PrismHR Communication Hub

Service Provider FAQ

PRISM**HR**

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PrismHR Communication Hub

PrismHR Communication Hub is a unified, AI-powered messaging platform that enables Service Providers to deliver timely, targeted and multilingual communications across email, text (SMS), in-app messages and push notifications—all from one intuitive interface. From streamlining outreach and improving engagement to ensuring employees receive messages on the right channels, Communication Hub helps your team communicate smarter and faster.

Communication Hub Rollout

Communication Hub is being rolled out in phases. Initially, the platform is available to Service Providers via PrismHR. Future releases will extend access to Worksite Managers and employees via the Employee Portal and HCM.

- **Initial Release:** Service Providers only
- **Future Release:** Employee Portal and HCM access

PrismHR Communication Hub Overview

What is PrismHR Communication Hub?

PrismHR Communication Hub is an AI-powered, multi-channel messaging platform that lets service providers deliver timely, targeted, and multilingual communications to employees via email, SMS, in-app messages, and push notifications — all from one central interface.

Who can use Communication Hub?

Initially, Communication Hub is available to service providers through PrismHR. Integration with the Employee Portal and HCM platforms is planned for future releases.

What benefits does Communication Hub offer?

- Reach employees across multiple channels from one platform
    - Personalize messages using employee data such as company, location or department
    - Automate and streamline messaging creation for greater efficiency
- Translate messages into multiple languages for inclusivity
- Track delivery and engagement in real time

How is Communication Hub integrated with PrismHR?

- **Embedded Access:** Launch Communication Hub directly from the PrismHR interface.
- **Segment Syncing:** Use PrismHR segments, automatically synced, for targeting employees.
- **Employee Data Syncing:** Employee records and relevant data are synced to enable targeted communications.

Availability, Access & Setup

When was PrismHR Communication Hub released?

PrismHR Communication Hub became generally available to all PrismHR clients starting with the January 22/23 release.

How do users access Communication Hub?

Communication Hub is accessed through PrismHR and is enabled via user roles. Administrators must grant Communication Hub permissions to the appropriate roles to ensure only authorized users can create and send employee communications.

Can On-Prem PrismHR clients use Communication Hub?

Yes. On-Prem clients can access Communication hub, but additional configuration is required. Clients should contact their Customer Success Manager or Client Growth Manager to begin setup.

Messaging Channels & Capabilities

Which communication channels are supported?

- **Email:** Send messages to employee inboxes
- **Text (SMS):** Send text messages (paid tiers only)
- **In-App:** Send messages directly to PrismHR and Employee Portal mailboxes
- **Push Notifications:** Send messages to employees via PrismONE Mobile App

Can messages be targeted to specific groups of employees?

Yes. Messages can be targeted using employee data such as company, location, department, status and other attributes available in PrismHR.

Can I personalize messages?

Yes. Communication Hub currently supports AI-assisted message creation to help tailor tone and content. Dynamic substitution variables (for example, inserting an employee's name into a message) are planned for early 2026.

Can I include images or attachments in messages?

- **Images:** Current maximum is 30KB. Larger images can be linked from the web.
- **Attachments (PDFs, etc.):** Not yet supported. You can link to hosted documents instead.

Can I include hyperlinks?

Yes, in emails, in-app messages, and push notifications.

- You can also link directly to Employee Portal pages (using redirect parameters).
- Linking to documents in Document Management is planned but not yet available.

AI & Multilingual Messaging

How does AI work in Communication Hub?

The built-in AI helps users quickly draft clear, professional employee communications. It can assist with wording, tone, and translation to support multilingual workforces.

Does the AI send messages automatically?

No. AI assists with content creation only. Users always review and approve messages before sending.

Can users control the final message?

Yes. All AI-generated content is fully editable, and users remain in complete control of the final message.

Employee Data & Sync

What employee data is available in Communication Hub?

Communication Hub syncs employee data from PrismHR, including:

- Name and contact information
- Department, division, and project
- Worksite and resident state
- Employee status and user type
- More attributes can be viewed in the Communication Hub

Additional attributes such as Employment Type, FLSA Status, and Benefit Group are planned for Q1 2026.

How often does employee data sync?

Employee data syncs in near real time. Updates made in PrismHR typically appear in Communication Hub within approximately 2 minutes.

How long does the initial data load take?

The initial employee data load is fully automated and runs during account setup. Communication Hub can import up to 500,000 employee records in roughly 30 minutes.

Which email address is used when sending messages?

