



BIG BOOK_{OF} INTRANETS

A collection of customer
success stories

*Dedicated to the communicators: because
good communication tells good stories.
Thanks to everyone who shared theirs with us.*

Your Staffbase Team

Imprint:

Printed by Staffbase GmbH, 2nd edition, 2024

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Editorial



Frank Wolf,
CSO and Co-Founder, Staffbase

Intranets experienced a renaissance in many companies during the Covid-19 crisis. In a time of uncertainty and confusion, it was a place for reliable information and became the virtual meeting place of the organization for many employees. This was an acceleration of a trend we've been seeing for some time: Intranets are increasingly becoming the center and guiding channel of modern internal communications that seek to reach and engage all employees, no matter where they do their work.

With these new requirements in mind, how should modern intranets be designed?

This book is the largest collection of practical examples of modern intranets from many different industries. These case studies provide insight into companies that have succeeded in placing their employees at the center of internal comms.

With their communication solutions, the companies on the following pages provide excellent examples in their respective industries, identifying the use of employee apps and social intranets as a factor of excellence.

This book has been regularly updated with new case studies, the most popular blog articles, and new study data, and is also available digitally. We would like to thank the representatives of each company included here for their exceptional cooperation. We wish you an informative read!

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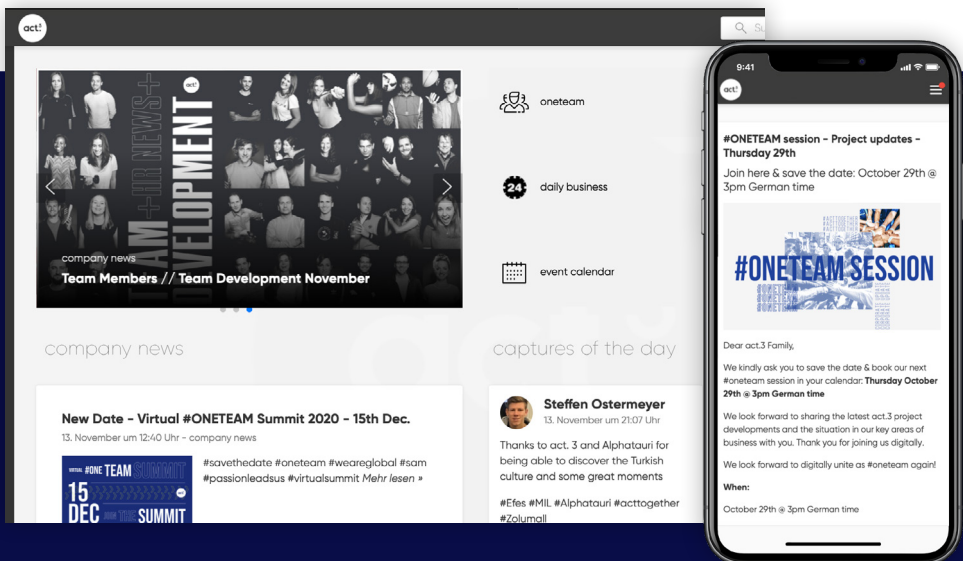


Insights into Modern Intranets



act.3

With a new intranet, act.3 improves internal communication flow and global exchange



Approx. 350



Herzogenaurach,
Germany



15 locations
on 4 continents



Aoife Walsh,
Corporate Communication Lead

“Communication is not what you do for a team. It is what you do with a team. We used the Staffbase tool to develop ACTNOW, our internal communication platform. ACTNOW enables updates and sharing in an effective and creative way, strengthens our culture virtually, and connects our global act.3 community in one place.”

Challenge

act.3 is a global marketing agency specializing in brand activation with a focus on strategy, creative and content, and experiences. Central to their work is the networked effort of different project teams and the intercultural exchange between all 15 locations worldwide. Corporate culture and mobile data access are essential for the agency's community. But until now, employees have lacked a central channel to connect with colleagues from other departments and locations, share knowledge, and embrace a unified culture.

