



# *AI Landscape for Employee Communications*

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# 2025 REPORT

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# Introduction

Since ChatGPT bolted onto the global stage for employee communicators in 2023, our community's response has dramatically shifted from curiosity, skepticism and fear, to adaptation, adoption and optimism in 2025.

This third year of examining a global communications landscape shows a dramatic shift in seeing AI's use and benefits for employee communicators and internal stakeholders. Its greatest value, to date, continues to register with professionals in drafting, research and creativity – all productivity drivers saving that precious commodity of time. But there's more this year. Employee communicators are learning more about machine learning, experimenting with data analysis and even beginning to look at predictive uses of AI. Equally important, we're expressing progress and a desire to shape AI's use more than ever.

The gap continues to be where and how to learn, and that's where our research strives to build a bridge. Seventy-five percent of respondents to our 2025 companion AI and Employee Communications survey (Dollins, M., & Stemmler, J., 2025) said they believed they'd need to engage with machine learning to use AI in more strategic ways to solve business problems. The issue for almost half of us is learning how to use AI – with 48% indicating the continued need to do so.

This report represents months of research and efforts to distill more complex concepts into practical and relevant applications for communicators. At the same time, it connects those priorities to larger AI trends that are shaping the global workforce, as it paints a picture of our evolving attitudes toward its uses and value.

We've moved as a global community from dipping a toe into the AI waters in 2023 to diving into the deeper end this year. Arguably, we could say today that, "We're mostly all in." Only 2% of those surveyed in our 2025 global survey said they weren't using AI in any way with their employee communication efforts. In fact, 70% now report using AI for employee communications (35% somewhat agree, 35% strongly agree and the rest uncommitted).

Whether you're looking for case studies, a better understanding of AI terminology or the all-important "Who and what do I need to know or work with to get better at AI?," this summary report paints the latest, and most holistic view of the technology and its application to our global discipline of internal stakeholder communications and engagement.

### **Attitudes shift more positively in 2025**

The role of AI in communications for employees in 2025 can, in many ways, be summed up by one adage which has become increasingly common:

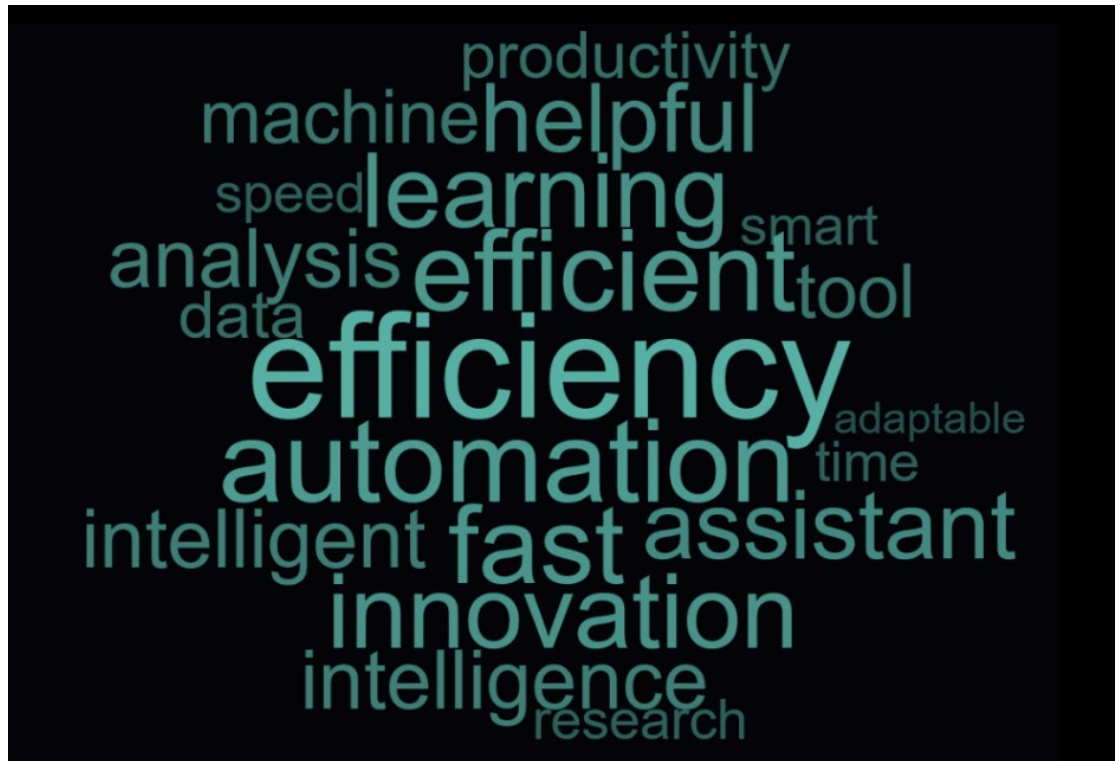
*"AI won't take your job; someone who knows how to use AI will."*

In our 2024 report on AI, we reported a 7% reduced concern about job displacement for communicators among our respondents. That trend seems to have held up in our data this year (Dollins, M. & Stemmle, J., 2025). When asked a series of Likert scale questions (strongly disagree to strongly agree), respondents reported a continued comfort with AI along with a new and increased knowledge both about what AI is and how it can be used compared with 2024.

For example, when it comes to an understanding of machine learning, 73% of respondents to our 2025 survey agreed that they understood the concept and 75% agreed that they believed they'd need to engage with machine learning to use AI in more strategic ways to solve business problems (Dollins, M. & Stemmle, J., 2025). Skepticism of AI dropped this year (46% disagree, 32% agree, 22% neither agree nor disagree) compared to our survey results in 2024 (36% disagree, 40% agree, 24% neither disagree nor agree). Similarly, when asked if AI is good for society, 61% of our respondents agreed it is, showing that employee communicators' attitudes are shifting positively over time towards the technology.

*Our data showed that even if communicators were not yet fully on board with the technology, they were beginning to accept that it is here for the long haul.*

In layman's terms, this means that while general anxiety over AI was the trend in 2023 and 2024, in 2025 communicators are getting more comfortable with it. Our data showed that even if communicators were not yet fully on board with the technology, they were beginning to accept that it is here for the long haul. As a global community, we're more interested with the functionality of AI in 2025 rather than how it affected our jobs, as we were in 2024. Specifically, when asked the top three words that came to mind when thinking about AI, "efficiency" was the top word, the same as in 2024, with "efficient" as the second most popular. This year, "automation" and "learning" were the next two most listed terms – compared with 2024, when "helpful" and "fast" were the second- and third-most entered words.



Data from a survey by Microsoft additionally supports the trend. Its report, *"AI at work is here. Now comes the hard part."* (Microsoft Inc., 2024) says that **75%** of "knowledge workers" use AI at work today, with **46%** of users starting to use the tool less than six months prior to taking the survey. For an overwhelming majority of respondents, using artificial intelligence at work is paying off. **90%** of users said AI helps them save time and another **85%** claim it helps them focus on their most important work. A similar percentage of users said this technology helped them be more creative (**84%**), and enjoy their work more (**83%**).

Despite these benefits, some companies are still hesitant to adopt AI, and even if they've allowed their employees to incorporate it into their work, or have implemented it into their channels of internal communication, several have no programs to train their

employees how to use this technology effectively. But that's not stopping jobseekers from skilling up, even without formal guidance from employers.

Of the **85%** of professionals in the US that LinkedIn Studies show are considering a new job this year, **76%** say they need AI skills to remain competitive in the job market (Microsoft, 2024). Furthermore, in early part of 2025 and late 2024, the use of LinkedIn Learning courses designed to build AI aptitude has spiked a whopping **160%** among non-technical professionals, with the most common roles looking to skill up being project managers, architects, and administrative assistants.



Data from our own survey corroborates this paradoxical trend of an increased understanding and use of AI among communicators simultaneously coexisting with a continued lack of comprehensive employee training about how to use it.

Respondents to our survey (Dollins & Stemmle, 2025) felt confident that they knew what AI was (43% somewhat agree, 47% strongly agree), and a vast majority had seen examples of how AI has been applied to business processes (40% somewhat agree, 44% strongly agree) and had seen examples of how AI is being used for employee communications (44% somewhat agree, 34% strongly agree). Additionally, most respondents believed that AI delivers values for employee communication efforts (41% somewhat agree, 35% strongly agree) and most were currently using AI for employee communications (35% somewhat agree, 35% strongly agree).

*It was very clear that AI is a new competency that professional communicators need to learn with 84% agreeing with that statement.*

It was very clear that AI is a new competency that professional communicators need to learn with 84% agreeing with that statement. This is, interestingly, a decline from 2024 when 93% agreed with the statement - likely because employees are upskilling on their own time, as shown by the LinkedIn data. As more workers enhance their AI skills on their own time, less of them agree with the statement that they need to learn it. They feel they already have. Additionally, in the 2025 Dollins-Stemmle study, 78% of employee communicators agreed that AI will require significant change management communications in their organizations (compared with 74% in 2024) and 81% agreed that change management is a new competency for employee communications professionals to acquire (compared with 73% in 2024).

So, the question then in 2025 is not “Will AI take my job?” but rather, *“How can I as a communicator, leverage AI for efficiency and creativity, and adapt to the every-day use of this technology by upskilling and learning more?”*

The survey data and extensive secondary research collected in this report provides a comprehensive and definitive answer to that question, whether you’re a C-suite executive looking to streamline internal communications, or a rising professional looking to overcome a heavy workload and spark new ideas.

As a strategic framework, this report will explore the quickly evolving role of AI for employee communicators through the lenses of productivity, strategy, and leadership, which includes ethical dilemmas that come with AI.



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# **A Framework for Understanding Artificial Intelligence Through the Lens of a Communicator**

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# Productivity

## “Relationship Economy” emerges as byproduct of AI adoption and productivity

There is a new economy emerging, as communicators – and all workers – adopt AI. The “Relationship Economy” isn’t a reference to dating apps - though surely those are as prevalent as AI is becoming. The Relationship Economy is a reference to the economic system that LinkedIn’s chief economist has said is replacing the “knowledge economy” (Marioni, 2024). The knowledge economy is, essentially, a system of consumption and production based on intangible assets such as intellectual capital. It was generally considered to have become prevalent in the early 2000’s, when the rise of personal computers, the internet and information technology. And it was, at least until AI arrived to shake up human information networks and business yet again.

## Productivity

The relationship economy refers to the professional edge that human interpersonal skills are now giving employees in every industry – as automation begins taking over more physical tasks and artificial intelligence takes over more intellectual ones.

Why does it matter to communicators? Paradoxically, in the age of artificial intelligence, social skills and emotional intelligence will be more important for employees to hone than ever. This is good news for employee communicators; it clearly signals that AI won't require communicators to be less human to use or compete with it. It will, in fact, require them to be more human in communication efforts.

So, adding technical skills to the AI tool-belt should be pursued in tandem with maintaining and improving people skills and ensuring human tone and understanding is represented in AI-generated content; it's the need to represent the water-cooler chat, compassion and ability to connect that AI doesn't deliver. For employees, living in the relationship economy means having to consistently upskill to ensure their tool-belts include competencies like prompt writing, sentiment analysis and more strategic applications of AI alongside other, more innately human skills such as complex interpersonal problem-solving and learning agility.

While the increased use of AI has led to a greater need for interpersonal competency in the workplace, it is also being used to enhance employee communications. There is no question that its increased use, and attitudes toward it, are moving quickly in applying AI to employee communication efforts.

*While the increased use of AI has led to a greater need for interpersonal competency in the workplace, it is also being used to enhance employee communications.*

Participants in the 2025 survey (Dollins Stemmle) chose from a list of 16 possible ways AI could provide value for employee communications, along with an option that read, "I don't believe AI can deliver value for employee communications." They could select all that applied to them.

The top two responses this year were the same as 2024 – with saving time drafting materials placing first (10% in 2025 vs. 11% in 2024) and saving time researching (9% in 2025 vs. 10% in 2024) placing second. However, the bulk of the responses were all within a few percentage points, with the third most selected option being saving time drafting speeches (8%), saving time drafting blogs (8%), helping with content ideation (8%), saving time drafting news items for digital content (7%), saving time creating videos (7%), saving time creating podcasts (6.5%), saving time finding visuals or videos to support content in digital channels (6.5%), and delivering analytics/insights that they don't currently receive (6%). Notably the increase in drafting speeches was 17% higher than in 2024.

It's notable that in 2025, as in 2024, no one (0%) said AI could not deliver value for employee communications.

Respondents were also asked an open-ended question, having them complete this sentence "AI can deliver value for me in my work by..." The key idea that arose from this question, as in 2024, was the time that could be saved by using AI, increasing employees' overall productivity. Concepts like improving efficiency also were prominent in the responses.

### Case Study: First-draft productivity fuels Lockheed Martin's AI use for Communications

Lockheed Martin's Rowan Toffoli leads the company's Executive Communications function, and applies AI to her work – productivity, specifically focused on a workable first draft – is where AI delivers value.

Toffoli told Ragan PR Daily (Simpson-Mersha, 2024), "To develop a brand persona using a Custom GPT, you need to train the tool on relevant, strong data. Your bot is only as good as the data you've trained it on. For a brand, this might include giving it data about your company, the industry, your intended audience/customer and key messaging or goals. Once the tool understands your brand, you can use engineered prompts to start generating content. Make sure to give the tool feedback on how to improve if it isn't capturing your brand voice/tone effectively. Remember, your goal isn't a perfect piece of content. Your goal is to get a workable first draft quickly that you can easily edit for final brand voice, tone and messaging. Putting the work in upfront by creating a Custom GPT saves you time in the content creation process.

"As an example, once you've got the "template" (the Custom GPT that's trained on your brand's voice/tone), you can use an engineered prompt to create a piece of media — let's say a feature website article on the release of a new product. From there, you can ask the tool to:

- Create a LinkedIn post that uses an enticing hook and captures the most important key message of this article. Use a call to action to drive readers to click the link to read more.
- To the best of your ability, summarize this article into a single sentence, no more than 280 characters. This copy is for X and should capture the attention of viewers. Suggest one relevant hashtag.
- Using the article copy as inspiration, draft a script for a short explainer video about [article topic]. The maximum length for the final video will be no more than 60 seconds, so the script must be succinct, attention grabbing and entice viewers to keep watching."

