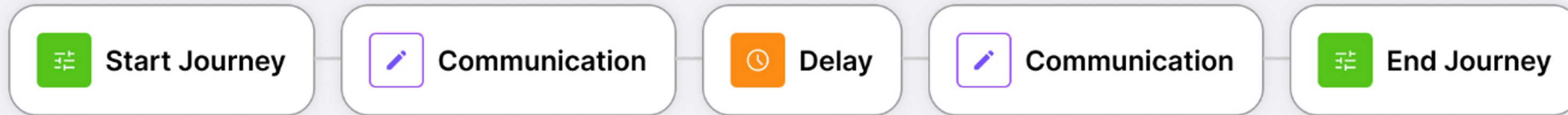


New Training



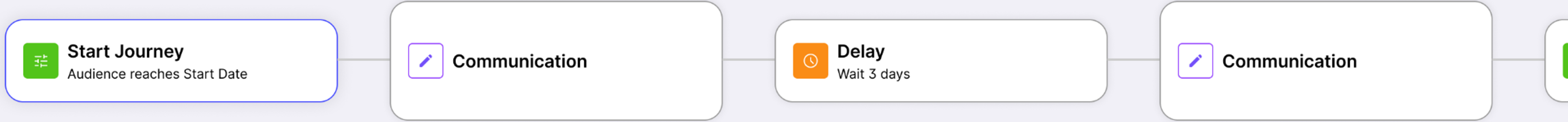
Continue

Zoom:  10%





Zoom:  100%

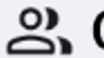


## Start Journey

### Trigger

Start date is today

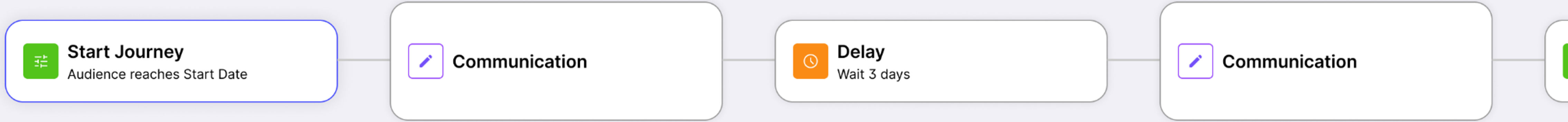
### Members

 0

**is**

[+ Add Criteria](#)

Zoom:  100%  




## Start Journey

### Trigger

Start date is today

### Members

 0

Audience

is

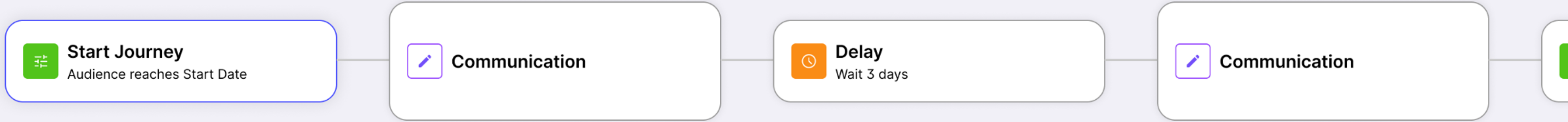
Full|

Full Stack Development

Full Time Employees

[+ Add Criteria](#)

Zoom:  100%  




## Start Journey

### Trigger

Start date is today

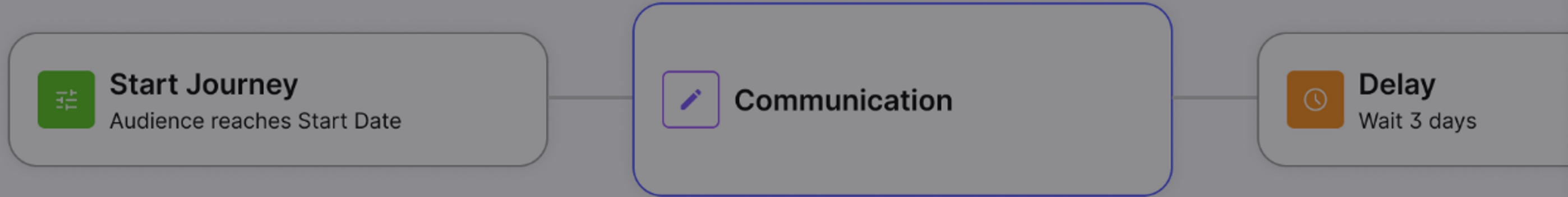
### Members

 72

Audience  **is** Full time employees

+ Add Criteria

Zoom:  100%



## Communication

Choose content [↗](#)

### Delivery options

Email

Assistant

#### Title

We're glad to have you

#### Message

We have a few things to tell you now that you're part of the team

Mobile push notification

#### Title

We're glad to have you

## Choose content ✕

### Asset Library

Welcome New Hire

A welcome communication from our CEO.