Solution

With this goal in mind, act.3's Corporate Communication department set out to find an interactive channel that would reliably provide all employees with important information and offer a virtual space for shared exchange. After extensive research, act.3 decided on a mobile-first communication platform. The platform, called *ACTNOW*, includes company updates, essential information and communication tools for individual departments, a place to share project updates and experiences with the global community, and resources to learn more about act.3, the company culture, and their individual areas of responsibility. In addition, *ACTNOW* offers various tools to work more efficiently and collaboratively and to introduce new employees to processes faster than ever.

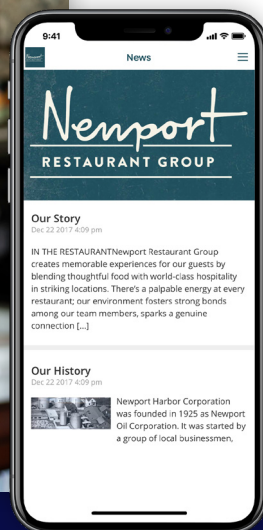
Results

After the launch of the new solution and continuous feedback rounds, it became clear that employees now experience a sense of shared connectivity that drives them to be more engaged. *ACTNOW* is used to regularly share ideas, learn together, and develop further. The improved communication channels have noticeably strengthened the global act.3 community.



Newport Harbor Corporation

A new intranet promotes cultural change at every level for the Newport Harbor Corporation



Approx. 900



Newport, RI,
USA



14 restaurants
in the US



Dan Lederer,
Marketing Manager

“Once you get employees to include the mobile version of our intranet in their regular social media rotation, it's easy to keep them up to date with breaking news.”



NHC GO

Launched December 2017

Challenge

The restaurant chain Newport Harbor Corporation was struggling to reach their workforce. With over 900 employees across 14 different locations, keeping everyone informed about events and providing important updates seemed an insurmountable task. Many of the employees work directly with customers, away from a desk, and don't have the opportunity to regularly read emails with company news. With the 14 restaurants being spread across the country, quickly and reliably sharing information in person also wasn't feasible. This lack of communication was having a negative impact on the development of the company culture.

Solution

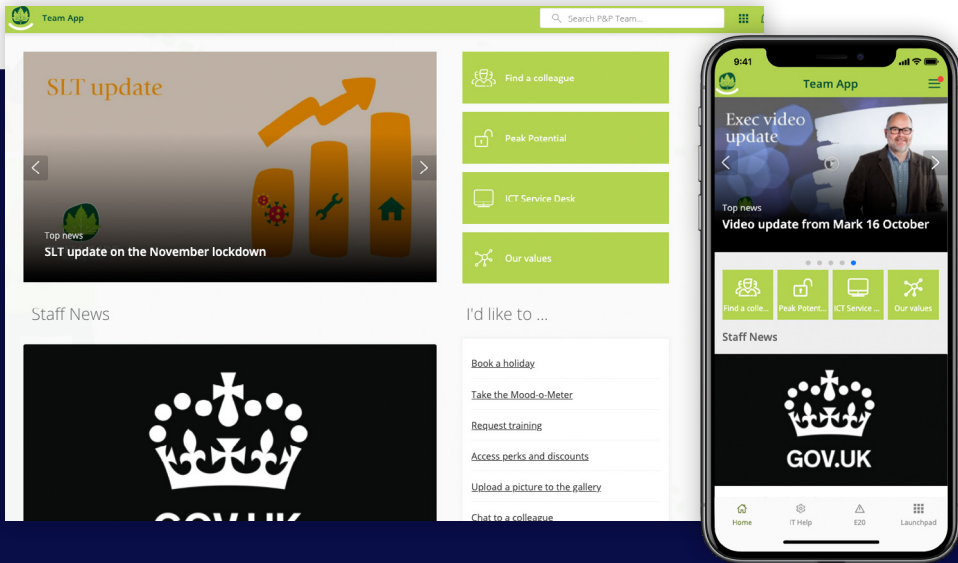
The solution was *NHC GO*, a mobile app developed with Staffbase, which also can be reached via desktop. The mobile intranet is used for information sharing, culture building, and employee recognition, with instant message updates, site-specific channels, and static resources that are directly accessible to all employees at all times. This way, it's as easy as possible for all employees to get involved. All information from the old intranet was transferred to the new platform, making it the central communication and information channel.