Productivity also has been shown to be one of the remedies to overall AI hesitancy. Respondents of the latest survey were asked to select from four options to complete the statement, "In order for me or my organization to use AI for employee communications, I need...". They could select all that applied, including an "other" option as well as a choice which accounted for those who already are using AI for their work.

Among the six options participants in the survey could have chosen, the number one most common answer was "proof in the form of data that there is a measurable productivity benefit (24%), with the second most common answer being, "proof in the form of case studies that show its practical use" following closely behind (23%).

## Productivity

If proving to employees that the use of AI has practical applications for producing measurable productivity benefits in the workplace is what it will take to convince them that AI is a powerful enhancer of employee communications, this begs the question: what exactly are the practical applications of the AI tools businesses are using for internal comms? We asked this of our respondents as well, with a particular focus on the productivity benefits of a few commonly used AI tools.

To learn what specific tools and platforms respondents to the 2025 Dollins-Stemmle survey were using by name, survey participants were first provided a list of 12 different AI tools and applications. Based on these possible options, it was clear that ChatGPT was dominant in the field with a little over 39% of respondents using ChatGPT 3.5 or 4, although this was a drop from the 50% who used the ChatGPT tool in 2024. Microsoft Copilot was selected by another 18% of respondents, followed by GitHub (9%), “customized GPT from my company,” (7.5%) and JasperAI (6%). No other option was being used by more than four percent of participants. Popular write-in options included Google’s Gemini and Claude, as well as MidJourney, Perplexity and Canva.

Respondents of the survey (Dollins & Stemmle, 2025) were then asked what issues or problems they had used AI tools to solve in the last six months. Of the 15 options provided, including “other”, several stood out. Of the total number of selections made, the most common answers were writing copy (14%), editing copy (12%) and researching a topic (11%) or summarizing meeting notes and recordings (11%). Ten percent of respondents also used AI to summarize data, and a similar percentage of participants used it to analyze data (9%), transcribe recordings (8%), create visual designs (8%) and write a speech (7%). No other options ranked above 5%.

Communicating the key insights from this data about what AI tools are being used for employee communications as well as how the use of these tools is creating specific productivity benefits such as speeding up copywriting or creating more comprehensive media minutes can help to ease any lingering hesitancy that some may feel about the use of AI for employee communications.

The dizzying pace at which new applications are launching makes a full summary close to impossible for space reasons. But we continue to look at newer, widely used and quickly evolving and expanding platforms to share in this landscape report. A summary of capabilities, benefits, drawbacks, and pricing options for several productivity-enhancing AI tools is located on pages 24-40.

*Between 2024 and 2025, the number of participants who reported using AI to analyze data rose from 12 to 42%; using AI to predict an outcome rose from 7% to 20%; and using AI to identify a trend rose from 17% to 23%.*

## Strategy

While our 2025 survey numbers show increasing use of AI for productivity, there is also increasing use of the technology for more strategic applications, too. Between 2024 and 2025, the number of participants who reported using AI to

analyze data rose from 12 to 42%; using AI to predict an outcome rose from 7% to 20%; and using AI to identify a trend rose from 17% to 23%.

The bigger issue appears to be how to learn to use AI for more strategic outcomes. To make better decisions and deliver better business results with our work in employee communications, we need to work more comfortably, and more often, with data. We'll also—for now—need to work with new kinds of professionals we've likely not worked with before. And we need to learn terms and principles to "talk to the talk" with those partners. It includes understanding terms like:

- **Artificial Intelligence** – where we use Machine Learning and Deep Learning to do the tasks we normally would do as human beings. One analogy is to think of AI as a smart thermostat and adjusting the temperature based on your habits, preferences and the weather outside, ensuring your environment is always comfortable
- **Machine Learning** – where we use those artificial neural networks to learn about issues, topics, data that help us see – predict – without being specifically programmed to do that: we can think of this space as libraries of code waiting for us to use. Going back to the thermostat concept, think of machine learning as the thermostat learning our behaviors, such turning the temperature up or down at night.
- **Deep Learning** – where our computer scientists thrive; they're writing the codes that inform how computers "think" – to create what are called artificial neural networks. Using our analogy of the thermostat, it's where our thermostat notices more complex behaviors, such as us wanting to sleep in on weekends or turning up the heat when it rains, as well as real-time weather data to actively predict our behaviors.

To see how these elements work in more practical terms, consider the follow two case studies.

## Case Study: Google's Project Oxygen

Google's Project Oxygen – where Google used predictive analytics to identify the traits of leaders that made them more effective and most assuredly required and engaged internal communications. Google's Project Oxygen, initiated by People Operations in 2009, focused on answering a critical management question: How do managers matter?

Google wanted to define the attributes of effective leaders and leverage those insights to make those leaders better advocates for change management within the organization. Developing better managers meant that employees were more likely to believe in management's approaches and vision, and be less resistant to change. Clearly, Project oxygen was critical for driving the change management agenda at Google.

The company also wanted to ensure that any conclusions were evidence-based management practice – meaning decisions would be based on data collected from different sources, most prominently the 360 feedback surveys. This data was fed into a predictive analytics model to be able to tell if any given manager would be successful.

The data that used for this analysis was mainly feedback from different employee sources. This included annual 360 feedback from employees along with Org health/Pulse employee surveys.

Google designed simple surveys that would ask the employees about their managers – providing enough data along with performance reviews. They also used upward feedback surveys. When combined and using predictive analytics, the data showed a correlation between management behaviors and better performance. These include:

- **Coaching skills:** A manager with great coaching skills can personalize development plans for them while engaging them regularly. Managers who think and act in this integrated way consistently delivered better results.
- **Empowerment:** An empowered team encourages more autonomy. Managers who removed roadblocks for team members fostered an environment where their teams thrived – innovating more.
- **Showing personal interest:** Managers who showed personal interest in the values of their team and made sure that their work aligned with their values and beliefs were more successful.
- **Prioritizing and focusing on results:** Managers who set clear goals, objectives and metrics were more likely to have a team that believed in what they're doing.
- **Communication:** The more communication managers had with their teams, and the more they fostered more open communication correlated with a higher impact of the manager. When managers were able to set career goals for the team and facilitate their growth that contributed also to being a great leader, it also added to that manager being influential within the organization.

These kinds of insights would inform any employee communications professional's decisions on messaging and content, packaging, channel use and timing to identify the most likely communication strategies to move the needles for managers. They would need data from past performance of content and channels, for example, as inputs for machine learning to make those predictions.

### Case Study: IBM Watson

IBM's AI platform Watson is well known in the industry for predicting employee attrition rates with a 95% accuracy, and it was born out of necessity. The problem? Company employees were leaving at very high rates – impacting training time and costs of retaining and acquiring employees.

## Productivity

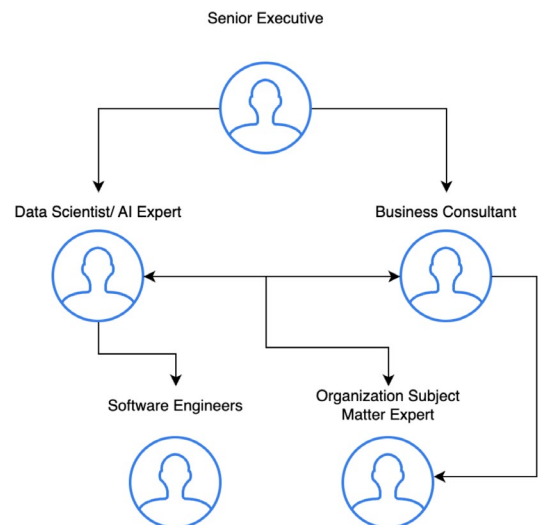
To understand who was most likely to voluntarily leave, IBM Watson used employee data – everything from commuting time to work location, role, years of service and organizational health data. It then “trained” tools like Jupyter, Scikit learn and Python’s Pandas – all machine learning tools – to predict where it was most likely to happen again.

From an employee communicator’s perspective, the opportunities are clear. Insights can be used to develop communication strategies for managers and employees with hyper personalization to those with higher risk of losing talent on their teams. As manager/leader communications continue to be a critical tool in the employee communicator’s toolbox, using predictive analytics to target and personalize communication strategies can lead to clear and compelling results – and value creation.

### Where does that leave employee communications professionals needing help with predictive analytics?

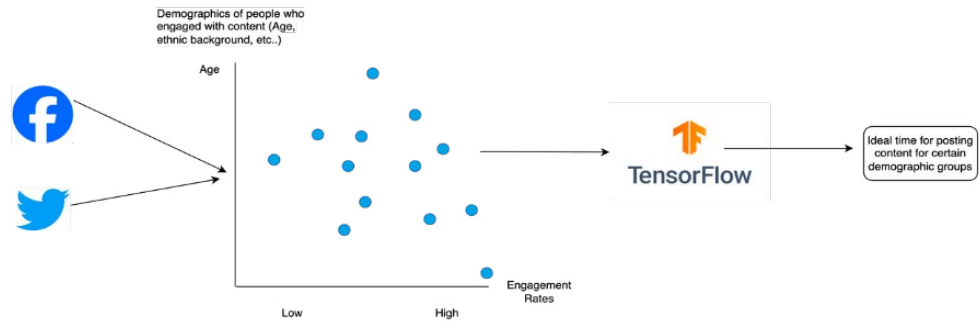
Perhaps the most direct answer is that we need to make some new friends at the lunch table – professionals inside and/or outside our organizations who can help us collect the right kinds of data, and ensure it’s clean, safe and secure. Since there are no real “off the shelf” tools specifically for employee communications, we need the partnership of professionals who can help us. This dream team, if you will, ideally might well include:

- **Business consultant** – who will dig into our need needs, and identify what kind of data we need, help us build a business case, layout the process and lead the team of computer science experts.
- **Data Scientist** – who, as a technical expert, will help decide which kind of tools are needed to gain insights from data. He or she will give insights from the data.
- **Software Engineer or consultant** – who knows tools but doesn’t know infrastructure. Unless you’re in a very large organization, you won’t likely need this professional, but for smaller-scale projects, this professional would help identify what kind of data base is needed.
- **Domain expert** – who facilitates alignment across other domain expert subject matter experts. For example, this might be an HR professional who is accountable for Peoplesoft or another HR-focused digital domain.



## Productivity

To illustrate directionally, consider the visual below. The data sets – in this case, age and content engagement on Facebook and Twitter (now X) – can be fed into TensorFlow (an open-source machine learning library) – to identify trends and predictions. Similarly, employee communications data can be fed into AI models to classify or cluster for the needs of different internal audiences.



In this age of hyper customization, any communicator would expect an audience located in the United States to be different from audience located in Europe. The messaging and the tone will be different. Even within geographies, personalization will become increasingly critical. Different age groups, personal interests and business affiliations in large multi-national or global companies will influence how we articulate the value propositions for any and all communication efforts.

As part of our education into this world, we don't need to master use of tools to help, but we do need to better understand how they work. A few of the most critical tools are:

- **TensorFlow:** TensorFlow is an open-source machine learning library developed by Google. It is used for building and training deep learning models, including neural networks, and is widely used in research and production. A professional employee communicator could use TensorFlow to develop AI-powered applications for tasks like natural language processing, image recognition, and predictive analytics, enhancing communication strategies and efficiency.
- **PyTorch:** PyTorch is another popular open-source machine learning library, primarily developed by Facebook's AI Research lab (FAIR). It is known for its flexibility and ease of use, especially for deep learning. A professional employee communicator could use PyTorch to experiment with and deploy deep learning models for tasks such as sentiment analysis, recommendation systems, or chatbots, enabling more personalized and effective communication with employees.
- **Keras:** Keras is a high-level neural networks API written in Python that can run on top of TensorFlow, Microsoft Cognitive Toolkit (CNTK), or Theano. It is known for its user-friendliness and simplicity, making it ideal for beginners in deep learning.

## Productivity

A professional employee communicator could use Keras to quickly prototype and deploy neural network models for various communication-related tasks, such as text classification or speech recognition.

- **Scikit-learn:** Scikit-learn is a popular machine learning library in Python that provides simple and efficient tools for data mining and data analysis. It is used for tasks such as classification, regression, clustering, and more. A professional employee communicator could use Scikit-learn to analyze employee feedback, predict communication effectiveness, or segment employee groups for targeted messaging, improving overall communication strategies.
- **Fast.ai:** Fast.ai is a deep learning library built on top of PyTorch that aims to make deep learning more accessible and understandable for practitioners. It provides easy-to-use APIs and high-level abstractions for training deep learning models. A professional employee communicator could use Fast.ai to quickly train and deploy deep learning models for tasks like automatic summarization of communication materials, sentiment analysis of employee feedback, or personalized content recommendations.
- **Hugging Face's Transformers:** Hugging Face's Transformers is a popular library for natural language processing (NLP) tasks, particularly focused on transformer-based models like BERT, GPT-2, and RoBERTa. It provides pre-trained models and easy-to-use interfaces for fine-tuning them on specific tasks. A professional employee communicator could use Transformers to enhance communication tools, such as creating AI-powered chatbots for employee support, generating personalized messages, or analyzing employee sentiment from textual data.

### Don't have the money, expertise or time to learn? There's an alternative

Not all strategic applications require reams of data, or ML engineers. One example is the growing use of back casting—defined as a strategic planning method that involves envisioning a desirable future and then working backward to identify the actions and policies needed to achieve that future, rather than extrapolating from the present.

Start a conversation with ChatGPT/Co-Pilot or whatever tool you're using. Create a prompt as if you are in the future, where your desired outcome has been achieved. Describe this future state in detail and provide any relevant context or assumptions. For example, you could say, "It's 2035, and our company has achieved 90% employee engagement, as defined by the following survey data in our organizational health survey (list criteria). The core driver of our increase in scores from 2026 are hyper-personalized content in employee communications, highly successfully engagement initiatives that address in-office and remote workers, and optimized employee channels."



Work backward with ChatGPT: Engage in a conversation with ChatGPT, asking questions like:

1. "How did we achieve this future state?"
2. "What were the key milestones along the way?"
3. "What strategies and initiatives were implemented?"
4. "Who were the key stakeholders and partners involved?"
5. "What challenges did we overcome, and how?"
6. "What were the financial and resource implications?"
7. "How did this achievement impact our organization and the world?"

## Productivity

If you struggle to come up with great questions, instruct your AI tool: “Before we get started, ask me 20 questions about our current employee communication practices and channels, and our engagement efforts.”

