

## Built for innovative brands

TRUSTED BY ELITE ORGANIZATIONS ACROSS ALL VERTICALS



**Gartner**

**Recognized as a Cool Vendor by Gartner Research.**

UNIFIED COMMUNICATIONS & COLLABORATION TECHNOLOGIES

## Why partner with Aware?

### ONE OF A KIND

- The only turn-key Behavior Analysis tool on the market
- Proprietary AI/ML built specifically for work conversations
- Includes the industry's most accurate sentiment analysis
- Dedicated Behavior Science team with a focus on Social Network and Behavior Analysis
- Multiply the value of your collaboration data for business value and culture building

### TECHNICAL FREEDOM

- No need for internal development cost or lengthy project lead time
- No internal infrastructure or maintenance cost
- Aware maintains all collaboration integrations and tracks ongoing API changes
- Aware is full SaaS and can be up and running in a matter of seconds
- All data and AI processing is included



**"We immediately took insights from Aware to understand the 'why' and were able to speak to it in our leader live sessions and get ahead of the frustrations of our colleagues."**

Ashley O'Connor

Collaboration Consultant | Memorial Health System

THE VALUE OF THE AWARE SaaS PLATFORM

Powered by the industry's most accurate artificial intelligence engine

API CONNECTION

Aware leverages the Collaboration Platform's native APIs and webhooks to collect and analyze conversation data. Integration with **Aware** requires no IT lift – connecting requires a click of a button.

ANALYZED SOURCES

- Public Groups
- Private Groups
- External Groups
- All Company Groups
- Event Groups
- Direct Messages

NLP/TEXT ANALYSIS

- Sentiment
- Toxic Speech
- Topic Extraction
- Language Detection (12)
- Source Code Detection
- Word Extraction
- @Mention Extraction

CONTINUOUS PROCESSING & NORMALIZATION

EVERY MESSAGE ENRICHED WITH PROPRIETARY AI

CV IMAGE ANALYSIS

- Not Safe For Work
- Software Screenshot
- Optical Character Recognition
- Word Extraction

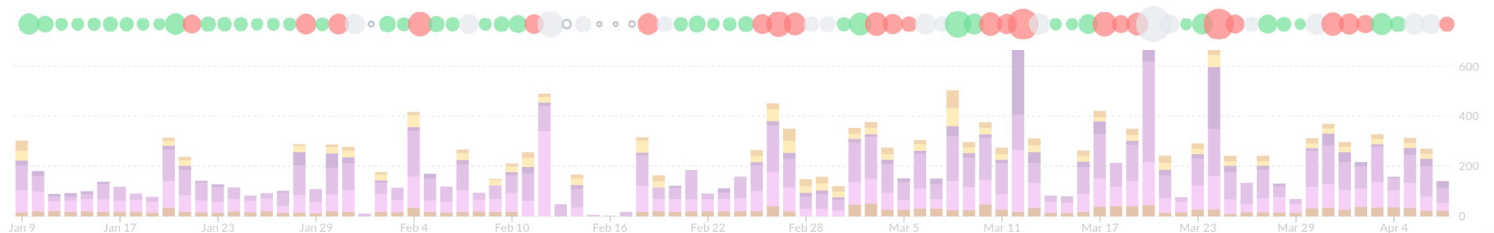
OUT-OF-THE-BOX SOLUTIONS



60 Standard

Sentiment KPI from message content

Above Standard Standard Below Standard No Score



What if you could automatically measure the voice of the employee and get an authentic reflection of how colleagues feel – daily?

