



WORKMATES  
by HR Cloud



# 3 Reasons Facebook Workplace isn't Right for Your Organization

What do you need in your HR Software?

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# 1

## **Workplace is More Than Twice What You'll Pay for Workmates**



# Workmates vs. Workplace: Feature Comparison

Workmates by HR Cloud	VS	Workplace from Facebook
YES	Groups	YES
YES	Instant Messaging	YES
YES	Newsfeed	YES
YES	Chat	YES
YES	Visual Org Chart	YES
YES	Company Directory	YES
YES	Proven Integrations	YES
YES	Recognition and Rewards	YES
YES	Kudos	NO
YES	A Modern, Social Intranet	NO
YES	Content Management System	NO
YES	Calendar Views	NO
YES	Employee Mobile App	YES
YES	Employee/Brand Advocacy	NO

# Price Comparison with Workmates by HR Cloud

As consumers, many of us are willing to pay a higher price for products that offer more than the competition. Yet this simply isn't the case with Workplace. It is more than twice what you'll pay for Workmates (and nearly three times more for the added frontline employee upcharge), and still doesn't give you the wide range of features and capabilities you get with Workmates.



“ Our staff has praised the increased communications level Workmates delivers. ”

Christopher Baggott  
CEO of Medlinks





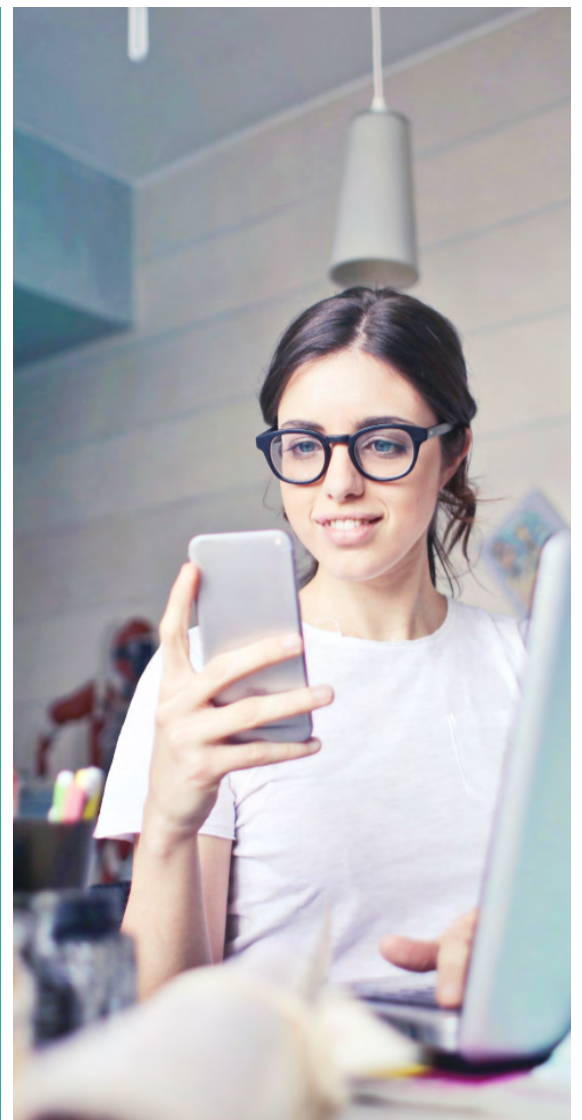
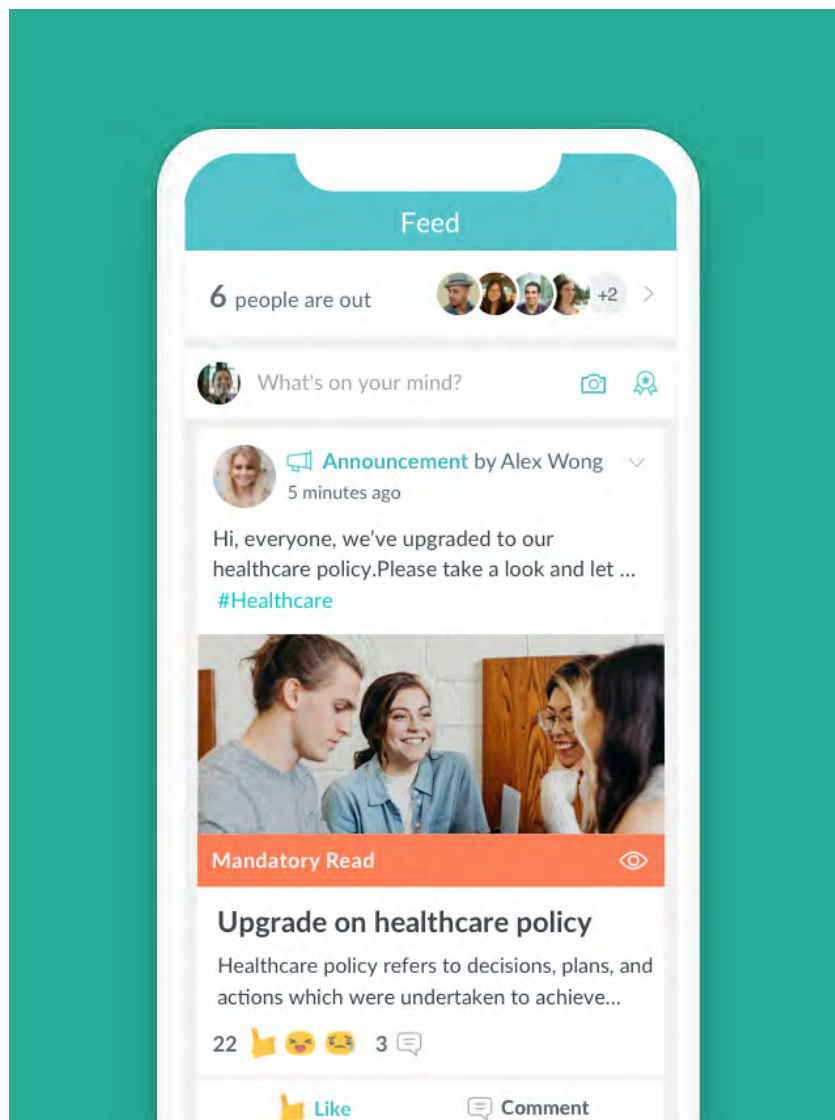
# **Workplace from Facebook Doesn't Provide You with the Tools to Create a Strong Company Culture**