Our data clearly shows that AI is rapidly being adopted to enhance strategies to deliver both short-term efficiency gains and long-term strategic advantages in other functions. Several companies across industries have already implemented AI tools to achieve impressive outcomes.

Volkswagen leveraged AI to optimize its ad-buying decisions, which resulted in a 20% increase in dealership sales (Kaur, 2023). By trusting AI to handle data-driven decisions, Volkswagen was able to reduce costs and improve campaign effectiveness. Similarly, FARFETCH, the luxury fashion retailer, utilized AI-powered tools to generate on-brand content at scale, boosting its email marketing campaigns’ click and open rates by 38% and 31%, respectively (Kaur, 2023).

AI’s ability to personalize marketing campaigns is particularly transformative. Predictive analytics enables companies to anticipate consumer behaviors and adjust their strategies accordingly. For instance, tools like Tableau and DataRobot allow companies to predict customer preferences and tailor content that resonates with individual users. Such applications are essential for staying competitive in an increasingly fragmented media landscape, where customer expectations are higher than ever (Gutierrez et al., 2024).

Additionally, employees of corporations can use AI-driven platforms to enable more effective social media management by enhancing audience engagement using the analysis of large volumes of data to uncover customer intent (Kaur, 2023). The ability to derive actionable insights from social media conversations allows brands to connect with consumers in a more meaningful and timely manner.

*Predictive AI involves systems that use historical data and algorithms to forecast future outcomes or behaviors, while agentic AI refers to autonomous systems that can perform tasks and make decisions on behalf of humans, often with minimal direct supervision.*

Summarizing employee communications survey data, including sentiment and custom sentiment analysis, is emerging as a more common application of AI for data assessment and prediction.

### Fortune (500) Telling - Predicting the Change

One new application of AI that will be at the forefront of 2025 is predictive AI as well as “agentic” AI. Predictive AI involves systems that use historical data and algorithms to forecast future outcomes or behaviors, while agentic AI refers to autonomous systems that can perform tasks and make decisions on behalf

of humans, often with minimal direct supervision. Both types of AI are playing pivotal roles in modern corporate strategies, particularly in automating and optimizing business processes.

## Productivity

Predictive AI is particularly valuable for its ability to analyze large datasets and generate forecasts that guide business decisions. Fortune 500 companies, like L'oreal, for example, are incorporating Augmented Reality as well as predictive analytics into their external communication strategy to better manage customer relationships, inventory control, and marketing campaigns. By using machine learning algorithms, predictive AI can anticipate market trends, customer behaviors, and even supply chain disruptions, enabling companies to respond proactively rather than reactively. Chan et al. (2023) highlight that these systems can identify patterns in data and generate predictions with increasing accuracy, making them indispensable tools for businesses aiming to stay competitive in a rapidly changing environment.

On the other hand, agentic AI takes automation to the next level by performing tasks autonomously, often with the capability to adapt and learn from interactions. This type of AI is designed to take control of certain workflows and make decisions that would traditionally require human oversight. For instance, acquisition agents powered by agentic AI can handle multiple client accounts simultaneously—up to 50 accounts at once—without human intervention, optimizing resource allocation and ensuring more personalized engagement with clients. Moreover, content agents can create hundreds of unique posts across internal and external platforms daily, learning from each piece of communication's performance to improve subsequent content. These agents continually refine their strategies, ensuring that they stay relevant and effective in an ever-evolving digital landscape.

Agentic AI systems are also equipped with the ability to communicate with users or employees, returning to ask questions or request clarification when necessary. This enhances the system's flexibility and ensures that it can operate with a level of autonomy that improves over time. Furthermore, advanced capabilities like computer vision allow agentic AI to interact with applications in a more sophisticated manner. For example, an AI agent can take control of a computer's mouse and keyboard, enabling it to navigate apps, post content, or make adjustments to systems as needed—effectively performing tasks that would otherwise require a human's direct input.

*This [agentic AI] enhances the system's flexibility and ensures that it can operate with a level of autonomy that improves over time.*

The use of this new technology could revolutionize not only external communications' strategies for businesses, but their change management and employee communications models as well. But what parts of employee communications and businesses internally will be most revolutionized by increasingly smart tech like agentic AI?

While we see the future, studying a little bit about what AI is being used for in employee communications right now gives us a clue about what will likely be most affected by it in the future as the year continues.

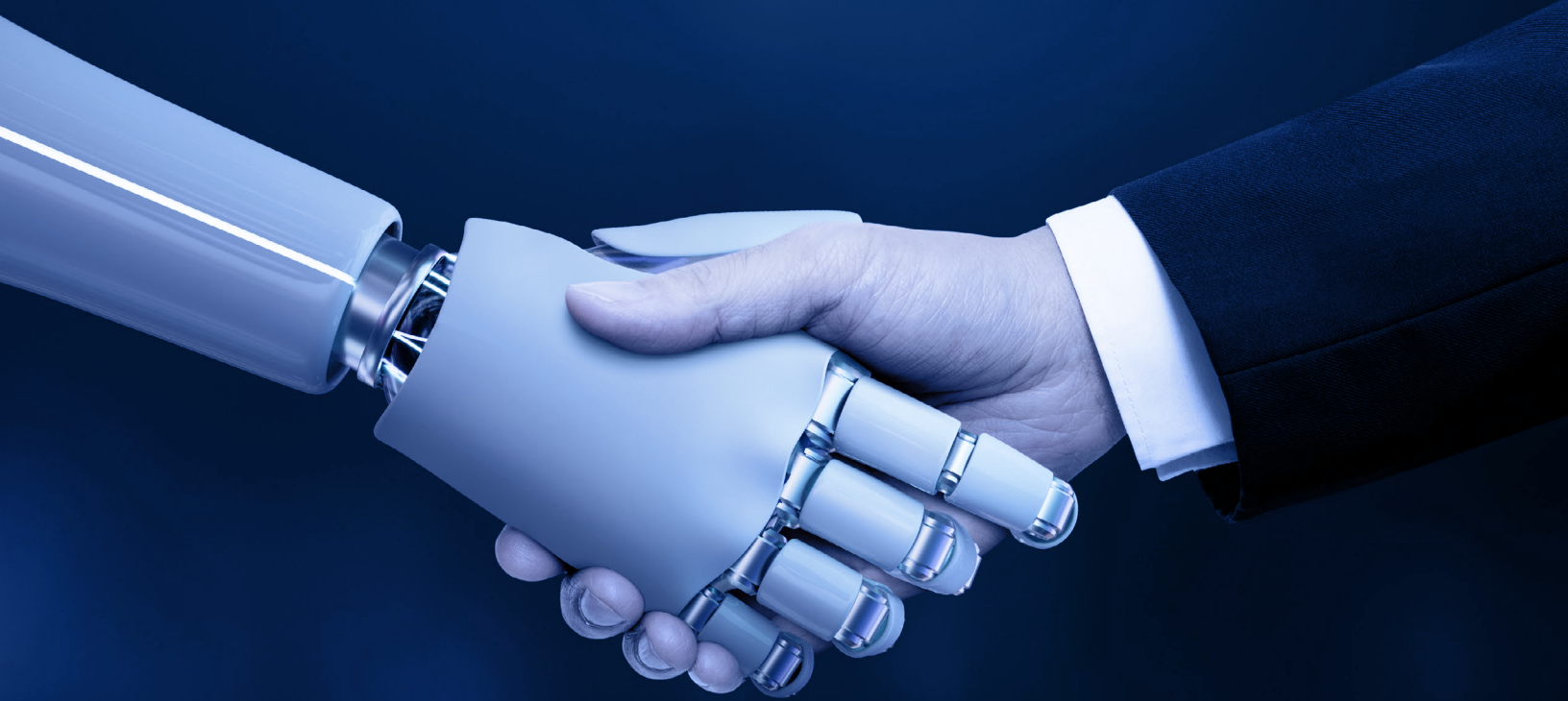
When asked about how AI could potentially be useful for employee communication for the individual or their company/organization, responses were almost identical to 2024 which

## Productivity

also showed AI being used primarily for content generation (internal communication channels 13%, discussion guides for managers 13%, Q&A for key issues 13%, messaging documents 11%), along with more mundane tasks (executive summaries 12%, cover notes 10%). Additionally, 10% saw translating content into other languages as having potential and 10% said using AI to create video scripts. Only three respondents (0.26%) said “I don’t see AI being potentially useful to employee communicators.” (Dollins & Stemmler, 2025).

The survey additionally asked participants about the benefits they were seeing from using AI with their employee communication efforts. As one would expect, time savings was the top benefit (24%), followed by several other options that were bunched together: more personalized content (15%), easier-to-read content (15%), more engaging content (15%), faster time repurposing content across channels (14%) and ability to shift focus to more strategic work (14%). Only 2% said they weren’t using AI with their employee communication efforts.





# LEADERSHIP

## Leadership in a New AI World

Forward-looking and visionary employers will recognize it as a strategic imperative to address skill gaps and maintain a competitive edge as this paradigm shift towards perpetual learning occurs. However, AI adoption is often happening without strategic direction from organizational leadership, with many employees using AI tools independently (Microsoft, 2024).

## Leadership

At the C-suite level, for example, AI tools, especially generative AI, are being employed more to assist executives in communication and decision making. A study by Choudhury et al. (2024) examined how generative AI could be used to simulate CEO communication, finding that while AI can mimic human communication, employees are more likely to view AI-generated responses as less helpful (Choudhury, Vanneste, & Zohrehvand, 2024). The perception that a message is AI-generated leads to reduced trust, suggesting that human involvement in leadership communication remains vital despite AI's potential to enhance efficiency.

Authenticity is key here. Leadership can save time in their internal communications methods by incorporating AI into their routines, but must be trained comprehensively to be mindful that their AI generated communication is conveying not only the correct information, but additionally the right intended tone. Industry leaders can't just put the technology on

autopilot. They must intentionally humanize any communications that are produced by AI to ensure that trust among their employees does not take a dip even as productivity increases.

*Leadership can save time in their internal communications methods by incorporating AI into their routines, but must be trained comprehensively to be mindful that their AI generated communication is conveying not only the correct information, but additionally the right intended tone.*

Bernard Marr, writing for LinkedIn in 2024 summed it up perfectly when he admonished, "...spearheading digital transformation means so much more than merely adopting the latest technological trends for the sake of keeping pace. It demands the formulation of a crystal-clear, strategic vision that harnesses technology to tackle core organizational challenges head-on." (Marr, 2024).

This lack of internal training and intentionality surrounding AI is often missing not just at the top, but for more mid and entry-level employees as well. The survey by Microsoft showed that many employees are bringing their own AI to work and using it to complete everyday tasks, but without much oversight.

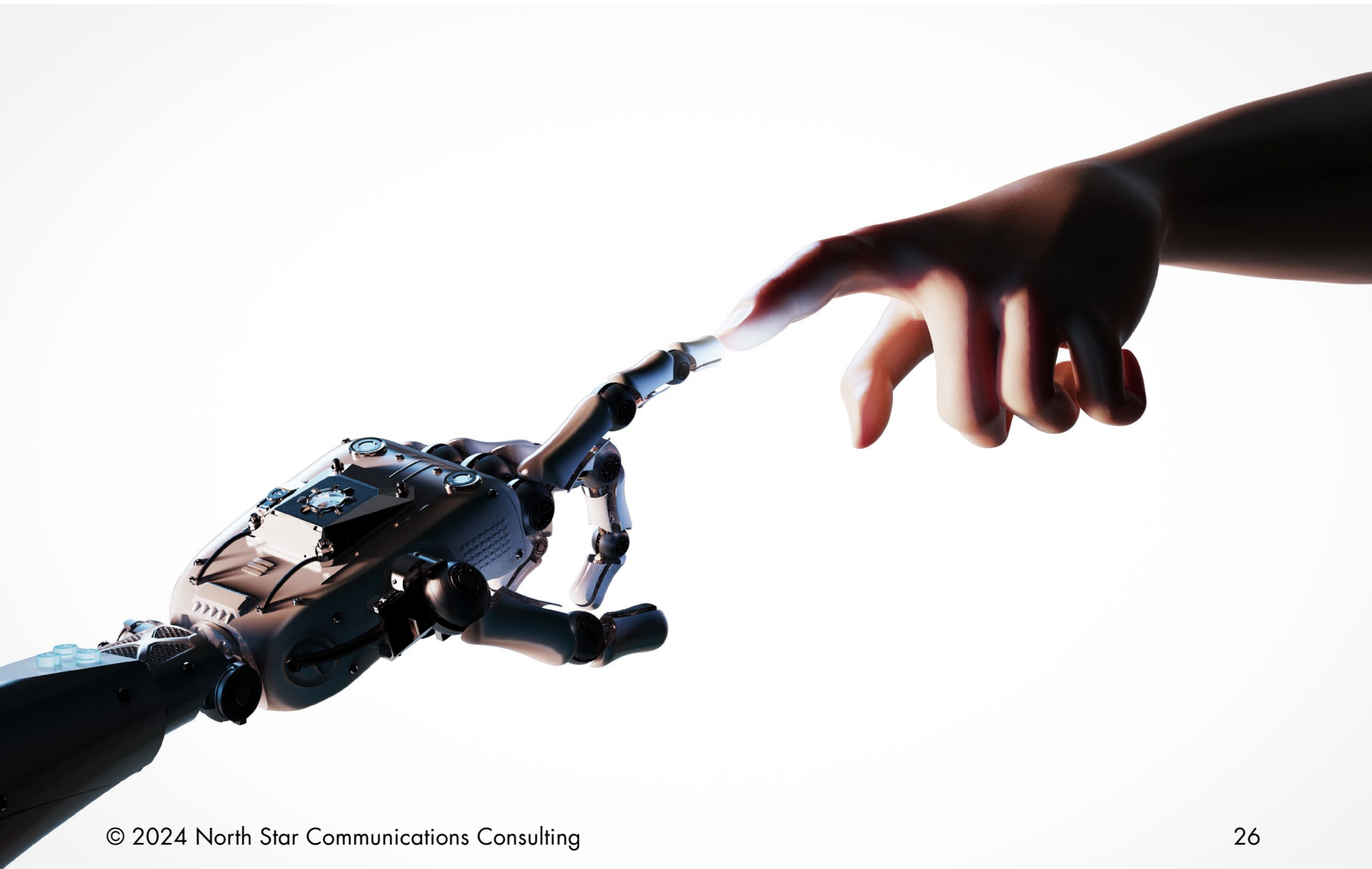
A recent report by LinkedIn has shown that "career champions" who embrace career development have seen **33%** more career development than their counterparts who are not as focused on training and retention, including training surrounding AI topics. The same study found that compared to "non-champions", companies focused on career development are 32% more likely to be deploying AI training programs this year and 88% more likely to offer career-enhancing gig opportunities or project-based learning. Even though these career-development champions already offer tangible career support for employees, they are 33% more likely to agree that career development is more of a priority this year (LinkedIn Workplace Learning Report, 2025).

