

Reality VoiceSM

Tune into new perspectives.

∴ MassMutual

itracks



FOR EMPLOYER USE ONLY

How Reality VoiceSM platform is being used

Understand employees' struggles on the path to financial wellness

Understand employees' reaction to proposed regulations/changes

Gain knowledge to aid benefits/solutions prioritization

Guide strategy and investment decisions





Methodology

Online platform

Video Driven

Diversified participant base

Engaged participants weekly

Longitudinal commitment

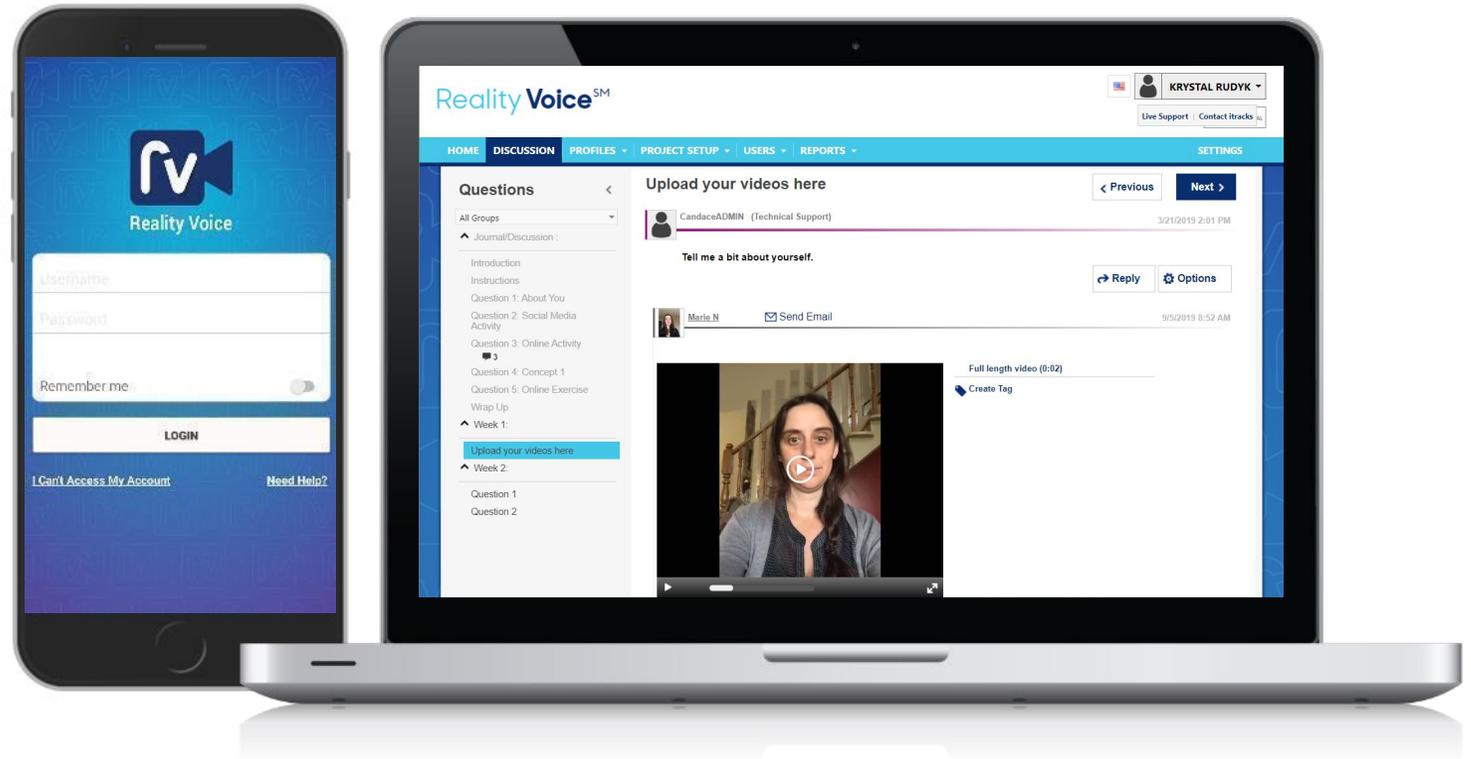
Energized contributing participants



Reality VoiceSM

MOBILE & WEB

To ensure
convenience and
real time responses



Reality VoiceSM Testimonials



Corporate Internal Stakeholder

“This is such an impactful tool to have available to truly hear the voice of our participants. The ability to get real time feedback is so critical in this day and age. We are living in a social media driven world, so to have this as an outlet to express opinions on various topics is industry changing.”

Client Quote

“Working with itracks to build out a custom-designed community that is high-profile within our organization has been very rewarding. They have met our challenges and continue to keep our objectives and requests in mind every step of the way.”