# Why is Company Culture Important?

Today's industry leaders are using recognition and rewards solutions to improve morale, increase engagement and productivity, and completely transform their culture and for better results.

Providing timely recognition and meaningful rewards is an extremely effective way to motivate the workforce. Recognition and rewards can even transform your entire culture and promote higher levels of excellence.



# Does Workplace Provide Recognition and Rewards for Employees?

Facebook Workplace integrates with Recognize. Employees can assign badges to others (creative, customer listener, efficient, etc.) Employees can choose who they'd like to "recognize," and are able to "recognize" even groups of people. They are able to nominate employees for rewards, such as employee of the month, which then a committee votes on. They are able to redeem the points they earned, and use it for gift card or charity.

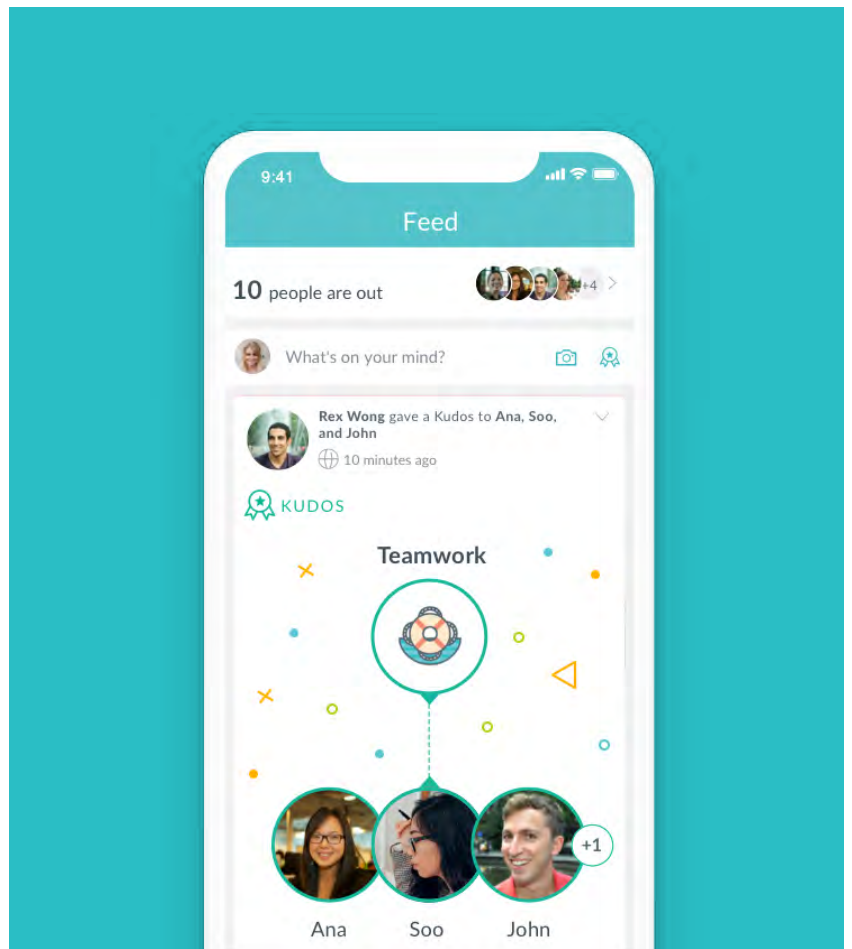




✓ YES

## Can I Share Recognitions and Rewards through Workmates?

One of the best ways to increase employee engagement and drive motivation is through the use of an employee rewards and recognition solution. With Workmates, you can give employees a “kudos,” a digital high five using customizable badges. You can reward them with points that can be redeemed for gift cards and corporate items. You can even share accomplishments and milestones with the whole team with automated birthday, anniversary, and new-hire welcome posts.



# How Does an Intranet Improve Company Culture?

Reliable communication should be a touchpoint in every aspect of your company. Seeing as it's crucial to stay connected, we'd like to suggest some tools that can make it easier to do so. In a remote environment, we don't recommend relying solely on traditional email. Phones can also be tricky since everyone could very well be in different parts of the world, plus it's more difficult to communicate visually using solely mobile devices—even if you have the latest and greatest smartphone.

Today, more than **63%** of companies rely on a remote workforce of some kind, whether it's employees working at home; mobile or field-based workers; or just about any other employee who doesn't come into the office on a regular basis.

According to the same research, a majority of companies (57%) report that they do not currently have an official remote work policy in place. Without clear policies and effective tools, companies could face communication and collaboration issues that could even snowball into larger challenges.

Currently **60%** of employees admit to not knowing their company's vision.

# Is Workplace a Social Intranet?

Workplace is not an intranet platform and shouldn't be seen as a replacement to one. For organizations who have a multitude of tools, documents, information, divisions, the technology is simply not designed to bring all of these elements together.

