



# The Internal Toolbox for Corporate Communications

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You know that the tools you use are a big part of how well your team communicates. At the same time, knowing which tools to choose can be difficult.

**There seems to be an endless amount right? Everyone you talk to uses a different system.**

Our corporate communication tools guide is designed to make sense of different communication tools and the purpose that they serve. We'll carve out different tools and explain how they fit alongside each other, or why you only need to pick one.

In short, helping you to analyze which tools you need to improve communication between teams whilst saving time and money by making the right decision, at the right time.

## Including:

- 1 HR tools
- 2 Central communication tools
- 3 Employee engagement tools
- 4 Tools that surface important information
- 5 A tool map

We picked the 20 tools included in this guide based on them matching at least one of the below criterias:

- We've used the tool and found it to be great
- The tool comes highly recommended by sources we trust
- The tool is highly rated by customers on review sites like Capterra

It's time to find the corporate communication tools you actually need.

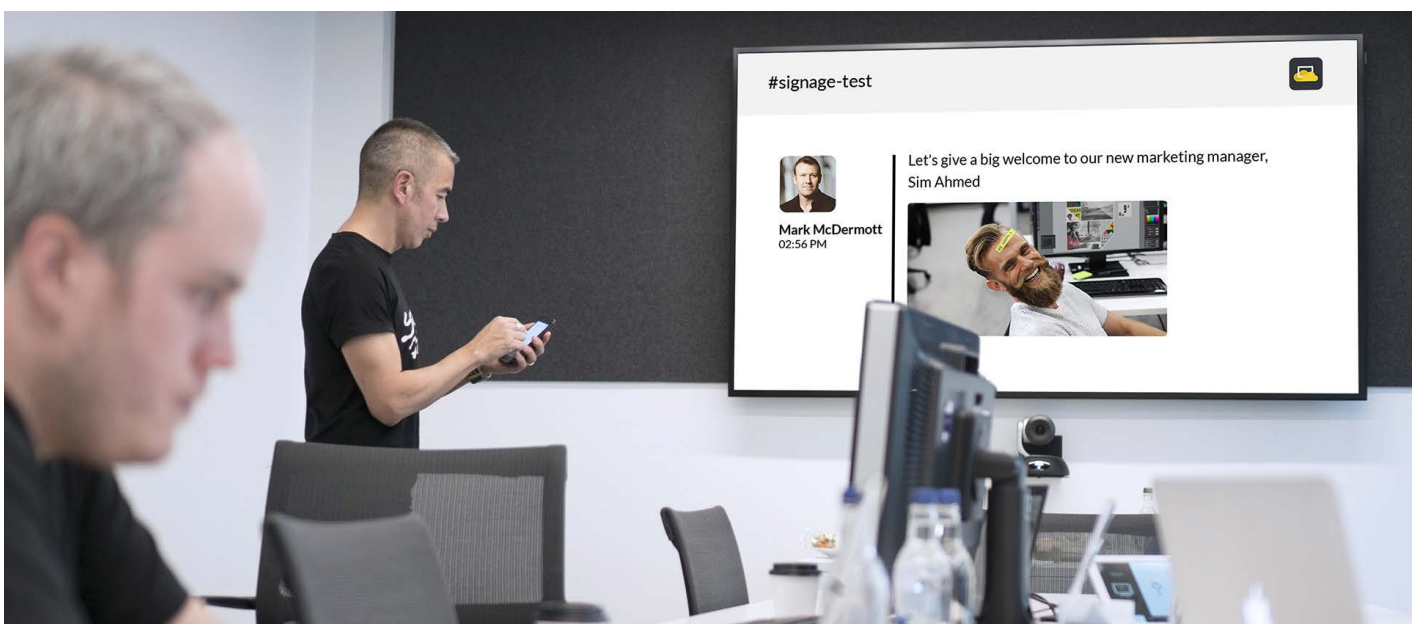
**We're here to fast track you to the answer**



# 01

## HR tools

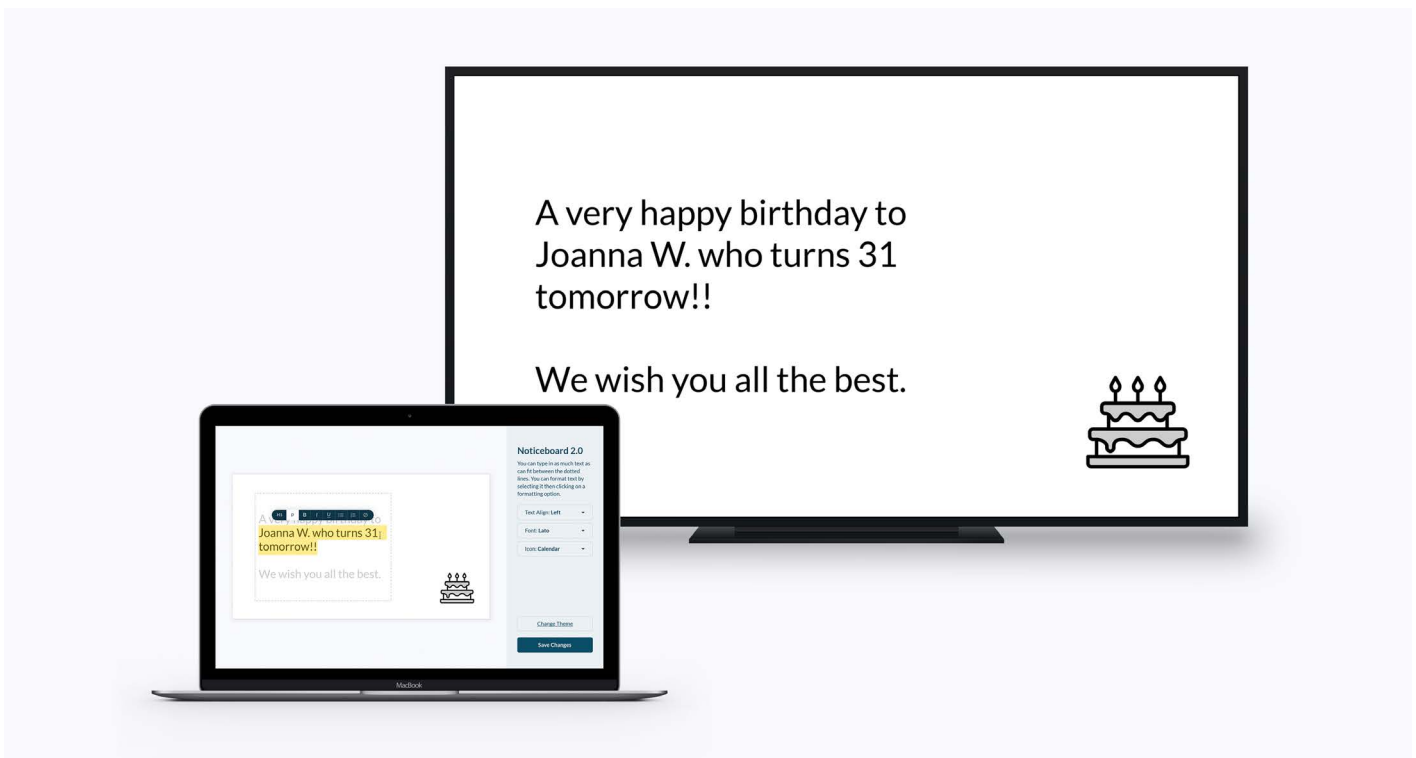
A “HR tool” is a fairly bland name for something that manages a huge company function, taking care of every aspect that affects employees, and the employer that manages them. Sometimes a HR tool is called an HRIS (Human Resource Information System) an HCM tool (Human Capital Management) or an HRMS (Human Resource Management System).



Why might you need an HR tool?

- **Talent acquisition** - Helping you to find the right candidates to employ.
- **Payroll management** - Recording attendance and managing pay or bonuses.
- **Employee enrichment opportunities** - Managing perks, training or personal development programs.
- **Employee data management** - Allows a HR Manager to store, search and access employee data.
- **Automation of tasks** - Taking care of basic admin, to free up HR staff.
- **Insights** - Gaining data on staff turnover, performance and work habits.

If you have any of these systems in place (or any other for that matter) then you have everything you need to begin surfacing important information to your employees.



## What makes a successful HR tool?

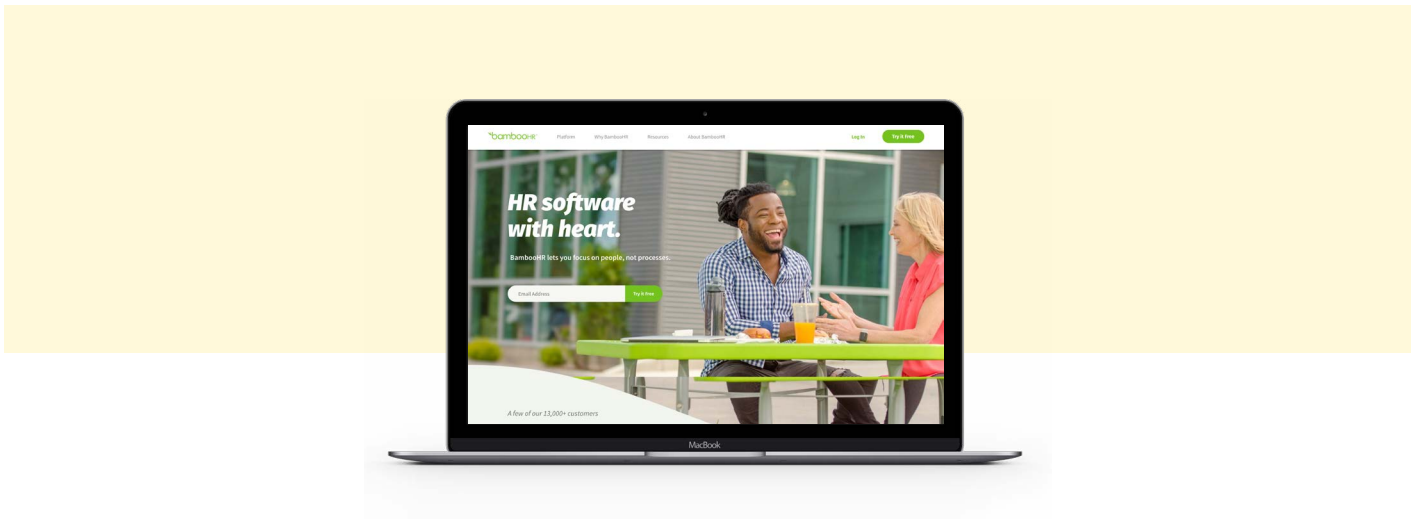
HR tools have had a recent awakening and are a far cry from the bloated, desktop-based systems of the past.