June 30, 2023

Lumine History

Learn about our history.

June 30, 2023

Lumine Values & Norms

Learn and live our core values.

June 30, 2023

Lumine's 2023 Strategy

Review Lumine's goals.

June 30, 2023

Our Brand

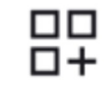
Learn our Lumine brand.

June 30, 2023

Lumine Lingo

Be sure you are in the lingo loop.

June 30, 2023



## Welcome


Thank you for choosing Lumine. We are thrilled to have you as a member of our team.

At Lumine Manufacturing, we are on a mission to revolutionize the world of renewable energy through innovative manufacturing solutions that harness the power of the sun. Our commitment to sustainability, cutting-edge technology and excellence in craftsmanship drives our vision for a brighter and greener future.




Our purpose is to lead the solar revolution by creating solar products that empower individuals, businesses and communities to embrace clean energy. We are dedicated to reducing our planet's carbon footprint while enhancing the quality of life for generations to come. Are you ready to be a part of our amazing company that is saving the planet?


*Sophie Smith*  
CEO

Zoom:  100%  


 **Communication**  
Welcome New Hire

---

 **Delay**  
Wait 3 days

 **Communication**

 **End Journey**  
All comms sent



## Communication

Welcome New Hire [↗](#)

### Delivery options

Email

Assistant

#### Title

We're glad to have you

#### Message


We have a few things to tell you now that you're part of the team

Mobile push notification




#### Title


We're glad to have you


Zoom: − 100% +


 **Communication**  
Welcome New Hire

---


  

 **Delay**  
Wait 3 days




 **Communication**


 **End Journey**  
All comms sent


Zoom: − 100% +

 **Communication**  
Welcome New Hire




---


  

 **Delay**  
Wait 3 days

 **Communication**  
Lumine History


---




 **End Journey**  
All comms sent





Zoom: − 100% +

 **Communication**  
Welcome New Hire




---


 **Delay**  
Wait 3 days

 **Communication**  
Lumine History


---







 **End Journey**  
All comms sent


Zoom: − 100% +

 **Communication**  
Welcome New Hire




---


  


 **Delay**  
Wait 3 days


 **Communication**  
Lumine History


---


  


 **Communication**

 **Condition**


 **Decision**


 **Delay**

 **Engagement Boost**




 All comms sent


Zoom: — 100% +


 **Delay**  
Wait 3 days

 **Communication**  
Lumine History

---


  

 **Delay**  
Wait 3 days




 **End Journey**  
All comms sent


Zoom: — 100% +

 **Delay**  
Wait 3 days

 **Communication**  
Lumine History

---


  


 **Delay**  
Wait 3 days






 **End Journey**  
All comms sent


Zoom: − 100% +


 **Delay**  
Wait 3 days


 **Communication**  
Lumine History


---


  


 **Delay**  
Wait 3 days


 **Communication**

 **Condition**


 **Decision**

 **Delay**




 **Engagement Boost**


 **All comms sent**

Zoom: − 100% +


 **Communication**  
Lumine History

---

 **Delay**  
Wait 3 days

 **Decision**  
Target EU Employees


Location is EU 

All others

 **End Journey**  
All communications sent



## Decision


Target EU Employees 

### Split 1




▼  ▼  ▼


[+ Add another split](#)

Zoom: − 100% +

 **Communication**  
Lumine History

---


  

 **Delay**  
Wait 3 days






 **Decision**  
Target EU Employees


Location is EU 




All others


 **End Journey**  
All communications sent


Zoom: - 100% +

-  **Communication**
-  **Condition**
-  **Decision**
-  **Delay**
-  **Engagement Boost**