Increasingly, our data shows, if leaders are not embracing these changes in technology and becoming champions of implementing learning AI into their employee communications for

## Leadership

career development, they are falling behind. Respondents to the 2025 Dollins-Stemmle survey were asked about various aspects of AI from policy to generalizations of how AI was being used at their companies, and we found that while some companies had policies forbidding the use of AI (16% forbid it), most of the other results had a clear result, unlike in 2023 when results were split or respondents were unsure. For example, 47% said their organizations were using AI for HR purposes related to processes, transactions or compensation and benefits communication with another 34% who were unsure.

This year, 49% had its own generative AI platform behind a firewall that could be used (compared with 31% who didn't have one vs. 48% from 2024). The majority this year said their companies had an AI policy (62% in 2025 vs. 45% in 2024) and 48% said their company was using AI for other business processes, but not communications at this time. In a bit of good news, an overwhelming 70% of respondents said their company had them or someone from the employee communications function actively engaged in how AI was being used. That's a huge jump from the 45% who said this in 2024. As for what groups in an organization were part of the decision-making process when choosing AI products, there was a big change from 2024. This year, HR was tied for the top response with IT (both 24%) whereas in 2024 HR wasn't in the top three. As with 2024, legal (23%) and security (20%) both placed highly.





# ETHICS

## The Lonely Generation Gets a Job

While there are many productivity benefits associated with AI, its use has also caused many shifting dynamics in the workplace which have contributed ultimately to the reduction of social interaction at work. According to one study (Patel et al., 2025), as AI becomes more commonplace in organizations, there is a risk that loneliness can develop or worsen among employees, a trend additionally shown by Tang et al. (2023). Numerous findings have highlighted that the consequences of loneliness are detrimental to employees' mental and physical health, and organizations suffer consequences, too. An ethical, responsible, evidence-based approach is required (Pani et al., 2024) to mitigate loneliness and enrich society using AI.

This trend is even more concerning for entry-level employees, who have seen significant drops in the amount of time they spend with friends, are living alone at higher rates than previous generations and report feeling disconnected from their local communities according to the Surgeon General, who released a health advisory declaring loneliness an “epidemic” in the U.S. (Murthy, 2023). The same health advisory notes that, “Supportive and inclusive relationships at work are associated with employee job satisfaction, creativity, competence, and better job performance. Quality social support, social integration, and regular communication among co-workers of all levels are key in preventing chronic work stress and workplace burnout. Workplace connectedness also is associated with enhanced individual innovation, engagement, and quality of work, all of which can influence career advancements, income, and overall economic stability.”

However, implementing AI doesn’t have to mean the death of workplace culture, or one more technological advancement contributing to the rise of loneliness. In fact, AI can be used strategically to help internal communications strategy. Leadership, middle management

and employees alike must be mindful of this new landscape, and be sure to leverage AI to improve their company cultures and cohesion across teams, not erase or replace it.

*Leadership, middle management and employees alike must be mindful of this new landscape, and be sure to leverage AI to improve their company cultures and cohesion across teams, not erase or replace it.*

In the same way that AI can be used to strategically segment external audiences to serve them better, the same logic can be applied to the use of generative intelligence for internal communications as well. AI can be used specifically to tailor internal

communications (always keeping in mind to edit for authenticity as mentioned before) and even to segment the workforce to provide them with team-building opportunities that match their personalities and job descriptions.

HR functions at several companies in all types of different market sectors already are beginning to apply, for example, predictive analytics to their workforce planning strategies, using it to help forecast workforce needs, optimize staffing levels, and improve resource allocation. Artificial intelligence can also be harnessed to improve workplace cultures by helping to personalize employee onboarding. In short, AI can either diminish or truly improve any company’s internal culture. Decisions by leadership and teams of employees internally will determine whether this tech is adopted positively or negatively, and whether its adoption will lead to ethical outcomes for employees that lead to healthier environments for them.

### “Garbage in, Garbage Out”

The ethical implications of AI adoption are of significant concern, particularly about fairness, equity, and transparency. A key challenge lies in ensuring that AI systems engage diverse populations in an equitable manner. Research by Chen et al. (2024) found that AI systems, such as GPT-3, can exhibit bias when interacting with different social groups. The study

revealed that AI's responses were more negative toward minority groups, including those with opposing views on contentious topics like climate change and racial justice (Chen et al., 2024). This underscores the need for AI systems to be carefully designed to avoid reinforcing societal biases and to promote inclusivity. This additionally applies to agentic AI, which studies have shown may have long-term consequences for inclusion and equity (Chan et al., 2023). The outcomes of any communications produced by artificial intelligence, whether internal or external, will only be as inclusive as the data and algorithms that program it. This idea has been called "garbage in, garbage out," and highlights the need for companies to be intentional as they create programs for their employees to use.

As AI continues to revolutionize internal corporate communications, businesses must balance innovation with ethical considerations, especially in areas like change management and employee engagement. One area where this is particularly evident is in the rise of shoppable video content, such as YouTube videos partnered with creators. These AI-powered marketing strategies allow companies to drive purchases seamlessly, yet they also demand transparency. Employees must understand the inner workings of these tools—ensuring they align with ethical practices, and that the data used to target consumers is carefully managed to avoid misuse or exploitation.

With the growing concern over decision fatigue, companies are increasingly focusing on mindful marketing. By using AI to prioritize tailored data that simplifies consumer choices, businesses can help reduce the cognitive load on their audience. However, when applying these tools internally, the ethical responsibility of how employee data is used also comes into play. Businesses must ensure that any AI-driven change management initiatives don't create unnecessary stress or confusion within their workforce. Clear communication and transparency are crucial in avoiding resistance to change and maintaining employee trust.

AI's role in driving in-app engagement also raises ethical questions. While these technologies encourage purchases and enhance the customer experience, they can unintentionally foster overconsumption or manipulate behaviors. From an employee perspective, there is a need for awareness and education on how AI systems influence customer interactions and what ethical boundaries must be set.

Sustainability and trust are increasingly intertwined in business practices. As AI is integrated more deeply into corporate strategies, it's essential to uphold ethical standards, ensuring that the push for personalized, efficient experiences doesn't undermine broader societal values like fairness, transparency, and sustainability. Employees, as internal stakeholders, play a vital role in shaping these practices and upholding a company's ethical integrity.

*As AI is integrated more deeply... it's essential to uphold ethical standards, ensuring that the push for personalized, efficient experiences doesn't undermine broader societal values like fairness, transparency, and sustainability.*

Additionally, as Chan et al. (2023) note, increasing agenticity in algorithmic systems raises concerns about accountability, fairness and the potential for harm. When AI agents make

decisions autonomously, it becomes challenging to trace their actions back to human decision-makers, which can lead to ethical dilemmas and unintended consequences. The possibility of agentic systems acting beyond their intended scope, or in ways that align with biased or harmful outcomes, necessitates careful monitoring and governance to mitigate potential risks.

While these technologies offer significant benefits in terms of efficiency and scalability, they also raise important questions about accountability and the broader societal impacts of increasingly autonomous systems. As these AI capabilities evolve, it will be essential for businesses to balance their use with appropriate ethical oversight and regulatory frameworks.

Our survey participants agreed. The primary struggles and ethical concerns for employee communicators in adopting AI were related to concerns about security (38% somewhat agree, 24% strongly agree) and accuracy (39% somewhat agree, 18% strongly agree). Affording the technology (33% somewhat agree, 21% strongly agree) was also an issue (Dollins & Stemmler, 2025). Believing in the value AI could deliver was a struggle for employee communicators (25% somewhat disagree, 20% strongly disagree) and explaining that value to leadership (24% somewhat agree, 20% strongly agree) were also relative issues this year, along with learning how to use AI (28% somewhat agree, 20% strongly agree) and affording/budgeting to pay for AI (33% somewhat agree, 21% strongly agree).

When asked about their primary concern with using AI, accuracy and security were the top two themes in 2025, same as it was in the 2024 and 2023 Dollins-Stemmler studies. This echoed the data from the rest of the survey (Dollins & Stemmler, 2025).

## What AI and Ethics Mean for Employee Communicators

It's clear that best practices for employee communicators – when it comes to communicating internally about AI – is to include four components when doing so:

- **Transparency:** As organizational communicators, transparency in AI involves providing clear and understandable explanations about how AI technologies are used within the organization. It entails openly communicating the processes and outcomes of AI systems to stakeholders, including employees, customers, and partners. Transparency fosters trust and credibility in organizational practices, helping to maintain positive relationships with stakeholders. By ensuring transparency, communicators can address concerns about AI bias or errors, enhancing the organization's reputation for ethical conduct.
- **Fairness & Non-discrimination:** For organizational communicators, fairness in AI means ensuring that AI systems do not perpetuate biases or discriminate against individuals or groups. It involves communicating policies and procedures in place to mitigate bias and promote equitable treatment. Upholding fairness and non-discrimination aligns with organizational values of diversity and inclusion, contributing to a positive corporate culture and enhancing brand reputation. Communicators play a

crucial role in articulating the organization's commitment to fair AI practices, bolstering trust among stakeholders.

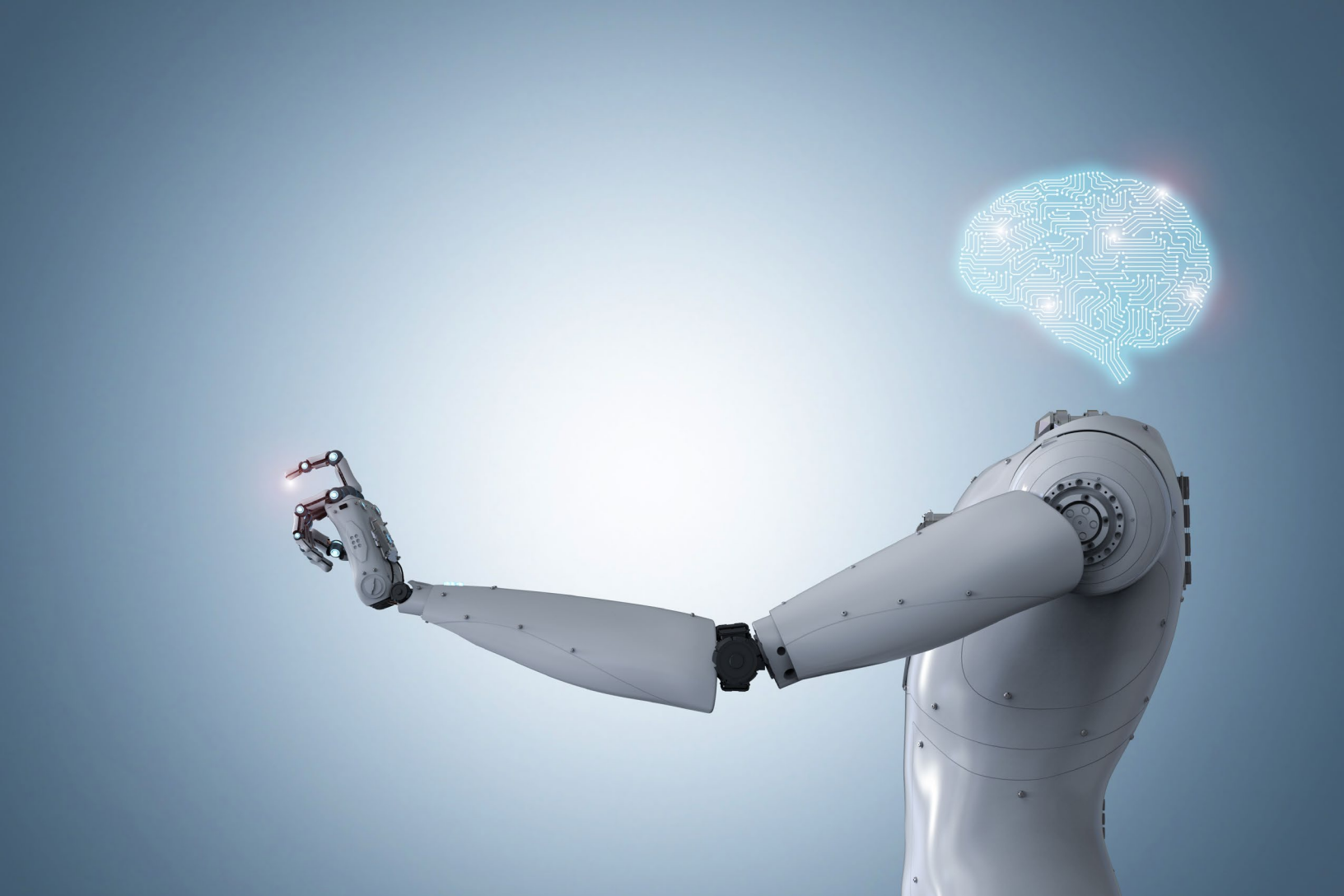
- **Privacy & Data Protection:** Privacy and data protection in AI communication involves articulating how the organization safeguards individuals' personal information and complies with relevant data protection regulations. Communicators should inform stakeholders about data collection practices, consent mechanisms, and measures to secure sensitive data. Protecting privacy and data instills confidence among stakeholders, ensuring their information is handled responsibly and ethically. By effectively communicating privacy measures, communicators mitigate potential concerns about data misuse or breaches, maintaining trust in the organization's AI initiatives.
- **Accountability:** As organizational communicators, accountability entails being transparent about the organization's AI-related decisions and actions. It involves communicating mechanisms for oversight, accountability, and redress in case of AI-related harm or ethical violations. Demonstrating accountability builds trust and credibility with stakeholders, showcasing the organization's commitment to ethical AI practices. Communicators play a vital role in conveying accountability measures, reassuring stakeholders that their concerns are taken seriously and addressed promptly.



