

How Tigerhall Works

A Change Leader's Guide

Your Change Journey



2 / 3 action items completed

Global Transformation Strategy 2025: Key Takeaways

Due by Mon, Aug 5

Start



Follow People From Your Organization

Connect with colleagues & stay in the loop.

Upcoming Experiences

Secure your spot now & don't miss out!



Livestream: Shifting to a New Business Model

Maia Ervin
Wed, Jun 10 | 10:00 PM Asia /
Jakarta



Livestream: Revising the Organizational Structure

Alexandra Hurworth
Wed, Jun 10 | 10:00 PM Asia /
Jakarta

PLATFORM

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Report Builder

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Manage Groups

Admin Settings

COMPANY CONTENT

Creator Studio

Assignments

Tools

Interactive Forms

Podcasts

Experiences

Videos

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Power Reads



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Browse Tigerhall Topics

Find insights and updates specific to your company's priorities

ERG Implementation

Sales Enablement AI Automation

Customer Journey Remodelling

Workforce Enablement

Pick Up Where You Left Off

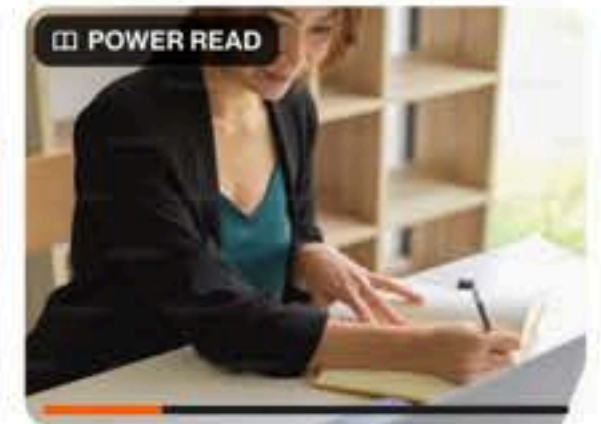


39m

ESG IMPLEMENTATION

Introducing a new ESG Reporting Framework

Amy Peter



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TECH

Upgrading the IT Infrastructure to Support Cloud Migration

Amber Chan



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INTERNAL UPDATES

Company-wide Cost-cutting Initiative

Josh Tan

What's New at In Your Organization

The latest content from your leaders and peers



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CUSTOMER JOURNEY

Customer Loyalty Program to Boost Retention



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INTERNAL UPDATES

Launching a Global Expansion into New Geographic Markets



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CREATIVE THINKING

Lookalike Audi... Identify Their F...

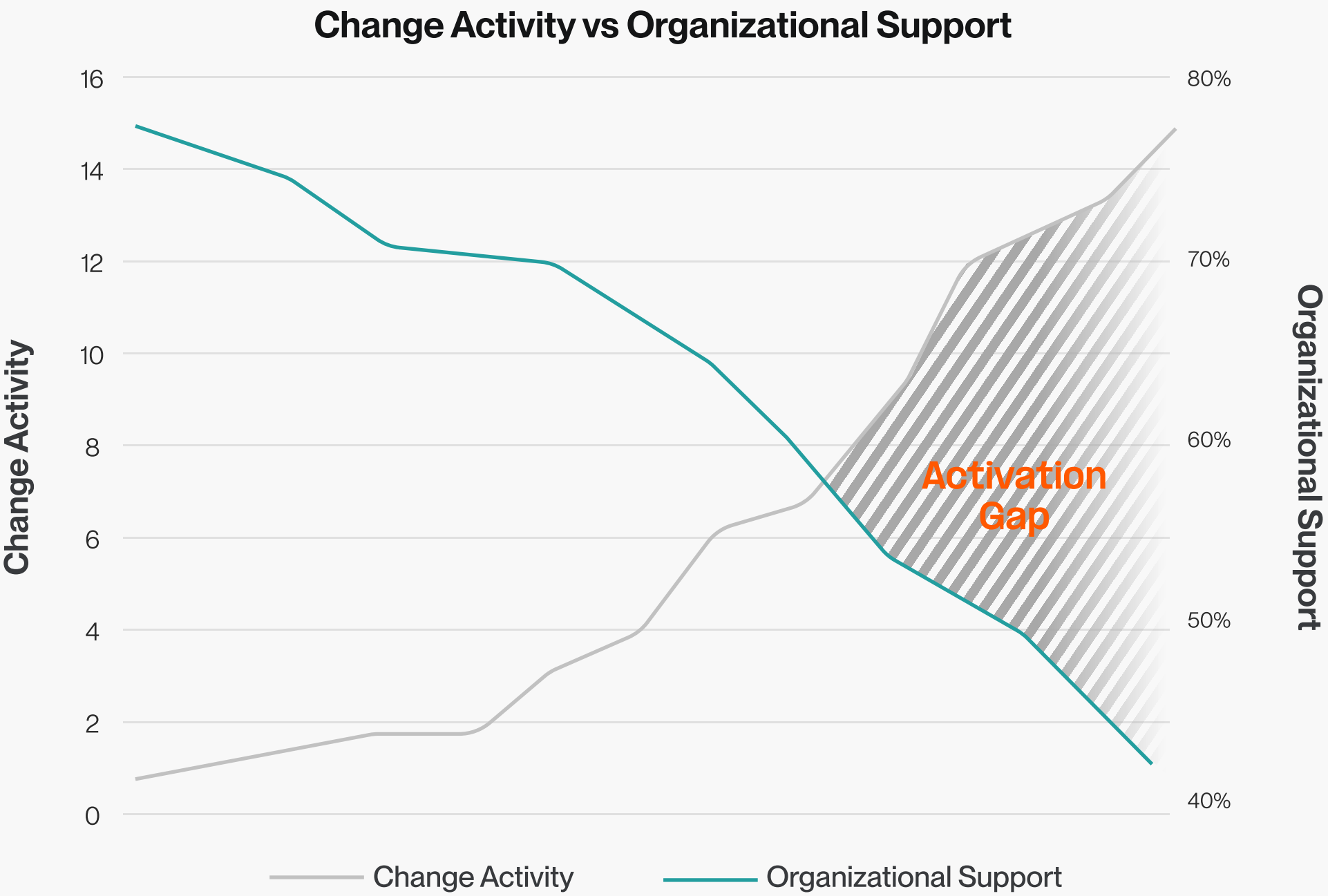


The gap between your change strategies and successful activation? Consider it **closed**.

For your large-scale change and transformation initiatives, align your organization with the ‘why’ and equip them for the ‘how’, all while tracking progress and capturing feedback on Tigerhall’s all-in-one change activation platform.

Systematically activate change with automated two-way communication, capability building, and progress tracking in one system. Optimize resources, scale execution, and accelerate adoption to achieve 4x higher transformation success rates.

Change activation made simple, scalable, and efficient—for leaders like you.



73% Change Team Resources Saved

Automate content creation, localization, and delivery to focus on outcomes, not admin work.

6x Faster Implementation

Leverage real-time data and insights to fine-tune your strategy and accelerate adoption.

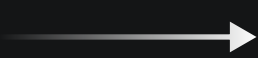
32x Increased Employee Buy-In

Scale alignment with personalized, localized content—integrated right into existing workflows.

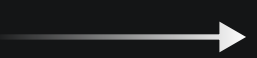


Your One-Stop Platform for Change Activation

✓ Strategy



✓ Planning



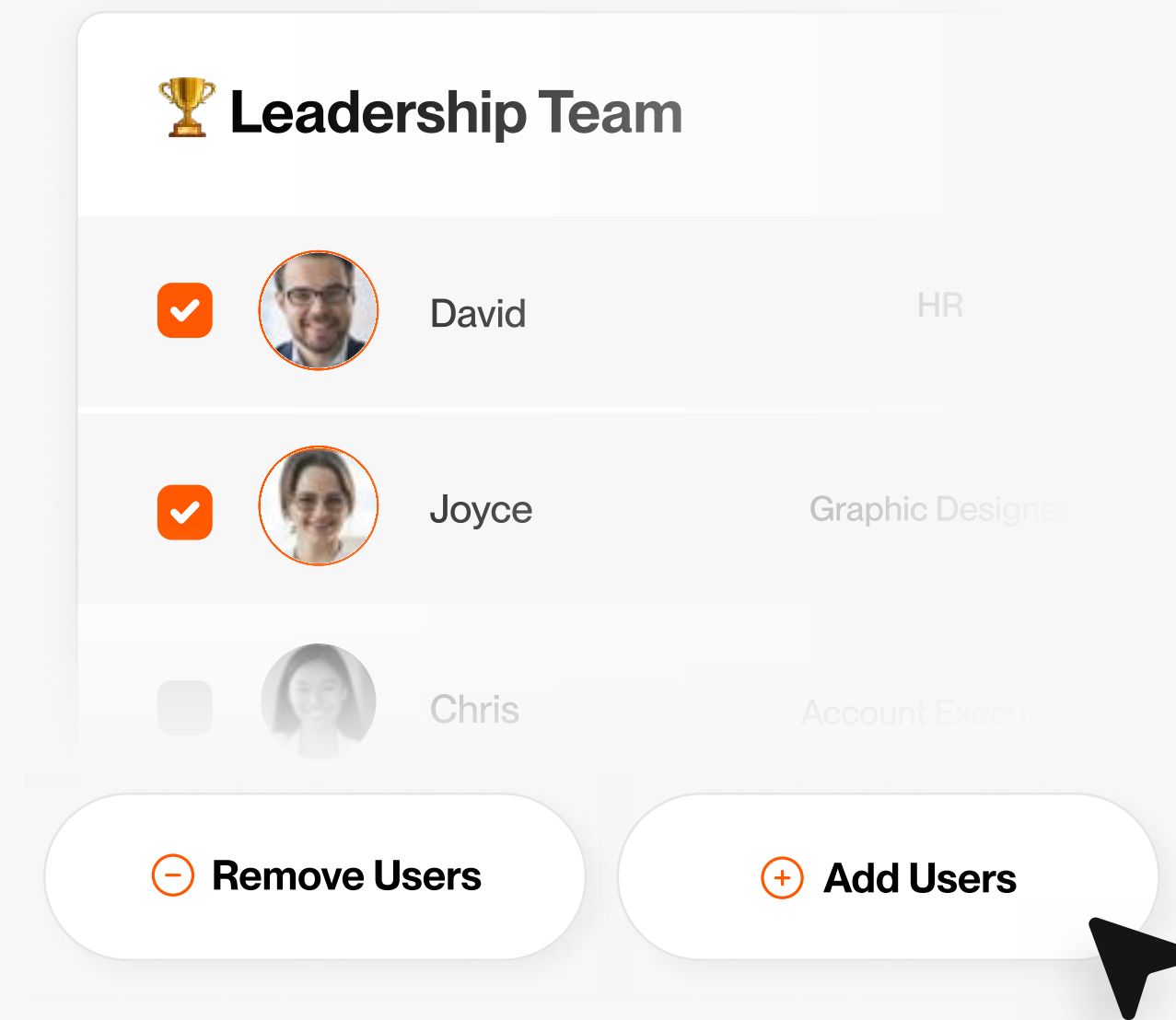


Cut through the noise with precise targeting

**Make change feel relevant, not overwhelming.
Keep teams engaged and drive faster adoption
through localized, role-based change journeys.**

Targeting Made Scalable: Audience Segmentation

Different teams are impacted by change differently. Automated audience segmentation enables precise targeting at scale—without adding to your change team’s workload or headcount.

