Reality Voice™
Tune into new perspectives.
How Reality Voice℠ 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

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Video Driven

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Diversified participant base

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Engaged participants weekly

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Longitudinal commitment

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Energized contributing participants
Reality Voice℠

MOBILE & WEB

To ensure convenience and real time responses

Source: MassMutual Client Lab 2019 Proprietary Data & Solutions

FOR EMPLOYER USE ONLY.
Reality Voice℠ 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.”