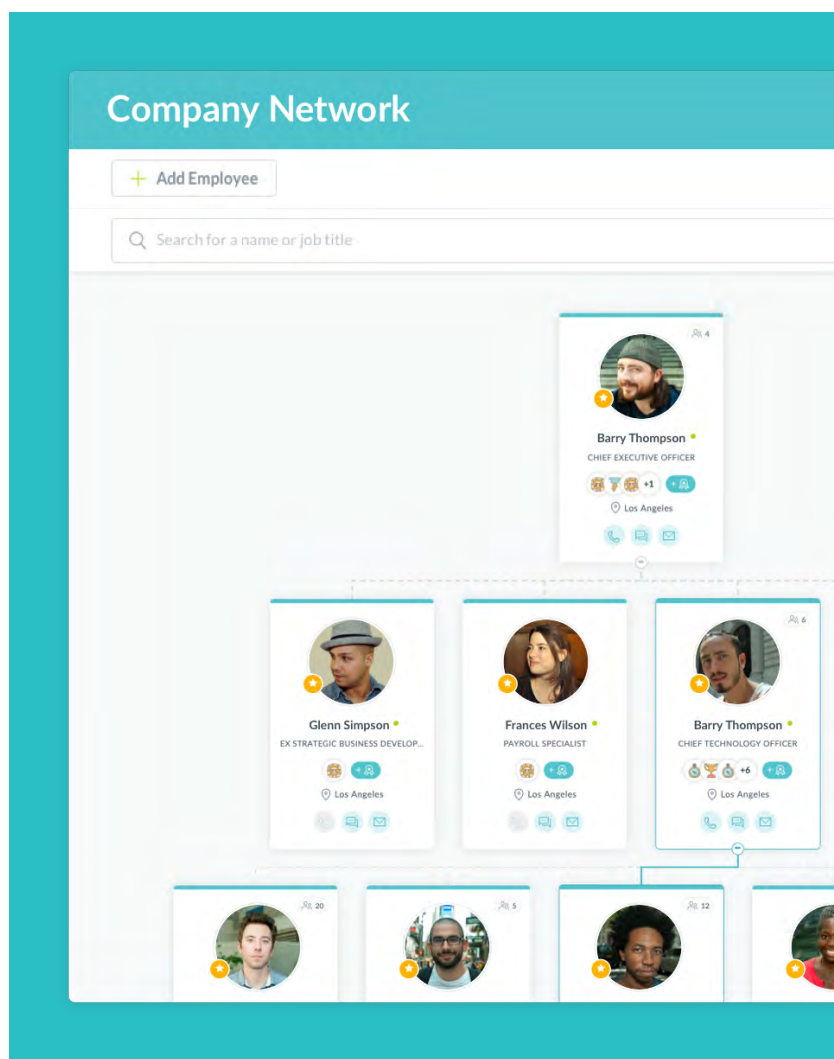




✓ YES

## Does Workmates Provide a Social Intranet?

Workmates is a modern, social intranet. Users can create portals, pages, and content and deliver them based on an employee's role, location, department, org chart, and more. Workmates is so effective because it puts communication directly in employees' hands. Say goodbye to trying to force cumbersome new processes on busy employees. Instead, Workmates becomes a tool they want to use since it naturally facilitates information sharing to keep employees in sync and improve overall performance.





