



INTERNAL COMMUNICATION PLAN

Carolina Gonçalves. January 22, 2024.

www.better.com



ABOUT US



400,000+ HOME LOANS
FOR CUSTOMERS



We've built technology to streamline the lending process, making it cheaper (and faster) for us to make the loan which means we can then pass savings on to you.

www.better.com

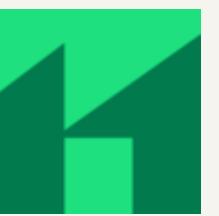


OUR MISSION AND VALUES

We're making homeownership simpler, faster — and most importantly, more accessible for all Americans.

Values: Transparency, Efficiency, Collaboration.





ORGANIZATION OBJECTIVES:

ENHANCE CUSTOMER EXPERIENCE AND SATISFACTION

Improve the Net Promoter Score (NPS) by 15 points within the next 12 months through streamlined processes, enhanced customer service, and personalized communication.

STRENGTHEN EMPLOYEE ENGAGEMENT AND SATISFACTION

Increase overall employee satisfaction by 20% over the next year through targeted communication, professional development opportunities, and recognition programs.



KEY MESSAGES

- Our employees are our greatest asset.
- Emphasize openness and honesty in communication.
- Reinforce commitment to Better.com values.
- Encourage feedback and open dialogue.
- Transparency is not just a value; it's our commitment.
- We are at the forefront of technological advancements in the mortgage industry, continuously improving and evolving to better serve our customers.





TARGET AUDIENCES

Executives

Team
Segments

Onboarding

Remote
Workers

Training

Human
Resources

COMMUNICATION CHANNELS



Email:

Official announcements
and policy updates.



Meetings/Town Halls:

Regular sessions for
open communication
and Q&A.



Google Workspace:

Centralized platform for
documents, policies,
and updates.



REGULAR UPDATES/SCHEDULE:

- **Internal Policies and Procedures:** Annually
- **Employee Handbook:** Annually
- **Training Programs:** Monthly
- **Project Plans:** Monthly
- **Employees Feedback/Reviews:** Weekly
- **Employee Recognition Programs:** Monthly
- **Surveys:** Quarterly

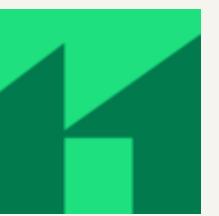




CRISIS COMMUNICATION PLAN

Effectively communicate timely and transparent information during moments of crisis, fostering trust, calmness, and unity among Better.com employees.





KEY PRINCIPLES

Transparency

Empathy

Accessibility

Consistency

Feedback



KEY MESSAGES

- Timeliness: "We are committed to keeping you informed promptly and accurately during challenging times."
- Supportive Tone: "Your well-being is our top priority. We are here to support each other through this."
- Unity: "In times of crisis, we stand united as one Better.com family."
- Transparency: "We believe in open and honest communication. We will keep you updated."





CRISIS COMMUNICATION PROTOCOLS



Message Crafting:

Develop clear, concise, and empathetic messages.



Alert System:

Detect and respond to crises promptly with priority.



CRISIS COMMUNICATION PROTOCOLS



Spokesperson Training:
Regular media training
for designated
spokespersons.



Real-time Updates:
Provide regular updates
on the situation.



EMPLOYEE SUPPORT AND WELL-BEING

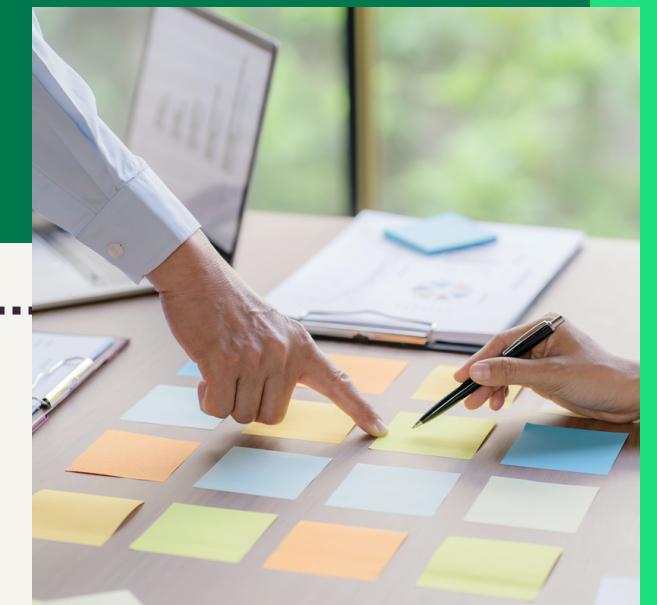
1) Employee Assistance Program (EAP):

- **Action:** Activate EAP services for emotional support.
- **Responsibility:** HR and Employee Support Team.



2) Open Channels for Feedback:

- **Action:** Establish a dedicated channel for employee feedback and concerns.
- **Responsibility:** Crisis Communication Team.





MEASURING/EVALUATING:

FEEDBACK/RESPONSE RATES

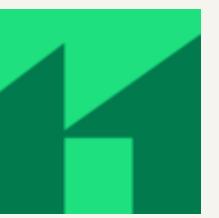
KPIs:

- Number of feedback submissions.
- Response rates to polls and surveys.

MESSAGE REACH/OPEN RATES

KPIs:

- Email open rates for important communications.
- Intranet/portal visitation statistics.



MEASURING/EVALUATING:

CRISIS COMMUNICATION

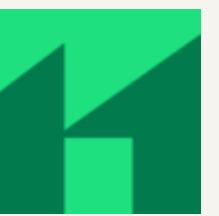
KPIs:

- Timeliness of communication during crises.
- Employee confidence levels during and after a crisis.

IMPROVEMENT INITIATIVES

KPIs:

- Number of implemented suggestions from employees.
- Success of initiatives aimed at improving communication.



MEASURING/EVALUATING:

EMPLOYEE RECOGNITION

KPIs:

- Participation in recognition programs.
- Positive sentiment in employee feedback related to recognition.

EMPLOYEE SATISFACTION

KPIs:

- Overall employee satisfaction scores.
- Retention rates and employee turnover.



THANK YOU!

Carolina Gonçalves. January 22, 2024.

www.better.com