Results

There were strong adoption rates for the platform from the start: in just three months, 50% of the workforce were regular users. With this solution, NHC Group managers can now send messages directly, reliably, and quickly to employees. The workforce can read the news at a time of their choosing and at their own pace. The platform not only allows the sharing of information, but has strengthened the company culture and created new avenues for employee engagement.

Peaks & Plains Housing Trust

From top-down to bottom up
communication with just one click.
Accessible information, everywhere



Approx. 250



Macclesfield, UK



1 location



Aileen O'Riordan,
Digital Communication Lead

“ Using our mobile intranet is very intuitive; it feels like we've always had it. Having the right branding on the intranet helps our corporate communications tremendously. **”**



Peaks & Plains Team

Launched July 2016

Challenge

Peaks & Plains is an innovative not-for-profit housing association based in Macclesfield, UK. Until 2016, a confusing and complicated intranet overwhelmed employees with irrelevant, top-down communications. It also failed to reach employees who lacked access to a work computer.

Solution

To address these issues, the team partnered with Staffbase to introduce a fully branded mobile-first comms platform with interactive messaging channels: *Peaks & Plains Team*. Integrated bulletin boards and corporate idea management tools streamline internal knowledge management. After some time, the solution was complemented by a new intranet, which can now be populated with information simultaneously with the wider platform. In the mobile intranet, communicators can choose between top-down generated messages, which exclusively transport information, and peer-to-peer messages, through which employees can network directly.

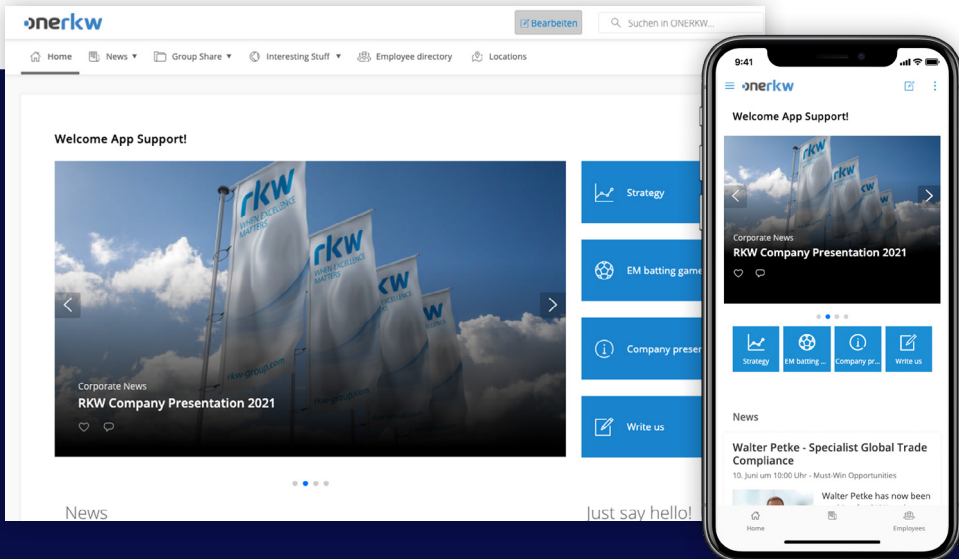
Results

As a communication tool, *Peaks & Plains Team* promotes the development of a transparent and appreciative corporate culture. Through the intranet, communication can take place not only top-down but also bottom-up. Communication barriers have been broken down, which has increased employee satisfaction and positively impacted employee commitment and motivation. The user figures are also convincing: after only one week, 90% of the workforce were logged into the new communication platform.