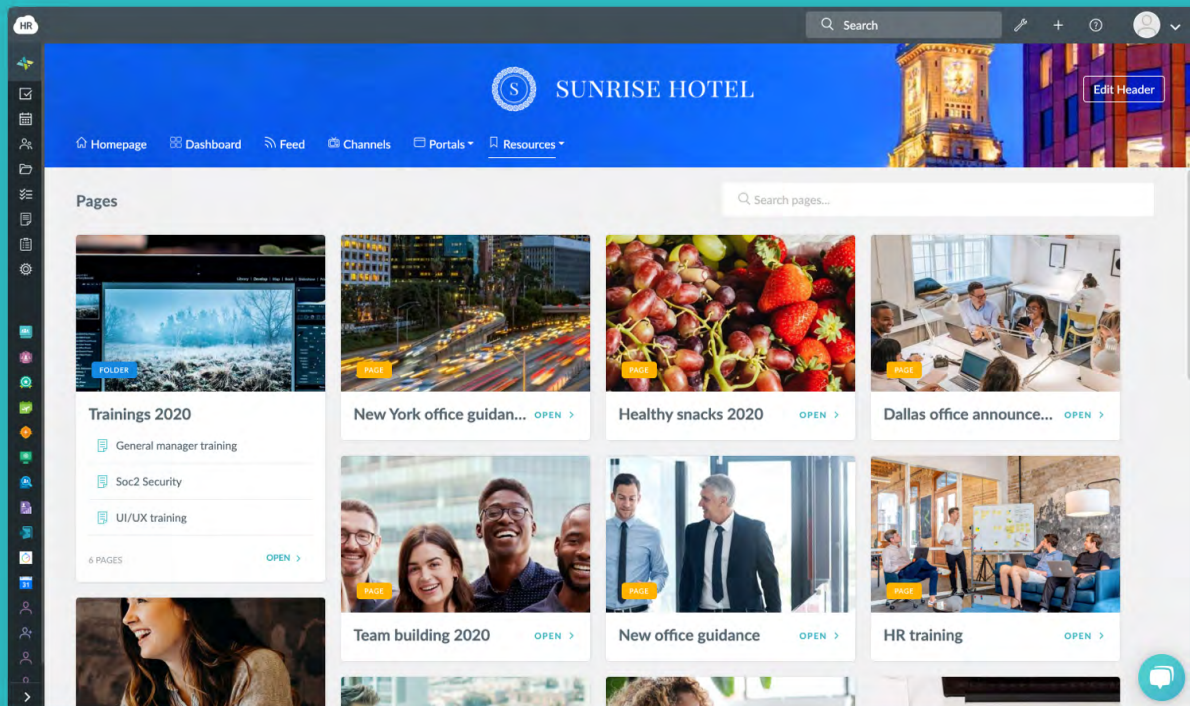


# **Workplace from Facebook Doesn't Streamline Processes & Communication**

# How Does a Content Management System (CMS) Streamline Processes?

Quick, intuitive access to documents, newsletters, videos, links, images, rich text editing and more is essential as workforces become more remote. A comprehensive