 **Communication**  
Lumine History

 **Delay**  
Wait 3 days

 **Decision**  
Target EU Employees


Location is EU

All others

 **End Journey**  
All communications sent






Zoom: − 100% +


 **Decision**  
Target EU Employees


Location is EU

All others

 **Engagement Boost** 30 days, 3 Communications 

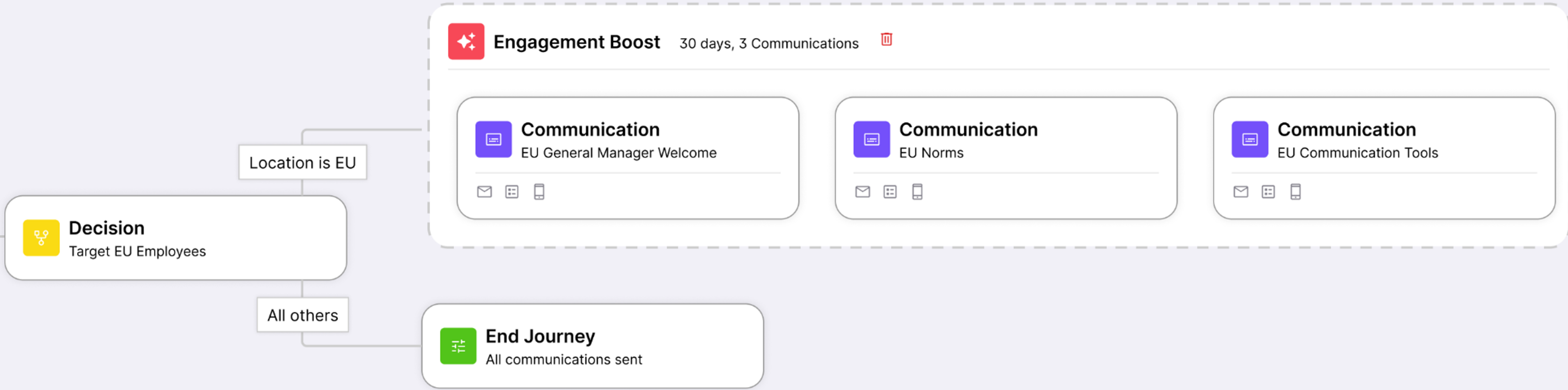
