

# Broadcast

Enhance employee communication with TankhaPay's **Broadcast Feature**, designed to deliver targeted and timely notifications across your organization.

This module is divided into two key segments:

## **Generic Notifications**

Create and send organization-wide or targeted announcements with ease. You can define campaign names, notification titles, and attach images or links for better engagement. Segment your audience based on **organizational units, departments, and designations**, or choose a specific group for precise communication. With scheduling options, notifications can be delivered at the right time and will appear directly on the TankhaPay app and dashboard.

## **Greeting Notifications**

Automate employee engagement with personalized greetings for **birthdays, anniversaries, and special occasions**. Use predefined templates, customize messages, add images, and schedule delivery. Notifications are sent via **email, dashboard, and mobile app**, ensuring no important moment is missed.

TankhaPay's Broadcast Feature helps organizations improve internal communication, boost engagement, and ensure the right message reaches the right audience—on time, every time.

- [Overview Video](#)

# Overview Video

# Step-by-Step Tutorial Guide

## Overview

This tutorial explains how to use the Broadcast module in TankhaPay. The walkthrough covers:

- Accessing the Broadcast module
- Creating broadcast messages
- Selecting recipients
- Configuring communication channels
- Scheduling broadcasts
- Tracking message delivery
- Managing broadcast history

## Step 1: Open the Broadcast Module

1. Log in to the TankhaPay dashboard.
2. From the left-side navigation panel, locate **Broadcast**.
3. Click on **Broadcast** to open the module.
4. The broadcast dashboard displays communication and campaign options.

This section helps organizations send announcements, updates, alerts, and notifications to employees or users from a centralized platform.

# Step 2: View Existing Broadcast Campaigns

1. On the dashboard, review previously created broadcast messages.
2. The table may display:
  - Broadcast Name
  - Message Type
  - Channel
  - Audience
  - Scheduled Date
  - Delivery Status
3. Use filters or search options to locate specific campaigns.

This helps administrators monitor communication history and delivery performance.

# Step 3: Create a New Broadcast Message

1. Click on **Create Broadcast** or **New Message**.
2. Enter the required broadcast details.
3. Fill in fields such as:
  - Broadcast Title
  - Subject Line
  - Message Content
  - Description (if applicable)
4. Save or proceed to recipient selection.

This allows organizations to create structured employee communications.

# Step 4: Select Recipients or Audience

1. Choose the target audience for the broadcast.
2. Recipients may be selected based on:
  - Department
  - Branch
  - Employee Group
  - Designation
  - Individual Employees
3. Select all users or specific employee categories as required.

Targeted communication ensures messages reach the correct audience.

## Step 5: Configure Communication Channel

1. Select the delivery channel for the broadcast.
2. Available channels may include:
  - Email
  - SMS
  - Push Notification
  - In-App Notification
  - WhatsApp
3. Configure channel-specific settings if required.

Multiple communication channels help improve message visibility and engagement.

## Step 6: Schedule the Broadcast

1. Choose whether to:
  - Send Immediately
  - Schedule for Later
2. If scheduling, select:
  - Date
  - Time
3. Review scheduling details before confirmation.

Scheduled communication helps organizations plan announcements in advance.

## Step 7: Preview the Message

1. Review the message preview before sending.
2. Verify:
  - Subject line
  - Message formatting
  - Recipient list
  - Delivery channel
3. Edit details if required.

This step ensures communication accuracy before delivery.

## Step 8: Send the Broadcast

1. Click on **Send Broadcast** or **Publish**.
2. The system processes and sends the message.
3. Confirmation is displayed once the broadcast is initiated.

The system begins message delivery based on the selected channel and audience.

## Step 9: Track Delivery Status

1. Open the broadcast campaign details.
2. Review delivery analytics and message status.
3. Status information may include:
  - Sent
  - Delivered
  - Failed
  - Read/Open Status
4. Monitor communication performance in real time.

This helps organizations track employee engagement and communication reach.

# Step 10: Access Broadcast History

1. Navigate to the broadcast history section.
2. Review previously sent communications.
3. Filter records by:
  - Date
  - Campaign Type
  - Delivery Status
  - Channel
4. Reuse or duplicate previous campaigns if required.

Broadcast history helps maintain communication records and campaign tracking.

## Key Benefits of the Broadcast Module

- Centralized employee communication
- Multi-channel notifications
- Scheduled announcements and alerts
- Targeted audience selection
- Real-time delivery tracking
- Improved employee engagement
- Easy campaign management and reporting

## End of Tutorial

You have now completed the walkthrough of the TankhaPay Broadcast module.

The Broadcast module helps organizations efficiently send, schedule, manage, and track employee communications through centralized messaging and notification management.