CMS will also nurture a community approach to managing, accessing, and sharing content.

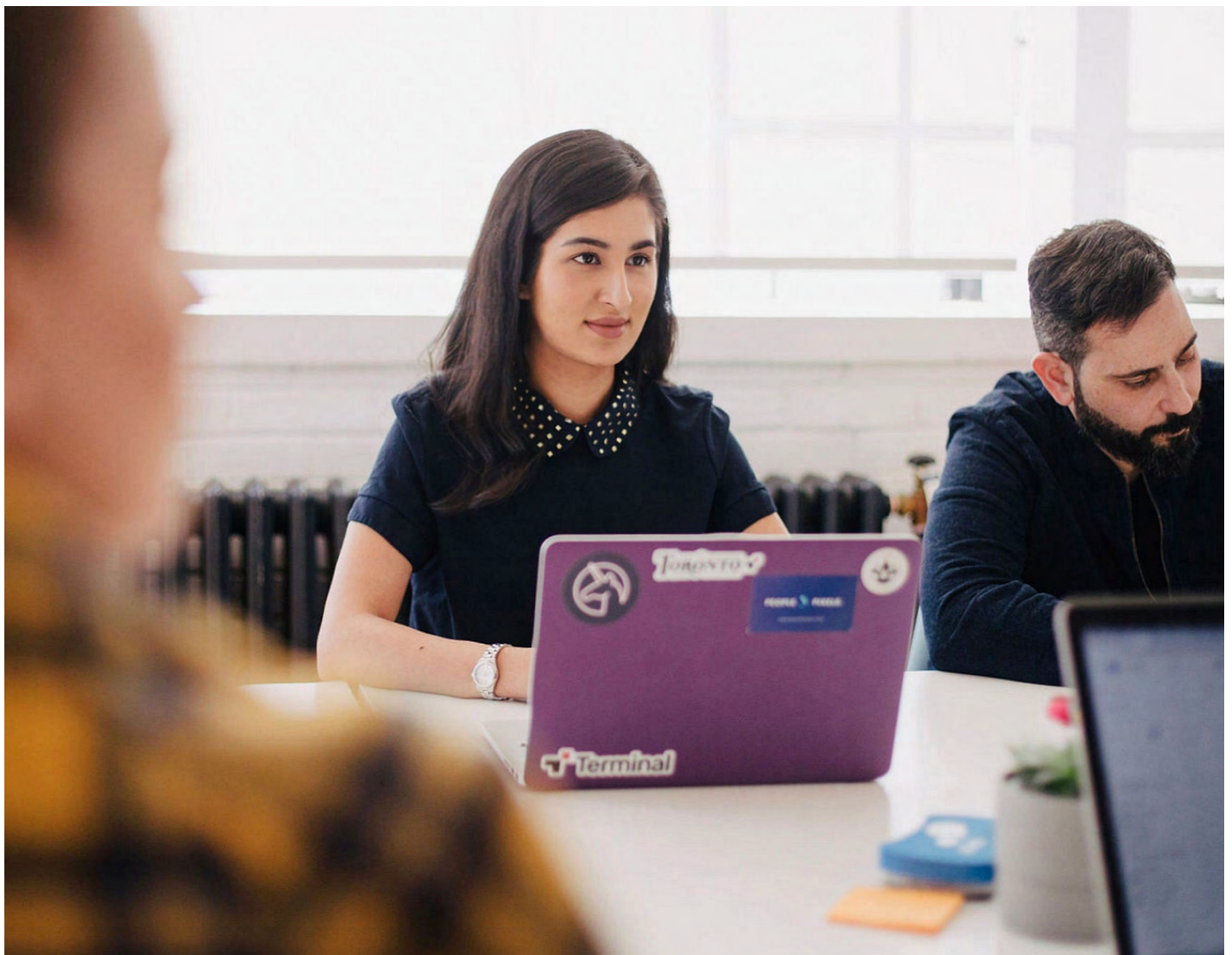
A CMS will also take the burden off of IT. For example, pages, folders, portals and other content can easily be created and maintained by non-technical staff, often using intuitive drag-and-drop functionality.