 **Choose communication**

 **Choose communication**

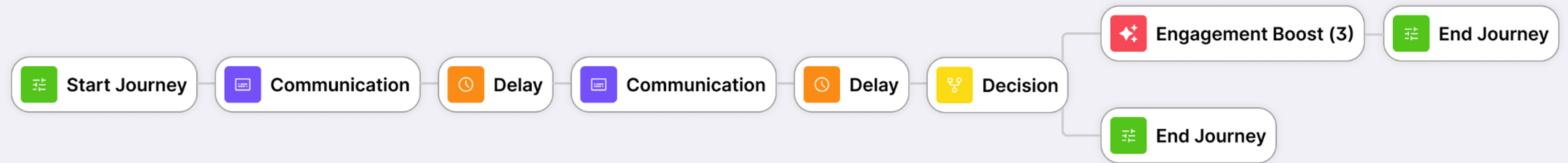
 **Choose communication**

 **End Journey**  
All communications sent

Zoom: − 100% +

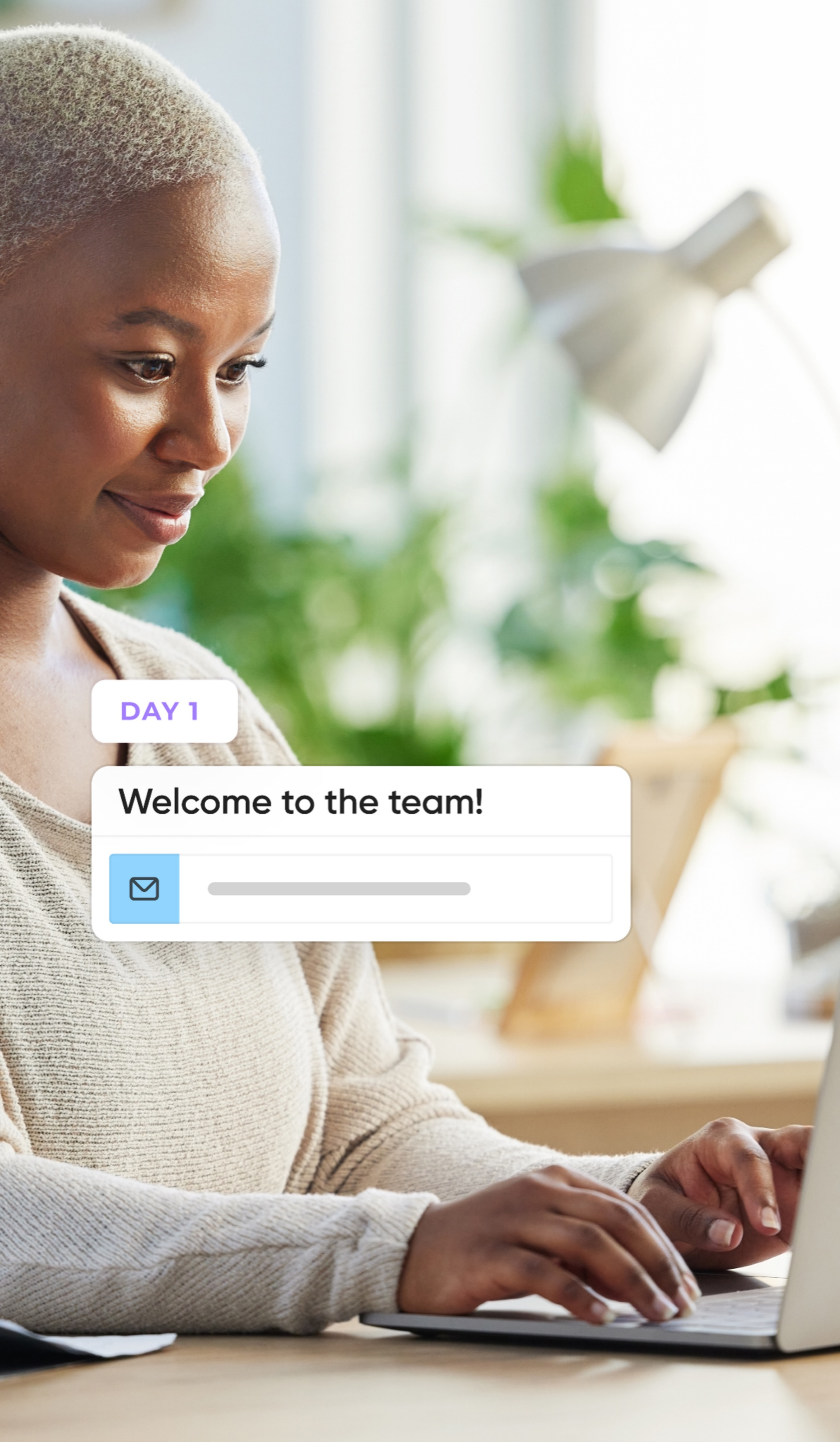


Zoom:  10%



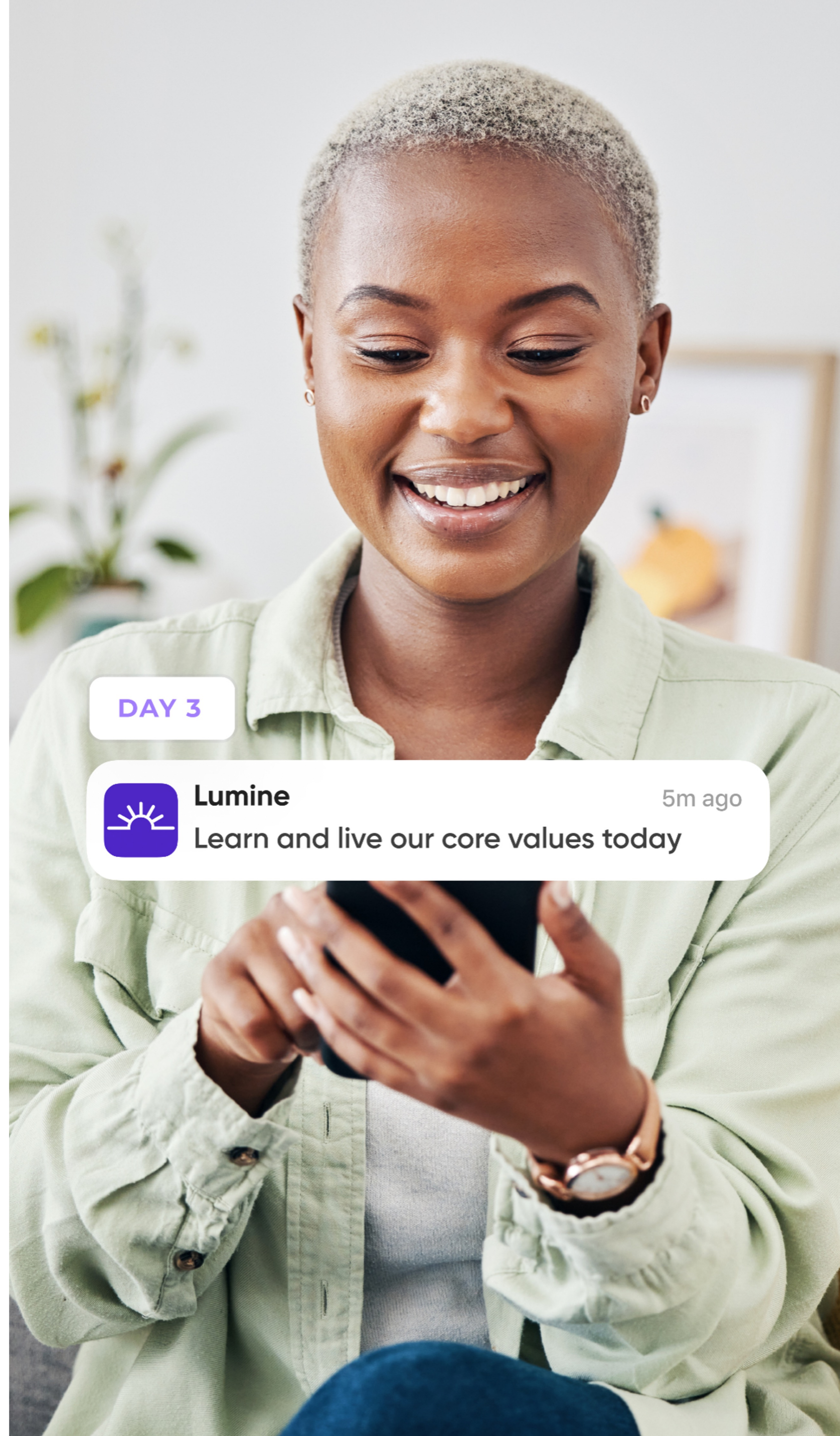
Publish





DAY 1

Welcome to the team!