## AI Governance: the Critical Emerging Leadership Space

While employee communicators report having increased influence on how AI is being used in their organization, the leadership mechanism for driving the AI agenda internally resides within an AI Governance Committee, or something like it. While many of these decision-making bodies are evolving, there are some emerging consistencies in their scope and management. They include:

- **Defining the Purpose and Scope:** Clearly define what the committee aims to achieve, including AI ethics compliance, overseeing AI project approvals, and setting organization-wide AI policies. Decide on the breadth of the committee's oversight—whether it will cover all AI projects or focus on specific areas such as HR, operations, or customer service.
- **Securing Executive Sponsorship:** Secure and name an executive sponsor who will take an active role in supporting the committee. Executive sponsorship ensures the committee has the authority and resources it needs.
- **Establishing Committee Structure:** Identify cross-functional representatives, including Communications, IT, legal, HR, ethics, operations, marketing and any other relevant areas to ensure diverse perspectives and expertise. Clearly define the roles within the committee, including chairpersons, members, advisors, and any external experts. Assign specific responsibilities to each role.
- **Developing Governance Framework:** Create AI policies, including ethical guidelines, compliance requirements, and procedures for AI project approval. Establish a framework for identifying, assessing, and mitigating risks associated with AI projects. Include both technical and ethical considerations, and create a range of scenarios to test the policies.
- **Implementing Review Processes:** Establish processes for reviewing and approving AI projects and content, including criteria for evaluation, such as alignment with ethical guidelines, legal compliance, and potential impact on stakeholders. Set up processes to audit and monitor AI projects and systems to ensure compliance with established guidelines and policies.
- **Communicating and Training:** Communicate the role and policies of the AI governance committee to the entire organization through existing or new employee communications channels. Develop training programs to educate employees about AI ethics, the organization's AI policies, and the role of the AI governance committee. This is crucial for fostering a culture of responsible AI use.
- **Continuously Improving:** Establish a feedback channel for employees on the organization's use of AI to inform policy updates and improvements. Keep the committee informed about the latest developments in AI technology, ethics, and regulation.
- **Evaluating and Reporting:** Define metrics to evaluate the effectiveness of the AI governance committee, such as the number of AI projects reviewed, compliance rates, and feedback from stakeholders. Schedule regular reports to the executive team, Board, employees and other stakeholders on the committee's activities, findings and recommendations.



# Conclusion and Action Steps for Communicators

Keep going—and growing—with productivity

There's no question that the lowest of the AI hanging fruit continues to be the plethora of existing and emerging applications that help us save time, be more creative, repurpose and repurpose content, and increase our reach through automated translation and hyper-personalized content development. Given these are, and will continue to be, more easily accessible and cost friendly, employee communications professionals need to continuously explore, test and define the value for themselves and their organizations.

## Conclusion and Action Steps for Communicators

### Learn and Demonstrate Strategic Application

Clearly, demonstrating the strategic value of AI for internal stakeholder engagement is emerging as the next hill to take. It means that professionals will need to:

- **Engage more deeply in Machine Learning:** exploring connections with Machine Learning Engineers, Computer Scientists and Data Scientists to pose “What if I need x?” questions.
- **Explore new partnerships** with HR colleagues, IT partners and budget holders to define clearly how investments in AI—and access to data – for employee communications can solve a business problem, create a competitive advantage or capture an opportunity.
- **Articulate AI-related competencies** specifically for employee communications. From prompt writing to data analytics and reporting to sentiment and custom sentiment analysis, our organizations will benefit from us thinking about the skills – and people – we need to identify and develop our specialized toolboxes, and before we’re told to do so.
- **Attain change management skills and knowledge** as we apply change management communications to how we “release” AI technologies into the wild of our own companies or organizations. Clearly, our survey results show we’re aware of this need. The questions we must ask ourselves: “Do I know enough?” And “Am I keeping up with the demand for this skill set?”
- **As with productivity, our annual survey report on AI and Employee Communications** will help with insights and benchmarking, at [www.northstarcomms.com](http://www.northstarcomms.com)

### Extend Leadership through AI Governance, Communication and Monitoring

*While we’re seeing a positive trend in employee communication representation with AI policy in this year’s survey results, there’s no question that what’s ahead will take much more than showing up and contributing to discussions about AI use.*

While we’re seeing a positive trend in employee communication representation with AI policy in this year’s survey results, there’s no question that what’s ahead will take much more than showing up and contributing to discussions about AI use. This will include:

- **Finding case studies that clearly show the ROI** on AI’s strategic application with internal audiences for communication.
- **Delivering and executing our own internal communication AI strategies**, and reporting on the results that demonstrate ROI.

## Conclusion and Action Steps for Communicators

- **Ensuring governance** – whether it's in place or still needs to be created – is a living, breathing mechanism that constantly assesses, adjusts and innovates to adhere to culture, values, policy, law and ethics on the inside and outside of our organizations. With ongoing communicator concerns about accuracy, privacy, bias and other drawbacks that come with AI, it will be as important as ever to understand how technologies evolve – good or bad – and ride the rails with them in real time.
- **Deploying change management discipline** as organizations roll out AI technologies. Left unmanaged, and without a communication discipline used to define their use, expect problems that take far more time and other resources to solve.
- **Driving vigilance and partnership** with Government Affairs professionals – so that, as the legal and regulatory landscape around AI changes (and it most clearly will), we retain a seat at the proverbial table to ensure we fully understand what's happening, and represent the needs of internal stakeholders when changes are considered.



## 2025 APPLICATIONS AND PLATFORMS - COMPARATIVE SUMMARY:

(listed in Alphabetical order)

| PLATFORM                      | CAPABILITIES                                                                                                                                                                                                                                                                                                                                                                          | BENEFITS                                                                                                                                                                                                                                                                                                                                                                            | DRAWBACKS                                                                                                                                                                                                                                                                                                                                                                                                   | COST                                                                                                                                                                                                                                                                                                         |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Adobe Firefly</a> | This tool allows you to pick two still images and use them as keyframes to generate a video, which it can also translate into multiple languages. You can also put your idea into motion-graphics with a text prompt. This is helpful for generating b-roll, creating visual effects, and creating 3-D images for communications.                                                     | The possibilities for visual communications with this tool are extremely diverse. The use of video, audio, images and vector graphics can be used for interactive fliers and social media posts. This media is cloud supported and is shareable across many devices and platforms.                                                                                                  | As with all Adobe products, the learning curve for using this product is relatively steep. Additionally, this software can take up a lot of space on your computer. Furthermore, in its beta phase, Firefly can only be used for non-commercial purposes, and generated images will have a watermark.                                                                                                       | A free limited version is available, and the standard plan is only \$9.99 / mo. However, the pro and premium versions start to get expensive, especially if you're a small business or self-owned operation. Pro starts at \$29.99 / mo and the premium version has skyrocketed to a whopping \$199.99 / mo. |
| <a href="#">Artbreeder</a>    | Artbreeder is an image generation and editing tool that allows users to create characters, artwork, and complex collages easily and quickly. It additionally has a social sharing platform embedded in the site where creators can share and collaborate on their works effortlessly. This tool is ideal for quickly creating AI generated portraits, landscapes, or abstract images. | Learning how to use this tool is fast and easy, and the social aspect of this software makes it a truly collaborative platform. Users can even join "remix parties" to get inspired by other creators by remixing images with them simultaneously. The shared library feature of Artbreeder makes it easy to gather inspiration and build off of the work of others with this tool. | While this tool is an intuitive interface with time-saving benefits, it has some drawbacks as well. This site lacks sophisticated editing tools such as layering, so much of what it creates can be generic or derivative and achieving a very specific or unique artistic vision can be difficult with this tool. The resolution of the images generated are also limited unless you're a paid subscriber. | Casual users can access a completely free version, but those looking for a premium experience with better image resolution can purchase a subscription at the "Starter" level for \$7.49 per month, "Advanced" level for \$15.99 per month. or "Champion" level for \$30.99 per month.                       |
| <a href="#">Aware</a>         | This is a "cognitive" security platform combines AI hardware, software and support to produce valuable accurate data quickly to monitor internal communications channels such as Zoom, Teams or Slack by deploying and operating AI-enabled devices like cameras and microphones.                                                                                                     | This technology is useful for measuring the general trends of sentiment in your business's environment and data ecosystem. It can be very effective for navigating change management to gauge employee's perspectives. Using this technology can                                                                                                                                    | This technology has been critiqued for treating people like inventory and creating an environment where people will be self-consciously monitoring their own thoughts to the point, perhaps, of prior restraint on expressing certain feelings or thoughts.                                                                                                                                                 | The company continues not to publish their pricing publicly, as it is customized for users. However, Aware does offer a demo to try the platform before subscribing.                                                                                                                                         |

| PLATFORM                     | CAPABILITIES                                                                                                                                                                                                                                                                                    | BENEFITS                                                                                                                                                                                                                                                                                                                                                                        | DRAWBACKS                                                                                                                                                                                                                                                                                                                                                                              | COST                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Axios HQ</a>     | Axios HQ is built for automating and increasing productivity in internal communications specifically. This tool helps organizations to plan, write copy for and send emails and other essential communications.                                                                                 | Some of the tools that Axios HQ offers include a paragraph rewriter, text summarizer, and conclusion generator. Best of all, Axios HQ offers directory sync functionality that allows organizations to integrate the AI with email distribution lists from Gmail, Microsoft Outlook, Workday, Okta, and more, using supported Single Sign On (SSO) services to ensure security. | Axios HQ does not report its' Application Programming Interface (API) the rules that allow their software to communicate and share data. It therefore cannot produce real-time analytics. Some reviews of the tech also say that employees may have to be manually uploaded into the system's directory which makes the process of setting it up less ideal for very large businesses. | This tech is on the pricier side, with free trials available but subscriptions costing as much as \$15,000 per year.                                                                                                                                                                                                                                                                                                   |
| <a href="#">BloombergGPT</a> | Bloomberg GPT is a made-from-scratch generative large language model specifically built for finance.                                                                                                                                                                                            | This model can assist in improving existing financial NLP tasks, such as sentiment analysis, named entity recognition, news classification, and question answering. It's been trained on a wide range of financial data and can be used to communicate complex financial data about a business in a simple way to consumers or employees.                                       | While BloombergGPT can automate tasks, it may require specialized expertise to implement and manage, potentially increasing costs. As it is a new LLM, it continues to be developed and may still provide unsatisfactory responses to complex queries.                                                                                                                                 | The annual cost of a Bloomberg Terminal, including BloombergGPT, is around \$25,000 to \$30,000 per user, per year. The cost can vary depending on the number of users and the specific services required. Some sources indicate a slightly higher cost of \$31,980 for users with one terminal.                                                                                                                       |
| <a href="#">Canva</a>        | Canva now has even more than its original AI image generation tool, which has since its release been continually improved. Now, they have also rolled out "Canva AI", an all-in-one conversational AI assistant which operates as a generative text-based AI in addition to an image generator. | The structure of this tool, which allows for both text and image generation, is versatile in its uses and, true to Canva's form, extremely intuitive to use and easy to learn. With this tool you can visualize ideas, brainstorm, generate copy and bring ideas to life all in one space - no design experience needed.                                                        | Canva's AI features, while innovative, have some limitations. AI-generated images can be limited in their ability to create non-square images or photo realistic visuals, and some users find the quality to be amateurish compared to other Canva tools. Additionally, reliance on AI might lead to bad design choices or require more editing than non-AI templates.                 | Canva has a limited free version that can be used casually to make basic designs and presentations easily. If you're using Canva for professional work, you can purchase a one-person subscription for \$120 per year, a team subscription for \$100 (for three people or more), or an enterprise subscription for full businesses. The pricing for an enterprise subscription is available through consultation only. |

| PLATFORM                  | CAPABILITIES                                                                                                                                                                                                                                                                                                         | BENEFITS                                                                                                                                                                                                                                                                                                                                                                                                                                                               | DRAWBACKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | COST                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">ChatGPT</a>   | Chat GPT is, according to our survey data (Dollins & Stemmler, 2025) one of the most used applications by employee communicators and is a widely well-renowned generative large language model. It uses a wide range of data to produce answers to questions and create conversational dialogue and written content. | ChatGPT offers numerous benefits, including improved efficiency through task automation, enhanced customer experience, and expanded multilingual communication. It can also assist with content creation, brainstorming, and knowledge acquisition as well. Additionally, Chat GPT has now announced a partnership with Apple to integrate the LLM into experiences with iPhone, iPad, and macOS.                                                                      | Chat GPT has been critiqued for its closed source software model which creates potential risks for bias and a lack of transparency due to the use of proprietary data to train the model. Additionally, Chat GPT could present security risks if the vast amounts of data it's trained on and captures when being used are targeted.                                                                                                                                                           | There is a free version which gives limited access to GPT-4o and GPT-o3 mini and limited access to file uploads, data analysis, image generation and voice mode. The next tier is a \$20 per month package which gives users an expanded accessibility to Sora video generation technology, access to a research preview of GPT-4.5, Open AI's largest model yet, and other features like expanded file uploads. The Pro version which costs \$200 per month gives users unlimited access to advanced voice-to-text capabilities, with higher limits for video and screen sharing, extended access to deep research and more. |
| <a href="#">Claude AI</a> | Claude AI is a safe and secure artificial intelligence assistant which can draft and iterate on websites, graphics, documents and even code alongside your text prompt chat with Artifacts.                                                                                                                          | In 2025 Claude introduced its newest large language model, Claude 3.7 Sonnet, which according to a press release by Claude is the first "hybrid reasoning" model on the market. Claude 3.7 Sonnet can produce near-instant responses or extended, step-by-step thinking that is made visible to the user. API users also have fine-grained control over how long the model can think for. This model is now available on all Claude plans, including the free version. | Claude Sonnet 3.7, while powerful, has some drawbacks, including what some reviews have called "alignment issues", over-engineering, and difficulty in following instructions. It can also be sensitive to input formatting and sometimes performs worse than its predecessor according to some users, who are fans of the 3.5 model, in specific tasks. Furthermore, some users have reported issues with its ability to reliably produce JSON or extract specific information from raw data. | A free version is available, as is a Pro version which costs \$17 per month and gives you access to Projects to organize chats and documents and extended thinking capabilities for more complex work. The Max version, which includes everything in Pro plus higher output limits for tasks, priority access at high traffic times, and scaled usage based on specific needs, costs \$100 per month.                                                                                                                                                                                                                         |