The modern day HR tool is:

- Managed via the Cloud
- Able to automate simple tasks and repeatable outcomes
- Helps the HR Manager access a diverse talent pool
- Connects remote teams
- Allows changes easily
- Improves ability to surface what matters most to the employees - like training programs or benefits
- Keeps data and information safe (GDPR compliant)
- Provides analytics and organizational data for improved hiring and management

## Comparison: 5 HR tool market leaders

Now you know what a HR tool is for and why you might use one, let's look at five market leading HR tools.



## 1 Bamboo HR

 Capterra  
 4.5 / 5 ★★★★★

**Bamboo HR** is a self-service HR tool which allows employees to manage, request and organize their time-off, payment details and personal information. This is really useful for small and medium enterprises where you want team members to be able to manage their own HR admin. The interface is extremely easy to use and it has a template-based approach to hiring, to help you search and feedback to candidates more easily.

### Three core functions include:

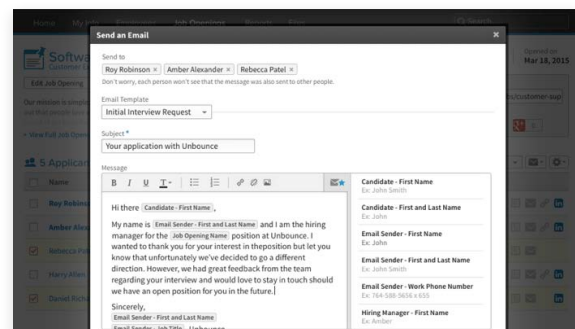
- Applicant tracking system for hiring
- Employee records on holiday, absences and days worked
- Reporting & analytics

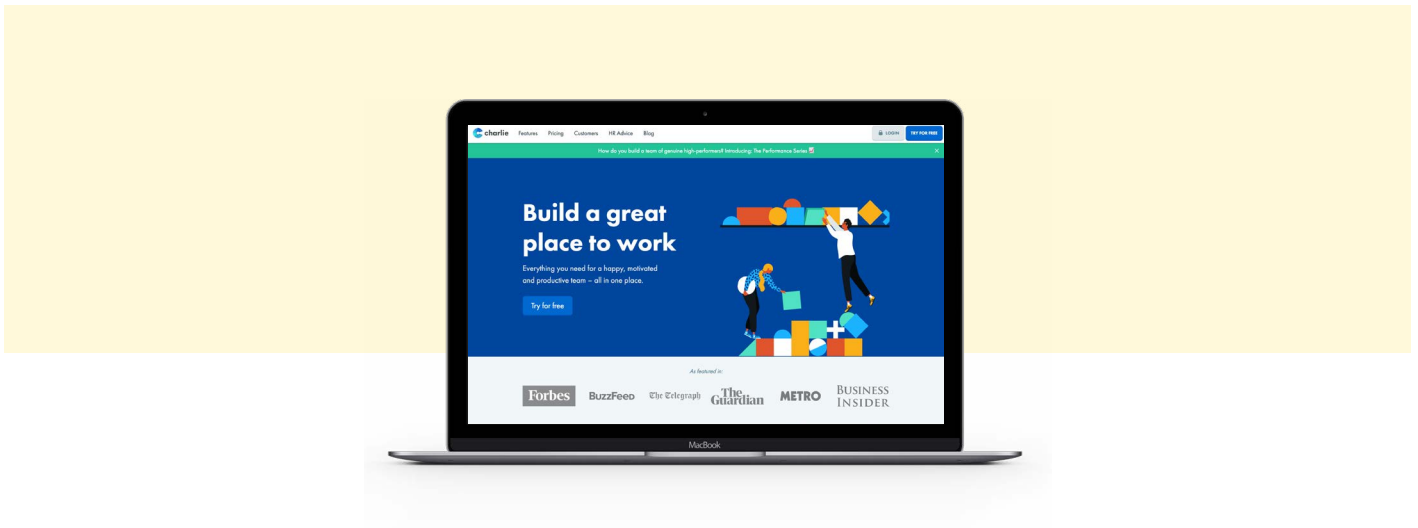
### Best for:

Small & medium businesses

### Feature we like:

The ability to create email templates for hiring, which saves bundles of time when it comes to thanking candidates for applying, or inviting them to interview.





## 2 Charlie

← Capterra

4.5 / 5 ★★★★★

Charlie is a tool designed to help HR teams reduce admin. It stores employee records safely, and creates workflows and reminders for performance management and company-wide policies like scheduled time-off. Charlie is very much a modern HR tool, focusing on culture and people as opposed to policy and progress.

### Three core functions include:

- Time-off approvals
- Performance management and scheduling
- Engagement surveys

### Best for:






Small-medium companies looking to build culture

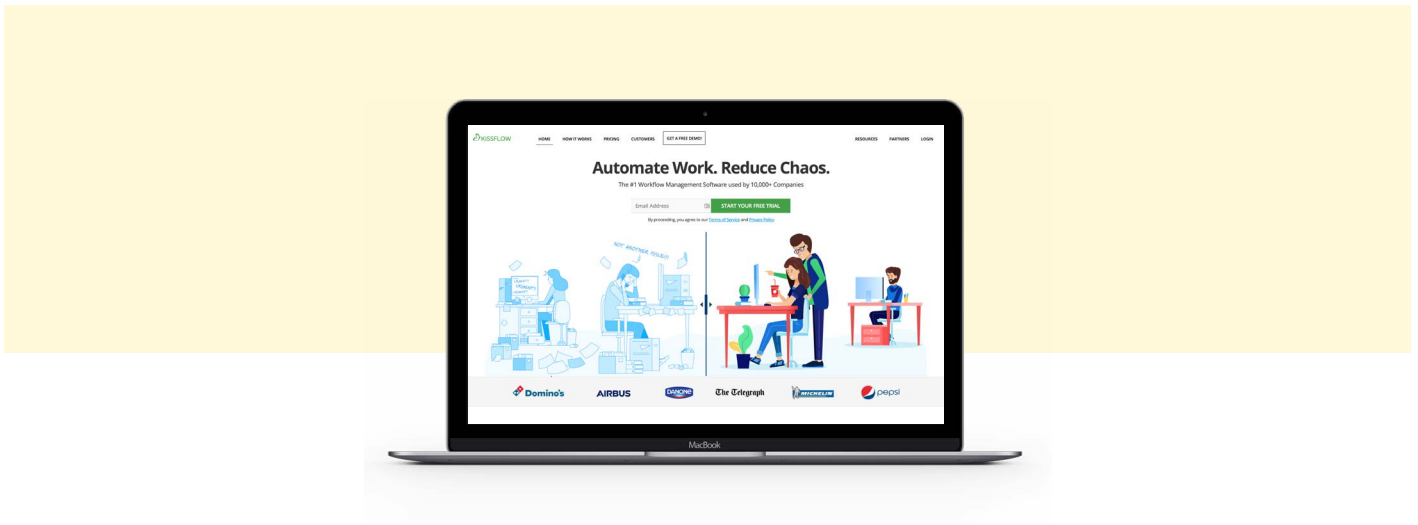
### Feature we like:

Charlie provides different templates for engagement surveys, designed to tell how likely employees are to stay with, or recommend, the company.

QUESTION 1 OF 8:

**I am proud to work for The Eleven**

 <p>Strongly disagree</p>	 <p>Disagree</p>	 <p>Neutral</p>	 <p>Agree</p>	 <p>Strongly agree</p>
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### 3 Kissflow

← Capterra

4/5 ★★★★★

[Kissflow](#) is a “blank canvas” process management software, that allows you to build up the functions you need for your specific company. There are various apps included such as employee onboarding, vacation requests and employee recognition, with the ability to customize forms and create automated workflows.

#### Three core functions include:

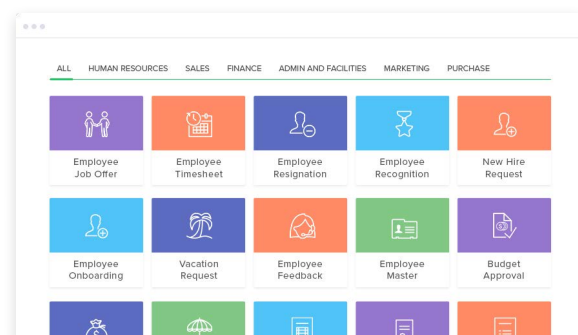
- Advanced reporting
- Automated process management
- HR admin around vacation requests, resignations etc.