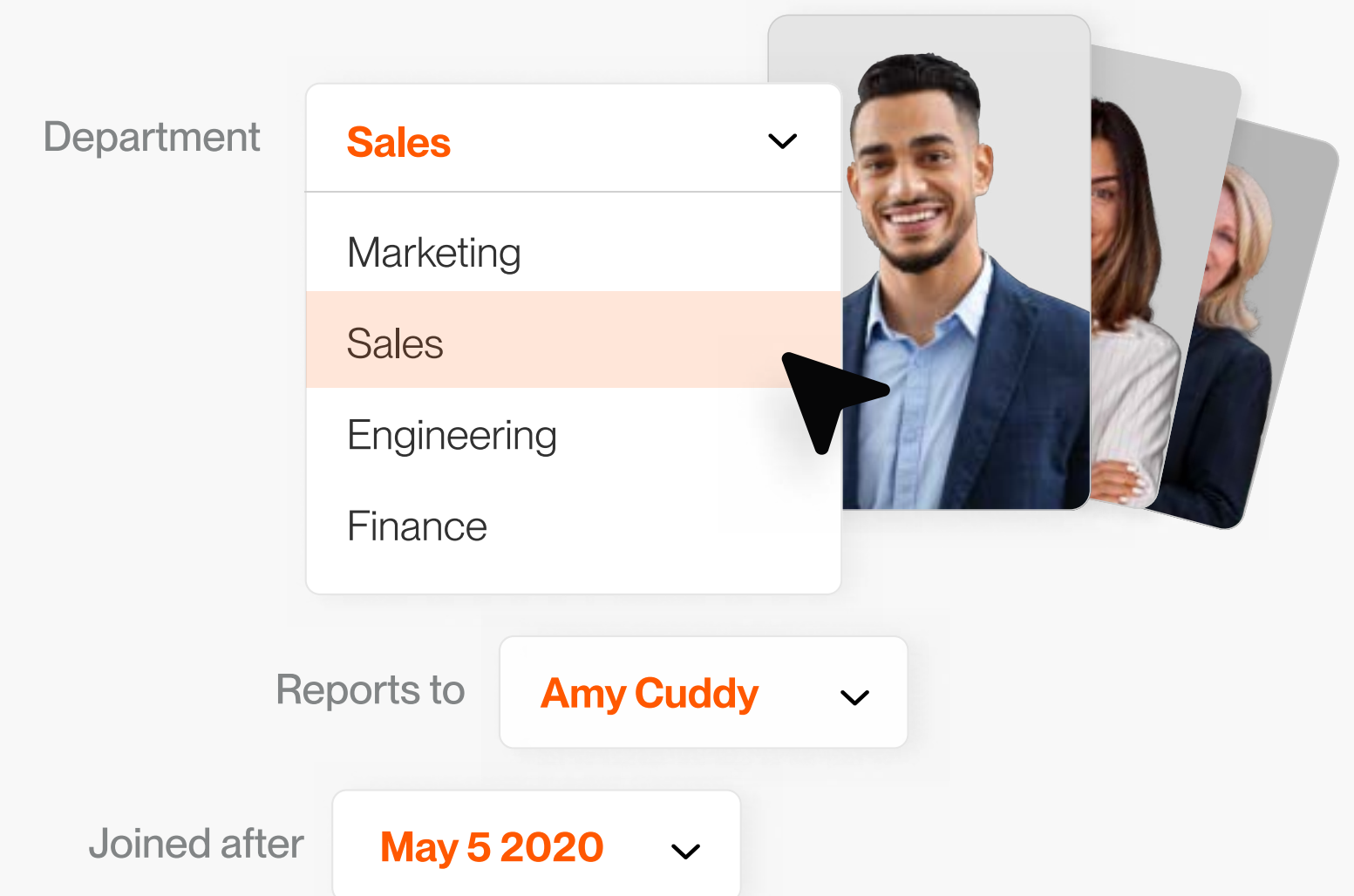


Standard Audience

Upload a CSV file or select existing Tigerhall users to manually create audience groups.

Examples of use case:

- Collecting feedback from focus groups.
- Managing champion networks.



Dynamic Audience

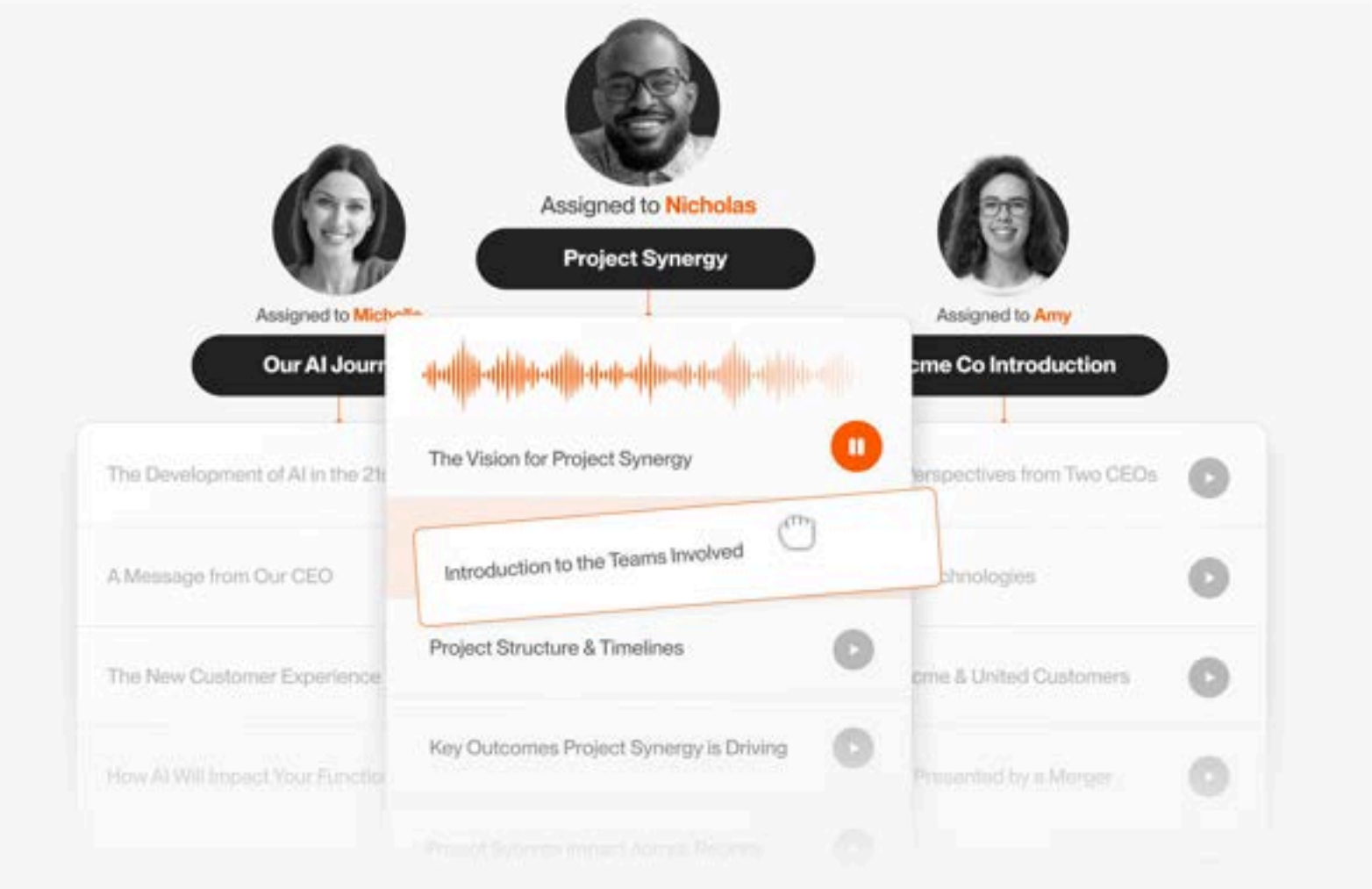
Apply filters from integrated CRM, ERP, and HRIS or Tigerhall data to automatically generate and update audience groups.

Examples of use case:

- Targeting detractors with differentiated messaging.
- Enrolling Mexico-based employees into a specific change journey.

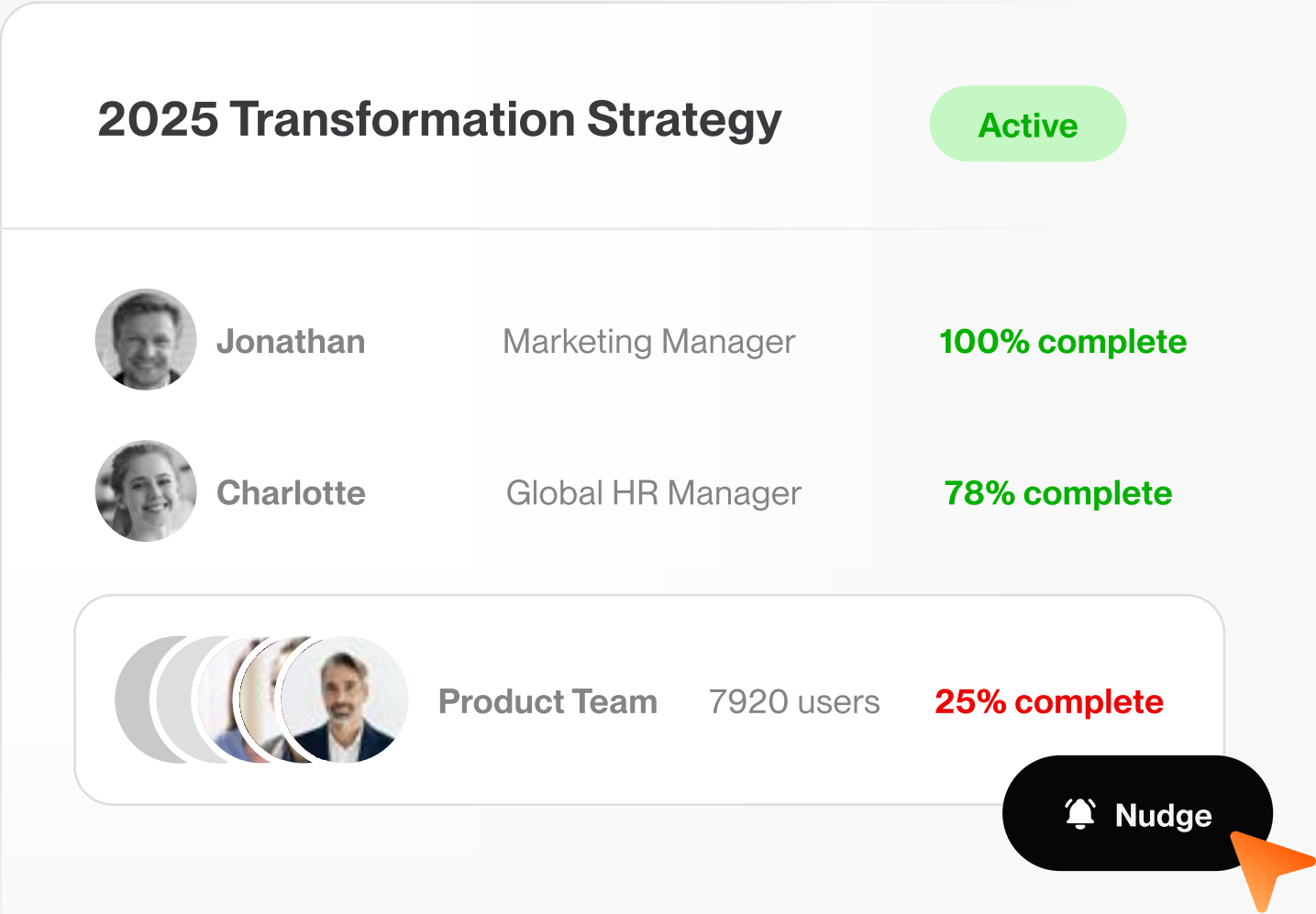
Sustain Engagement with Personalized Change Journeys

Consolidate key updates and capability content into structured change journeys that automatically enroll the right audiences and send follow-ups. Reduce manual comms work and make it easy for teams to find what they need—without getting lost in multiple destinations.



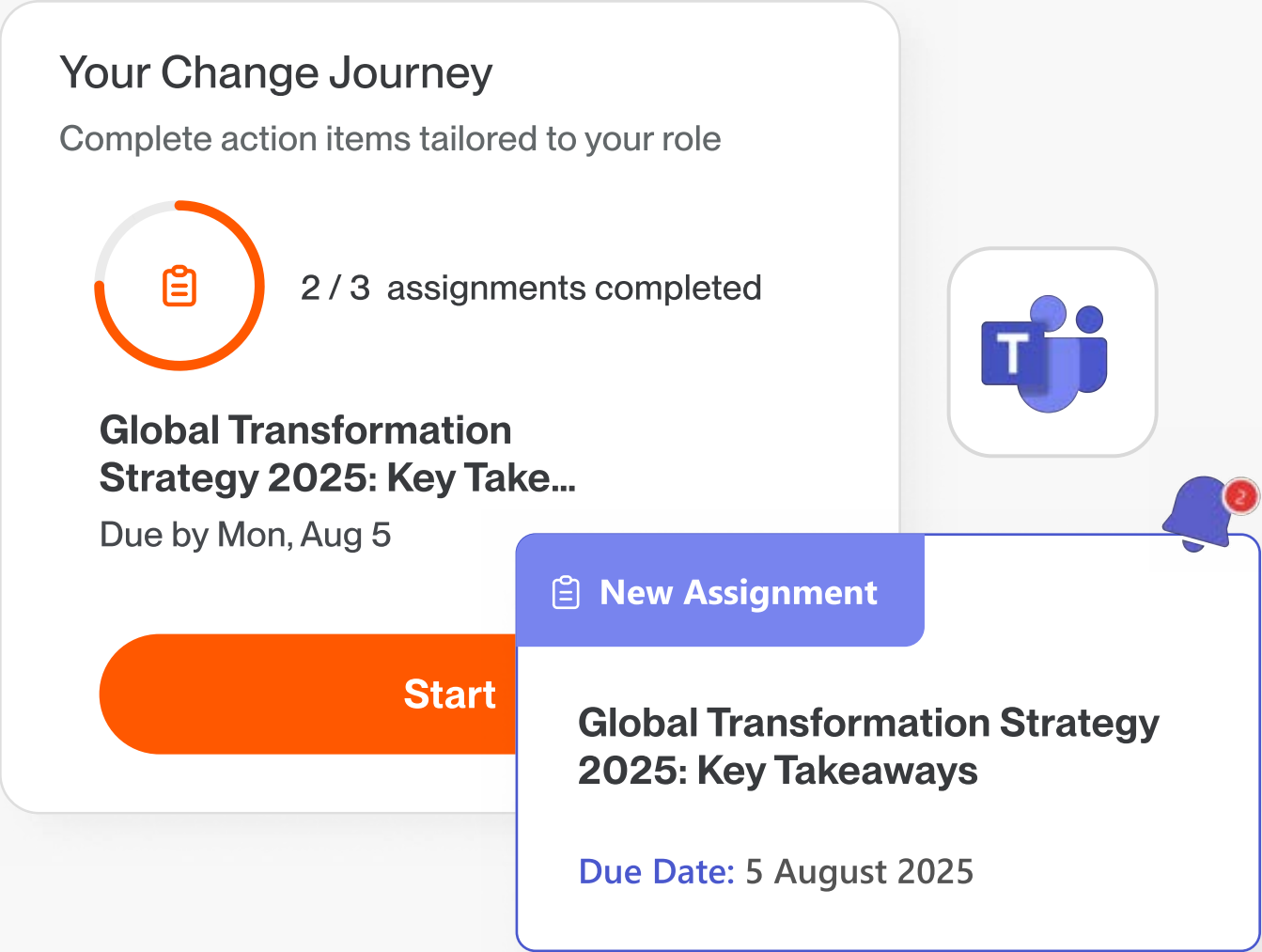
01 Personalization On-Demand

Speed up adoption with information tailored to the audience’s role, region, and transformation stage.