# Does Workplace include a CMS?

Unfortunately, Workplace from Facebook does not offer CMS functionality. A closer look at its features list shows that it offers a group function for communication, but this pales in comparison to a true, full-featured CMS.

It's a major missed opportunity. CMS platforms are the best way to empower any user to create folders to share information in the way that works best for their company. Yet apparently this is not a possibility with Workplace.

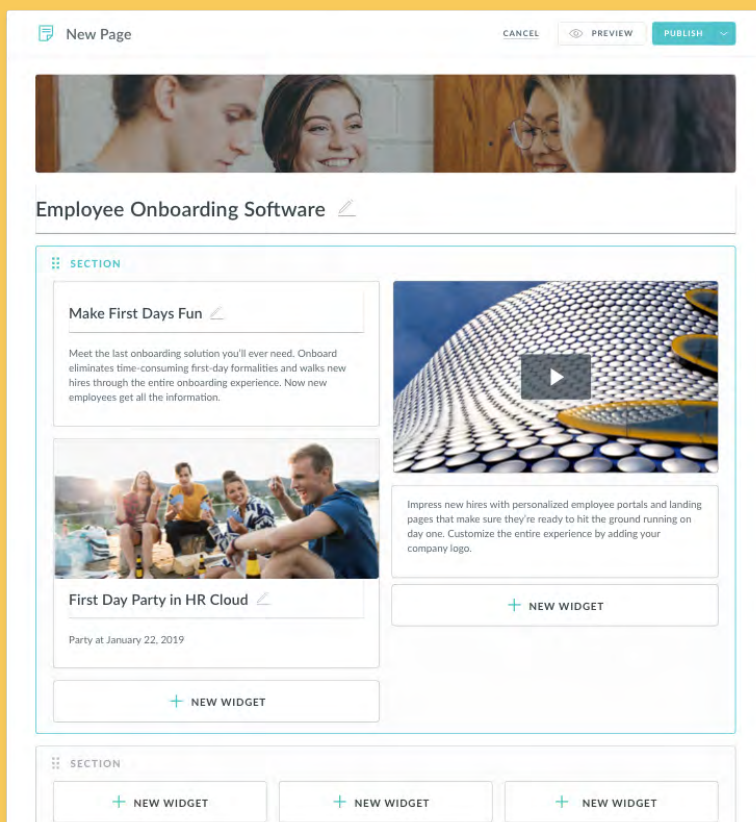


✓ YES

## How Does Workmates' CMS Work?

Share entire documents and folders with individuals, or even the whole global staff. With Workmates, customizing and adding branded pages and uploading any type of content is fast and easy. Plus, our intuitive rich text editor lets any user create and edit content. We even provide content widgets to give even more options to manage documents, videos, links, pictures, and more.