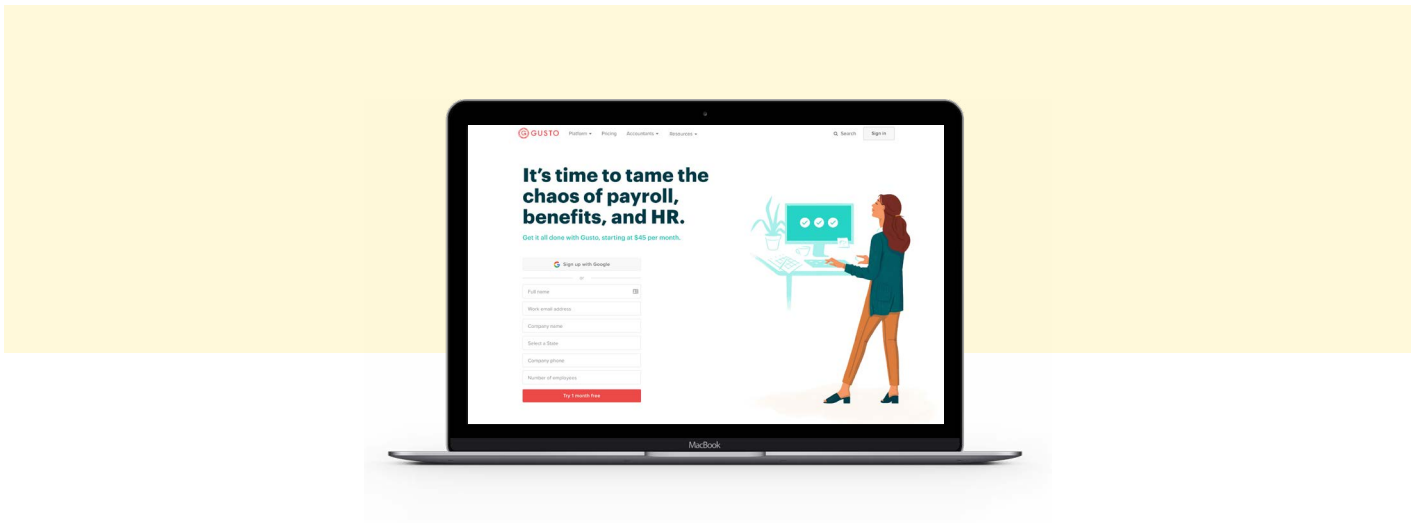
#### Best for:

Tech-savvy customers who want to manage all functions from one tool

#### Feature we like:

Kissflow can tick off most HR processes, but you also have the ability to segment functions for departments such as Sales and Marketing, ensuring everything is kept in one place.





4 **Gusto**

   
 4.5 / 5 

Gusto (previously ZenPayroll) is an HR tool designed to “tame the chaos of payroll, benefits, and HR”. Its core function is to automate payroll management with additional administration tools for employee benefits and compliance. This is one of the more enterprise-focused HR tools out there with the “Concierge” plan offering access to “Certified HR Pros” and an HR Resource Center.

**Three core functions include:**

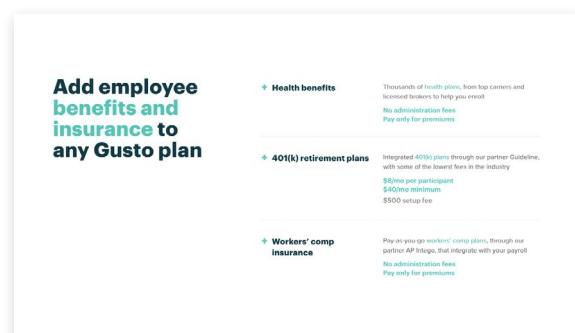
- Full-service payroll
- Time-tracking
- Benefits administration

**Best for:**

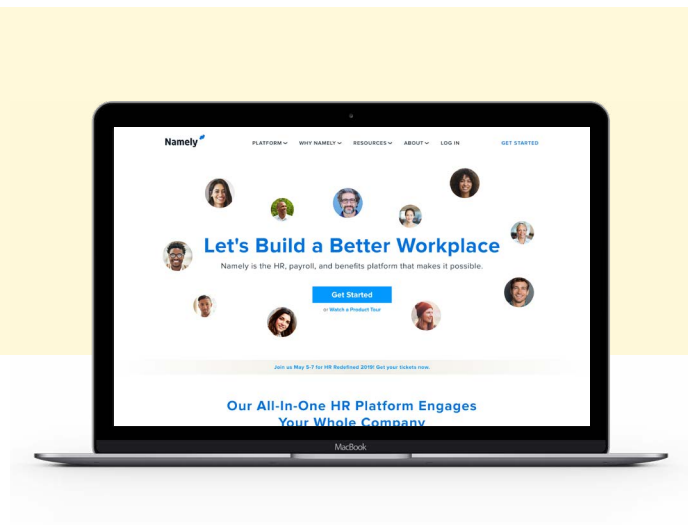
Enterprise-level companies

**Feature we like:**

Not only does Gusto give you a place to manage HR functions like benefits and payroll, but it also has partnerships and guidelines to organize functions like 401(k) plans and health insurance without having to do independent research.







## 5 Namely

 Capterra  
 4/5 ★★★★★

Namely is an HR tool focused on modern ways of managing functions like payroll, onboarding and employee benefits with a people-first approach. Functions include integration with benefits carriers, performance review management and reporting for both HR teams and employees, all designed to improve the employee experience.

### Three core functions include:

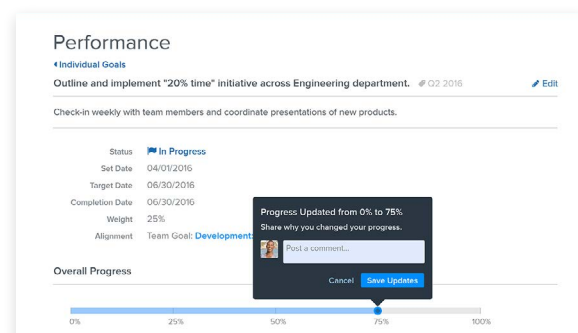
- Social newsfeed for employees
- Payroll and year-end reporting
- Benefits management

### Best for:

Employee-centric organizations

### Feature we like:

In-built performance and goals management, with gamified reporting to help employees see progress and the completion of goals or cycles.



# Comparison: 5 HR tool market leaders

Below, we've compared aspects like whether you can try the tool out for free, and what type of plans are offered.

Helping you to make an informed decision about where to place your time and effort.

	Bamboo HR	Charlie	Kissflow	Gusto	Namely
<b>Price</b>	On request	Approx \$5 per user, per month	\$9 per user, per month	\$6 per user, per month plus \$39 per month base	On request
<b>Free Trial</b>	✔ Yes	✔ Yes	✔ Yes	✔ Yes	No, demo offered
<b>Credit card required for trial</b>	✘ No	✘ No	✘ No	✘ No	■ N/A
<b>Plans</b>	Essential & Advantage	Single users	Bulk pricing and NFP discount	Core, Complete & Concierge	On request
<b>Enterprise ready</b>	✘ No	✘ No	✔ Yes	✔ Yes	✔ Yes

## 02

# Central communication tools

Within most organizations you're working with at least one communication tool, even if that tool is email. Modern day workplaces have realized the power of central communication tools for improving workflows, collaboration and team management, potentially across different countries or even continents. As a result, messaging tools alongside employee social networks (ESNs) are making their way into modern workplaces.

Why might you need a central communication tool?

- **Reduce email** - Teams looking to work faster can benefit from reduced inbox loads.
- **Become agile** - Answering a Slack message is often faster than replying to an email.
- **Structure information** - Communication tools help to organize information by theme, department or project.
- **Collaborate across teams** - Helping distributed teams to work together effectively.

## What makes for a successful central communication tool?

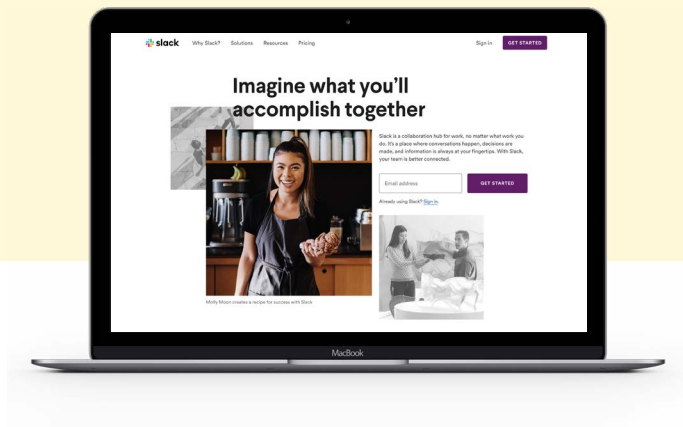
Communicating well is essential to a successful organization.

The modern day communication tool is:

- Personalized for that organization's needs
- Agile rather than bloated
- Ideas-driven - helping teams to share ideas and collaborate more easily
- Cloud-based - ensuring all teams, everywhere, can access it
- Mobile-ready - so teams can access information on the go

## Comparison: 5 tools for central communication

Now you understand the purpose behind central communication tools, let's look at some options.



## 1 Slack

▲ Capterra

4.5 / 5 ★★★★★

It's pretty difficult to work in a modern day company and not have heard of [Slack](#). Slack is an instant messaging tool designed for organizations who want to move away from email. Slack lets you organize chat rooms (called Channels) by topics or department (e.g. one for #marketing and another for #sales). Different team members can be invited to different rooms and there are lots of features like threading, tagging team members and sharing files and documents to make collaboration easy. At ScreenCloud, we use Slack for pretty much all communication outside of speaking directly to customers.