02 Always-On Progress Tracking

Monitor progress and engagement across audiences. Send personalized nudges in one click to keep initiatives on track.



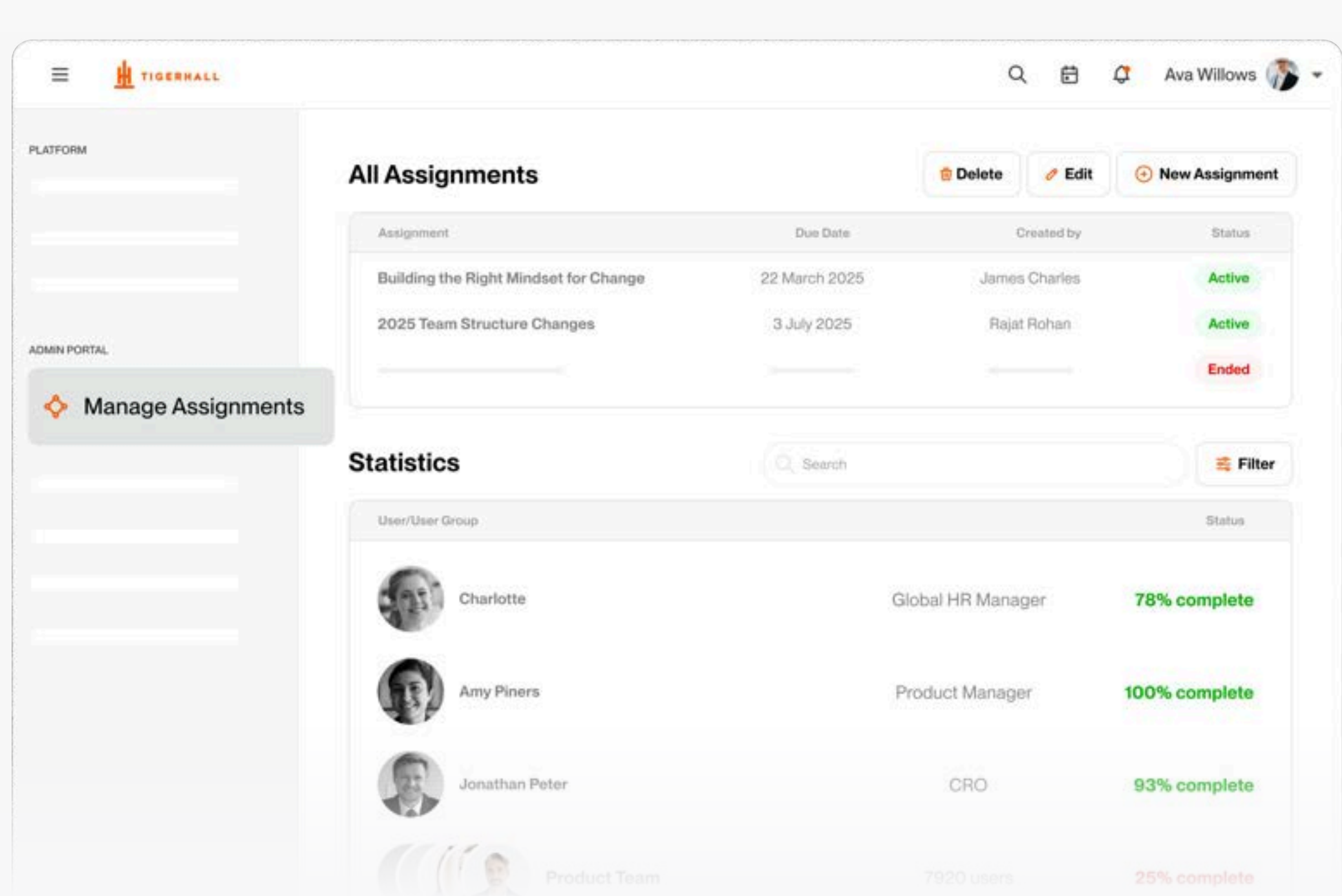
03 In-the-Workflow Delivery

Integrated with Microsoft Teams, enable direct access to assigned change journeys via channels and chats. No extra logins needed.



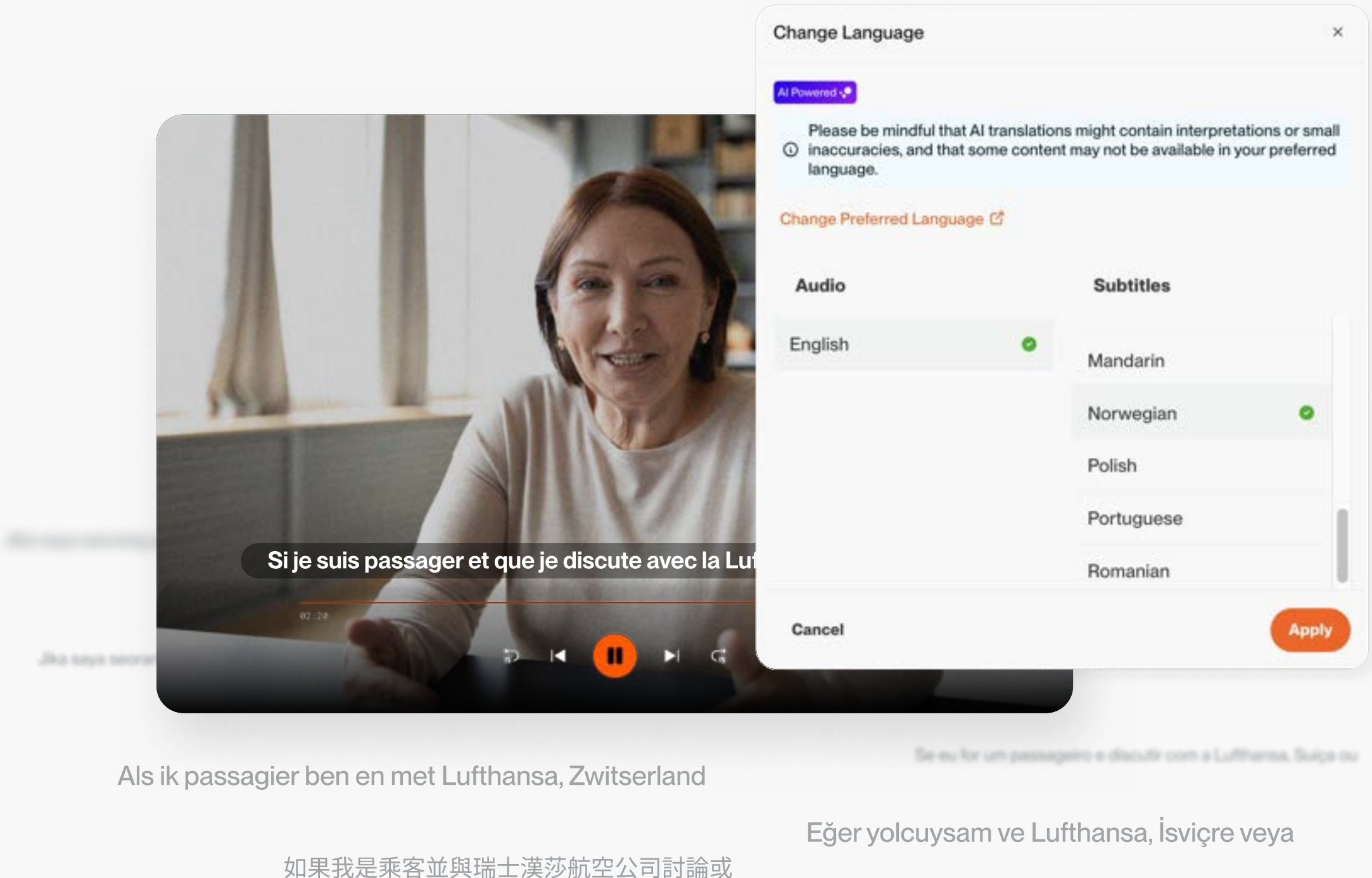
A Clear Overview: Assignment Dashboard

View all assigned change journeys on the dashboard. Establish a single source of truth to prevent cross-functional misalignment, plan staggered rollouts, and protect your organization from information overload—especially when multiple initiatives run simultaneously.