| PLATFORM                  | CAPABILITIES                                                                                                                                                                                                                   | BENEFITS                                                                                                                                                                                                                                                          | DRAWBACKS                                                                                                                                                                                                                                                                      | COST                                                                                                                                                                                                                                                                                                                 |
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| <a href="#">Clipdrop</a>  | Clipdrop is a versatile image-based AI tool that can remove the backgrounds of images, people or objects from an image, or edit and upscale graphic designs.                                                                   | The uses of Clipdrop are numerous and variable. It can be used for personal or professional photo editing, graphic design or even app development. This tool is very intuitive to use and does not require training to be able to integrate into your workflow.   | The drawbacks of this editing tool are its high price point for premium tools. Without the premium subscription, this tool can have outputs of a lower quality.                                                                                                                | There is a free version available with the capability to remove backgrounds and text, from a photo as well as upscale, re-light and clean up a photo. A Pro option is also available for \$15 per month that offers higher resolution outputs. An API option is also available and is priced on a usage-based scale. |
| <a href="#">Copysmith</a> | Copysmith is a tool that provides an entire suite of features that enable marketers, businesses and content creators to effortlessly produce a high volume of written content including emails, ads, and product descriptions. | This tool has a feature that enables a content creator to tailor the generative output to meet their businesses' individual branding and SEO objectives. In a world where SEO is increasingly important to content creators, this is a really beneficial feature. | The cons of this platform include a limited creative control or flexibility due to the tool's high reliance on templates to create content. Additionally, new users may find the interface less intuitive than other, similar tools.                                           | The starter package is priced at \$19 per month, while a premium-tier "professional" package for this tool costs \$59 per month. This is fairly reasonable for a tool like this compared to other options with comparable capabilities.                                                                              |
| <a href="#">DALI-3</a>    | Creates images based on text inputs built natively on Chat GPT.                                                                                                                                                                | One benefit of this platform is that the images you create on it are yours to use, no permission is needed to sell, reprint or merchandise them. Similarly to Clipdrop, you can also use this tool to edit images as well.                                        | DALI - 3, like all AI tools, is susceptible to creating biased images potentially reinforcing harmful stereotypes and some users attest that the platform can struggle with complex text prompts, sometimes creating images that are inaccurate or ignore specific parameters. | DALI - 3 is accessible through Chat GPT Pro, which can be purchased for \$20 per month.                                                                                                                                                                                                                              |

| PLATFORM                      | CAPABILITIES                                                                                                                                                     | BENEFITS                                                                                                                                                                                                                                                                                                    | DRAWBACKS                                                                                                                                                                                                                                                                                                                                                    | COST                                                                                                                                                                                                                                                                                                                                                                                          |
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| <a href="#">Eightfold.AI</a>  | Eightfold AI is an agentic intelligence powered recruiting tool that pairs people with positions that match their skills and interests to your business's needs. | Eightfold AI helps organizations recruit talent efficiently, retain top talent, and even upskill or reskill a business's workforce. Eightfold is available in more than 155 countries and 24 different languages, enabling cutting-edge enterprises to transform their talent into a competitive advantage. | AI in talent management, while offering efficiency gains, risks the potential for bias and discrimination in hiring, lack of transparency in decision-making, and the loss of human touch in the candidate experience. To mitigate these risks, companies must train their algorithms on diverse data, maintain transparency, and integrate human oversight. | While pricing starts at \$650 per month, specific costs depend on organization size and needed features.                                                                                                                                                                                                                                                                                      |
| <a href="#">ElevenLabs</a>    | ElevenLabs uses conversational AI software to create text-to-speech content in a variety of possible voices, styles and languages.                               | This tool can be used to clone unique voices (like that of a c-suite executive), dub video content in 32 different languages and produce professional voice overs for free.                                                                                                                                 | The platform has certain character limits, especially associated with the free version which may inhibit extensive projects. Pronunciation and accuracy can also be less reliable with complex terminology, for example certain legal or scientific terms.                                                                                                   | The free version includes API access, text to speech features, and an automated dubbing feature. The starter package, for hobbyists creating AI audio, is only \$5 per month. The creator package made for creating premium content with global audiences is priced at only \$11 per month. A pro version with 1,100 minutes of conversational ai capability is available for \$99 per month. |
| <a href="#">Google Gemini</a> | Google Gemini is a large language model which can generate text, code, images and audio.                                                                         | Gemini supports many languages and its compatibility with google makes it easy to use while on the Chrome browser or transferring documents from a Google email address and drive.                                                                                                                          | For complex tasks, Gemini struggles with scalability, and the free version is more censored compared to the pro and advanced version. Additionally, those who do not use Google as their primary web browser may not find it as compatible with their research and document storage interfaces.                                                              | Gemini Business is priced at \$20 per month with a one-year commitment, and Gemini Enterprise is \$30 with a one-year commitment. Additionally, for individual users, Google One AI Premium offers Gemini Advanced for \$19.99 per month after a one month free trial.                                                                                                                        |

| PLATFORM                         | CAPABILITIES                                                                                                                                                                                                                                               | BENEFITS                                                                                                                                                                                                                                                                                          | DRAWBACKS                                                                                                                                                                                                                                                                                                                                          | COST                                                                                                                                                                                      |
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| <a href="#">Grammarly AI</a>     | Grammarly is a “writing assistant” that can be used to edit, enhance and improve your writing by offering grammar and spelling correction, style suggestions or text rewriting based on user generated prompts.                                            | This tool can really enhance your writing quality and help to comprehensively draft anything from advertisements to all-staff announcements. It also has a plagiarism detection feature which can be used to ensure that your ideas, even if assisted by AI, are genuine, authentic and original. | While this tool is helpful for editing, when examining very complex sentences it can sometimes struggle to understand context and may suggest incorrect or inappropriate edits.                                                                                                                                                                    | A free version is available, and the Pro version costs only \$12 per month. An “enterprise” subscription price can be obtained by contacting sales and is ideal for larger organizations. |
| <a href="#">Google Translate</a> | Google Translate uses “neural machine translation” (NMT), which is a form of AI, to learn patterns in language and improve translation accuracy and fluency.                                                                                               | Google Translate is free, widely available and is useful for quick translations and checking copywriting between multiple languages to ensure fluency and effective communication. Its text-to-speech feature can be useful for communicating in real time on the go.                             | The translations provided by Google Translate can be very literal and often lack nuance, especially when translating idioms and colloquial language like “slang” terms. There’s also no built-in mechanism for proofreading the translated text, so businesses should take care to edit the writing it produces and check for accuracy in context. | Google Translate is free for all users.                                                                                                                                                   |
| <a href="#">Haiilo</a>           | Haiilo is an internal communications company focused on creating better involvement and engagement within businesses. Its interface includes an AI assistant tool called AVA (Artificial Virtual Assistant) built into their employee experience platform. | The versatile platform comprises a “social intranet”, employee advocacy platform, and provides actionable insights on employee experiences all in one place. It can be used to enable a richer employee experience and improve workplace culture.                                                 | Some reviews of the platform note that the user interface could be improved. Additionally, this tool should be viewed as an assistant in creating workplace cultures, not used as a complete replacement for human interaction or culture creation in a business.                                                                                  | Users can request a demo in order to be quoted for a price based on their company’s individual employee communications needs.                                                             |

| PLATFORM                  | CAPABILITIES                                                                                                                                                   | BENEFITS                                                                                                                                                                                                                                                                                                                                                                                     | DRAWBACKS                                                                                                                                                                                                                                                                                                     | COST                                                                                                                                                                                                                                                                                                                                                |
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| <a href="#">HR Signal</a> | HR Signal uses predictive AI to deliver real-time insights to retain employees, strengthen talent development and perform other human resources related tasks. | This tool can be used to identify potential talent risks, predict career paths and help companies understand workforce trends in order to train and retain employees.                                                                                                                                                                                                                        | Using AI for HR can improve productivity and employee retention, but could come with some data privacy risks, as some sensitive employee information could be uploaded into these systems and is cause for security concerns if breached. It can also take time to integrate AI with pre-existing HR systems. | For companies with 100-999 employees, a basic plan which includes retention risk alerts, past employee insights, and position-specific analytics costs \$5 per employee per month. For companies with 1,000 plus employees, a premium price is available through contacting the sales department or by requesting a demo.                           |
| <a href="#">INK</a>       | INK is an SEO development tool that optimizes and improves a company's content so it can be found on search engines more frequently.                           | There are several benefits to this platform including its efficiency in generating short-form content, saving time, and potentially improving SEO through its built-in features which can increase engagement with marketing content, especially in digital spaces like social media or blog sites.                                                                                          | This technology comes with the risk of potential limitations in originality and creativity, as well as concerns about over-reliance on AI-generated content for search engine optimization leading to content that feels robotic or generic.                                                                  | INK offers a professional subscription at \$35 per month as well as a premium "enterprise" option for \$99 per month which includes enhanced features like advanced team management.                                                                                                                                                                |
| <a href="#">Locusive</a>  | Locusive is an AI powered platform which searches your businesses internal data sources to answer questions with the goal of growing products and businesses.  | Locusive can answer questions using external data, but one of the most useful features of the platform is that it can additionally run qualitative and quantitative analytics calculations stored in your company's knowledge base and data sets. Furthermore, it can be used to automate workflows, connect to APIs and perform every-day tasks like brainstorming and copywriting for you. | Chatbots may not always be able to provide truly personalized solutions tailored to specific customer needs depending on the context and complexity of a situation.                                                                                                                                           | While a free version of this platform is available, advanced users can purchase a \$25 per month \$0.50 per message subscription to unlock certain optimized features of this LLM. Additional "enterprise" pricing which includes custom builds and hosting for your organization is available by contacting the organization for a variable price. |

| PLATFORM                        | CAPABILITIES                                                                                                                                                                                                  | BENEFITS                                                                                                                                                                                                                                                                                                                                                                   | DRAWBACKS                                                                                                                                                                                                                       | COST                                                                                                                                                                                                                                                                                                                                                                                                             |
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| <a href="#">LumApps</a>         | Internal communications system that provides its own “intranet” for employee comms in both in-person or virtual work settings.                                                                                | This tool has an enterprise search capability, and can enhance productivity by streamlining communications by keeping all tasks and business apps on one single platform, connecting them all for maximum efficiency. This is especially helpful for companies whose employees work remotely or in a hybrid model.                                                         | Over-reliance on generative AI can make internal comms use their human touch. It’s important to retain some person-to-person contact in internal communications to ensure authenticity and employee engagement.                 | While the company does not publicly post their pricing, users have commented that the typical cost per user per month is around \$20. Interested users should contact LumApps directly for a price quote.                                                                                                                                                                                                        |
| <a href="#">Lumen5</a>          | This tool is specifically designed to help users create video content using AI templates, preset text and image placements, and adjustable style and color themes. Think of it as Canva for video production. | The intuitive drag-and-drop interface of this platform makes video creation simple and extremely efficient. Additionally, the extensive media library of Lumen 5 is particularly valuable for small teams or solo creators who don’t have the budget for extensive media purchases. It also includes an analytics dashboard to monitor the effectiveness of video content. | Because it is a template based technology, there is limited customization options and with lower subscription models the video quality that Lumen 5 produces is basic with lower resolution and rendering qualities.            | There is no free use option for Lumen 5. The basic plan starts at \$19 per month, the starter plan is \$59 per month and includes custom colors, a wide range of fonts and better resolution. The professional plan starts at \$149 per month, making it one of the more expensive video production options. Lumen 5 also offers custom enterprise pricing available through contacting the sales team.          |
| <a href="#">Microsoft Azure</a> | Microsoft Azure is a public cloud computing platform that includes a range of services including analytics, storage, networking and more.                                                                     | Azure AI stands out for its extensive model catalog, featuring over 1,700 foundation models from creators like Microsoft, OpenAI, Hugging Face, Meta, and Cohere. This diversity allows users to select the most suitable model for their specific needs. Additionally, its integration with tools like GitHub and Visual Studio enhances the development experience.      | Some users have reported that the Azure Portal can be slow and prone to user errors, which may hinder the user experience. Additionally, the platform's pricing models can be complex, potentially leading to unexpected costs. | A free tier which provides limited access to services for evaluation purposes is available. A “developer” tier is offered at \$29 per month and is suitable for individual developers. The standard model is priced at \$100 per month and offers more comprehensive features. A professional direct option is also available for \$1,000 per month and includes premium support as well as additional services. |

| PLATFORM                           | CAPABILITIES                                                                                                                                                                                               | BENEFITS                                                                                                                                                                                                                | DRAWBACKS                                                                                                                                                                                                                                                                                                                                                 | COST                                                                                                                                                              |
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| <a href="#">Microsoft Copilot</a>  | Microsoft Copilot integrates with Microsoft 365 applications to assist in drafting emails, summarizing meetings, and generating reports, enhancing productivity across Word, Excel, PowerPoint, and Teams. | It streamlines communication tasks, enabling employees to quickly generate content and summaries, thereby saving time and reducing cognitive load on employee communications professionals compared to manual drafting. | Some users have reported that Copilot's simplification of features may limit advanced functionalities, leading to frustration among power users seeking more control.                                                                                                                                                                                     | Pricing varies based on the specific Copilot version and organizational requirements. For detailed pricing, it's recommended to contact Microsoft Sales directly. |
| <a href="#">Microsoft Designer</a> | Microsoft Designer is an AI-powered graphic design tool that assists users in creating professional-quality visuals for presentations, social media, and marketing materials.                              | This tool simplifies the design process, allowing employees to produce high-quality visuals without extensive design expertise, thus enhancing communication effectiveness.                                             | Some users may find the tool's templates limiting and may require additional customization to meet specific branding needs.                                                                                                                                                                                                                               | Microsoft Designer is available through a subscription model. For detailed pricing information, it's advisable to contact Microsoft Sales.                        |
| <a href="#">Midjourney</a>         | Midjourney is an AI tool that generates images from textual descriptions, enabling users to create visuals for various purposes depending on their organization's needs.                                   | Midjourney allows communicators to quickly generate unique visuals, enhancing presentations and content without the need for graphic design skills.                                                                     | There is no free trial and you cannot create business designs because images are available to other users. The service is only available on Discord with limited customer support.                                                                                                                                                                        | The basic plan is \$10 per month, the standard plan is \$30 per month, the pro plan is \$60 per month and the mega plan is \$120 per month.                       |
| <a href="#">MonkeyLearn</a>        | MonkeyLearn provides tools for text analysis, including sentiment analysis and keyword extraction, aiding in understanding customer feedback and communications.                                           | This platform enables communicators to gain insights from large volumes of text data, facilitating informed decision-making and targeted communication strategies.                                                      | One drawback of this platform is that the user interface is fairly complex compared to other platforms, requiring training (which could cost time and money) for employees to learn to utilize effectively. It has also been noted the platform lacks a built-in visualization tool, making it difficult to present data insights in a digestible format. | MonkeyLearn offers a single plan at \$299 per month. For more information, users can contact their sales team by going to their website.                          |