### Three core functions include:

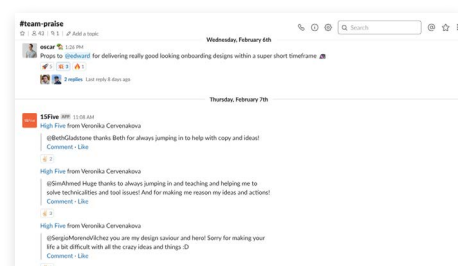
- Organize conversations with channels
- Video and voice calling, individually or as groups
- File-sharing

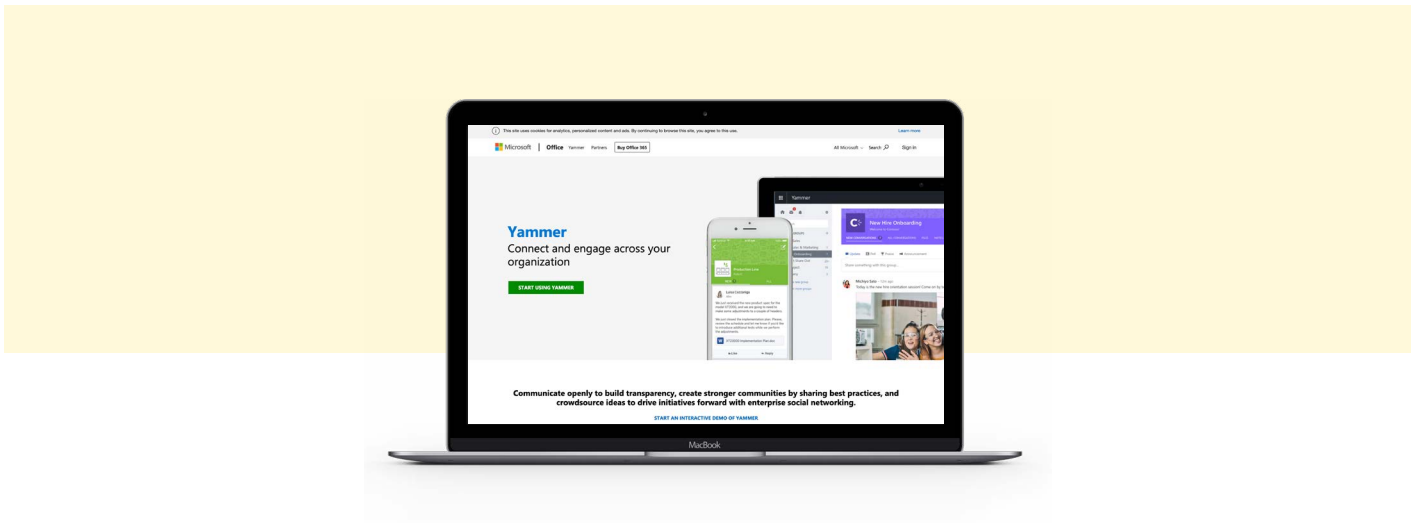
### Best for:

Communicating easily and reducing email

### Feature we like:

Slack's App Directory has 1,500 apps that can be integrated. At ScreenCloud for example, we use integrations so that we can see new customers, churned customers and even sales figures within our Slack channels. This helps us to keep everything in one place and to stay on the pulse of what's happening in the company, without having to manually check other systems.





## 2 Yammer

Capterra

4/5 ★★★★★

Yammer is a Microsoft Office employee social network (ESN) tool. As you'd imagine Yammer is integrated heavily with Office 365, to make collaborating over and within documents easy. It also has a social media-esque group feature where you can post an update (that looks a lot like a Facebook status) to a group, with the ability to like, reply or share such updates. Yammer is enterprise-optimized, offering “enterprise-level security, compliance, and management features”.

### Three core functions include:

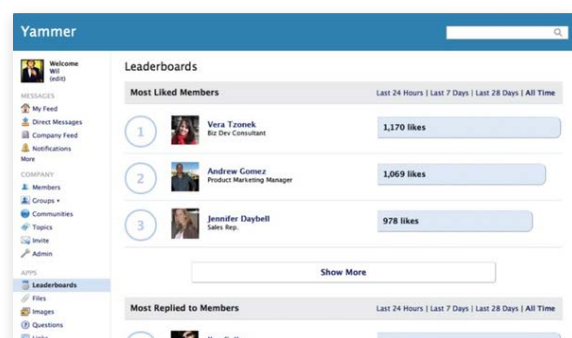
- Desktop app
- Build communities around topics, ideas or departments
- Recent activity updates

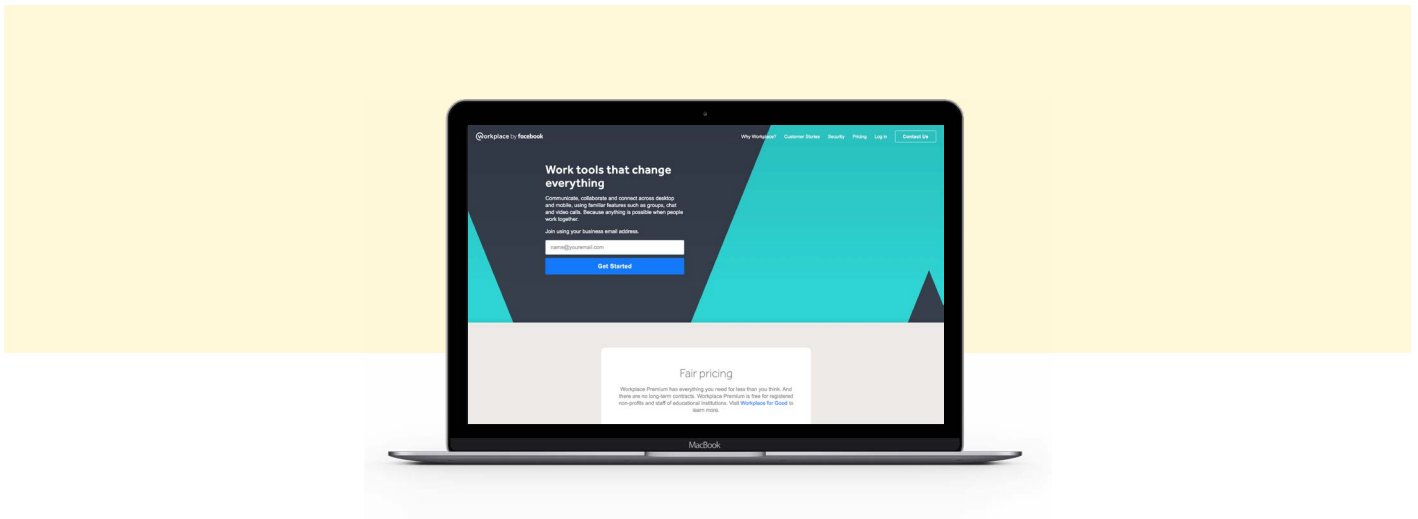
### Best for:

Companies that already work with Office 365

### Feature we like:

Yammer has a series of in-built apps like Questions and Polls and even a Leaderboard feature where you can view employees by most liked and most replied to (we're not sure if we like that last one or not!).





### 3 Workplace by Facebook

 4.5 / 5 

Workplace by Facebook is a work-specific communication tool to help employees connect across an organization and collaborate on projects. Workplace brings together various communication tools like messaging, video calls and groups to discuss specific projects or ideas. Within groups, members are able to “Like”, “Comment” and “Share” different updates, a lot like how you might react to a status on Facebook. Otherwise, Workplace definitely has more of a professional intranet feel than that of a social network.

#### Three core functions include:

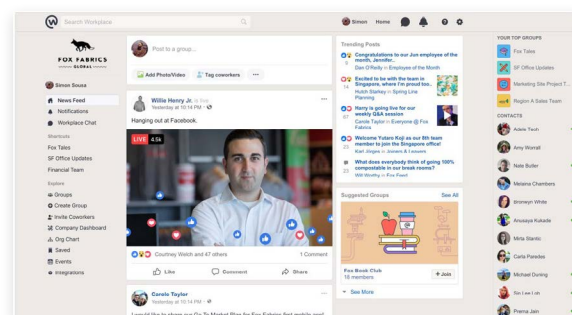
- Workplace chat
- Safety Check for Workplace
- Group spaces

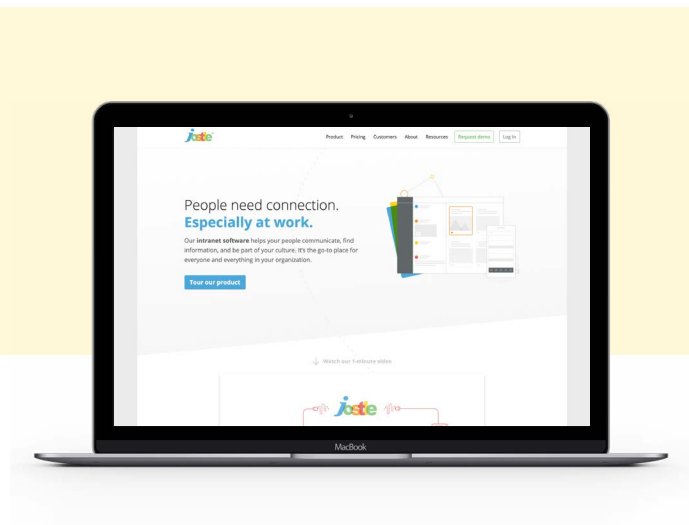
#### Best for:

Companies interested in increasing connection between employees, good for remote teams

#### Feature we like:

Workplace by Facebook has inbuilt features where you can share Live videos, webinars and articles. We particularly like this feature when it comes to training and sharing skills across the organization.





## 4 Jostle

 Capterra  
 4.5 / 5 ★★★★★

**Jostle** is an intranet software product that allows organizations to share information internally. This includes the creation and management of an internal blog, an activity feed for sharing said articles, as well as team praise and the coordination of events.