Speak Their Language: 30+ AI-Powered Translations

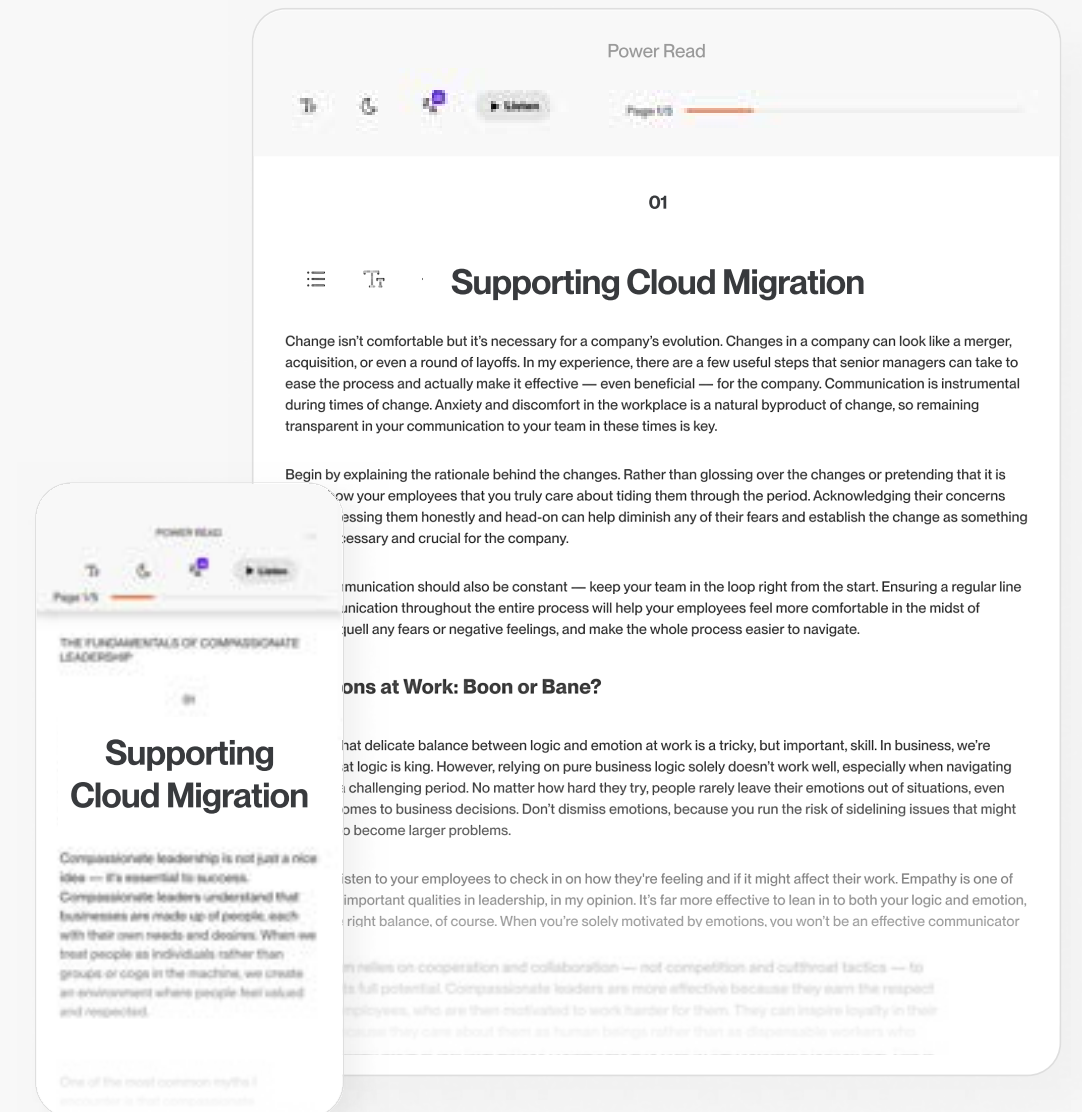
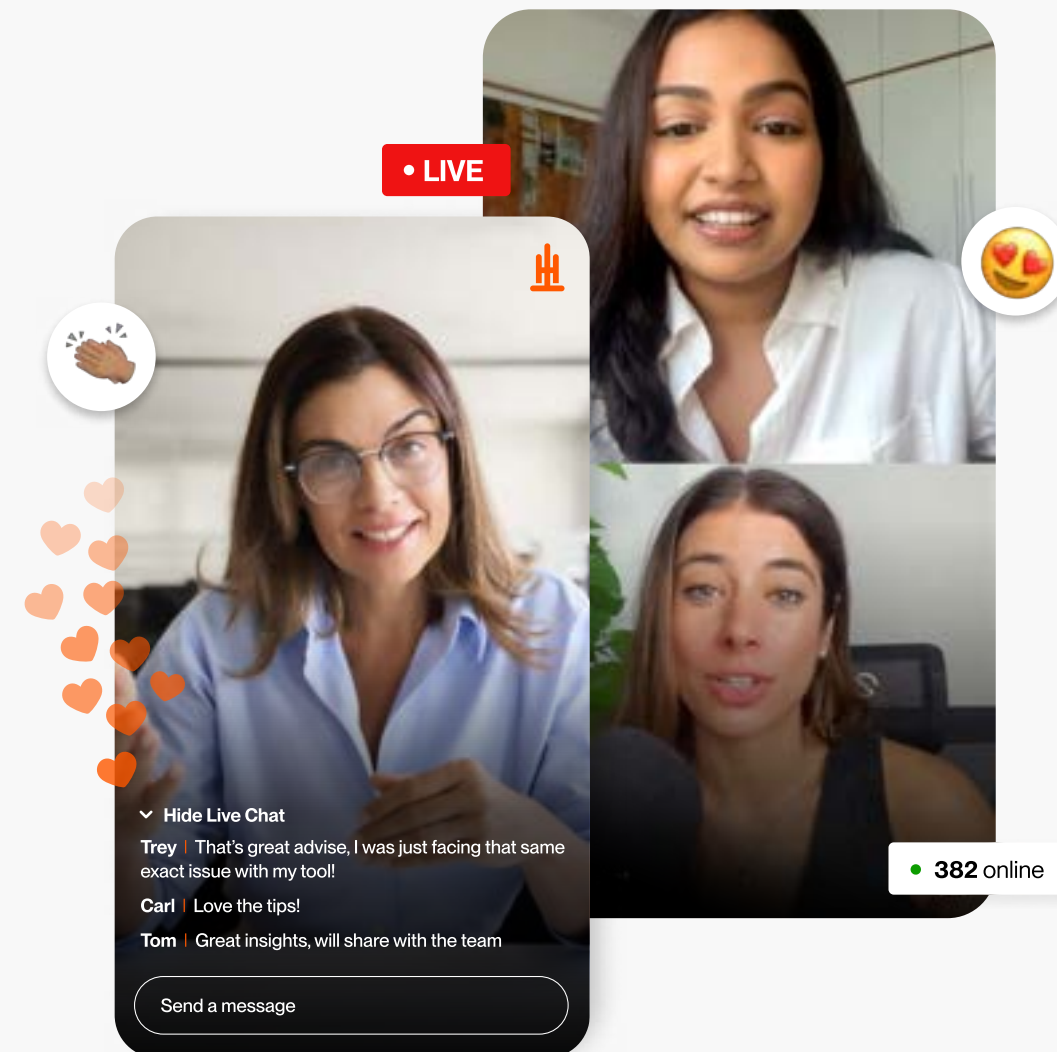
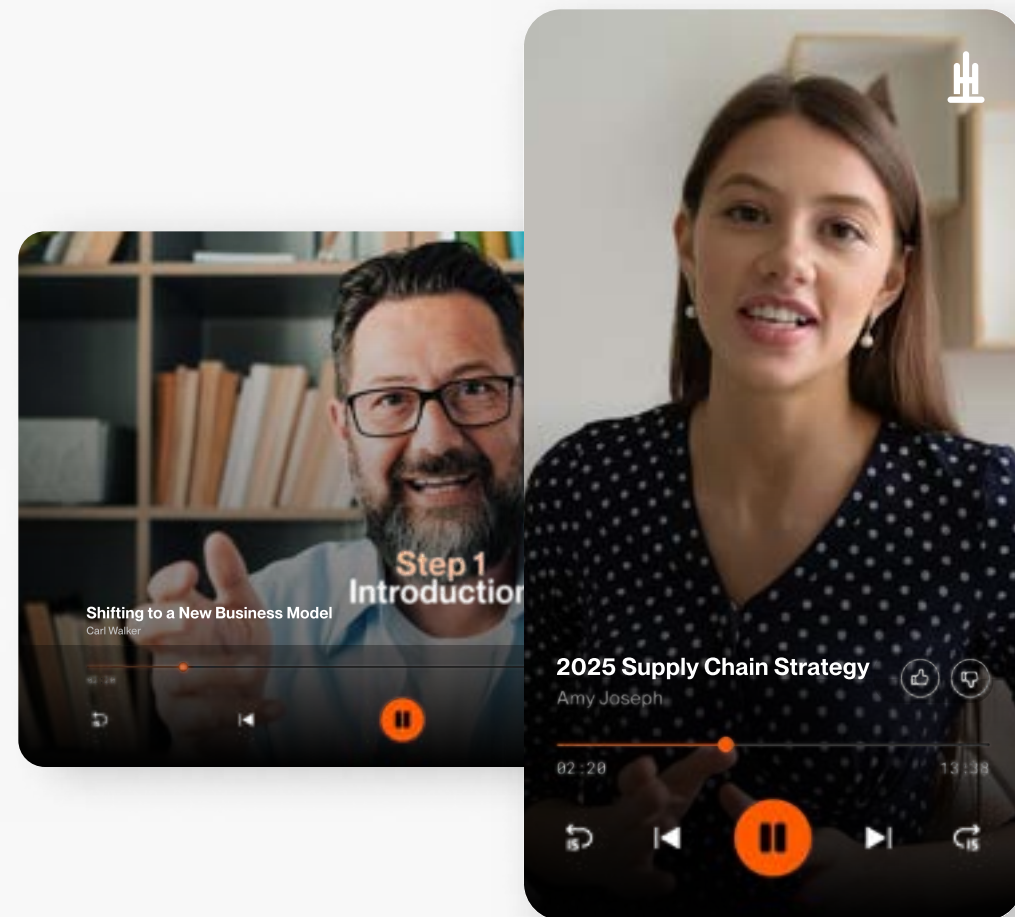
Cater to the diverse language needs of a global organization while saving time and costs on translation services. Share content worldwide and let employees customize their language preferences, speeding up alignment while building trust through inclusivity.





Change communication that stays on people's minds

Speed up buy-in with bite-sized, modern communication formats that engage your organization without causing fatigue.



Short Video 1 - 4 mins

Amplify key messages and strengthen connections with short videos featuring influential change champions, with subtitles in 30+ languages.

Example:

Feature an operations leader explaining the benefits of a shift to remote-first policies.

Podcast 10 - 15 mins

Reach busy teams with a hands-free medium that keeps them informed without disrupting their workflow. Transcript available.

Example:

Update frontline managers on the progress of a supply chain optimization project.

Livestream 20 - 35 mins

Candid, unscripted formats with a live chat. See responses and address feedback from the audience in real time.

Example:

Host a town hall to announce the rollout of a global digital transformation initiative & address live questions, or a 20-minute live training session to equip sales teams with the skills to navigate AI-driven tools.

Power Read 3 - 8 mins

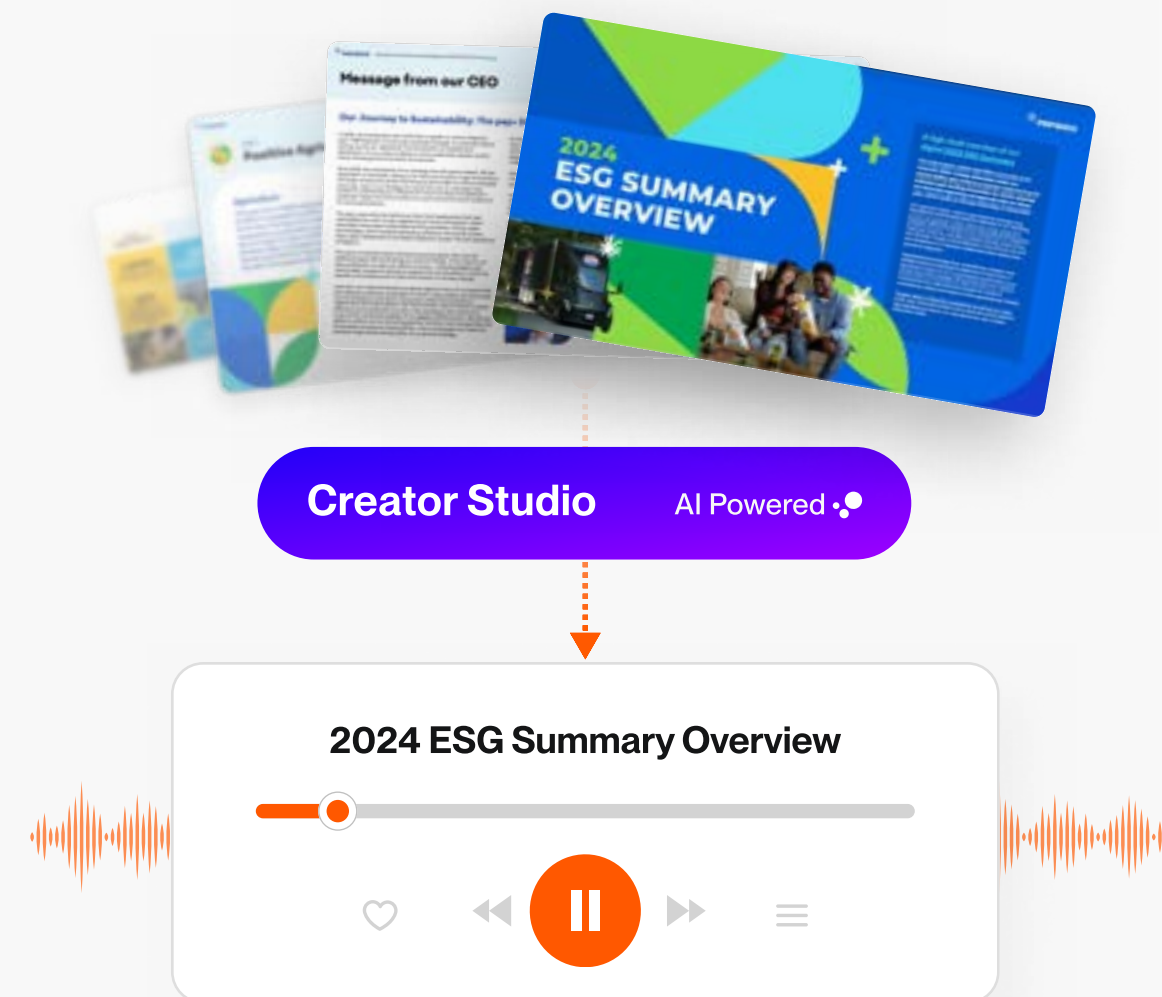
Quick and scannable, Power Reads make announcements and updates easy to absorb, act on, and reference anytime. Available in audio.

Example:

Outline key steps for teams to adopt a new customer relationship management (CRM) platform.