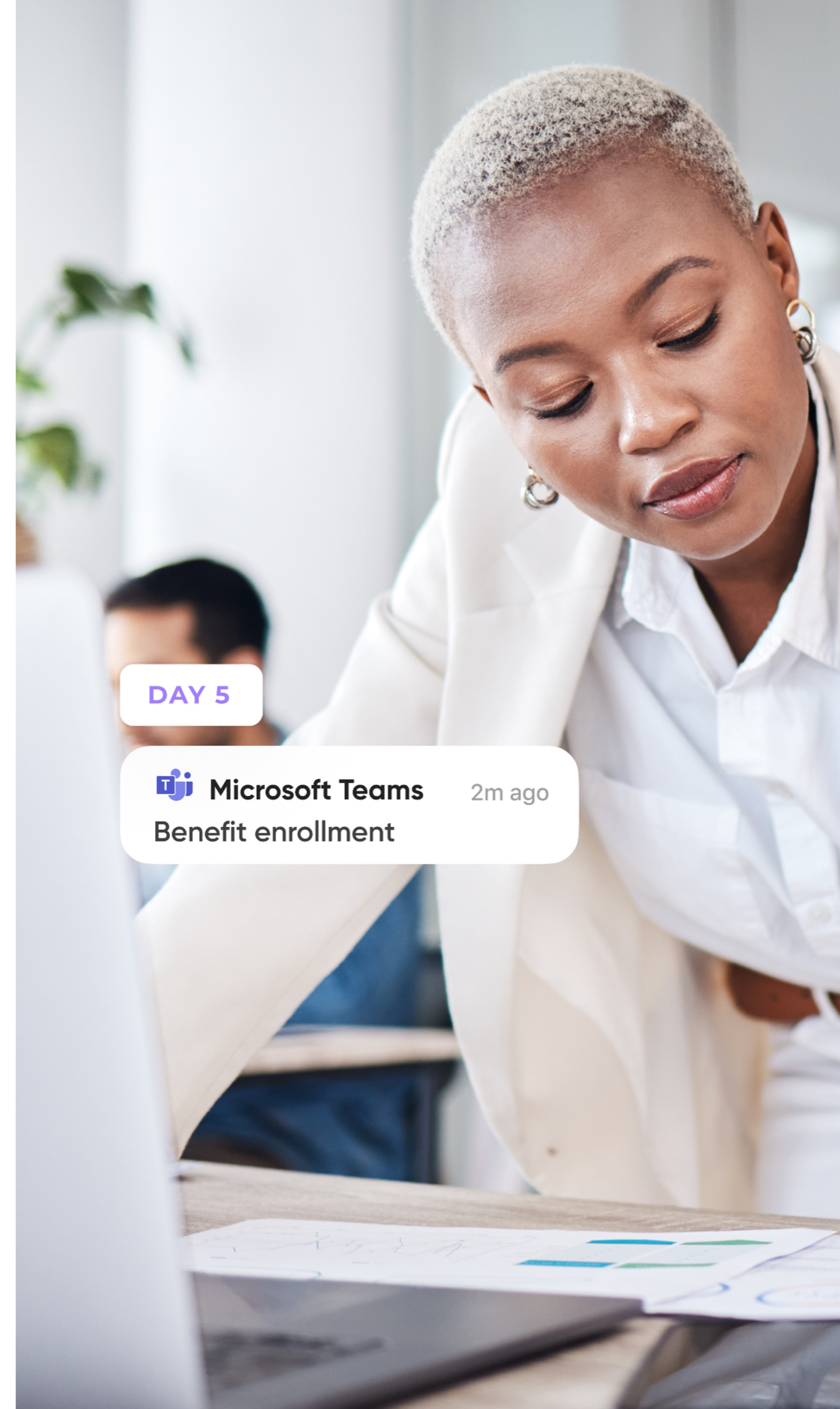
DAY 3



Lumine

5m ago

Learn and live our core values today



DAY 5



Microsoft Teams

2m ago

Benefit enrollment

**Members**      **Communications**

Entered: **2,431**      Delivered: **2,731**

Exited: **400**      Queued: **2,431**

Engaged: **253**

**Engagement Boost** 30 days, 3 Communications

**Communication**  
EU General Manager Welcome

✉ 📄 📱

**Communication**  
EU Norms

✉ 📄 📱

**Communication**  
EU Communication Tools

✉ 📄 📱

Location is EU

All others

