The Podcaster Pro

Connect Engage & Empower Your Workforce

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GREAT IDEAS & CUTTING EDGE TECHNOLOGY THAT WILL TRANSFORM YOUR WORLD

The Podcaster Pro

Podcaster Pro:
Content for Growth

For over 15 years, Timbre Media has earned the reputation as a premier communication partner across diverse industries and regions. While we excel in podcasts, our expertise extends far beyond. Our forte lies in crafting engaging content that resonates with employees across the organisation.

More than 150 leading organisations covering various industry sectors are our clients. Recognised as India's leading content creators, we collaborate closely with HR, communications and marketing professionals, offering tailored solutions for internal and external communications needs. Our in-depth understanding ensures impactful content for diverse objectives.

accenture
Cipla
ADITYA BIRLA GROUP
TATA CONSULTANCY SERVICES
amazon
Microsoft
Bharat Petroleum
energising lives
Network18
Infosys
Flipkart
vodafone
airtel

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Raymond
goibibo
BOSCH
Deloitte.

The Podcaster Pro

A journey of 15 years as the communication and content partner for India Inc led us to **Podcaster Pro**

- Launched Infy Radio in 2011 – India's first corporate radio service for internal communication and employee engagement
- Refined the art of using the radio concept and creativity to address the communication needs of an organization in a unique & compelling manner
- Spread the corporate radio concept to internal communications, employee induction, L & D, employee engagement, rewards & recognition, event promotion and a host of other applications
- Introduced Podcasts for internal communication and HR applications
- Our client base grew to the "who is who" of India Inc and spread across sectors – IT & ITES, Banking, FMCG, Consulting, Pharma, Manufacturing….
- Developed Timbre Media's API for easy ingestion of content to the internal platforms of an organization
- Introduced written content and video formats to complement/ supplement the audio format for internal as well as external communication
- Developed Podcaster Pro, a unique Content as a Software Service (CaaS) product for internal communication and a range of HR applications

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Why Podcaster Pro?

01 Keeping a diverse, widespread workforce informed and engaged is challenging

- Only 17% of internal communication pros rate their efforts as highly effective*

02 Employee time limits, topic preferences, and multiple information sources - all contribute to the difficulty

- Poor communication raises operating expenses by 20%**
- Improving communication via social technologies can raise productivity by 20–25%***
- Strong communication practices reduce customer churn by 50%, boosting revenue and competitiveness****

03 Today's workforce seeks both professional and personal growth, showing interest in company affairs as well as global events

04 Employees also seek relaxation, fun, and entertainment in the workplace

Podcaster Pro aims at addressing these challenges in a unique and entertaining way

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*Gatehouse, 2020
**SHRM, 2013
***McKinsey, 2012
****PwC, 2018

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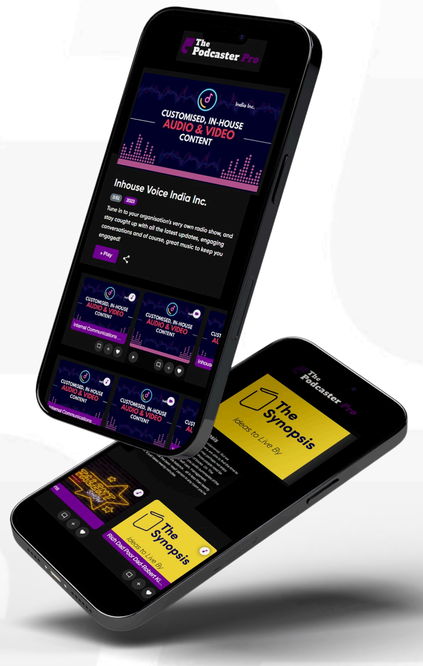
What does Podcaster Pro do?

Podcaster Pro is a unique content delivery and employee engagement platform that helps an organisation to:

- **Communicate, engage** and **interact** with the employees in a **unique, compelling and interesting** manner
- Provide **customised audio, video and written content** that meet ALL internal communication needs of an organisation
- Get **specially curated content** from experts, that empower your employees
- Enhance the productivity and efficiency of your employees through **14 different tools**
- **Keep refining** your communication and employee engagement strategy **through continuous feedback and analytics**



Tools

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What makes Podcaster Pro unique?

- **Pioneering Content as a Service:** First-of-its-kind Content as a Software Service (CaaS) product for HR and communication needs
- **On-the-Go Accessibility:** Enables employees to consume corporate content anytime, anywhere
- **Holistic Employee Growth:** Promotes knowledge, fun, entertainment, and productivity enhancement
- **Gen Z-Friendly Platform:** A Netflix-style, Gen Z-friendly OTT platform for corporate communication
- **Integrated Solution:** Combines customised content, expert-driven insights, and a variety of tools, including rewards and recognition, quizzes, mind-stimulating games, surveys, and more

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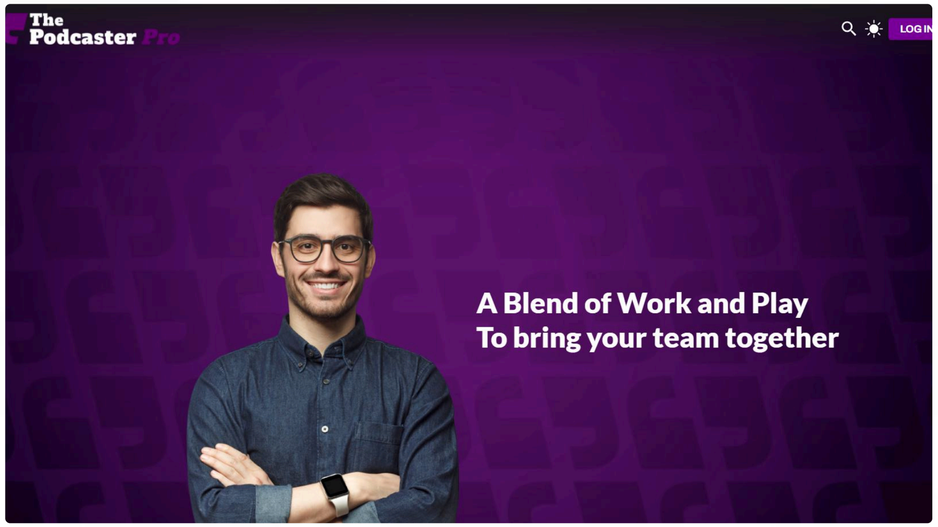
The Podcaster Pro Difference

- **Innovative Media Use:** Leverages radio, podcasts, and video to make employee communication and learning engaging and interactive
- **Client Control:** Offers clients complete control over content and platform customisation
- **Scalable Solutions:** Effortlessly scales and customises content for each client's needs
- **Seamless Integration:** Integrates with HRMS, LMS, mobile apps, and websites for easy setup, deployment, and consumption



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Why is Podcaster Pro Technically Superior?

- **Reliability:** Ensures system and data security through authentication and access control
- **Security:** Firewalls, IDS, frequent patches, upgrades, and other safeguards are used to protect the infrastructure
- **Performance & Integration:** Provides high availability, seamless integration, one-click login, and KPI analytics
- **Compliance and Interface:** Podcaster Pro complies with GDPR and ISO 27001 for user privacy, with an intuitive UI promoting cooperation, communication, and ease of use

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The Podcaster Pro

Transforming workplace communication into an engaging, informative, and inspiring experience for your employees

The Podcaster *Pro*

THANK YOU