RKW

A combined communications platform improves engagement and collaboration for RKW



Approx. 3,000



Mannheim,
Germany



19 locations
worldwide



Mareike Frech,
Manager Communications

“The central task for us was to find a digital solution that can be used by all colleagues – independent of IT infrastructure and available on private smartphones as well as PCs. The goal is to establish agile communication in which all colleagues can actively participate.”



ONERKW

Launched April 2021

Challenge

RKW Group is an independent, family-owned company headquartered in Mannheim, Germany, and is one of the leading manufacturers of film packaging solutions with 18 production sites worldwide. The previous internal communication (employee magazine, emails, and bulletin boards) had reached its limits: top-down communication that wasn't fully reaching the target group. Only around one third of colleagues have a company email and therefore have access to newsletters or the information stored in SharePoint. With up-to-date and relevant content, the new communication platform needed to be available to all colleagues at all times, regardless of the end device or company network.

Solution

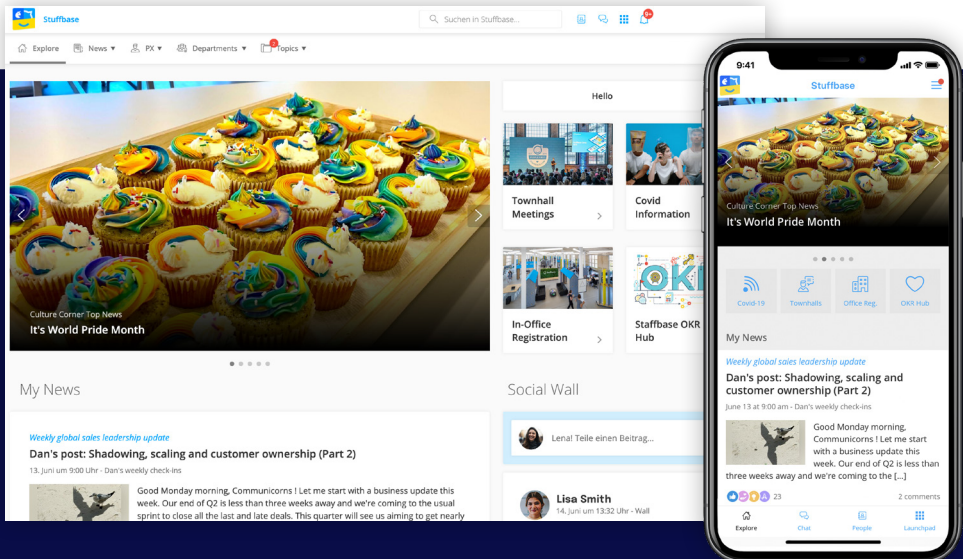
Ultimately, *ONERKW*, developed with Staffbase, was chosen as the new communication platform: the system is both an intranet and an employee app, user-friendly, and optimized for all end devices. *ONERKW* was set up within three months, from structure to content to go-live. Instead of a test phase, *ONERKW* was made directly accessible to all colleagues worldwide and is constantly being further developed.

Results

After three months, the platform had an adoption rate of over 40%, more than 1,000 contributions, and a participation rate of 70% on average. Surveys, competitions, and a European Championship game are attracting a lot of participation across all levels of the organization. Forty editors create local content and the comment function enables direct and cross-location exchange. The constant accessibility of *ONERKW* enables all colleagues to inform themselves whenever they want about global as well as local company news, and to actively participate with comments and likes. In addition to the further expansion of local channels and spaces, more functions will be integrated step by step — for example, chats or workspace bookings.