**Communication**

Communications Delivered: **1,831**

Communications Queued: **600**

Engaged: **253**

[View members](#)

**Communication**

Communications Delivered: **1,212**

Communications Queued: **310**

Engaged: **121**

[View members](#)

**Communication**

Communications Delivered: **400**

Communications Queued: **53**

Engaged: **45**

[View members](#)

EU Employees



## Journey members

[View Full Report](#)[All Filters](#)

Communication: Welcome New Hire ✕

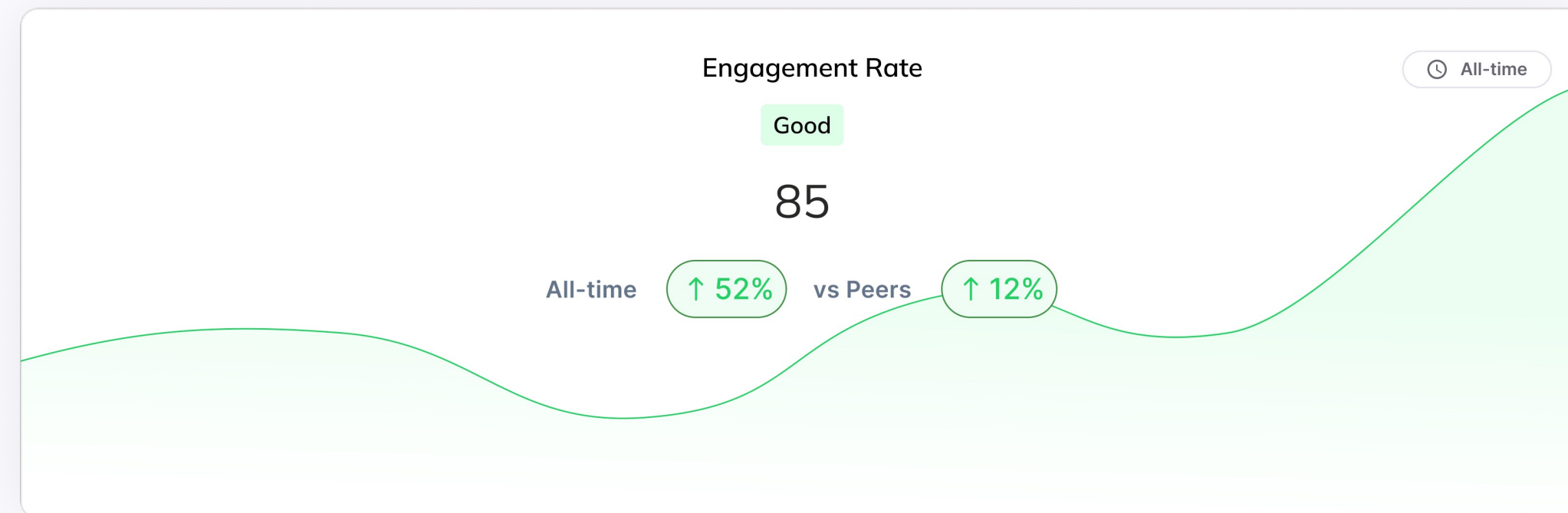
[Clear All](#)