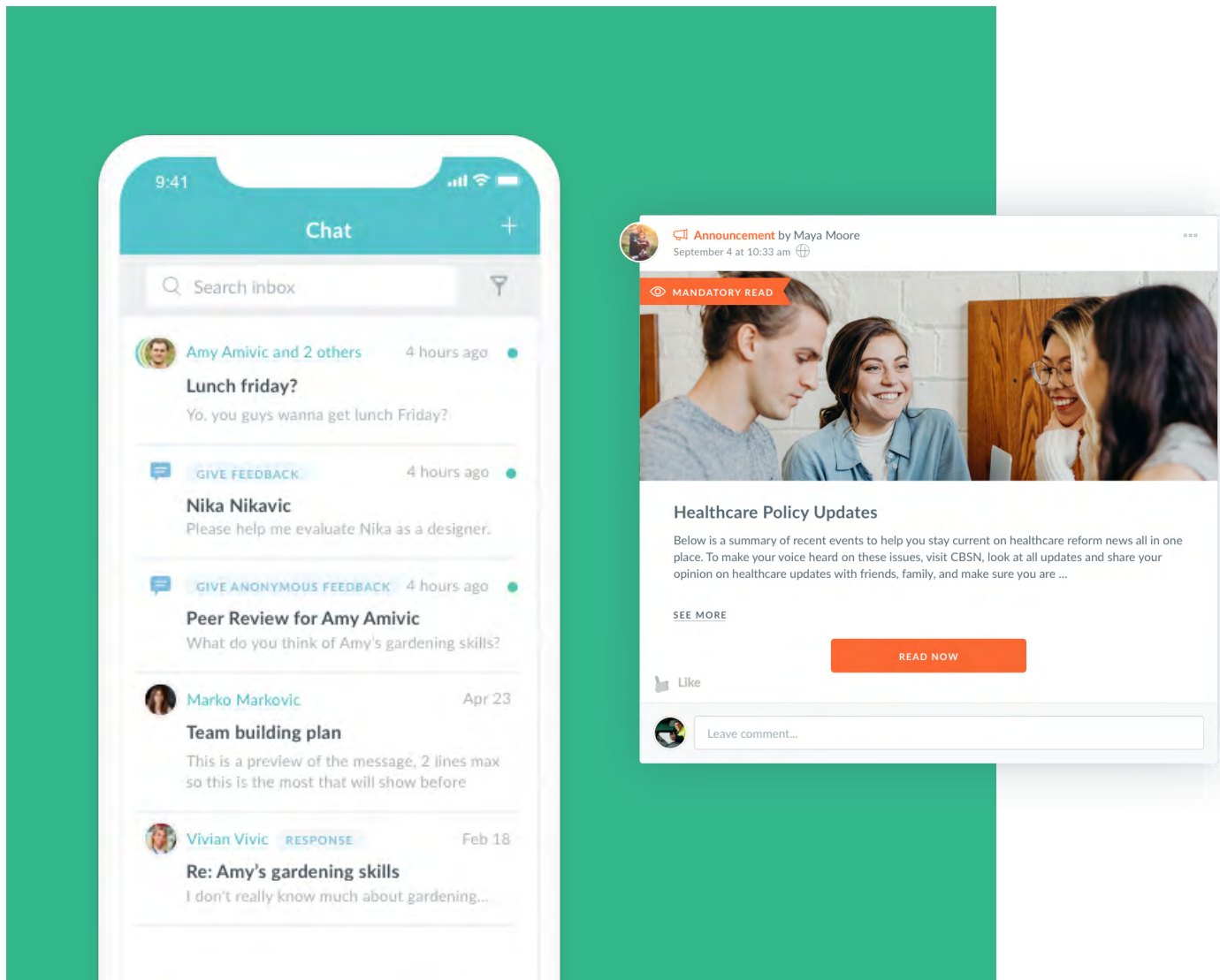
Workmates provides open APIs to integrate with your corporate enterprise systems and external cloud providers to enable inter-application workflows and data retrieval. All of this helps you store, access and visualize any relevant data from any of your sources.





# Why is an Employee Mobile App so Important?

For busy HR teams, “work as usual” doesn’t always take place in the office, and (unfortunately), it doesn’t always stop at 5:00 p.m. HR Cloud’s mobile employee app now helps HR find top candidates, create onboarding task lists, respond to employees’ leave requests, and so much more. Remote employees are always “in the know” with chat, inbox, and other ways to access company announcements and other vital information.



# Does Workplace Include an Employee Mobile App?

Workplace from Facebook does have a mobile app, but it appears that the functionality is mostly focused on supporting video calls. Facebook does promote access to groups and chatting capabilities but those generally aren't enough for remote teams.

Employees working at home need mobile apps that deliver the same experience as they would find in the office. This includes access to org charts, company directories, CMS folders, recognition and rewards and much more. Unfortunately it's another missed opportunity from Facebook.