### Three core functions include:

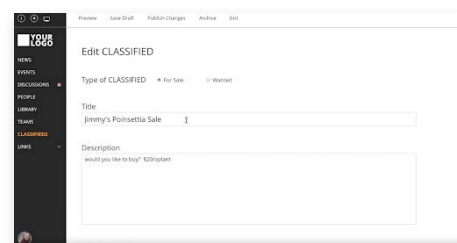
- Discussions, for instant messaging and group conversation
- Visual employee directory
- Library for documents, policies and videos

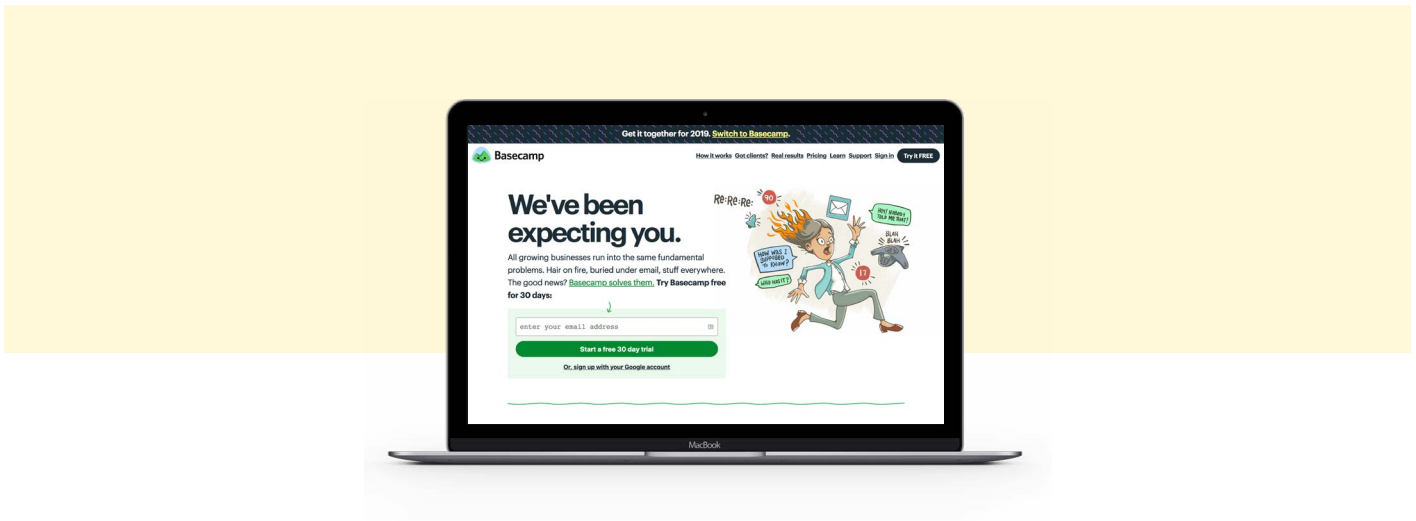
### Best for:

Companies with a lot of internal information and knowledge that needs organizing

### Feature we like:

Jostle offers an optional “Classifieds” area where employees can buy and sell from each other or organize aspects like shift swaps. We like this idea of building an internal employee ecosystem. JostleTV is also pretty cool, giving you the ability to stream the intranet to live TV screens in break rooms or cafés.





## 5 Basecamp

▲ Capterra

4.5 / 5 ★★★★★

[Basecamp](#) is a well-known project management tool that has since extended out into communication features that help to keep everything in one place. It includes message boards and campfire for discussion and chat, as well as project management tools that provide infrastructure such as docs & files, schedules and to do lists.

### Three core functions include:

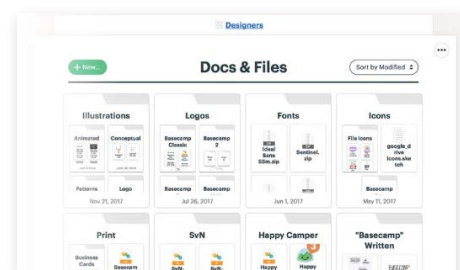
- Realtime chat function
- File storage
- Check in questions for employees

### Best for:

Companies who want a single communication tool

### Feature we like:

Basecamp plays nicely with tools you might already use like Google Docs, but also has a great management system where teams can pin documents, files and images and organize those by type as well as with colors and labels. This makes it easy for people to find where everything is and to reduce information silos between projects.





## Comparison: 5 tools for central communication

Below, we've compared aspects like whether you can try the tool out for free, and what type of plans are offered.

Helping you to make an informed decision about where to place your time and effort.

	Slack	Yammer	Workplace by Facebook	Jostle	Basecamp
Price	Free then <b>\$12.50</b> per user, per month	<b>\$5.00</b> per user per month up to <b>\$12.50</b> per user, per month	Free or <b>\$3</b> per active user, per month	<b>\$7.00</b> minimum	<b>\$99</b> per month, all- inclusive
Free Trial	✔ Yes	✔ Yes	✔ Yes	✘ No	✔ Yes
Credit card required for trial	✘ No	■ N/A	✘ No	■ N/A	✘ No
Plans	Free, Standard & Plus	Office365 Essentials, Business & Premium	Free & Premium	<b>\$7.00</b> USD for up to 50 people then scales with size	One plan: <b>\$99</b> per month, all-inclusive
Enterprise ready	✔ Yes	✔ Yes	✔ Yes	✔ Yes	✔ Yes

## 03

# Employee engagement tools

Employee engagement tools help organizations to celebrate, reward and engage their employees. This might be anything from a gamified reward system where employees can score points to win prizes, through to 360-degree feedback tools that prioritize gaining insight into what employees are thinking.

Why might you need an employee engagement tool?

- **Increased recognition** - [Proven to increase engagement](#) and retention.
- **Lower staff turnover** - Reducing costs and increasing morale.
- **Improved employee advocacy** - Making hiring easier and more cost-effective.
- **Improved experience for employees** - Leading to greater wellbeing.
- **Closer teams** - Increasing productivity and enjoyment.

## What makes a successful employee engagement tool?

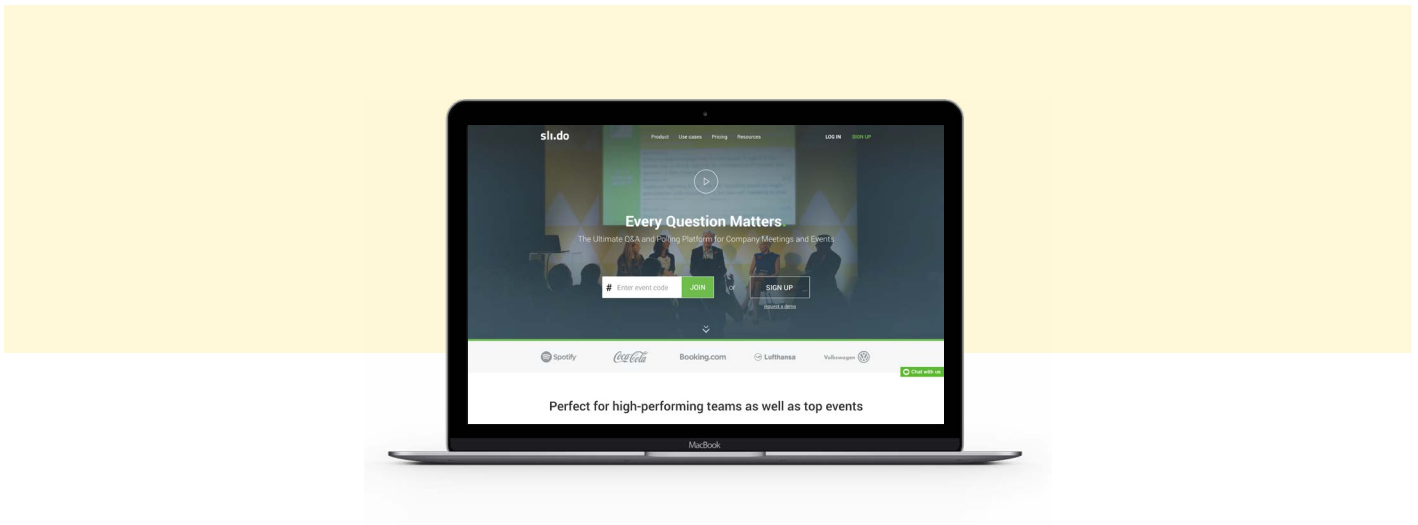
Employee engagement is sister to company culture, the two go hand-in-hand and woke companies are investing heavily in ensuring the employee experience is a good one.

The modern day employee engagement tool is:

- Managed via the Cloud
- Automated so that individuals don't have to remember to complete tasks
- Easy to use, by all employees
- People, rather than system, orientated
- Customized to the individual company
- Data-focused to help improve and iterate on initial campaigns
- Fun - if the tool isn't engaging, it's unlikely anyone will use it

## Comparison: 5 employee engagement tool leaders

Now you know what an employee engagement tool is and why you might need one, let's look at five market leading employee engagement tools.



## 1 Slido

← Capterra

5 / 5 ★★★★★

Slido is a polling tool that lets participants vote on answers and ask questions. It's used at events but also company meetings, as a way of crowdsourcing topics, questions and concerns. In a use case such as a company All Hands meeting, it lets employees feel involved and gives them a voice.

### Three core functions include:

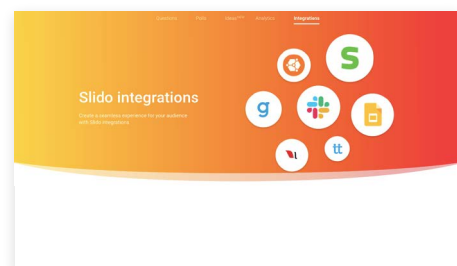
- The ability for employees to send in questions
- Live polls employees can vote in
- Crowdsourcing of ideas for meeting topics, team benefits or anything else

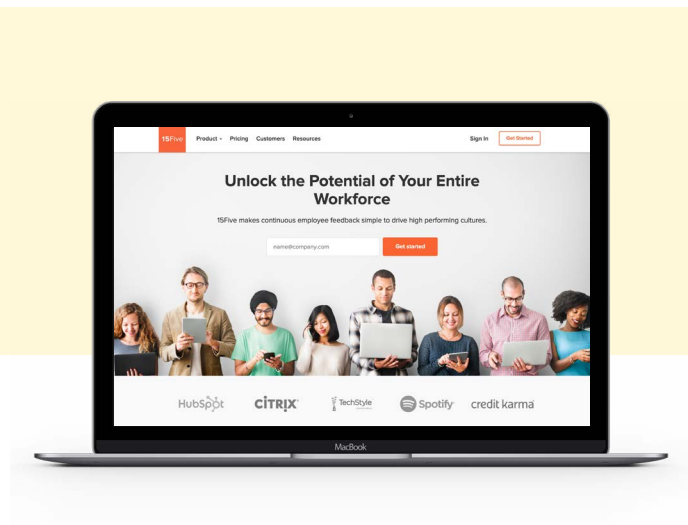
### Best for:

Engaging employees during company events

### Feature we like:

Slido integrates with tools like Slack and Google Slides, so you can bring all of your brainstorming or crowdsourcing notes into one place easily.