# **A** With Aware, you can. Today.

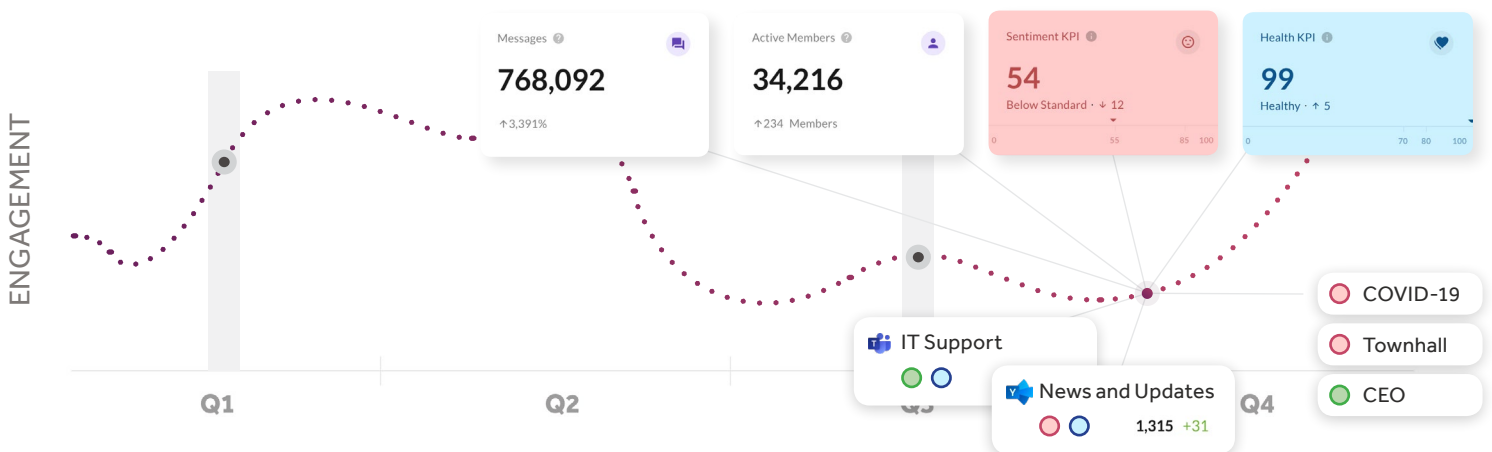
## WITHOUT AWARE

Why settle for making decisions on a few, voluntary data points ...



## WITH AWARE

When you can have an authentic, day-to-day pulse on your entire organization?



What if you could use Yammer and Teams data to tell an objective, meaningful story so that leadership can respond better, faster?

**A** With Aware, you can. **Today.**

**“Spotlight has been very helpful – instead of us just guessing or assuming, we can now be more confident with strategy. We don’t want to spark an entire communication plan if no one is actually talking about it.”**

Aware Spotlight Customer

WITHOUT AWARE

Why make decisions on subjective and anecdotal evidence ...

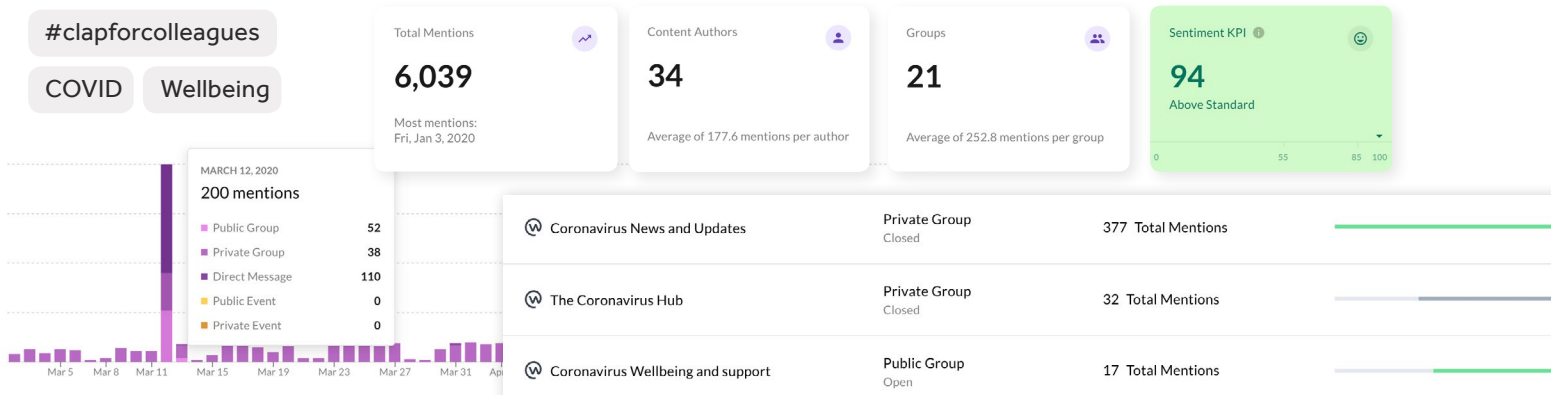
“I think the #clapforcolleagues campaign was a success ... everyone was talking about it.”

“Everyone’s wellbeing is great. We don’t need to do anything in response to COVID.”

“The colleagues have concern about decisions our CEO is making at the top ...”

**A** WITH AWARE

When you can make decisions off of objective, *qualitative* data – beyond activity?



What if you could get ahead of any toxicity within your organization while protecting brand reputation and culture?



With Aware, you can.

Today.

WITH AWARE

## Aware's AI separately analyzes every message for both Sentiment and Toxic Speech behaviors.

Your action and response to this **negative** sentiment message ...



"This company initiative is poor and could use some work. "

... would be a lot different to this **offensive(toxic)** message.



"This company initiative is a piece of sh\*t and whoever did this needs fired."

### SENTIMENT ANALYSIS



#### POSITIVE

The message embodies emotion that was generally happy or satisfied.

"This is the best feature that I've ever seen!"

