



# LuitBuzz

Elevate your employee communications

B R O C H U R E



## Bring Your Internal Communications Strategy To Life With LuitBuzz

### Are you an airport without air traffic control?

Ever feel like you're operating in the dark, with little or no idea what emails are being sent across your organization? Are you and your communicators adding to email overload by working in silos, blind to what others are doing? LuitBuzz - the corporate communication module of LuitBiz Business Applications Suite gives organizations complete control of their internal communications created, sent and read. It's the internal communications equivalent of a simple air traffic control system.

### Emails are so en passÉ for internal use

If you're still relying on email for all of your internal communications, you're missing out on a huge opportunity. Not only are important messages likely getting lost in overcrowded inboxes, but emails from leadership can feel awfully one-sided to employees. Tools like discussion forums and business social networking need to be used to get the word out in a way that's easy for employees to engage with and respond to. When you make it easy to interact with leadership, employees are more likely to feel like their voices are being heard.

### Internal communication software that helps deliver better outcomes

With LuitBuzz's market-leading internal communications platform, you can easily

- \* Plan, schedule and organize your internal company messages
- \* Do away with internal of irrelevant email & forwards and have complete communication details at your fingertips even after employee leaves your company
- \* Align your internal communication with your company's business strategy
- \* Measure the reach and impact of your communications and view who has viewed the messages and who has not
- \* Avoid unnecessary meetings by encouraging employees to participate in online discussion forums where they can discuss matters online at a time of their convenience
- \* To better understand communication traffic based on business location, you can view all communications based on their locations and switch from one location to another with just one click



## The cost of poor internal employee communication

The cost of poor employee communication is well illustrated through the following data:

- \* Companies that have highly effective internal communications had 47% higher total returns to shareholders. (Towers Watson)
- \* Companies with high levels of employee engagement reported an average improvement of 19.2% in operating income, while companies with low levels of employee engagement declined an average of 32.7%.
- \* Organizations that improved engagement by just 10% increased profits by an average of \$2,400/ employee/year and grew profits as much as 3 times faster than their competitors. ( Lancaster University)
- \* A business with 100 employees spends an average downtime of 17 hours a week clarifying communication, which translates to an annual cost of \$528,443. (360 Solutions)
- \* Unengaged employees cost an average of \$392 / employee safety incident, compared to just \$63 for an engaged employee. Engaged employees were 5 times less likely than non-engaged employees to have a safety incident and 7 times less likely to have a lost-time safety incident. (MolsonCoors)
- \* Employees with the highest level of commitment perform 20% better and are 87% less likely to leave the organization. (Paulson Training)
- \* The U.S. national turnover for disengaged employees is 23%. The cost of replacing an average worker equals 50% to 100% of annual salary and up to 150% annual salary for highly skilled employees.
- \* 71% of employees feel managers do not spend enough time explaining goals and plans.
- \* 2/3rd of employees do not receive enough information during corporate change; poor communication during change increases misconduct by 42% (The Holmes Report)

## ABOUT US

Luit Infotech Pvt. Ltd., a Bangalore (India) based company was established in 2004. Luit Infotech's web based software are extremely user friendly and easy to implement and manage. The company's Corporate Communication Software "LuitBuzz " has a very low total cost of ownership (TCO) and enable organizations to increase their return on investment (ROI), improve productivity, and enhance internal communication strategies and employee engagement.

**Try LuitBuzz For FREE**  
**Click Here**

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