## 2 15Five

← Capterra

5/5 ★★★★★

[15Five](#) is a performance management tool that encourages employees to provide continuous feedback on how they feel, their workload and where they need support. The tool ties in different features such as an OKR structure (Objectives and Key Results), weekly check-ins, known as “15Fives” and High Fives to provide praise to co-workers.

### Three core functions include:

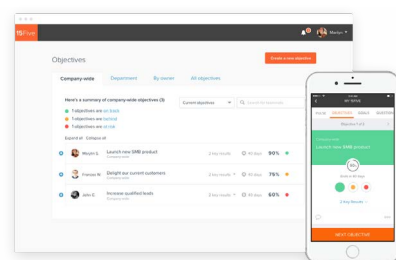
- The ability to set questions for employees to answer weekly
- OKR tracking
- Weekly prompts to provide praise

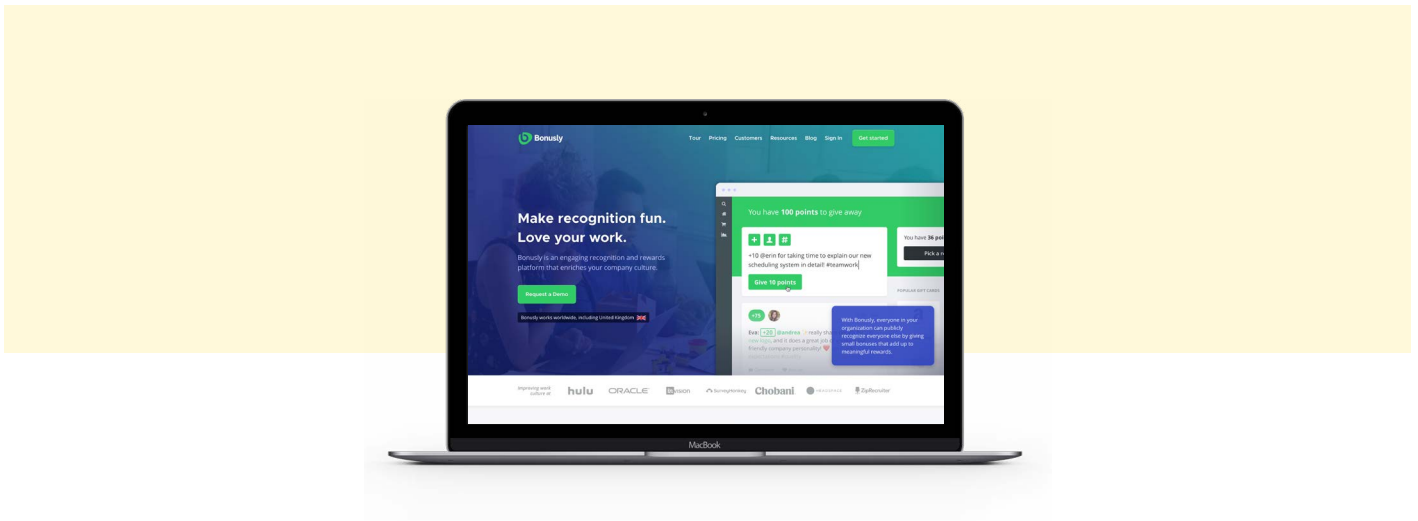
### Best for:

Companies that want to encourage continuous feedback

### Feature we like:

Although OKRs aren't 15Five's main tool, this area helps set up key company objectives, that all employees can see. Employees can also link back their own objectives to the driving “north star”.





### 3 Bonusly

← Capterra

5/5 ★★★★★

[Bonusly](#) looks after a company’s personal recognition and rewards program, to improve company culture and engagement. The app allows team members to give certain “bonuses” to other team members, which add up to rewards. Praise and rewards are shared publicly (and can be shared on your [digital signage screens](#)) as well as in other communication channels like Slack.

#### Three core functions include:

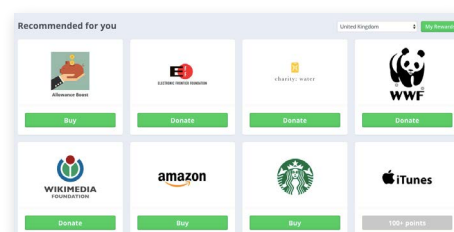
- The ability to set questions for employees to answer weekly
- OKR tracking
- Weekly prompts to provide praise

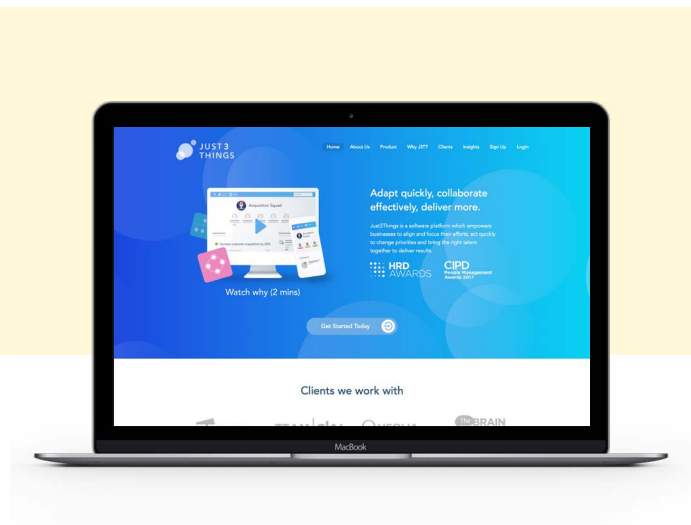
#### Best for:

Peer-to-peer praise

#### Feature we like:

As well as encouraging more in-team praise, Bonusly connects recognition straight to rewards, like getting a gift card for places like Starbucks or Amazon, as well as in-company perks like extra holiday allowance.





## 4 Just3Things

Just3Things is a platform that helps organizations to set company-wide goals and to organize cross-departmental teams to attack them. Think of it as a way of grabbing one person from Marketing, one from Sales and one from Development, and bringing them together to work on a project. It also gives projects a framework and provides easy visibility for other teams.

### Three core functions include:

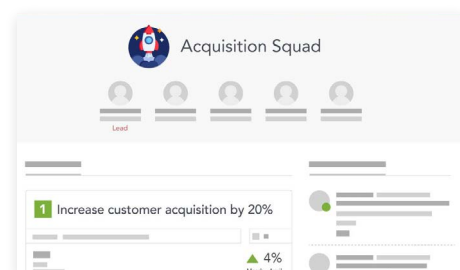
- Set and update company goals
- Track progress with dashboards
- Organize inter-departmental teams

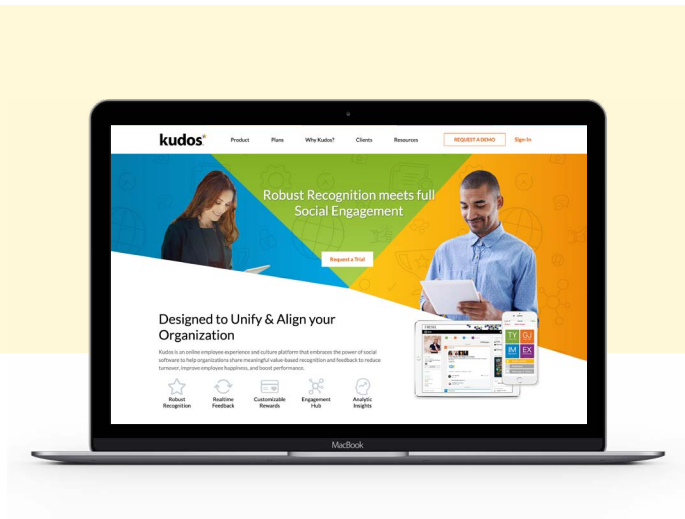
### Best for:

Incubating specific employees into teams

### Feature we like:

In large enterprises, the ability to set-up sub teams to work on a specific project or problem is a great way of staying agile and encouraging innovation. Just3Things gives you the ability to organize this with software.





5 **Kudos**

◀ Capterra

5 / 5 ★★★★★

Kudos is an employee recognition program to help provide real time feedback, rewards and insights. It uses badges and certificates to encourage more peer-to-peer review cycles and allows you to build surveys to garner people feedback.

**Three core functions include:**

- Kudos® Pulse8 - eight key questions to track employee engagement over time
- Rewards like digital gift cards
- Analytics on engagement and activity




**Best for:**

Tracking employee happiness and encouraging participations

**Feature we like:**

There are lots of reward and recognition platforms out there but Kudos is leading the way in integrations and making it easy for employees to participate. Kudos works with Slack and HR platforms like BambooHR, Yammer, Gmail and even LinkedIn.

**Integrations Bring Kudos Where You Work**

- 
**Slack: Bring the Power of Kudos Right to your Favourite Slack Channel!**  
Whether you want to check out your recognition feed or send recognition within Slack, our Slack Integration brings the power of Kudos right to your favourite Slack channel. Our Kudos Bot is always there to lend a helping hand!
- 
**Microsoft Yammer: A Match Made in Corporate Social Network Heaven**  
Integrating Yammer with Kudos brings the power of recognition and appreciation messages right to your Yammer feed for all the company to admire. When it comes to improving collaboration and efficiency while reinforcing corporate values, these two systems were made for each other.
- 
**Microsoft Sharepoint: Use Kudos Right Inside Sharepoint**  
Bring the full power and functionality of Kudos right into your Microsoft Sharepoint instance. Whether you want a full page experience or a more widget-like experience. The choice is yours.

