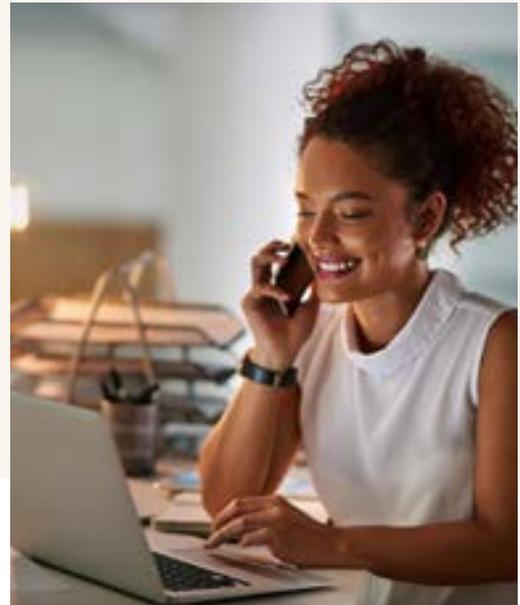




# Team efficiency when working remote

Activate internal and external communication



The world has shifted to a fully remote workforce, and businesses are drastically changing the way we work.

Companies are tasked with fundamentally changing how they communicate, both with internal teams as well as with customers and prospects. The world's leading companies are relying on the Seismic Storytelling Platform™ to activate their internal and external communication engines.

The World's Leading Companies Rely on Seismic



## Keeping Teams Informed

Now more than ever, companies are required to get information out to their employees on a regular and ongoing basis. Teams are turning to [NewsCenter](#) to curate and target enhanced news and communications.



With NewsCenter, we're able to control the flow of information and have dedicated resources to refer employees to rather than relying on emails that get lost in inboxes and conference calls where information isn't always retained. Given the confidentiality within a lot of these communications, we can set specific permissions to ensure sensitive documents are not able to share externally.



**Tom Jennings**  
Director Sales Training and Development,  
Cepheid



**99%**

platform adoption  
by sellers

**532%**

increase in  
LiveSend activity

## Activating Content to Sellers

After marketing teams spend time and resources curating new content, it's just as important to activate that content by surfacing it effectively to ensure sellers know how and when to leverage it.



The need to pivot strategies in the marketplace and provide a new service to our members is no easy feat but being able to quickly communicate information out to our sales force in an easy to understand platform has been vital during this time.



**Maggie Maslanik**  
Senior Digital Content Specialist,  
VSP



**350%**

increase in usage of marketing content

## Learning from Rich Buyer Engagement Data

With a lack of face-to-face contact for the foreseeable future, sellers are now reliant on digital engagement strategies. Sellers have to engage with prospects at the right time with the right message -- and continue to learn from those engagements.



**10%**

increase in active user base

**37%**

increase in content views



Seismic has been a great resource for our teams through this volatility and shift in engagement model. With deep consumption trends and analytics via LiveInsights, we were able to glean insights from our content and make quick decisions on editorial gaps and assets.



**Alyssa Dutton**

Sr. Product Manager, Global Distribution Enablement,  
T. Rowe Price