| PLATFORM                | CAPABILITIES                                                                                                                                                          | BENEFITS                                                                                                                                                                                                                                                                                                        | DRAWBACKS                                                                                                                                                                                                                                                                                       | COST                                                                                                                                                                                                                                                                                                                                                                                 |
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| <a href="#">Pulsar</a>  | Pulsar is a social listening and audience intelligence platform that monitors online conversations and analyzes audience behavior to inform communication strategies. | This application provides real-time insights into audience sentiments and trends, allowing communicators to tailor messages effectively and engage with their audience. It can also be used internally to gauge employee sentiment as well and tailor staff messages or other forms of internal communications. | Some users have reported in reviews of the platform that the platform's analytics can be somewhat overwhelming, requiring time to interpret and apply the valuable insights this platform is able to provide effectively to deliver the greatest benefit to a business.                         | Pulsar offers customized pricing based on organizational needs. These plans range from free trials and serverless options to fully managed dedicated clusters and Bring Your Own Cloud (BYOC) deployments. The specific costs vary based on factors like deployment type, usage, and the vendor's offerings. For detailed information, it's recommended to contact their sales team. |
| <a href="#">Poppulo</a> | Poppulo is an internal communications platform that facilitates the creation, distribution, and measurement of employee communications across various channels.       | It streamlines internal communication processes, ensuring consistent messaging and enhancing employee engagement.                                                                                                                                                                                               | Some users have noted that the platform's customization options may be limited, requiring additional tools for specific needs.                                                                                                                                                                  | Poppulo offers tailored pricing based on organizational requirements. For detailed information, potential users must contact their sales team.                                                                                                                                                                                                                                       |
| <a href="#">Qlik</a>    | Qlik AI integrates artificial intelligence into data analytics, enabling users to uncover insights and make data-driven decisions.                                    | The Qlik platform empowers communicators to base their messages on data-driven insights, enhancing the credibility and effectiveness of their overall communications. Qlik Answers™ allows for quick, conversational insights, while Qlik AutoML™ aids in predicting trends and behaviors.                      | This is another one of those platforms in which some users have found the platform's learning curve to be fairly steep, requiring training to utilize its full potential. This is something to consider when implementing this technology for the first time, especially across multiple teams. | This platform offers various subscription plans, with a starter tier priced at \$200 per month, standard plan at \$825 per month, or a premium plan for \$2,750 per month. As AI applications go, this is one of the more expensive ones, which could be prohibitive for smaller businesses or individual professionals looking to purchase a subscription to this software.         |

| PLATFORM                       | CAPABILITIES                                                                                                                                                                                                                                                                                                                                                                                 | BENEFITS                                                                                                                                                                                                                                                                                                                                                              | DRAWBACKS                                                                                                                                                                                                                                                                                                                                | COST                                                                                                                                                                                                                                                                                                                                   |
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| <a href="#">Qualtrics EX25</a> | Qualtrics EX25 is an “experience management” platform that collects and analyzes feedback to improve customer and employee experiences.                                                                                                                                                                                                                                                      | This versatile tool provides valuable insights into audience perceptions, allowing communicators to tailor messages and strategies effectively based on performance indicators like engagement, inclusion, and well-being through scientifically validated surveys. The platform's science-based methodology ensures that the insights are both valid and actionable. | Some users may find the predefined survey structure limiting if they wish to explore beyond the standard KPIs. Additionally, while the platform offers valuable insights, the frequency of data collection may require additional resources to manage effectively.                                                                       | The platform comes with a Qualtrics membership, which is \$420 per month.                                                                                                                                                                                                                                                              |
| <a href="#">Quillbot</a>       | QuillBot is an AI-powered paraphrasing and writing tool that assists users in rephrasing text, improving grammar, and enhancing readability. It offers features like a plagiarism checker, citation generator, and summarizer, catering to various writing needs. The platform supports multiple writing modes, allowing users to tailor the output to their specific requirements.          | For communicators, QuillBot streamlines the content creation process by providing quick paraphrasing and grammar correction. Its summarizer helps distill lengthy information into concise points, saving time. Compared to manual editing, QuillBot offers a faster and more efficient way to refine messages, ensuring clarity and engagement.                      | Potential performance issues with QuillBot's Microsoft Word add-in and limitations in the plagiarism checker, such as a cap on the number of pages that can be checked per month. Additionally, the platform's customer support has been noted as lacking, with no 24/7 availability and limited assistance for premium users.           | QuillBot offers a free version with basic features and a premium subscription priced at \$14.95 per month. The premium plan includes advanced features like increased plagiarism checks and access to all writing modes. For enterprise pricing or additional information, it's recommended to contact QuillBot's sales team directly. |
| <a href="#">Retrain.AI</a>     | Retrain.ai is a workforce intelligence platform that uses AI to analyze employee skills and predict future workforce needs. It provides insights into skill gaps, learning opportunities, and career progression, helping organizations align their workforce with strategic goals. The platform integrates with existing HR systems to offer a comprehensive view of employee capabilities. | Retrain.ai enables communicators to create targeted internal communications based on real-time skills data. By identifying emerging skill gaps and development opportunities, communicators can craft messages that align with organizational goals and employee aspirations, fostering a culture of continuous learning and growth.                                  | Some users have reported that the platform's integration with existing HR systems can be complex, requiring significant customization. Furthermore, while the AI-driven insights are valuable, interpreting these insights may require a certain level of expertise, potentially necessitating training for HR and communications teams. | Retrain.AI does not provide pricing information and does not offer a free trial. Requesting a demo is available through their website where you are also able to ask questions regarding the platform. There is also an included 20-minute one-on-one call to discuss needs and pricing.                                               |

| PLATFORM                                | CAPABILITIES                                                                                                                                                                                                                                                                                                                                                                                                    | BENEFITS                                                                                                                                                                                                                                                                                                                                       | DRAWBACKS                                                                                                                                                                                                                                                                                     | COST                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <a href="#">Runway</a>                  | Runway AI is a creative toolkit that provides a suite of AI-powered tools for video editing, image generation, and real-time collaboration. It includes features like text-to-image generation, video-to-video editing, and green screen capabilities. Runway's platform is designed to integrate seamlessly into creative workflows, enabling rapid content creation and iteration.                            | For communicators, Runway AI offers a streamlined approach to content creation, allowing for the rapid production of high-quality visuals and videos. Its intuitive interface and AI-driven tools reduce the time and expertise required to produce professional-grade content, enhancing the efficiency of internal communications campaigns. | While Runway's tools are powerful, there is a learning curve associated with mastering all the features and higher-tier plans can be costly for individual users or small teams. There are also concerns about data privacy, especially when handling sensitive or proprietary video content. | A basic plan which includes up to 3 video projects, 5GB of asset storage, and exports videos in 720p resolution with watermarks is available for free. A standard plan with enhanced editing features and greater asset storage size and resolution quality runs for \$12 per month, with the pro plan available for \$28 per month. The "unlimited" plan, which includes unlimited video generations in Explore Mode costs \$76 per month billed annually. An enterprise plan with tailored solutions and custom credit amounts and storage is available through contacting sales on the company website. |
| <a href="#">Salesforce Einstein GPT</a> | Salesforce Einstein GPT integrates generative AI into Salesforce's CRM suite, enhancing Sales Cloud and Service Cloud with AI-powered features. It automates tasks such as drafting sales emails, summarizing service interactions, and generating knowledge articles. The platform utilizes OpenAI's models alongside Salesforce's proprietary data to provide contextual and personalized content generation. | There is seamless CRM integration, valuable data insights, sentiment analysis insights, advanced text generation capabilities and multilingual support.                                                                                                                                                                                        | It is not as accurate as human-led analysis and still requires manual input to generate insights. It cannot analyze video or audio recordings. The quality of the output relies on the quality of the data that is imputed.                                                                   | The platform costs \$50 per month for access to Sales Cloud Einstein and Service Cloud Einstein packages. Once the limited credits are used up, the service performs on a pay-as-you-go model.                                                                                                                                                                                                                                                                                                                                                                                                             |

| PLATFORM                     | CAPABILITIES                                                                                                                                                                                                                                                                                                                                                           | BENEFITS                                                                                                                                                                                                                                                                                                                  | DRAWBACKS                                                                                                                                                                                                                                                                                                                                                                                                                                                      | COST                                                                                                                                                                                                                                                                                                                                            |
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| <a href="#">Slack AI</a>     | Slack AI enhances the Slack platform with generative AI features, including personalized search answers, channel recaps, and thread summaries. It leverages the collective knowledge within Slack to provide intelligent responses and streamline communication workflows. These features are designed to improve information retrieval and decision-making processes. | For communicators, Slack AI significantly reduces the time spent on information retrieval and message summarization. By automating these tasks, it allows teams to enhance their overall productivity. Compared to traditional methods, it offers a more efficient and scalable approach to managing team communications. | One potential concern about this platform is the accuracy of AI-generated summaries and responses, highlighting the potential for misinterpretation or omission of critical information. Additionally, there may be a learning curve associated with effectively utilizing these AI features within the Slack environment.                                                                                                                                     | Slack AI features are included in Slack's paid plans, with pricing starting at \$6.67 per user per month for the Pro plan, which includes AI-powered features. Enterprise Grid plans offer additional customization and support options. For detailed pricing and feature comparisons, it's recommended to contact Slack's sales team directly. |
| <a href="#">Soundbite.AI</a> | Soundbite.ai specializes in generating AI-powered voice messages and audio content. It allows users to create personalized voice messages at scale, which can be utilized for customer engagement, marketing campaigns, and internal communications. The platform offers customization options to tailor the audio content to specific needs.                          | Soundbite.ai is an application which provides a scalable solution for delivering personalized audio messages, enhancing engagement and connection with the audience. Compared to traditional text-based communication, audio messages can convey tone and emotion more effectively, improving message reception.          | AI-generated voices are often clear, but one drawback is that they may lack the natural nuances of human speech, potentially affecting the perceived authenticity of the message. Because of this, AI-generated audio may lead to listener fatigue or decreased engagement over time.                                                                                                                                                                          | There is no cost to start and the first 50 users per month are free. Managers only need to pay for additional engaged users. Paid features include global SMS support and multilingual transcription and custom data residency and retention.                                                                                                   |
| <a href="#">Suno</a>         | Suno AI is an AI platform that generates music tracks across various genres, including hip-hop, funk, and reggae. It produces compositions with structured verses and choruses, aiming for a high level of audio quality.                                                                                                                                              | Suno AI offers a great creative tool for producing background music or jingles for internal communications, training materials, or promotional content. Compared to traditional music production, it provides a faster and more cost-effective solution, though it may require human curation to ensure quality.          | While the platform excels in certain genres, its lyrical content may sometimes lack coherence or cultural depth. Users have observed that while Suno AI generates music quickly, the lyrical content can be repetitive or nonsensical, limiting its applicability for projects requiring meaningful lyrics. Additionally, the platform's understanding of musical nuances and cultural context may be limited, affecting the authenticity of the compositions. | The free plan is 50 credits per day (around five songs) for non-commercial use. For the pro plan, it is \$8 per month for around 250 songs and commercial use is allowed. The premier plan is \$25 per month and around 1,000 songs, where commercial use is allowed.                                                                           |

| PLATFORM                       | CAPABILITIES                                                                                                                                                                                                                                                                                                                                                                    | BENEFITS                                                                                                                                                                                                                                                                                                                                                                            | DRAWBACKS                                                                                                                                                                                                                                                                               | COST                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <a href="#">TIBCO Spotfire</a> | TIBCO Spotfire is a business intelligence and analytics platform that provides data visualization, dashboarding, and predictive analytics capabilities. It allows users to analyze large datasets, uncover insights, and make data-driven decisions through interactive visualizations and advanced analytics tools.                                                            | Employee communicators can benefit from TIBCO Spotfire as it enables the creation of interactive dashboards and visual reports that can be shared across the organization. This facilitates data-driven storytelling and enhances the clarity of complex information, improving decision-making and communication effectiveness.                                                    | TIBCO Spotfire has a steep learning curve, requiring specialized knowledge to fully utilize its advanced features. Additionally, the platform's customization options may require additional resources or expertise to implement effectively.                                           | <p>"The Analyst" package is priced at \$125 per month or \$1,250 per year, while the next tier "Business Author" starts at \$65 per month or \$650 per year. The third tier, a "Consumer" subscription can be purchased for \$25 per month or \$250 per year (this level must be purchased with at least one Analyst or Business Author seat). The highest level subscription, "Library Storage" can also be purchased for \$25 per month or \$250 per year for 250GB of storage. For enterprise deployments or on-premises installations, pricing is customized based on specific requirements. Implementation costs can range from \$5,000 to \$20,000, with customization and training fees varying accordingly.</p> |
| <a href="#">Tome</a>           | Tome is an AI-powered storytelling platform designed to help users create visually rich presentations and narratives. It integrates various media types, including text, images, and videos, into a cohesive storytelling experience. Tome leverages AI to assist in content generation, layout design, and data visualization, streamlining the presentation creation process. | Tome offers a user-friendly interface that simplifies the creation of engaging presentations without the need for advanced design skills. Its AI-driven features enable quick content generation and layout adjustments, saving time and enhancing productivity. Compared to traditional presentation tools, Tome provides a more dynamic and interactive approach to storytelling. | While Tome offers innovative features, it may lack certain advanced customization options found in traditional presentation software. Additionally, the reliance on AI for content generation may require careful oversight to ensure accuracy and alignment with the intended message. | <p>Tome is \$16 per month with annual billing or \$20 per month with monthly billing. There is a free trial with limited credits to test the platform first.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