Staffbase

Mobile intranet as an internal showcase of the company's own product range



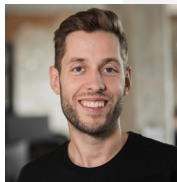
Approx. 800



Chemnitz,
Germany

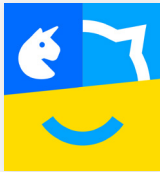


14 locations
worldwide



Dr. Martin Böhringer,
CEO and Co-Founder

“For us, the Staffbase intranet is of course an internal showcase of our own product. In 2020, we needed to create a home for our culture alongside Slack and email. The accessibility for our employees in different locations made a mobile intranet the ideal solution. It made collaboration easy through lockdowns and beyond.”



Stuffbase

Launched November 2016

Challenge

Stuffbase is the world's leading provider of a communication platform to improve employee communication in international companies. More than 800 employees at 14 international locations need a central platform to exchange information company-wide and to cultivate a common corporate culture. In line with the internal company motto "Communication moves people and people move companies," Stuffbase naturally relies first and foremost on its mobile intranet as a channel for internal communication, which puts its own workforce at the center of the company's activities.

Solution

The *Stuffbase* platform provides all Stuffbase employees with a place to share, learn, and connect. This has been especially true since 2020, when the intranet became a virtual headquarters. The ideas employees once exchanged at the coffee machine or during lunch breaks are now shared via this digital space. Colleagues tell each other how they used their training budget and which digital team events were particularly fun. Contributions from the very top also add a personal touch — for example, when the CEO shares his Spotify playlist for the year. In short, the intranet provides a space for individual stories, creating closeness despite the physical distance.

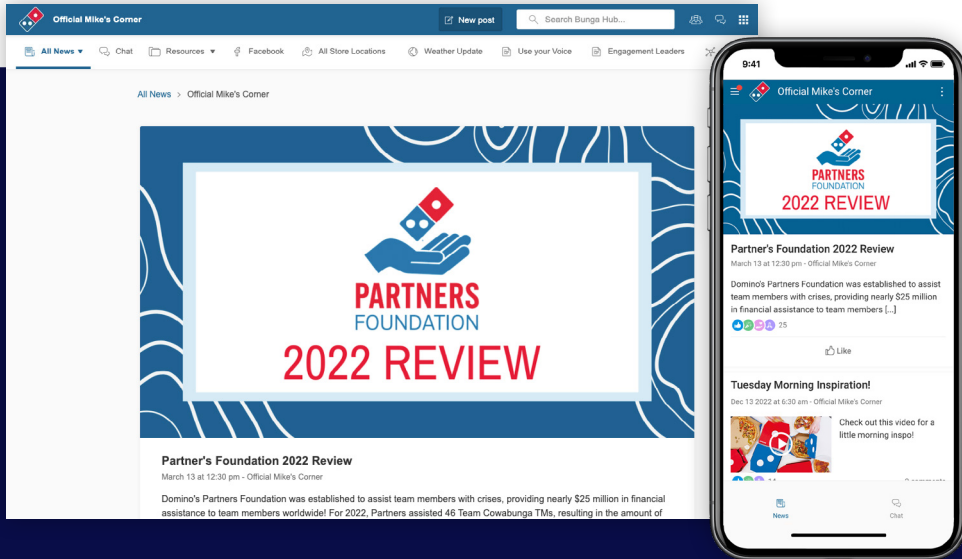
Results

As of December 2021, 78% of employees actively used the mobile intranet, a total of 978 new posts were published throughout the year, the "Like" button was pressed over 31,000 times, and nearly 6,000 comments were left under various posts. Content is automatically translated into the preferred language of the respective employee. The staff always looks forward to testing the platform's brand-new features and contributing to its further development through feedback opportunities. The mobile intranet will always be central to internal communication at Stuffbase.



Team Cowabunga

Discover how Team Cowabunga serves up streamlined communications and reduces turnover to 2,500+ employees



Approx. 2,500



Alpharetta, GA,
USA



112 locations across
three states



Maredie Palmer
Communications and
Digital Experience Manager

“When we were looking to solve our communications challenges, Staffbase looked to be a simple and cost-efficient way to reach our entire team. And that has been proven every bit true. Staffbase has been a huge asset for us as a company.”