Communication Hub prioritizes addresses in the following order:

1. Preferred Email (if set)

2. Work Email

3. Personal Email

Note: If no email is available, the message will not be sent to that individual.

Future enhancement: The ability to select which email address to use during campaign creation is on the roadmap.

Employee Preferences & Opt-Outs

Can employees opt out of receiving messages?

Yes, depending on the channel:

- **Email:** Each message includes an unsubscribe link
- **Text (SMS):** Employees can reply STOP to opt out
- **Push Notifications:** Employees can disable notifications in the PrismONE app
- **In-App Messages:** Cannot be opted out of; these are considered essential for platform functionality

Subscription, Usage & Pricing

What is included for free with my PrismHR subscription?

The Free Tier is included for all PrismHR clients and supports the following:

- **Email:** Up to 8,000 emails per month
- **In-App Messages:** Unlimited messages to PrismHR and Employee Portal inboxes
- **Push Notifications**: Unlimited notifications via the PrismONE Mobile App

Are text (SMS) messages included in the free tier?

No. Text (SMS) messaging requires a paid tier.

What paid messaging options are available?

- **10k Text Package:** Unlimited email + up to 10,000 text messages/year
- **50k Text Package:** Unlimited email + up to 50,000 text messages/year
- **400k Text Package:** Unlimited email + up to 400,000 text messages/year

- **Custom Text Package:** For volumes over 400,000, custom pricing is available

Clients should contact their Client Growth Manager for pricing details.

Why do (text) SMS messages require a paid tier?

Text (SMS) messages incur carrier and delivery fees across the telecommunication ecosystem. Paid tiers help cover these costs while ensuring reliable delivery and compliance.

Compliance, Security & Governance

How are messages delivered through Communication Hub?

Communication Hub uses industry-leading messaging providers to ensure reliable delivery of emails, text (SMS) messages and push notifications.

Does Communication Hub comply with SMS regulations (TCPA, 10DLC)?

Yes. Communication Hub follows key regulatory standards:

- Promotional messages require explicit opt-in

- Transactional messages (shift updates, alerts) follow best practices

- All SMS messages include a "Reply STOP to unsubscribe" option

- Opt-out requests are processed immediately

Future enhancements may include time-zone-aware sending and additional compliance features.

Who can send messages using Communication Hub?

Only Service Provider users with the appropriate PrismHR role permissions can create and send messages through Communication Hub. This functionality is not currently available to trusted advisors or worksite managers.

Can I customize the "From" and "Reply-To" email address or name?

Yes, you can configure a custom **From** and **Reply-To** email address to replace the default noreply@prismhr.com, however, this requires a formal setup process that involved domain verification and configuration with out email service provider. To initiate the process, please submit a support case.

Is Communication Hub secure?

Yes. All messages are sent with secure data handling and privacy controls built into PrismHR.

Campaign Management

Can I create templates for recurring campaigns?

The following functionality is coming soon: campaign templates are planned for the first half of 2026, including preformatted templates for common communications (e.g., Open Enrollment).

Can I schedule campaigns in advance?

This functionality is coming soon: scheduling functionality is also planned for the first half of 2026, allowing users to automate campaign delivery.

Can I limit sending by message type or user group?

This is under consideration for future releases, particularly to manage costs or control access across different user groups.

Can I create temporary, one-off recipient groups?

Yes. Enhancements to the "Select Recipients" screen will allow temporary group creation without saving segments, making it easy to target employees for a single campaign.

Reporting & Tracking

Can I track message delivery or read status?

Yes, delivery tracking is available in real time.

- Read/open tracking and click-through rates are planned for future releases.

Miscellaneous

Can I search for employees or clients when selecting recipients?

When creating a campaign, you can use advanced filtering to target recipients from a specific client by ID or Name.

Can I implement an internal approval workflow for campaigns?

Not currently built-in, but we recommend using draft status for internal approval until a formal workflow is available.

Can I customize message design (color, formatting)?

- Basic styling is available via the editor.
- Advanced custom HEX/RGB colors are possible using HTML view.

Support & Feedback

How can I provide feedback or request features?

- Submit ideas in the Client Resource Center (CRC) to be voted on by other clients.
- Use the quick feedback form within Communication Hub.

Who do I contact for technical support?

Submit a support case through the CRC. Your Client Growth Manager or Customer Success Manager can also help.

Resources

- **Communication Hub Overview** (PDF)
- **Communication Hub Quick Start Guide** (PDF): Step-by-step instructions to configure and launch your first communications.
- **Communication Hub AI Prompts Guide** (PDF): Curated prompts to help you craft clear, effective messaging using built-in AI capabilities.