## 2025 NEW AND EMERGING PLATFORMS AND TOOLS A-Z:

(listed in Alphabetical order)

| PLATFORM                           | CAPABILITIES                                                                                                                                                                                                                                                                                        | BENEFITS                                                                                                                                                                                                                                                                                                                                            | DRAWBACKS                                                                                                                                                                                                                                                                                   | COST                                                                                                                                                                                         |
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| <a href="#">Arthur AI</a>          | Arthur AI offers an AI performance monitoring platform that ensures machine learning models are fair, explainable, and aligned with business objectives. It provides tools for model evaluation, bias detection, and performance tracking, enabling organizations to maintain ethical AI practices. | For employee communicators, Arthur AI ensures that AI-driven communications are fair and unbiased, fostering trust among employees. It also helps in maintaining compliance with ethical standards, which is crucial in internal communications.                                                                                                    | Some users have reported that while Arthur AI offers robust monitoring tools, the platform can be complex to integrate with existing systems, requiring dedicated resources for setup and maintenance.                                                                                      | Pricing details are not publicly disclosed for this platform. Prospective customers are encouraged to contact Arthur AI directly for a customized quote based on their organization's needs. |
| <a href="#">Broadcast by Cerki</a> | Broadcast by Cerki is an AI-powered communication platform that automates and personalizes internal messaging. It utilizes natural language processing to craft messages that resonate with employees, enhancing engagement and understanding.                                                      | Employee communicators can leverage Broadcast by Cerki to deliver consistent and personalized messages at scale, saving time and ensuring clarity, especially in internal communications.                                                                                                                                                           | Some users have noted that while the platform excels in message personalization, it may require continuous input to maintain the tone and style that aligns with the organization's voice. Communicators using this platform must take care to train it well for the most effective output. | Cerki offers tiered pricing based on the size of the organization and the volume of messages. Specific pricing information is available upon request.                                        |
| <a href="#">Briefly AI</a>         | Briefly AI is an AI-powered writing assistant designed to help professionals craft concise and impactful messages. It utilizes natural language processing to summarize lengthy content, ensuring clarity and brevity.                                                                              | For communicators and employees alike, Briefly AI streamlines the process of creating internal communications, saving time and ensuring messages are clear and to the point. This tool can break down large projects or complicated tasks into simple summaries understandable to everyone to help employees comprehend and achieve specific goals. | Some users have noted that while Briefly AI excels at summarization, it may occasionally omit nuanced details, requiring manual review. Users of this platform should take care to review meeting notes that this platform takes to ensure all details are included.                        | Briefly AI offers a free trial. Pricing for both of their paid plans are \$15 per month for individuals and teams.                                                                           |

| PLATFORM                   | CAPABILITIES                                                                                                                                                                                                                               | BENEFITS                                                                                                                                                                                                                                                                                                                  | DRAWBACKS                                                                                                                                                                                                   | COST                                                                                                                                                                                                                                                                                                                                        |
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| <a href="#">CinemaFlow</a> | CinemaFlow is an AI-driven video editing platform that automates the creation of dynamic video content. It uses machine learning to analyze and edit raw footage, producing polished videos suitable for various communication needs.      | Employee communicators can quickly produce high-quality videos for training, announcements, or updates, reducing the time and resources traditionally required for video production.                                                                                                                                      | While CinemaFlow automates many aspects of video editing, occasional reviews mention that the platform may not fully capture the nuanced messaging intended, requiring manual adjustments to input prompts. | The starter subscription tier costs \$49.99 per month, and the professional subscription is valued at \$179.99 per month. An “enterprise” package with expanded cinematic styles and advanced export settings is available for \$399.99 per month.                                                                                          |
| <a href="#">Cohere</a>     | Cohere provides a suite of AI tools focused on natural language understanding and generation. Its platform enables businesses to build applications that can comprehend and generate human-like text, facilitating improved communication. | For employee communicators, Cohere's tools can enhance the clarity and effectiveness of internal messages, ensuring that communications are easily understood and engaging. The writing styles of c-suite executives can be programmed into this application and facilitate both internal and external HR communications. | Some users have reported that while Cohere's platform is powerful, it may require a steep learning curve to fully utilize its capabilities.                                                                 | Cohere offers flexible pricing models, including pay-as-you-go and subscription options. Users pay a specific amount of money for a certain number of tokens. For example, the basic tier costs \$2.50 per 1 million tokens of input, and \$10.00 per 1 million tokens of output. More specific pricing details are available upon request. |
| <a href="#">Deep L</a>     | Similarly to Google Translate, Deep L uses artificial intelligence to translate copy into multiple languages.                                                                                                                              | Deep L uses neural network models, deep learning techniques and natural language processing technology to translate with high levels of accuracy and efficiency for communicators who want to create content for a broader audience.                                                                                      | Deep L's language options are narrower than those of other translation systems, focusing mostly on European languages.                                                                                      | Deep L can be trialed for a limited time for free, and then the standard basic plan starts at \$8.74 per month. There is also an “advanced” subscription which allows for more                                                                                                                                                              |

| PLATFORM                  | CAPABILITIES                                                                                                                                                                                                        | BENEFITS                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | DRAWBACKS                                                                                                                                            | COST                                                                                                                                                                                                                                                                                            |
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| <a href="#">Dialpad</a>   | Dialpad is an AI-powered communication platform that integrates voice, video, and messaging into a single interface. It utilizes AI to transcribe conversations, analyze sentiment, and provide real-time insights. | Employee communicators can utilize Dialpad to streamline communication processes, ensuring timely and efficient interactions across various channels. It can provide HR professionals and communicators insights on employee sentiment and it's integrated interface allows for the fast and easy analyzation of a wide range of content.                                                                                                                                   | While Dialpad offers a comprehensive suite of tools, the platform can be overwhelming for new users due to its extensive features.                   | Dialpad offers tiered pricing plans starting at \$15 per user per month. Higher-tier plans with additional features are also available, such as their "pro" plan which costs \$25 per month. Enterprise plan pricing is not posted publicly but can be obtained by contacting Dialpad directly. |
| <a href="#">DNSFilter</a> | DNS Filter provides AI-driven security solutions that protect networks from malicious websites and content. It uses machine learning to analyze and block harmful domains in real-time.                             | For employee communicators, DNS Filter ensures that internal communications are secure and that employees are protected from phishing attacks and malicious content. Given that the 2025 survey (Dollins, M. & Stemmler, J., 2025) revealed that one of the main concerns among communicators which causes hesitancy to adopting AI is worries over online security, this tool can help teams integrate AI into their daily tasks with less hesitancy from their employees. | Some users have noted that DNS Filter's aggressive blocking can occasionally restrict access to legitimate sites, requiring fine-tuning of settings. | DNS Filter offers pricing plans starting at \$1 per user per month. Custom pricing is available for larger organizations through contacting their sales team.                                                                                                                                   |
| <a href="#">Feedhive</a>  | Feedhive is an AI-driven social media management platform that automates content creation and scheduling. It uses machine learning to optimize posting times and content formats.                                   | Employee communicators can use Feedhive to manage internal social platforms, ensuring timely and engaging content delivery without manual intervention. It's scheduling tool makes it easy to plan content far into the future to optimize workflow.                                                                                                                                                                                                                        | While Feedhive automates many aspects, some users have reported that it may lack customization options for specific organizational needs.            | Feedhive offers tiered pricing plans. Specific pricing information is available on their website or upon inquiry.                                                                                                                                                                               |

| PLATFORM                  | CAPABILITIES                                                                                                                                                                                                         | BENEFITS                                                                                                                                                                                                                                                                                                                                           | DRAWBACKS                                                                                                                                                         | COST                                                                                                                                                                              |
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| <a href="#">Frame AI</a>  | Frame AI translates unstructured data – the calls, emails, surveys and documents that comprise 80% of what enterprises capture – into insights that inform operations and strategic decisions across teams.          | This tool takes large swaths of qualitative data and quickly turns it into quantitative insights for leadership. This tool detects traits, tracks trends, and triggers workflows with streaming AI that continuously queries customer data for what matters to your business. This can be utilized internally for employee communications as well. | The main drawbacks of this are data bias, accuracy and implementation issues. This software may lack a personal touch and may struggle with real-time processing. | The pricing for this company is relatively opaque, and will only be given to you after you have signed up on the website and requested a demo of the product.                     |
| <a href="#">Grok</a>      | Grok is an AI-powered language model developed by xAI, Elon Musk's AI startup. It is designed to understand and generate human-like text, facilitating natural conversations.                                        | Employee communicators can utilize Grok to automate and enhance internal communications, ensuring messages are clear and engaging.                                                                                                                                                                                                                 | As a relatively new platform, some users have reported that Grok may still be refining its capabilities, leading to occasional inaccuracies.                      | Pricing details for Grok are not publicly disclosed. Interested parties should contact xAI for more information.                                                                  |
| <a href="#">HitPaw</a>    | HitPaw provides AI-powered multimedia tools, including video editing and screen recording. Its platform is designed for ease of use, catering to both beginners and professionals.                                   | Using this tool, communicators can quickly produce and edit multimedia content for internal communications, reducing reliance on specialized video editing teams.                                                                                                                                                                                  | While HitPaw is user-friendly, it may lack advanced features found in more specialized tools.                                                                     | You can use HitPaw for free. However, there are also advanced plans available for purchase. Weekly plans cost \$9.99, monthly plans cost \$29.99, and yearly plans cost \$179.99. |
| <a href="#">Moveworks</a> | Moveworks provides an AI-driven platform that automates IT support tasks, such as ticket resolution and troubleshooting. It uses natural language processing to understand and address employee issues in real-time. | Moveworks is valuable to employee communicators in order to address common employee queries instantly, freeing up HR teams to focus on more strategic initiatives by delegating commonly asked questions to an AI assistant.                                                                                                                       | A small number of reviews attest that initial setup and integration can be complex and time-consuming.                                                            | Moveworks offers customized pricing based on organizational needs. A 12-month contract for 1,000 users is approximately \$150,000 annually.                                       |

| PLATFORM                 | CAPABILITIES                                                                                                                                                                           | BENEFITS                                                                                                                                                                                                                                                                                                                                                                               | DRAWBACKS                                                                                                                                                      | COST                                                                                                                                                                                                                                                                                                                                                          |
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| <a href="#">Otter AI</a> | <p>Otter AI is an AI transcription service that converts spoken content into written text. It integrates with platforms like Zoom and Microsoft Teams for real-time transcription.</p> | <p>This platform can use AI to transcribe meetings and discussions, helping employee communicators to ensure that accurate records are being taken and facilitate information sharing.</p>                                                                                                                                                                                             | <p>While this is an effective tool, because it is speech-to-text based, it may occasionally struggle with heavy accents or background noise.</p>               | <p>Otter AI offers several plans, including a free option, a Pro option for \$12.99 per month, a Business plan for \$30 per month, as well as custom pricing for enterprises that can be obtained by reaching out to Otter AI representatives directly.</p>                                                                                                   |
| <a href="#">Plaud AI</a> | <p>Plaud AI offers AI-powered devices like the PLAUD NOTE and NotePin, designed for hands-free note-taking and transcription during meetings.</p>                                      | <p>Similarly to Otter AI, employee communicators can use Plaud AI devices to capture meeting discussions effortlessly, ensuring accurate records without manual input.</p>                                                                                                                                                                                                             | <p>Occasionally users have reported that while the devices are convenient, they may require time to adapt to individual speaking styles.</p>                   | <p>Pricing details for Plaud AI devices are available on their website. The Pro version is a one-time payment which costs \$79.00. Promotional discounts may apply during certain periods. .</p>                                                                                                                                                              |
| <a href="#">Read AI</a>  | <p>Read AI is an AI platform that analyzes meeting dynamics, providing insights into participant engagement and communication patterns.</p>                                            | <p>In a world where hybrid and remote work, as well as virtual meetings at in-person workplaces are increasingly common, this tool can help communicators assess the effectiveness of internal meetings, identifying areas for improvement in communication strategies.</p>                                                                                                            | <p>Read AI offers valuable insights, but it may require time for human users to interpret and apply the data effectively.</p>                                  | <p>A free version is available, as well as a Pro tier which costs \$19.75, an Enterprise version for \$29.75, as well as an Enterprise Plus tier which costs \$39.75 per license per month.</p>                                                                                                                                                               |
| <a href="#">Soundful</a> | <p>Soundful is an AI-driven music creation platform that generates royalty-free music tracks based on user inputs.</p>                                                                 | <p>This AI-driven music creation platform generates royalty-free music tracks and offers a variety of genres and styles, allowing users to customize tracks to suit their needs, providing employee communicators with an efficient way to create background music for internal videos and presentations, enhancing engagement without the need for professional music production.</p> | <p>Some users have noted that while Soundful offers a variety of music styles, the generated tracks may lack uniqueness and may sound generic if overused.</p> | <p>A standard free version for personal projects is available alongside a premium version for only \$5.00 per month. Additional features are available in the Pro version which costs \$9.99 per month. There are also 3 business tiers available, with tier 1 costing \$49.99 per month, tier 2 costing \$120.83 per month, and tier 3 costing \$249.99.</p> |

| PLATFORM                  | CAPABILITIES                                                                                                                                                                                                                  | BENEFITS                                                                                                                                                                                      | DRAWBACKS                                                                                                                                                                                   | COST                                                                                                                                                                                       |
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| <a href="#">Synthesia</a> | Synthesia is an AI video creation platform that allows users to generate videos with AI avatars and voiceovers from text input. It supports over 140 languages and offers features like AI screen recording and video editing | This platform can be used easily to produce training and informational videos quickly, reducing reliance on video production teams and ensuring consistent messaging across the organization. | Reports that while Synthesia offers a range of avatars, the customization options may be limited, and the AI-generated voices may lack natural intonation have come from some users online. | This platform offers several plans including a personal plan for \$30 per month. Team plans and enterprise plans have custom pricing whose details are available on the Synthesia website. |
| <a href="#">Yellow.AI</a> | Yellow.AI provides a conversational AI platform that automates employee interactions across various functions, including HR and IT support. It offers voice, chat, and email automation, with over 150 integrations.          | Employee communicators can leverage Yellow.AI to streamline internal communication processes, providing instant responses to employee queries and reducing the workload on HR teams.          | Some users have noted that while Yellow.AI offers a wide range of integrations, the setup process can be complex and may require dedicated resources.                                       | Yellow.AI offers a "Pay as you go" pricing model. Pricing details are available upon booking a demo with the Yellow.AI team.                                                               |

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