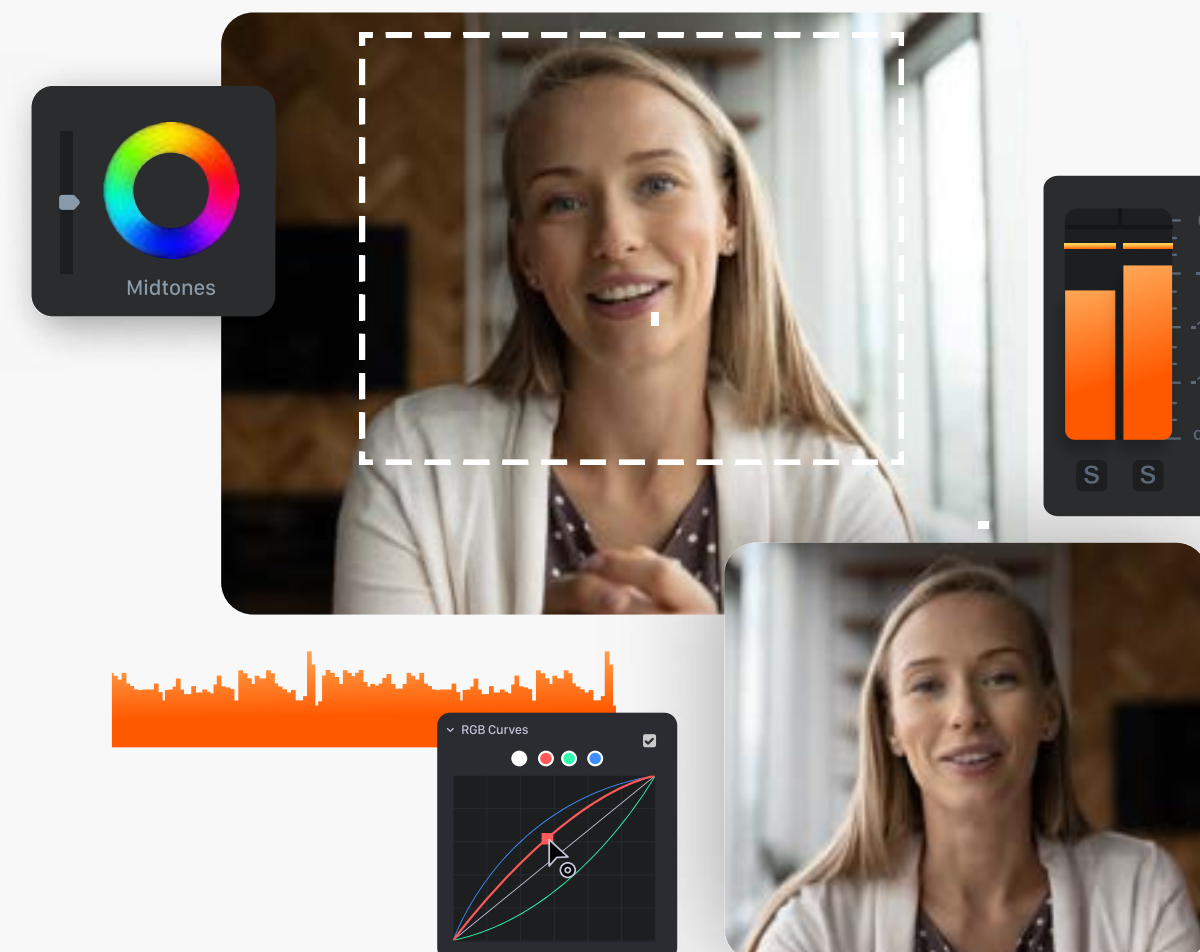
Personalization at the Speed of Need

Create unique change communications faster—while your comms team stays the same size.



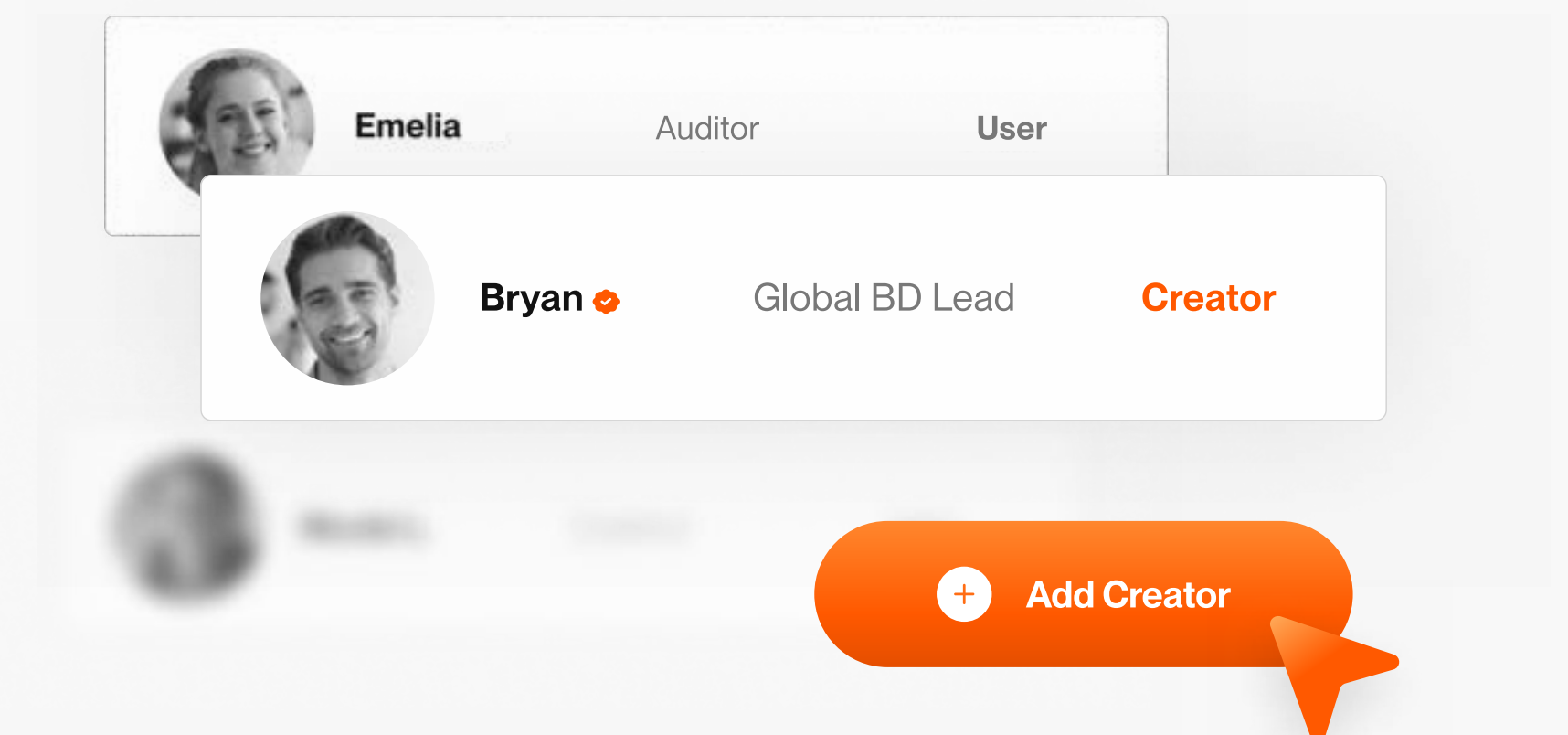
AI Creator Studio: Unlimited Content Generation

Turn existing assets, like an AI Implementation Plan, into tailored podcasts and videos. With voice cloning, personalize content without asking leaders to step into a studio.



Tigerhall Studios: White Glove Content Production

No more chasing or coordinating recordings. From creating content to converting existing resources, a dedicated team of production and solution specialists handles it all.



Creator Roles: Scalable Peer-Led Activation

Grant select employees creator access, where they can publish authentic, relatable content to drive peer-to-peer activation effectively. These are your change champions!



Make change stick right where your organization works

Centralize key change processes by integrating
Tigerhall with your tech stack. Seamlessly
manage more than one initiative at a time.

Automation for Modern Transformations

From directory sync to audience segmentation, reduce the time and headcount needed to scale execution as change becomes bigger and more frequent.

✓ A Long-Term Solution

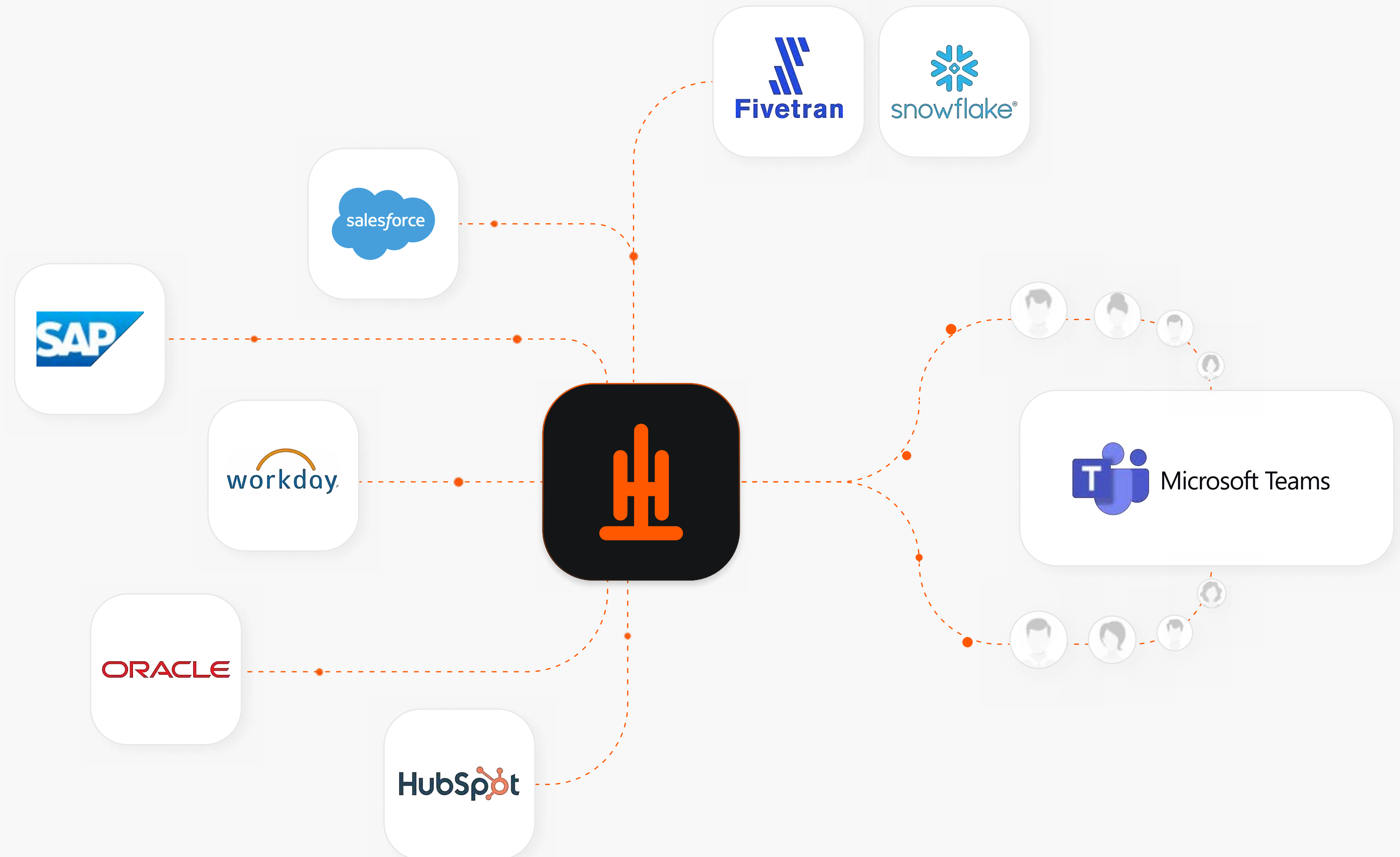
Connect Tigerhall with existing tools.
Build a sustainable infrastructure that adapts to future initiatives without starting from scratch.

✓ A Streamlined Workflow

Vertically integrate all change activation processes within one system to help change teams work more efficiently.

✓ Consistent Progress

Drive continuous progress with automated information delivery and timely change journey enrollment. No manual intervention required.





One Platform, Endless Applications



Operational Improvement

Streamline processes to improve efficiency and productivity



Organizational Restructuring

Realign your organization to meet current goals and boost performance



Technology & AI Adoption

Adopt new technologies to optimize workflows and stay competitive



Commercial Transformation

Refine business models and revenue strategies to increase profitability



Cultural Shift

Evolve values, mindsets and behaviors to keep employees engaged



Mergers & Acquisitions

Unite company cultures and teams to drive the vision forward



Microsoft Teams

Drive Frictionless Adoption on Microsoft Teams

Save employees the pain of migrating to a new platform. Available in Microsoft Team's app marketplace, integrating Tigerhall takes just a few clicks. No slow system rollouts, no additional steps required.

Make change stick with 'right place, right time' info-sharing directly through the chat



Babak Shammass

1:58 PM

Hey @MarieCampbell, here's the podcast that'll help you explain the AI Transformation in your team meeting tomorrow



Tigerhall

Implementing a New AI-Powered ERP System
by Venugopala Naredla

Keep your initiatives top of mind with timely notifications on the Activity Feed



You have a new assignment 3:13 pm
'Rolling out updated data privacy...