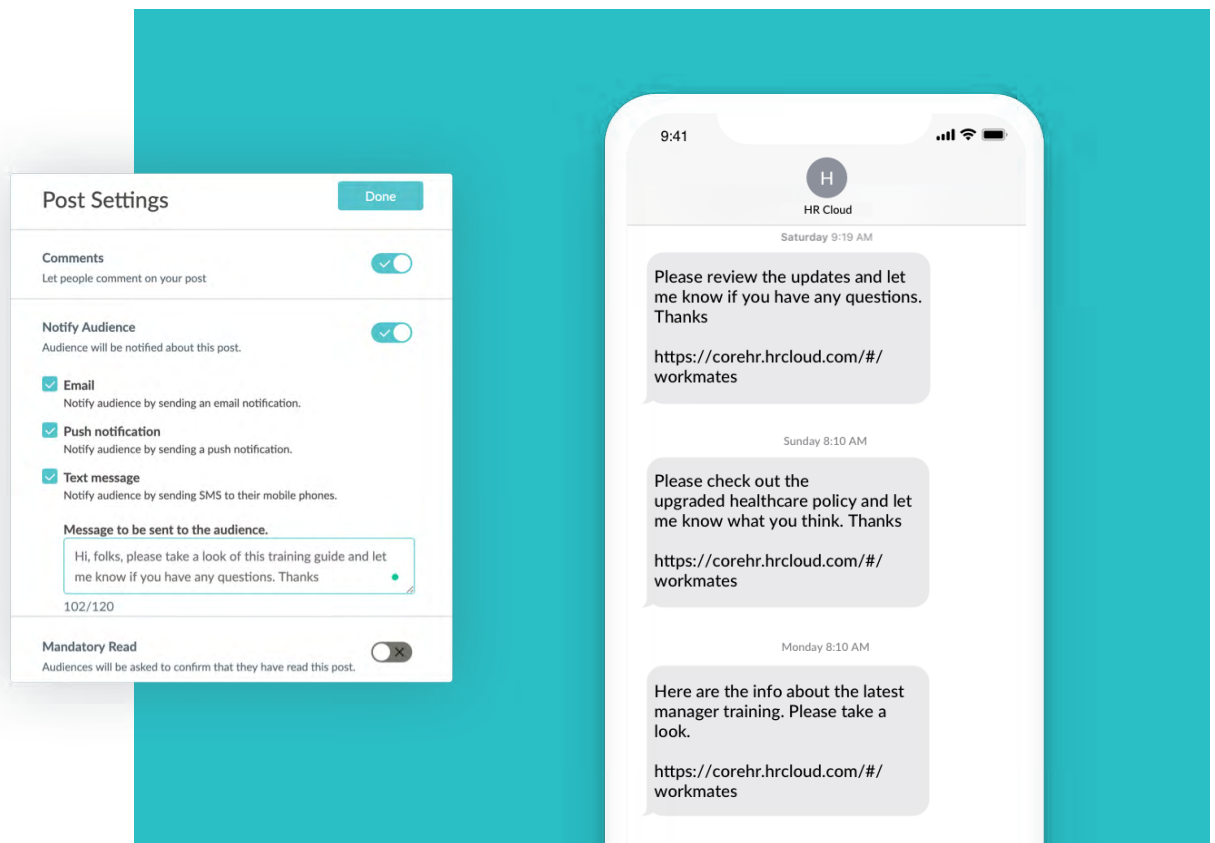


✓ YES

# Is an Employee Mobile App Included in Workmates?

Using our mobile app is an extremely effective way to share announcements and important company news with employees working from home or out of the office. You can create push notifications based on company, location, department, or group level and even use read receipts and acknowledgements to make sure the message gets through.

The HR Cloud employee mobile app is integrated with Microsoft Office 365 and other common productivity and collaboration tools. Employees can check their calendar, access a critical file, and reply to an important email, and more-all from their mobile device.



# The Right Platform For The Right Results

Workmates now gives you an easy-to-use, flexible, and powerful employee engagement and recognition platform that integrates with your enterprise systems.

Investing in Workmates will help you increase sales, create a positive culture, engage a happier workforce reduce turnover, and improve its financial performance.

Trusted by:

the  
beautiful  
group

 VEOLIA

La Senza

Osmose®

SPARKPOWER  
CORP

art in  
action

To learn more about Workmates, schedule  
your brief, no-obligation product demo now.

[Book a Free Demo](#)