BungaHub

March 2022

Challenge

Team Cowabunga's workforce is made up almost entirely of frontline workers who do not sit behind desks. Messages were being relayed to entire store teams by email and a pizza stained bulletin board in the back room of each location. These methods were proving to be less than effective. Messages weren't being relayed in a timely manner or at all, which led to important information getting lost. This caused confusion for employees which ultimately contributed to a higher turnover rate. Team Cowabunga needed to provide access to a single source of truth, and access needed to be quick and efficient.

Solution

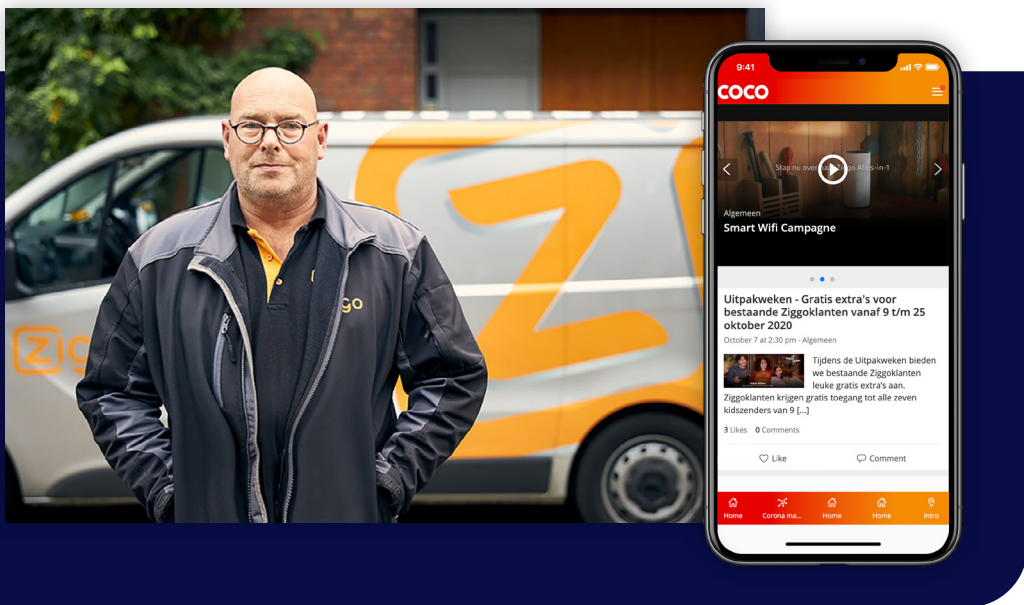
Team Cowabunga launched their branded app and intranet, *BungaHub*, in March 2022. Since then, *BungaHub* has allowed them to segment messages and deliver them in real time. More importantly, it has allowed them to measure the impact of the content that's been shared. *BungaHub* now serves as a one-stop shop for everything their employees need, including benefits, feedback, HR integrations, training, career growth, and more.

Results

Since its launch, *BungaHub* has achieved over 85% adoption and has received wonderful feedback from the field. Team members now have access to everything they need without having to create more work for administration, saving both time and money. A strong company culture is very important to Team Cowabunga. By implementing feedback forms and surveys they have been able to take the pulse of their frontline employees. The CEO is also able to send out a regular update to encourage a strong sense of community. Maredie can review daily, weekly, and monthly metrics to gauge the different content she sends, as well as its best timing and frequency. With these valuable analytics she can make data-driven decisions and continue improving.

VodafoneZiggo

For VodafoneZiggo, a mobile intranet makes the daily work of 5,200 employees easier



Approx. 5,200



Amsterdam,
Netherlands



2 locations in
the Netherlands



Moustapha Benhaddou,
Performance
Improvement Manager

“ We have technical professionals all over the Netherlands. All of them have different tasks and skills, work in a different field, or have a different team. It was especially important to us to only give these employees the information that is relevant to them.”



