

About Navient

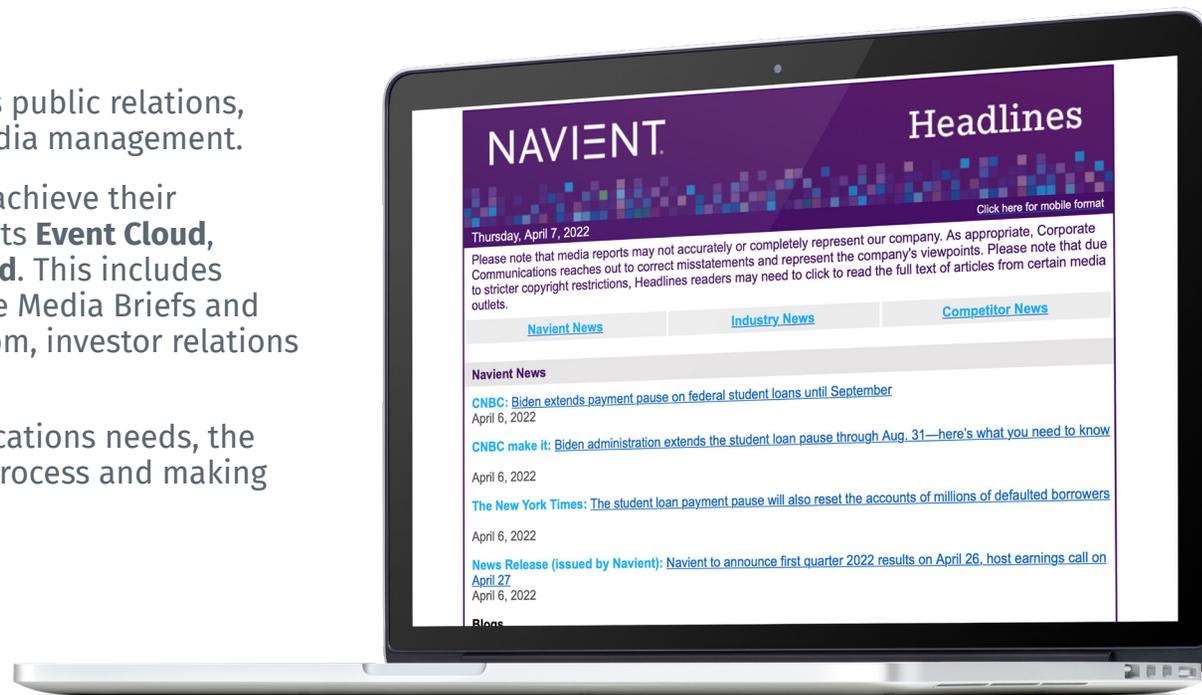
Navient is a leading provider of education loan management and business processing solutions for education, healthcare, and government clients at the federal, state, and local levels. Navient helps clients and millions of Americans achieve success through technology-enabled financing, services, and support.

Use Case

Navient's corporate communications team oversees public relations, investor relations, brand storytelling and social media management.

To help Navient's corporate communications team achieve their goals, Notified provides a suite of solutions across its **Event Cloud**, **Public Relations Cloud**, and **Investor Relations Cloud**. This includes GlobeNewswire press release distribution, Executive Media Briefs and Media Analysis Reports, a hosted company newsroom, investor relations website and quarterly earnings webcasts.

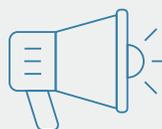
By working with a single partner for their communications needs, the Navient team finds incredible value in simplifying process and making their busy lives easier.



GOALS:



Provide stakeholders with daily company media coverage and industry news



Increase Navient's brand awareness



Evolve corporate newsroom strategy

Approach

Navient's Executive Media Brief, Headlines Report, is shared with nearly 500 internal stakeholders from the communications, marketing, investor relations, legal, and government relations departments as well as external consultants, counsel, and members of the Navient Board of Directors.

The Navient communications team works closely with Notified to customize each day's Headlines Report content. Content is then selected for the company newsroom based on various categories.

Navient's monthly reports from Notified include a media analysis report, as well as a legal coverage report, a reputation report, and a media exposure report. These reports are compiled by the Notified team with data about Navient earned media coverage, and insights on metrics including reach, sentiment, and social media exposure.

GlobeNewswire press release distribution is used for Navient's corporate news announcements and regulatory filings, with full-service support from the global Notified editorial team. Navient also receives support from Notified to host its investor website and its online newsroom. With the redesigned online newsroom, press releases published through GlobeNewswire are automatically posted to the site.

For investor relations, Navient uses Notified Multimedia Centre for engaging earnings webcasts and Q&A sessions with stakeholders.



RESULTS:

172,639

Newsroom visits from
March 2021 – March 2022

500

Daily Headlines Report
recipients

65%

Average Headlines Report
email open rate

“We love having Notified as our one-stop-shop partner. We find incredible value in their team helping us to simplify process and make our lives easier. It really takes the burden off Navient. The Notified team always provides proactive service and comes up with solutions to help us make best use of the product.”

Matthew Ford
Sr. Corporate Communications Specialist | Navient