## Comparison: 5 employee engagement tool

Below, we've compared aspects like whether you can try the tool out for free, and what type of plans are offered.

Helping you to make an informed decision about where to place your time and effort.

	Slido	15Five	Bonusly	Just3Things	Kudos
Price	Free for 3 polls, up to <b>\$599</b> per event for full features	<b>\$7</b> per person, per month for basic account, billed annually	Approx <b>\$2.6</b> per person, per month for Core, <b>\$4.35</b> per person, per month for Pro	On request	On request
Free Trial	✔ Yes	✔ Yes	✔ Yes	✘ No	✘ No - demo offered
Credit card required for trial	✘ No	✘ No	✘ No	■ N/A	■ N/A
Plans	Various - <a href="https://sli.do/pricing">sli.do/pricing</a>	Basic, Plus & Enterprise	Core, Pro & Custom (Enterprise for 100+ users)	On request	Basic, Plus & Enterprise
Enterprise ready	✔ Yes	✔ Yes	✔ Yes	■ N/A	✔ Yes



## 04

# Tools that surface important information

Do you recognize this scenario: you have lots of data and information within your company, but getting it seen is difficult. Employees forget to check the company intranet, information is siloed to one department and teams just don't have time to open more emails. We know it well. That's why tools that help to surface data and information easily serve an important purpose in the modern workplace.

Why might you need tools that surface data?

- **Reduce silos** - Organize information where everyone can see it.
- **Make simultaneous announcements** - Step away from email and Slack messages for important communications.
- **Help staff to be more productive** - When teams understand company aims, they work towards them more effectively.
- **Increase engagement** - Help your teams to "buy in" to your organization.
- **Drive with data** - Organizations that understand, and use, their data are more successful.

## What makes a successful tool that surfaces data?

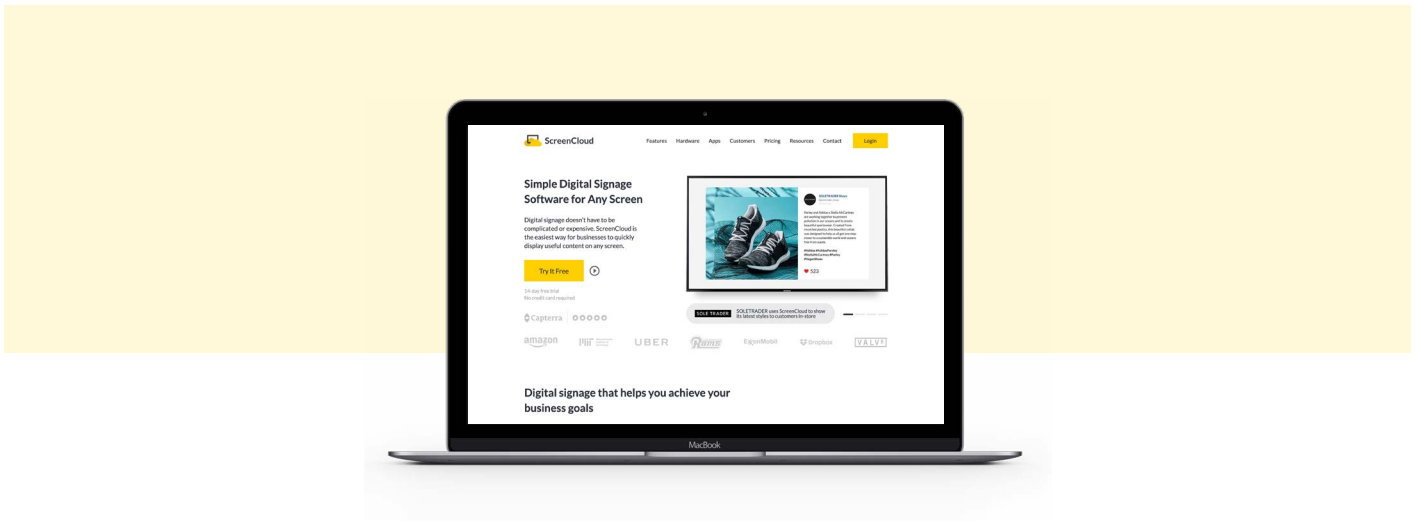
Surfacing data and information can seem intimidating to those who aren't used to joining up their systems.

The modern day tool that effectively serves up data and information is:

- Easy to use - so data isn't left siloed in one team or place
- Able to update in real time
- Highly visible for all teams
- Motivating and rewarding to see and absorb
- Updated and optimized automatically
- Accessible - not just for Enterprise-level projects

## Comparison: 5 tools that help surface information more clearly

Now you understand the purpose behind surfacing information and data, let's look at some tools which may help.



## 1 ScreenCloud

▲ Capterra

5 / 5 ★★★★★

Our digital signage tool [ScreenCloud](#) is what we like to call an “information radiator”. It takes information from multiple sources (your Slack channels, Google Slides, image galleries etc) and makes it easy to display that information through TV screens. These screens can live in offices, in stores, restaurants or team rooms. ScreenCloud’s cloud-based software means information can be updated or changed with a click, and business teams are no longer shouting into an ether without being heard.

### Three core functions include:

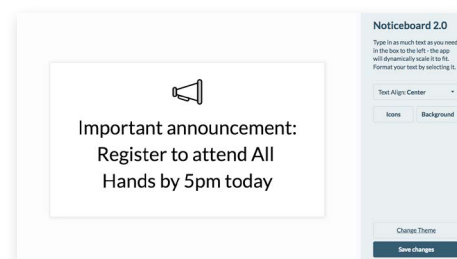
- 70+ app integrations to take information from where it already lives
- Users & teams - allowing different access to different screens
- Smart-scheduling for specific content to show on certain days

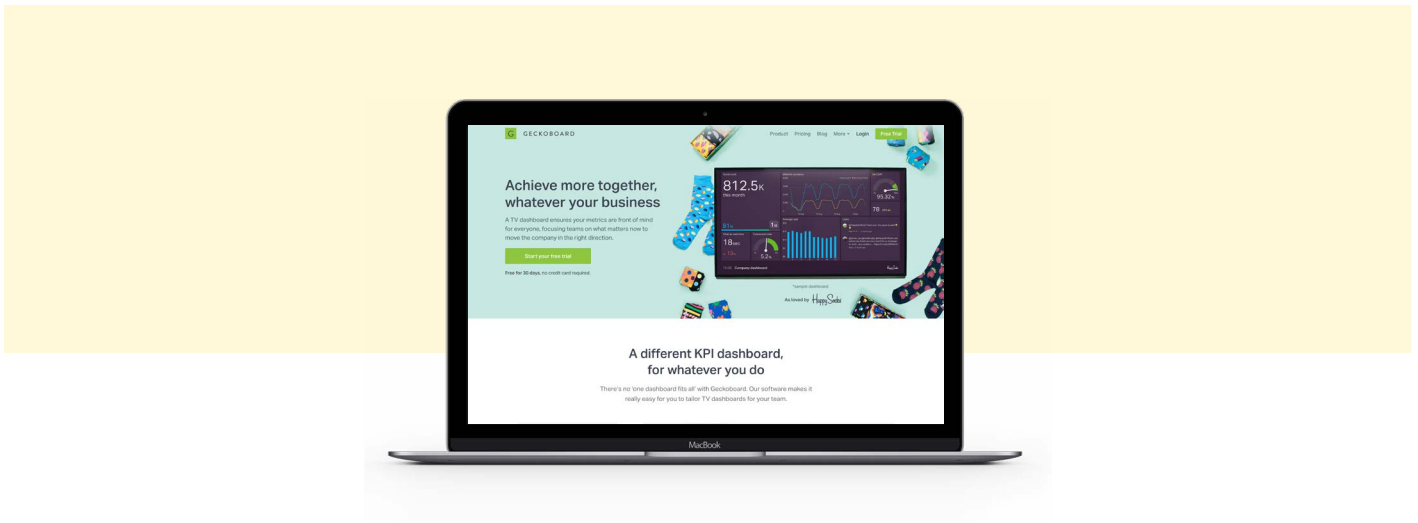
### Best for:

Creating information radiators for organizations focused on improving internal communication

### Feature we like:

Pre-designed apps take content and make them design-ready, meaning anyone, from HR to Marketing, gets to create beautiful content and display it on screen, with no design or technical experience required.





## 2 Geckboard

← Capterra

4.5 / 5 ★★★★★

[Geckboard](#) is a tool for creating business dashboards, helping teams to focus on the important stuff. When data is visualized, as it is with Geckboard, it's much easier for organizations to stay focused on what's important. At ScreenCloud we built a [Geckboard integration](#) to also ensure Geckboard dashboards can be surfaced on digital signage screens.