New Assignment



Your assignment is due in **5 days**

12:06 pm

Assignment Due

Deliver targeted information to distinct audiences via channels



Chat App About



Tigerhall 19/04 4:16 am

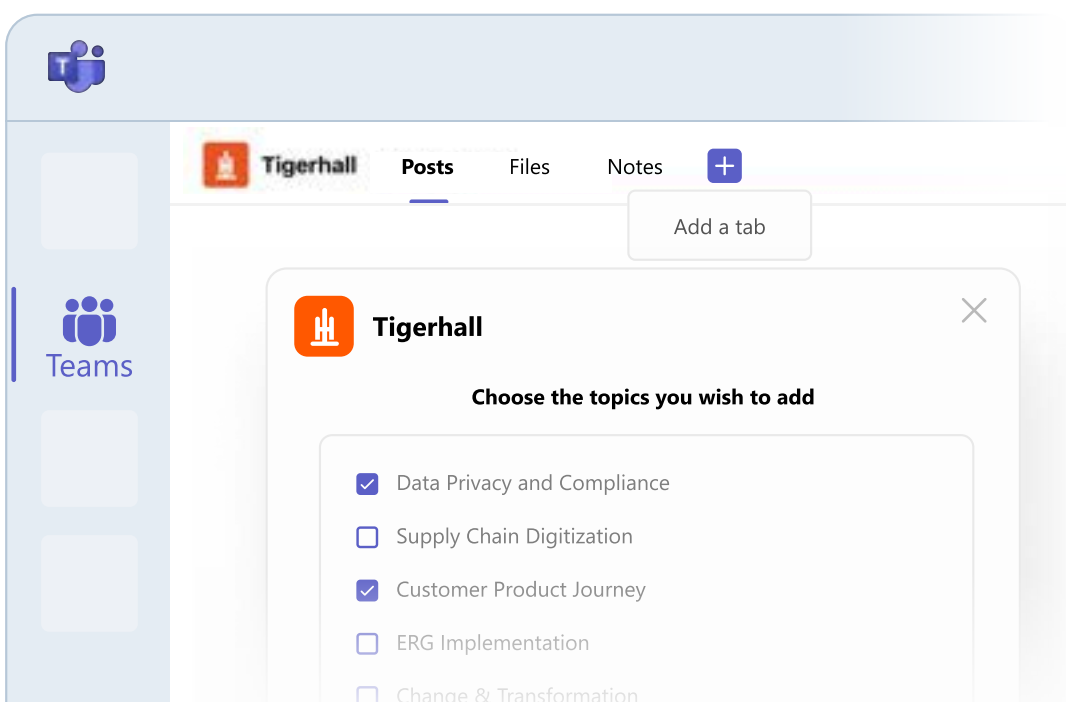
Hey there, your manager sent you a new assignment!



New Assignment:
Cost-cutting Initiative

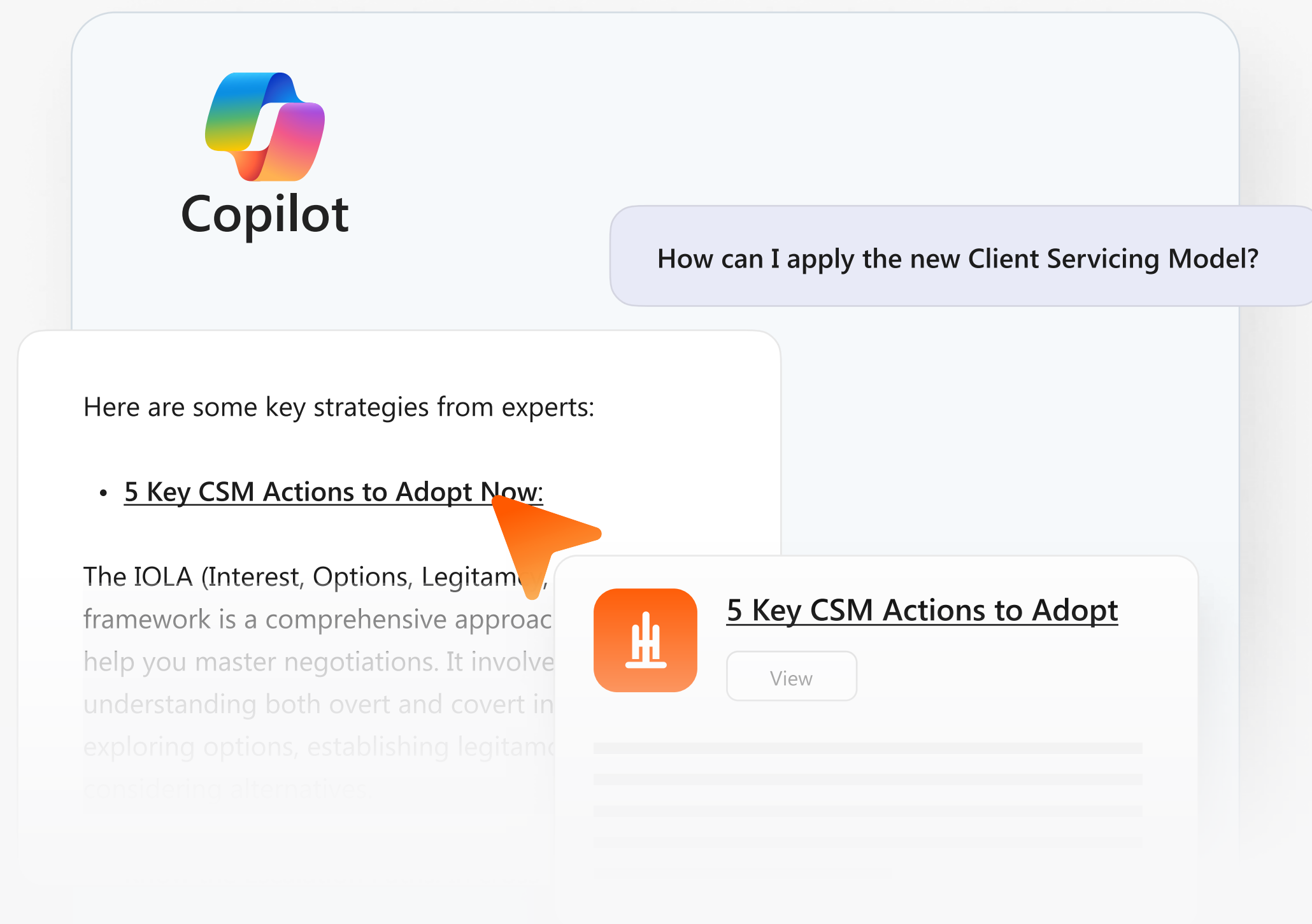
View

Create shortcuts to relevant initiatives by adding Tigerhall topics as channel tabs



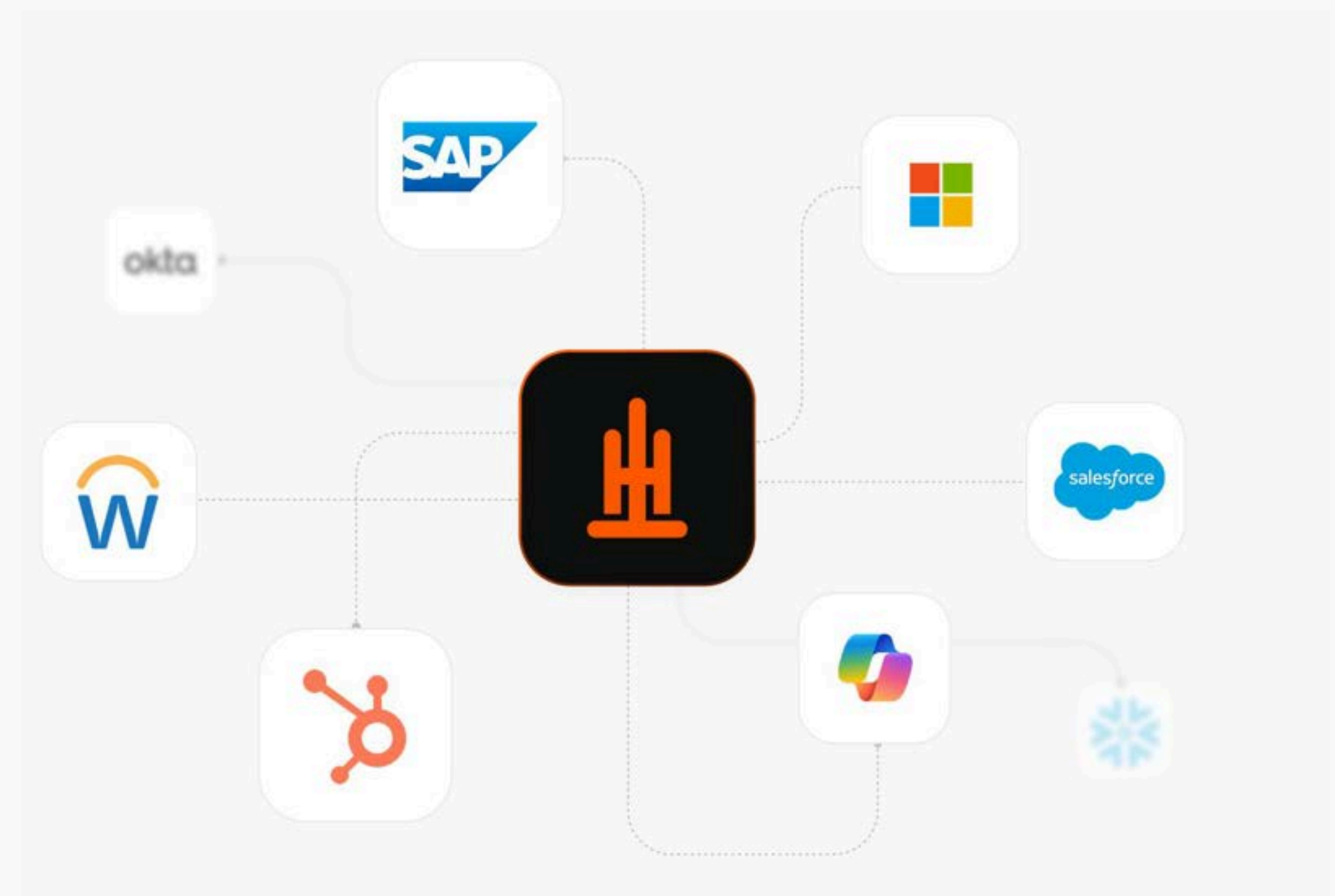
Your Organization's Personal Change Companion

Automate change reinforcement with Copilot's powerful AI, delivering tailored recommendations and summarized insights anywhere within the Microsoft ecosystem.



Integration That Gives You Better Data

Make informed decisions and adjust your strategies with more accurate data and forecasts. Connect CRM, HRIS, ERP, and other organizational systems with Tigerhall's analytics.





Tune into Organizational Sentiment with Feedback Loops

Leverage two-way engagement touchpoints and AI-assisted sentiment analysis to tackle resistance without overloading your change team.



Surveys & Check-Ins

Strategically embed surveys into change journeys to collect structured feedback.

✓ **Versatile Formats**

Multiple-choice questions, polls, rating sliders, and open text input.

✓ **Easy Customizations**

Enable anonymity, resubmissions, compulsory questions, and more.

✓ **Data Exports**

Export overall results and individual responses in one click.

Freeform

0/200

Rating

Poor

Quiz

✖

Poll

8%

20%

18%

54%

Export Data

★★★★

😊

😄

❤️

🎉

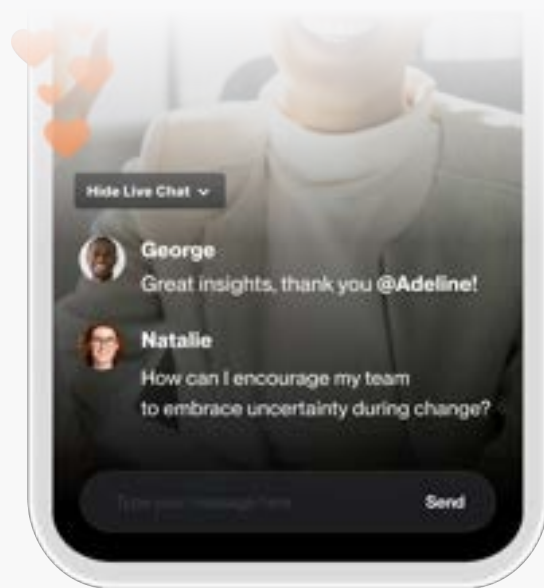
Congratulations!

