

	TOP-DOWN	PEER-TO-PEER	BUSINESS-CRITICAL	BOTTOM-UP
what	Communication from leadership to locations, managers, and individuals	Communication exchanges between individuals or small groups at a location- or staff-level.	Communication that supports employees in their day-to-day work.	Communication that connects employees with leadership to give feedback and ask questions.
types of content	<ul style="list-style-type: none"> • Company Announcements • New Hire Onboarding • Training • Business Policy • Marketing Materials 	<ul style="list-style-type: none"> • 1:1 Chat • Team Message Boards • Manager-to-Manager Messaging • Shift Change & Management 	<ul style="list-style-type: none"> • Open & Close Checklists • COVID-19 Compliance Checklist • Delivery Marketplace • Business Performance Dashboards 	<ul style="list-style-type: none"> • Polls • Net Promoter Score Survey • Help Desk
examples	A franchise rolls out new menu and pickup processes across their global locations. The leadership team shares a training video, offers resources, and sends updated policies for managers to review with staff.	With new procedures in place, staff teams use direct messaging to share schedules, ask questions, and prepare employees for their next shift.	Smaller teams managing long to-do lists use a task management platform to distribute workloads and ensure essential processes are consistently reviewed and completed.	Leadership wants to understand the relationship between productivity and employee satisfaction. It launches a net promoter survey to identify opportunities and challenges for employee engagement.
Konverse features	<ul style="list-style-type: none"> • Company announcements rooms • Training rooms • Resources rooms • Customizable push notifications • Analytics reporting 	<ul style="list-style-type: none"> • Group messaging • Direct messages • Events calendars • Team rooms • Customizable push notifications 	<ul style="list-style-type: none"> • Task management • Group task tracking • Customized integrations • Task dashboards & notifications • Performance reports 	<ul style="list-style-type: none"> • Company announcements room • Flexible survey forms • Help desk • Customized integrations