



ONBOARD AND ENGAGE WITH HEADLINES

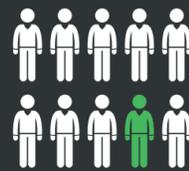
To mark the launch of its new bespoke mobile onboarding app (www.onboardingapp.co.uk), leading employee engagement expert Headlines demonstrates why its 20 years of experience can help create an effective, engaging and strategic onboarding process for your business.

CHOOSING THE RIGHT PERSON

Before a new starter's first day, A MANAGER spends an average of **10 DAYS** on their recruitment and hire.



WE HELP organisations understand the value of their **EMPLOYEES** as their highest priority above anything else.



OFFER ACCEPTED...

...followed by a month of **dead time** while notice is served. With Headlines' app, **this will be used to ENGAGE**, thanks to our experience reaching **8 MILLION** employees across **52 countries**.



FIRST DAY



There's a **4% CHANCE** of a new starter leaving after a disastrous first day. Headlines app will **MAKE THEM FEEL WELCOME**, because we know how to capture **AUDIENCES**. That's why we've won **50+ INDUSTRY AWARDS**.



A FORTNIGHT LATER

During the first **2 WEEKS** of employment — an employer and employee **BOTH** decide whether the **fit is right**.

Headlines **can help you** make the best first impression. That's partly why **90% of our clients** would **RECOMMEND US**.



WEEK 1



NEW STARTERS **NEED REASSURANCE**. Having an informative, interactive, **EASY-TO-USE APP** with video and written content at their fingertips **24/7 BOOSTS CONFIDENCE**. Headlines' video will engage your employees - **100% of our clients** are **VERY HAPPY** or **HAPPY** with the videos we create for them.



THE 46TH DAY

THERE IS A 22% chance an **employee** will **leave** by their **45th day**, but a well-onboarded **employee** will be **longer serving**, happier and more **ENGAGED** and **PRODUCTIVE**.



Headlines App will **engage employees** and show them that you're the company **THAT THINKS OF EVERYTHING**.

THERE IS A...

12% chance of a new starter **leaving** before they are **FULLY COMPETENT**

100% OF HEADLINES' clients say we **consistently** meet the brief and objectives set, **SO WE WILL ENGAGE YOUR EMPLOYEES** with **every communication**.



150%

REPLACING AN EMPLOYEE can cost up to **150%** of that employee's salary — that's

£81,813

if the **average employee** leaves after a year.



28 WEEKS

It takes **28 WEEKS** for a **NEW STARTER** to reach optimum performance, **costing £15K**.

HEADLINES' APP will speed up the process thanks to our **EXPERTS IN IC STRATEGY, DIGITAL AND VIDEO**, who provide such a good service that more than **91% of our clients** say they are **SATISFIED WITH IT**.



90%

of Headlines clients say we provide **A PARTNERSHIP** approach; we'll get to know **your employees** and work with you to **engage** them.

ABOUT THE HEADLINES APP

HEADLINES' ENGAGEMENT EXPERTS will give you strategic advice on creating the perfect, tailored onboarding process — which you won't get anywhere else. We know just how to make your new starters tick.

Compelling, *interesting content* is at the heart of an effective onboarding process. Headlines has been creating such content to communicate with employees for two decades. We'll create snazzy videos of colleague vox pops, simple and easy-to-read HR information and friendly welcome videos from your CEO, to engage your new starters from the word 'go'.

Even if you have plenty of existing content, but you need someone to wave a wand over it and jazz it up — **YOU KNOW WHO TO CALL.**

The right process can mean: *time saving, money saving, higher engagement, improved productivity and longer-serving employees.*

Forget quitters, forget employees who don't know what they're doing and forget having a disengaged workforce. With Headlines' skills, strategic advice and interactive app, you can reap the business benefits of long-serving, productive and engaged employees.

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