Score 8/10

✔️ Pass

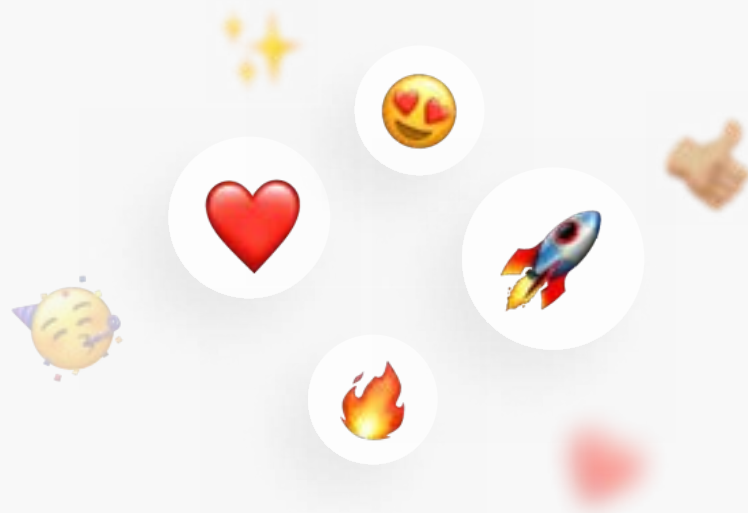


Varied Feedback Channels



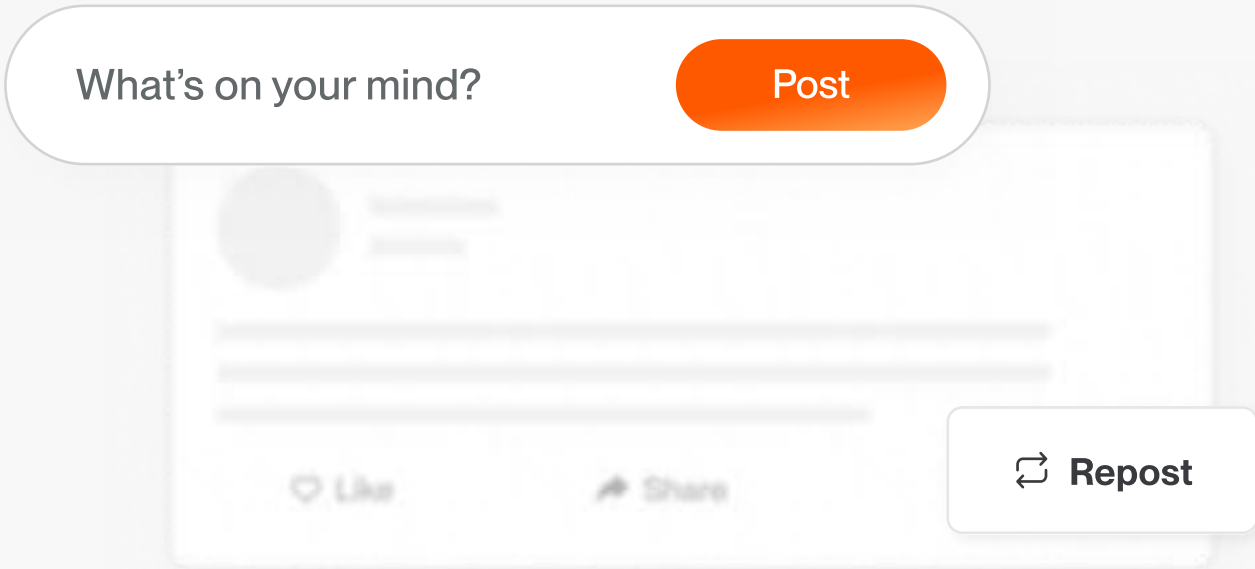
Livestream Chat

Instantly gather responses and address questions to accelerate alignment.



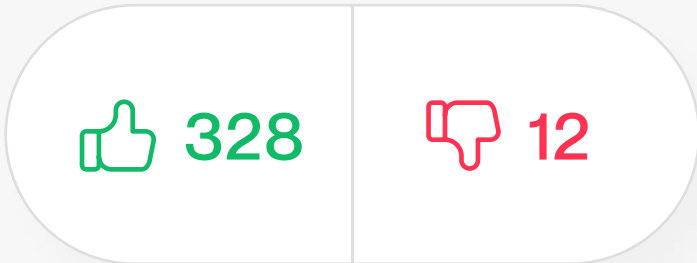
Reaction

Inspired or doubtful? Analyze reactions to understand how employees feel about different initiatives.



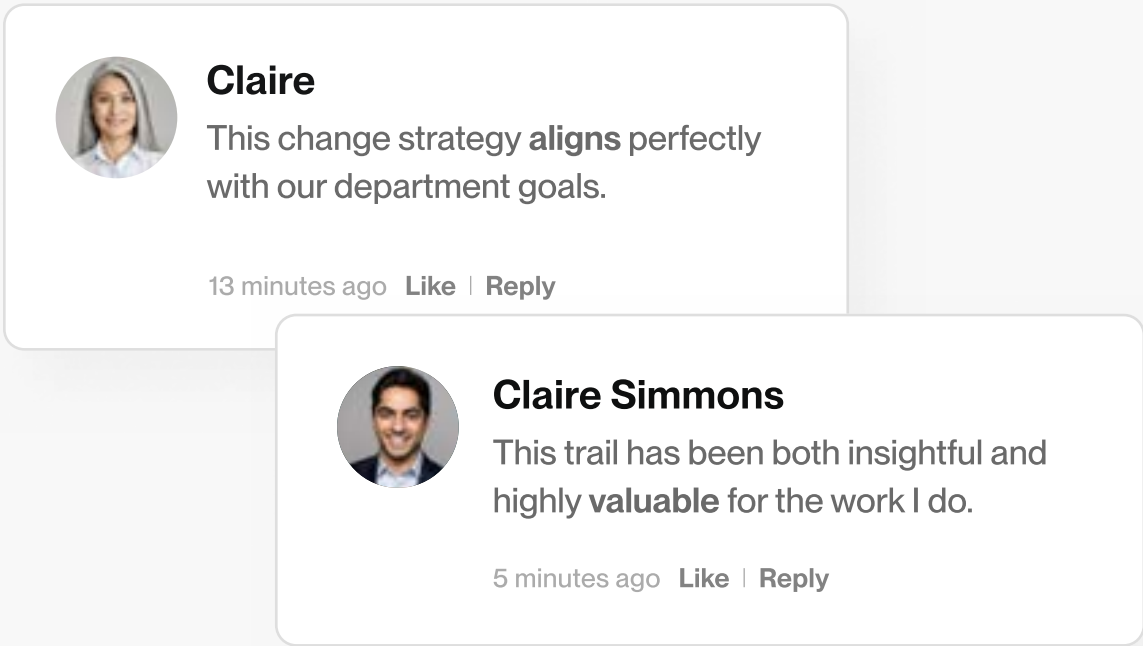
Feed Post

Share updates and crowdsource input through manager and champion-led conversations.



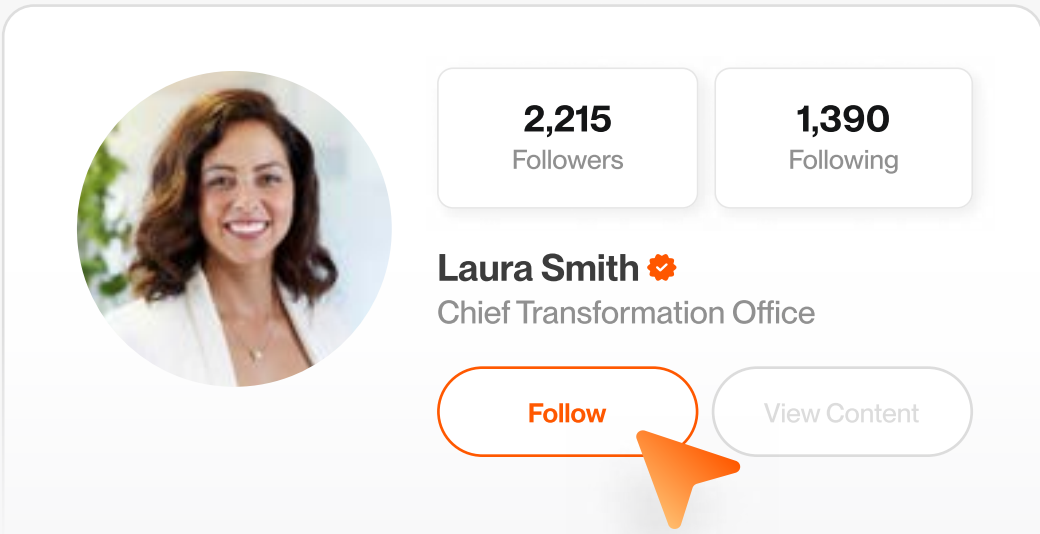
Rating

Know whether a content piece provides sufficient support for those going through a specific change.



Comment

Invite discussions with every content and post.

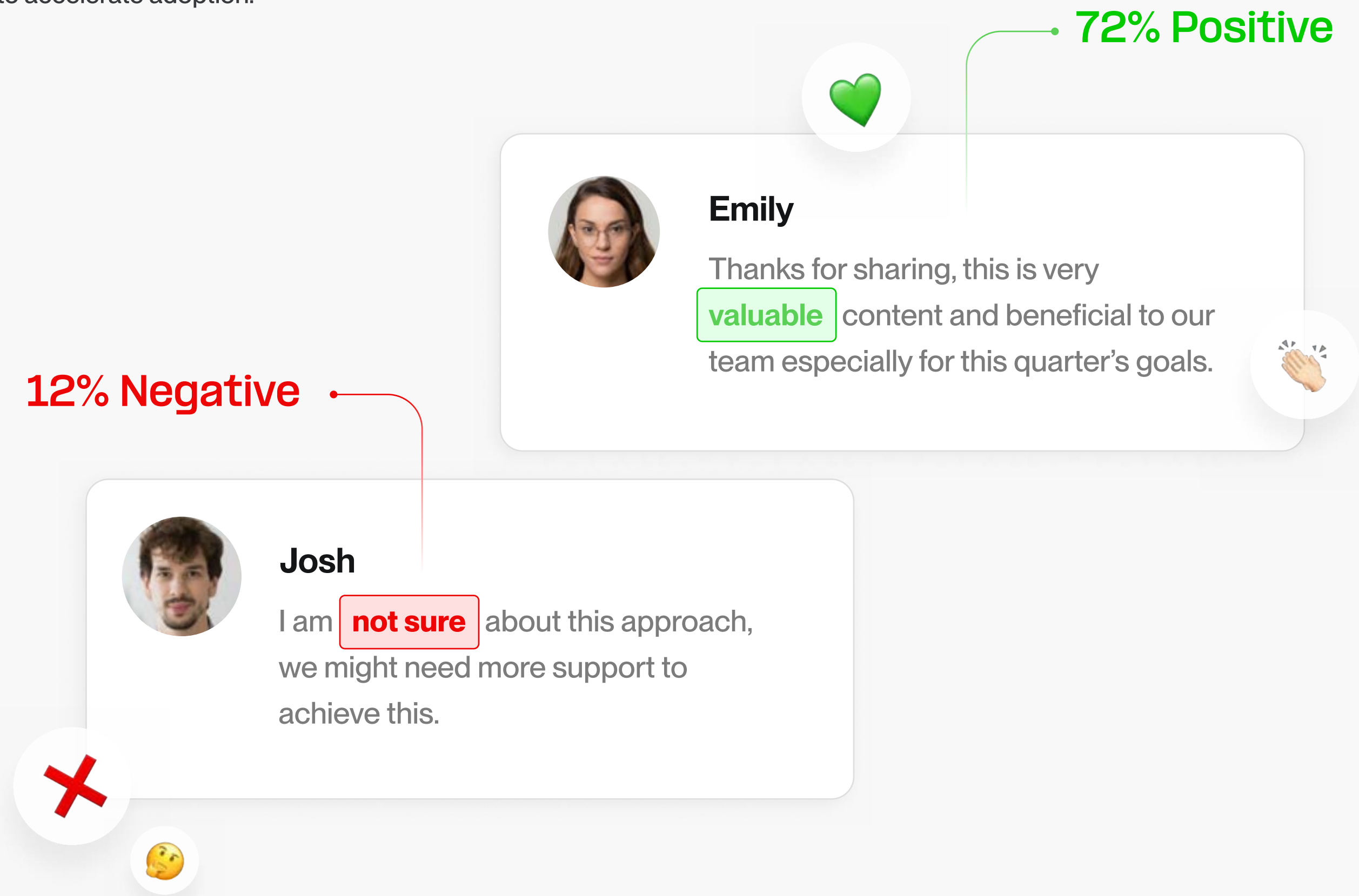


Follow

Leverage those who draw a crowd in your change communication. Amplify their influence to speed up buy-in.

Read Between the Lines with Sentiment Analysis

Track real-time sentiment shifts and refine your strategies to accelerate adoption.



✓ Tailor Communication

Gauge resistance and enthusiasm for specific messages and implementations. Adjust your communication to secure stronger buy-in.

✓ Bridge Knowledge Gaps

Deliver targeted reinforcements to areas of confusion, sustaining morale and momentum for the long run.

✓ Measure Change Impact

Track sentiment over time, ensuring organizational culture evolves in alignment with change outcomes.