Coco

Launched January 2019

Challenge

VodafoneZiggo's goal is to connect people through modern technologies — both its clientele and its own employees. Despite this, there were some problems integrating the 1,500 employees who lack their own email access into internal communication. The technicians in the field remained completely disconnected from company information and had little contact with their colleagues. Employees were forced to use a wide variety of channels — some of them private — to communicate with each other and exchange information. This often resulted in the dissemination of inaccurate information, which made the work of those in the field more difficult and time-consuming.

Solution

The company partnered with Staffbase to introduce the *Coco* mobile intranet — a mobile communications platform with targeted news channels, up-to-date feedback forms, and interactive bulletin boards that can be used to share knowledge with each other. With this solution, the company's technicians no longer have to open their laptops in their cars after each job to view the next one, but can receive this information directly on their smartphones.

Results

More than 90% of the technicians now say they would no longer want to work without *Coco*. Push notifications mean that every employee is always up to date. In the past, it often took a long time to find solutions to problems. With *Coco*, the communications team can create a form and send it as a message to specific teams in the field to gather feedback and identify sample solutions. Then, everyone can use that information to find a faster solution for the customer. Information on each employee's intranet homepage is personalized and relevant, ensuring they're not overwhelmed by the amount of content.

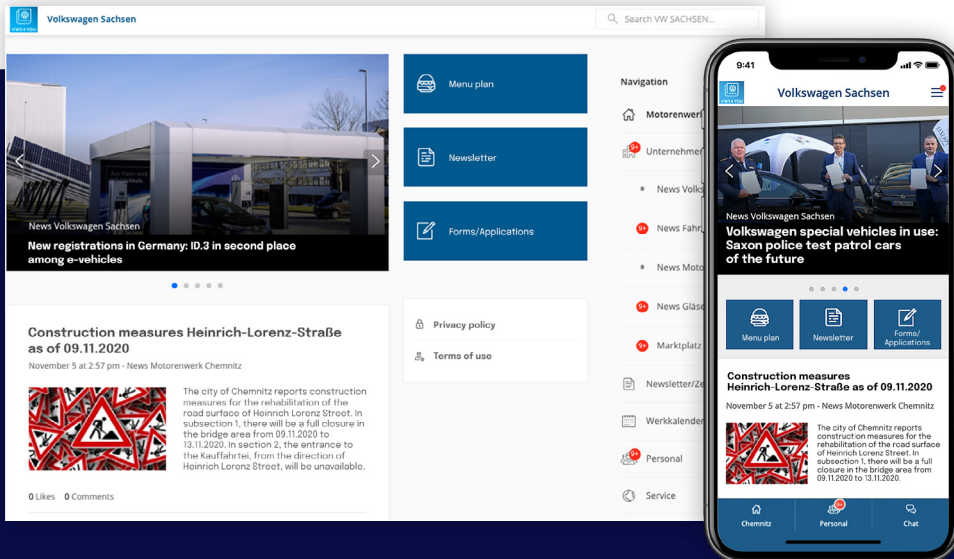
More insights can also be found at staffba.se/VodafoneZiggo



Volkswagen
Sachsen

Volkswagen Sachsen

10,000 employees find new ways
to connect and engage through
a mobile intranet



Approx. 10,000



Zwickau,
Germany



Three locations
in Saxony



Prof. Thomas Edig.
Managing Director Human
Resources and Organization

“The new intranet is a great success.
We can send information directly and
also on an ad hoc basis via the private
mobile phones of our employees.”



VWS 4 YOU

Launched November 2018

Challenge

Volkswagen Sachsen Ltd. is one of the largest employers in Saxony, with locations in Dresden, Chemnitz, and Zwickau. To provide all employees with accurate, relevant, and timely information, several means of communication were available, including the employee newspaper, emails, team discussions, and the intranet. However, Volkswagen was seeking a better solution that would allow it to communicate even faster and with more flexibility. Of the approximately 10,000 employees, many have no access to a standard computer workplace.