Member	Status	Last communication delivered	Next communication in queue	Next delivery date	
<b>Carla Kenter</b> National Identity Technician	In progress	Welcome New Hire	First Week Schedule	Thu Aug 10	⋮
<b>Cristofer Calzoni</b> Legacy Data Manager	In progress	Welcome New Hire	First Week Schedule	Thu Aug 10	⋮
<b>Kaiya Vaccaro</b> Lead Data Liason	In progress	Welcome New Hire	First Week Schedule	Fri Aug 11	⋮
<b>Livia Korsgaard</b> Senior Program Agent	In progress	Welcome New Hire	First Week Schedule	Mon Aug 14	⋮
<b>Craig Dias</b> Dynamic Identity Architect	In progress	Welcome New Hire	First Week Schedule	Thu Aug 10	⋮

# Diane's Communication Journey Dashboard

# CHRO Dashboard

## Topline Metrics



## Communications

Communications	Delivered	Queued	Engaged
Welcome New Hire	1,831	600	253
First Week Schedule	1,212	310	121
Your Team Calendars	400	53	45

▲  
**+76%**

Completion of Onboarding

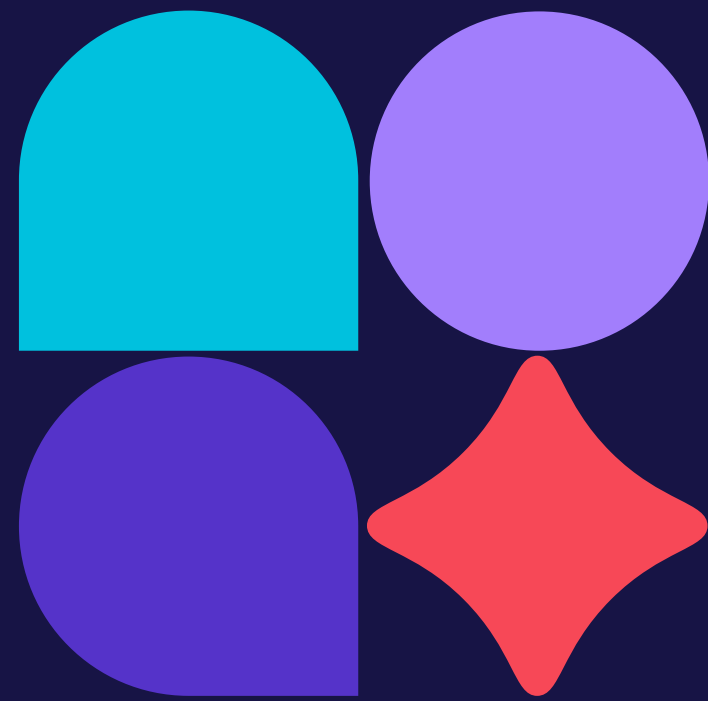
▼  
**-60%**

Fewer Questions

▲  
**+45%**

New Hire Engagement





Launch campaigns faster

Improve personalisation

Increase employee engagement

Create powerful moments



The **cost** of disengagement

£23M

“

When employees have great communication they have increased engagement scores.