### Three core functions include:

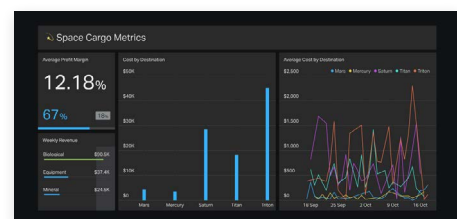
- 60+ pre-built integrations to pull in data from sources like Google Analytics, Facebook ads and Mailchimp
- Spreadsheet integration
- Free pre-designed templates

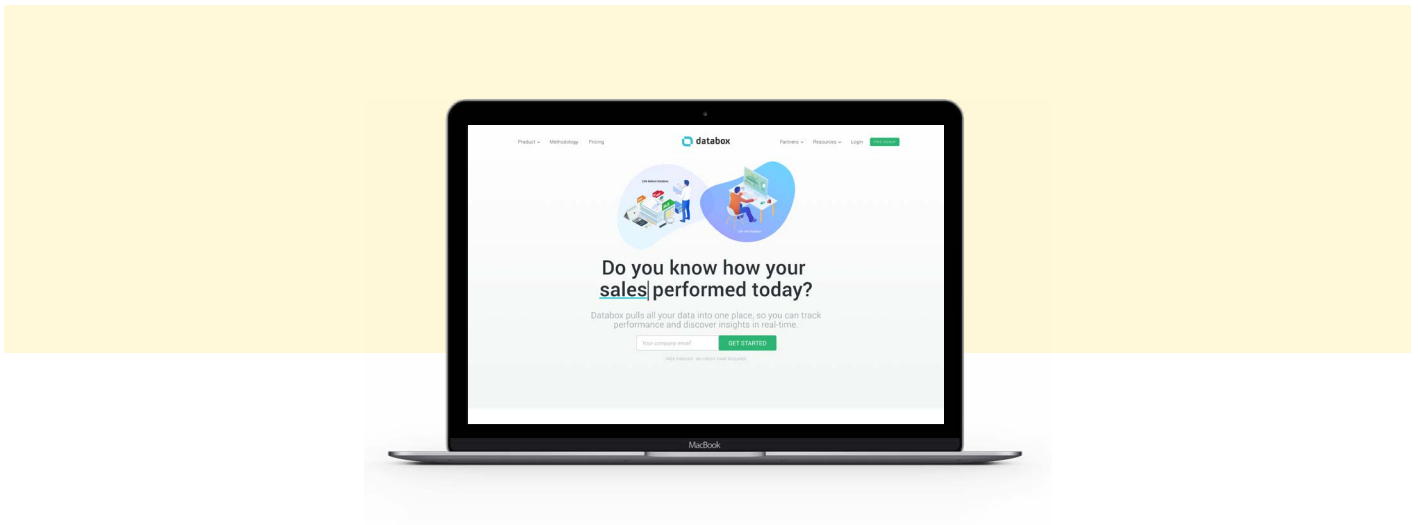
### Best for:

Visualizing important metrics, particularly around marketing or SaaS sales

### Feature we like:

As well as having pre-built integrations, Geckboard also allows you to create dataset integrations, to take data from where it lives in third-party or in-house systems and visualize it within a dashboard.





### 3 Databox

▲ Capterra

5 / 5 ★★★★★

Databox is a tool which pulls together performance metrics from different systems into one place. It provides organizations with an easy way to view all of their data, without having to constantly move between systems or build their own bespoke data tool.

#### Three core functions include:

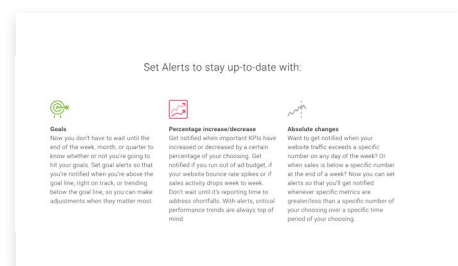
- 200+ pre-built reports that are ready to use
- You can have 3 data connections, users and dashboards for free, forever
- Easy tools to calculate metrics, without coding or spreadsheets

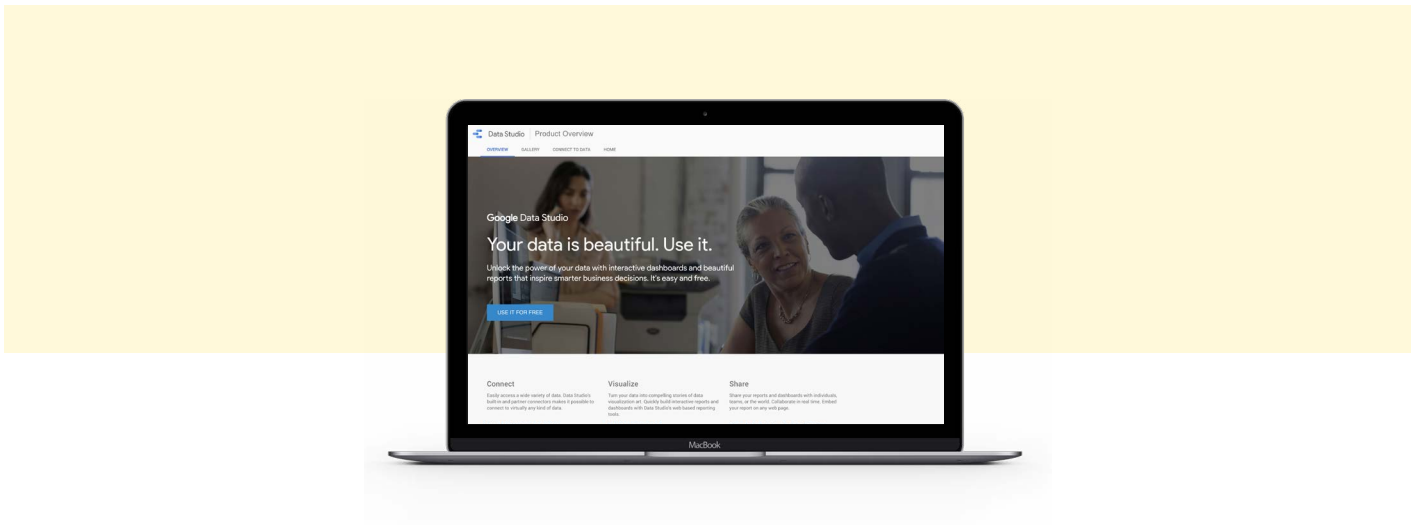
#### Best for:

Keeping track of a company's performance, particularly for organizations who aren't technical

#### Feature we like:

Databox doesn't just collate data it also reacts to it. This means you can set goals and measure progress towards them and get alerts on performance in case of a boost in followers, or a dip in revenue.





## 4 Google Data Studio

 4.3 / 5 ★★★★★

[Google Data Studio](#) is one of the easiest tools out there to take data (particularly from Google products like Google Analytics, Adwords and YouTube) and create dashboards and beautiful reports. We use it a lot in the ScreenCloud office as a way of creating automated reports, which update automatically and show us the progress of our marketing campaigns, like PPC ads or organic search around key terms. Best of all, it's free!

### Three core functions include:

- 150 pre-built data connectors like Google Ads Manager and YouTube Analytics
- Easy ways to build charts and dashboards
- Templates for easy report building

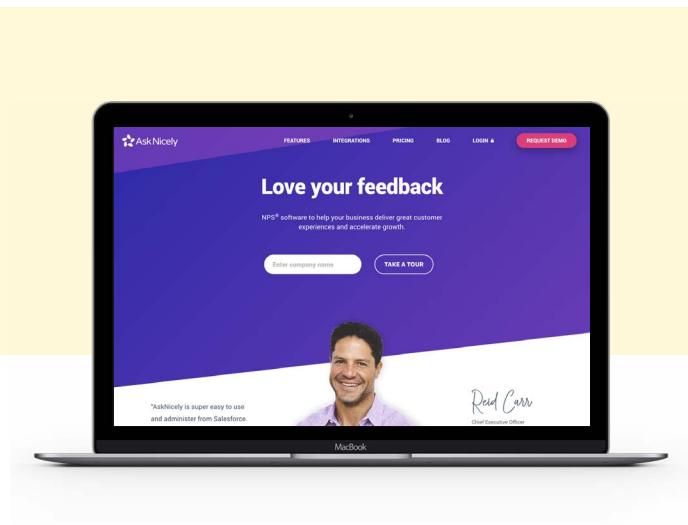
### Best for:

Teams who want to track their data easily and for free

### Feature we like:

Google Data Studio is one of the easiest tools we've come across for making dashboards that look good and are easy to understand. Perfect [for displaying via digital screens](#), on a computer in your office or to pull up in meetings as a point of discussion (without having to manually trawl through data).





## 5 AskNicely

 Capterra  
 4.5 / 5 ★★★★★

[AskNicely](#) is a tool to gain insight from customers on how likely they are to recommend or promote your company, otherwise known as a Net Promoter Score or “NPS”. The tool helps you collect data via surveys that work on mobile, desktop or in-app and can trigger actions based on the sentiment of feedback.

### Three core functions include:

- Build surveys for mobile, desktop or in-app
- Trigger surveys after specific events
- Custom-brand surveys

### Best for:

Tracking customer happiness

### Feature we like:

Like most of these tools, the information collected by AskNicely is more effective when it can be visualized easily. AskNicely has a TV dashboard feature which lets you take the results of your customer surveys, and show them on screen. As well as the ability to segment answers by reps, customer cohorts and product.



# Comparison: 5 tools that surface important information

Below, we've compared aspects like whether you can try the tool out for free, and what type of plans are offered.

Helping you to make an informed decision about where to place your time and effort.

	ScreenCloud	Geckoboard	Databox	Google Data Studio	AskNicely
<b>Price</b>	\$20 per screen, per month	\$25 per month, per user (1 dashboard)	Free for 3 users, or a Basic plan starts at \$49 per month	Free	On request
<b>Free Trial</b>	✔ Yes	✔ Yes	✔ Yes	It's free	✘ No - demo offered
<b>Credit card required for trial</b>	✘ No	✘ No	✘ No	■ N/A	■ N/A
<b>Plans</b>	One, discount for NFP and Education	Starter, Growth & Company	Basic, Plus & Business	It's free	■ N/A
<b>Enterprise ready</b>	✔ Yes - discount for bulk screens	✔ Yes	✔ Yes	✔ Yes	■ N/A

05

**Tool map**

HR

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Central communication

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Employee engagement

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Information surfacing

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## Corporate communication tool expert award

Thank you reading and congratulations on being the pioneer in your organization of using corporate communication tools more effectively.

If our chat about taking your important information and showing it on screens tantalized you, we'd love to get you on a free trial of ScreenCloud, which you can get easy access to at [screencloud.com](https://screencloud.com)

For other ways of getting in touch, check out our channels below:

screencloud.com  
@screencloud  
hello@screencloud.com



Get your free trial at  
[screencloud.com/getstarted](https://screencloud.com/getstarted)



To request a demo head here