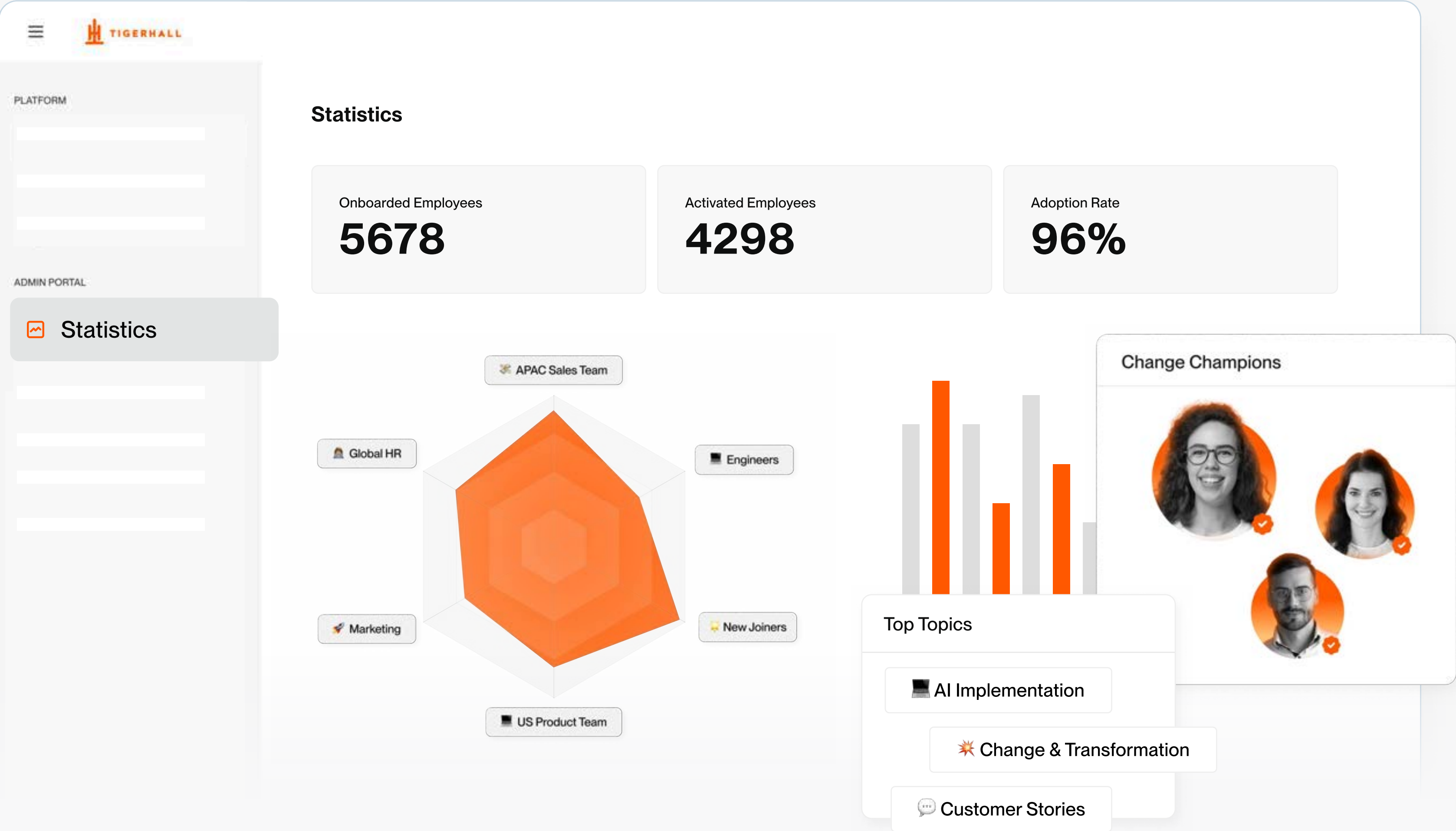


Lead your initiatives to success by design, not by chance

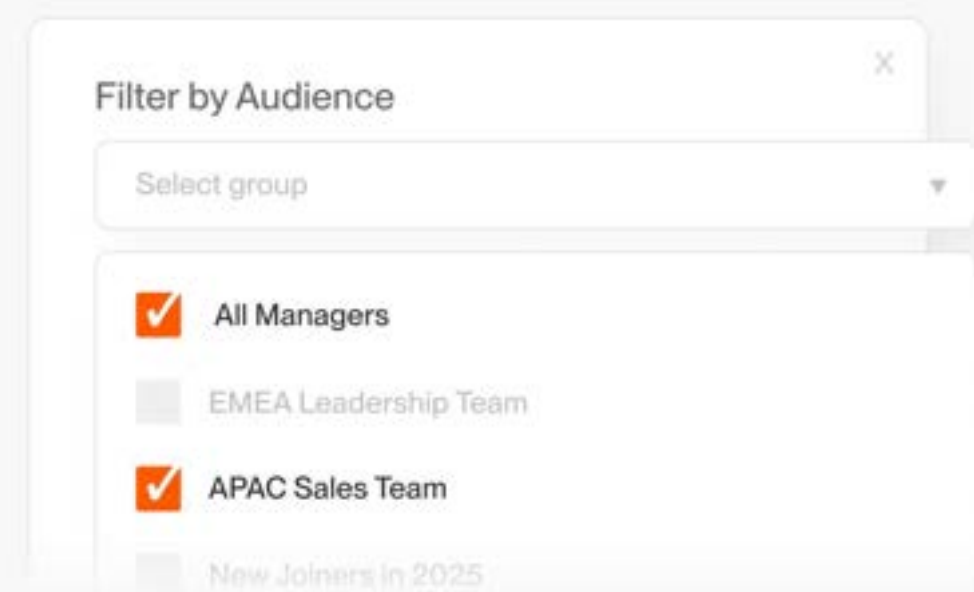
Spot early signs of an initiative veering off and enable agile course correction with a platform that measures all your key metrics.



360° Clarity with the Statistics Dashboard

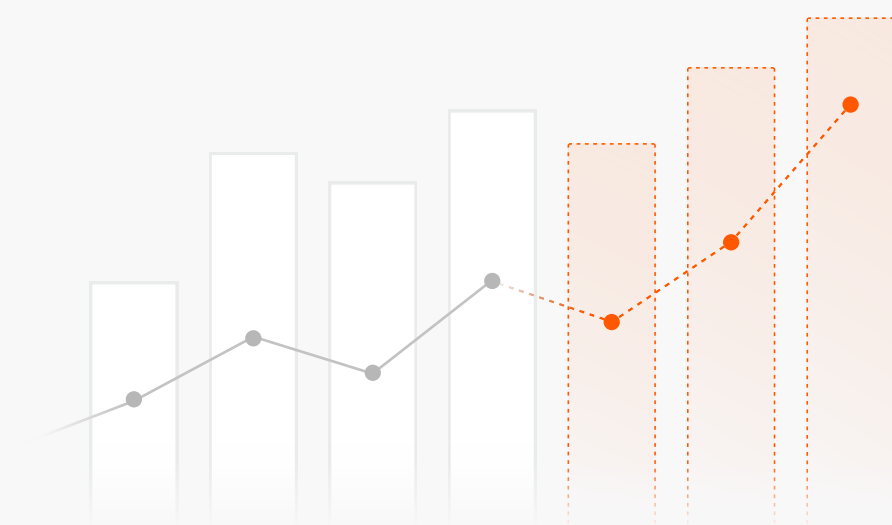


- ✓ **Adoption Overview**
Detect early signs of resistance through real-time platform adoption rates.
- ✓ **Engagement Rates**
Spot delays with change journeys completed, time spent on the platform, and more.
- ✓ **Popular Topics**
Double down on messages and capability resources that resonate best with employees.
- ✓ **Leaderboard**
Expand your champion network with active users from the leaderboard.



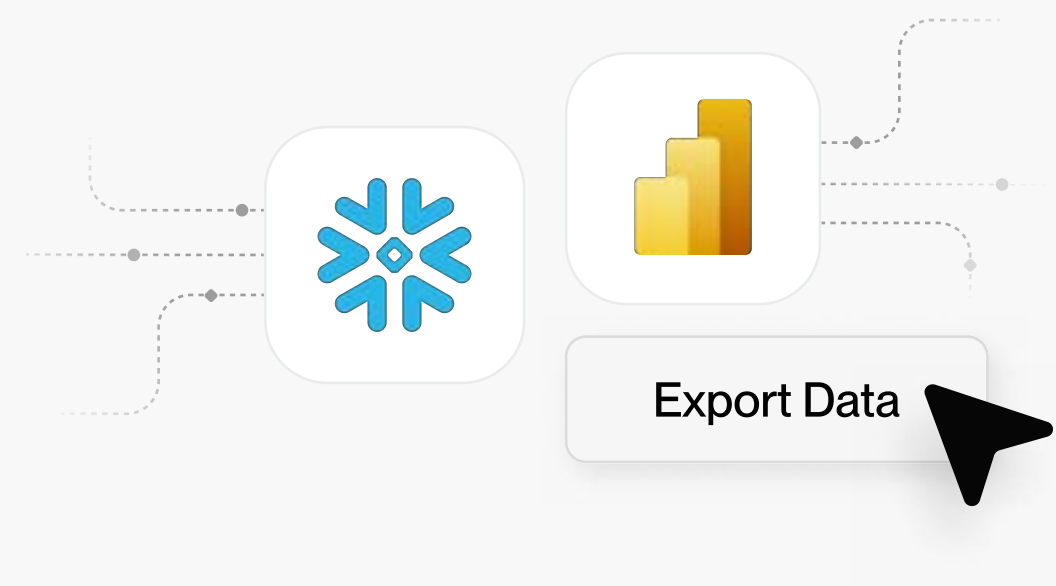
Filter by Audience

Pinpoint specific audiences and adjust your approach based on segmented data.



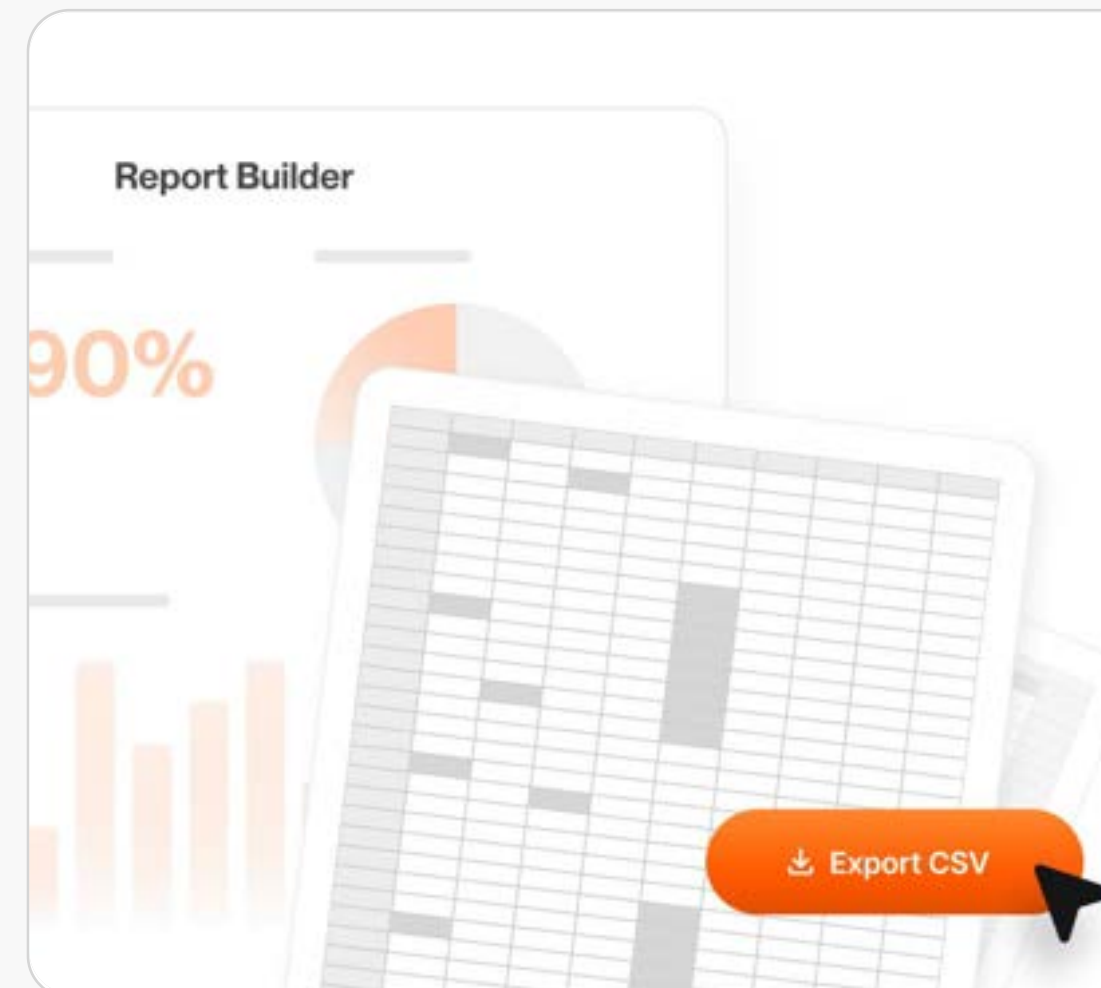
Progressive Data

Uncover trends and preempt issues with historical data and predictive analysis.



One-Click Export

Transfer data via OpenAPI to enrich your analysis on tools like Power BI and Snowflake.



Instant Self-Serve Reporting

Generate reports in seconds to share with your stakeholders. Easily extract data to refine your strategy, demonstrate impact, and secure future transformation investments.



Continuous Refinement Over Time

Securely store all data and analytics in one place. Use these insights to shape both current and future change strategies.



Drive End-to-End Change Activation with Speed & Scale

Schedule a demo now

www.tigerhall.com