Engagement

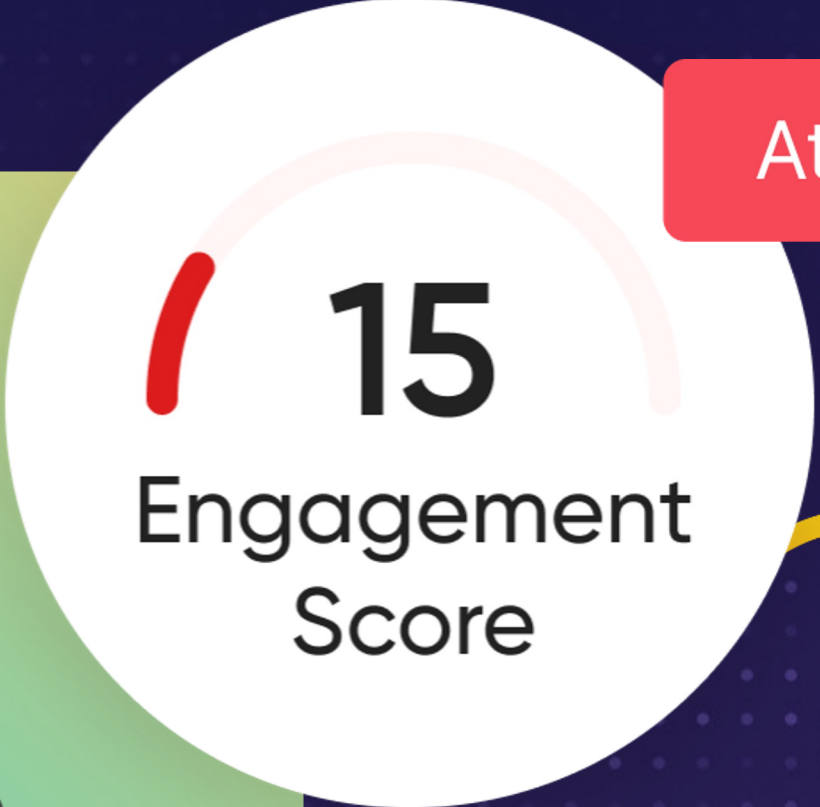
Attrition

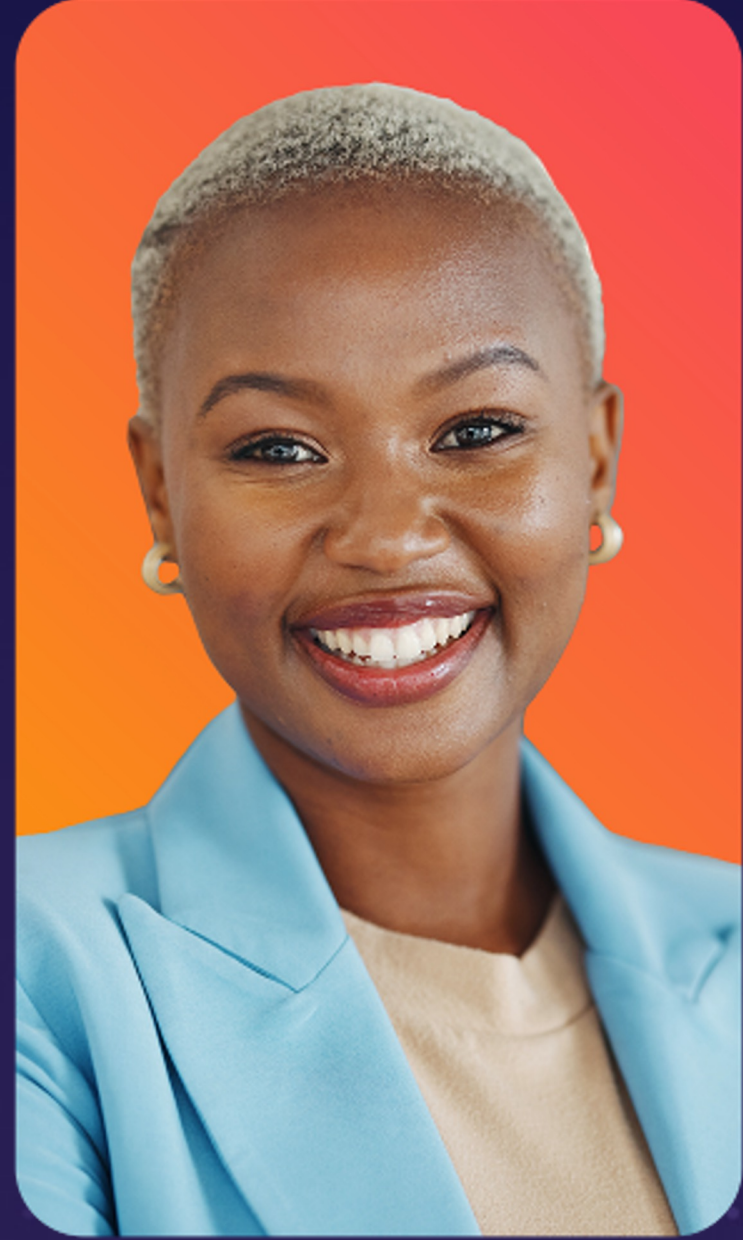




At Risk

A red rectangular label with the text 'At Risk' in white.





attune 24LDN