#### NEUTRAL

The message does not embody much of positive or negative emotion toward the topic.

"Which software version are you looking for?"

#### NEGATIVE

The message embodies emotion that is perceived to be angry or upsetting toward the topic.



"This new HR policy is horrible!!! 😡"

### TOXIC SPEECH ANALYSIS



#### HEALTHY SPEECH

The message is appropriate in a working environment without and offensive signs.

#### INAPPROPRIATE SPEECH

Uses harsh language, slurs or phrases and innuendo that is not appropriate for a work environment.

#### OFFENSIVE SPEECH

Derogatory content or communication



#### HATE SPEECH

Abusive or threatening speech that may insult groups of people based on religion, race, gender or other qualities of a particular group.

What if you could measure culture impact of an influencer's communication on Yammer?

# A With Aware, you can. Today.



What is the CEO's impact on culture and morale across the entire organization after communicating on Yammer, Teams, Slack or Workplace?

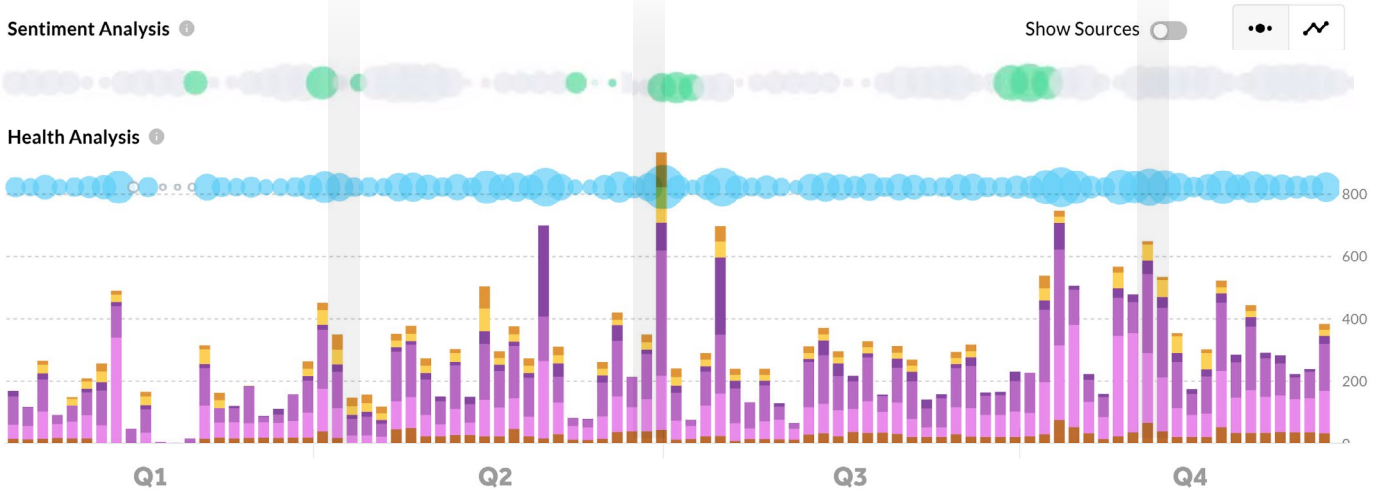
WITHOUT AWARE



WITH AWARE



Measure engagement impact with sentiment and conversation health analysis.





# Coming Soon to Spotlight Influencer Tracker

**Aware** SC

**Influencer Tracker** Last 28 days  
6 Influencers · Last updated today at 5:15PM Compared to September 5 - August 7

**Influencers**

- Employee Name
- Alison Rose**  
Chief Executive
- Helen Cook**  
Chief HR Officer
- Les Matheson**  
Chief Executive, Person
- Paul Thwaite**  
CEO, Commercial Bank
- Peter Flavel**  
CEO, Private Banking

**Helen Cook** Last 28 days  
Chief HR Officer · Added 04/16/2020 Compared to September 5 - August 7

**Influencer Overview**

**Organization Sentiment** Positive Neutral Negative No Score  
Influencer messages affect on organization engagement

**Influencer Content** Total Organization Engagement

<b>4</b> Posts	<b>11</b> Comments	<b>220</b> Comments	<b>8,908</b> Reactions	<b>121</b> Shares
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**Organization Activity and Sentiment**  
Activity across all sources over this time period

**Organization**

Message Activity: **2,318 / 3,450** (+1,132)  
Sentiment KPI: **78 / 73** (-5)

**Public Groups**

**Messages** Export Data

Date	Type	Message Content	Comments	Reactions	Group
4/11/2020		All, over the past few weeks, the leadership team has been hard at work	0	12	HR and Ops

## A SPOTLIGHT IMPACT TRACKER

Automatically track specified influencer's post and their community impact.