Solution

To achieve these goals, the communications and IT department partnered with Staffbase to develop a new and improved mobile-first intranet, *VWS 4 YOU*. On the intranet's home screen, each employee finds their site-specific message channel and individually subscribed channels. The employee always has relevant information at their disposal. In addition, interactive pages with information on job advertisements and human resources ensure a high level of transparency. Personal chats (for example, on carpooling) round off the solution's communication offerings.

Results

More than 60% of the employees use the *VWS 4 YOU* mobile intranet every week, resulting in greater communication and an inclusive, engaging corporate culture that connects everyone. The range and speed of relevant information shared continues to improve.

Wieland One - a complete communications solution accessible by all employees, from anywhere



Approx. 8,000



Ulm,
Germany



80 locations
worldwide



Michael Demmer,
Senior Vice President, Strategy
and Business Development & CIO

“When so much is changing at once in a company, it's important to communicate information in real time. A monthly newsletter can supplement, but the flow of information needs to be continuous, which is why the Wieland One employee intranet was created.**”**



Wieland One

Launched October 2018

Challenge

The Wieland Group is a leading global manufacturer of semi-finished copper and copper alloy products. Extensive changes and M&A activities have resulted in many new employees joining Wieland, and only one third of the workforce are desk-based. Email newsletters, bulletin boards, and print publications were a first step in the past, but were far from sufficient. The goal was to reach out to everyone, to enable dialogue, and to establish a culture of open and active communication. In autumn 2018, the Wieland Group tackled these goals by partnering with Staffbase to introduce a new comms solution, *Wieland One*, which was subsequently developed into a new, social, and mobile intranet.

Solution

For the branded employee intranet *Wieland One*, each employee registers themselves and then receives a mix of news that's both globally and locally relevant — in addition to customized information — all in a compact and user-friendly format. The intranet information, from the phone book and cafeteria menu to detailed, work-relevant information, is accessible always and everywhere.

Results

Wieland One has been embraced at all levels of the organization. The perception of communication has changed, and employees feel closer to each other, no matter where they work. The further development of the platform has become an interactive process in which a wealth of constructive feedback comes from the employees. More than half of the registered users use *Wieland One* once a week, with one in five employees using it daily.





A Deeper Insight into Modern Intranets



9:41



Connect - Inform - Inspire



Masking Status: MEDIUM. Click here for more information.

Call Security



VOTE NOW: Pumpkin Decorating Contest 🍠

Vote for your favorite!



My HR



Forms & Re...



Hubs



Calendar



Social Wall



Home



Launchpad



Menu



bethany children's
HEALTH CENTER



Buzzcom

**Bringing hundreds of employees
together with democratized,
relevant information**



How Bethany Children's Health Center informs, educates, and engages with their healthcare workforce



Approx. 1,000



Bethany,
Oklahoma, USA



400,000 sq. ft.
Multi-Unit Complex



Richard Mills-Tetteh,
Director of
Corporate Communications

Bethany Children's Health Center has a rich history dating back to 1898 when its founder, Mattie Mallory, felt a religious calling to help the orphans of Oklahoma City. After operating the Oklahoma Orphanage at multiple Oklahoma City locations, Mattie moved the children to Bethany in 1909. The facility transitioned from an orphanage to the Children's Convalescent Hospital in 1951 and has since continued to grow.

Today, Bethany Children's has expanded to include a 100-patient Complex Care Unit, a Pediatric Rehab Unit, Transitional and Outpatient Services, as well as a Community Pharmacy, an Adaptive Recreation and Fine Arts Center, Miracle Stadium for adaptive sports, and more. Bethany Children's now has over 1,000 employees and will soon undergo another \$100 million expansion project.

“Before our mobile intranet Buzzcom, our employees had a great need for streamlined communication. Departments were siloed and information was not getting to the right people at the right time. All of that has changed since working with Staffbase.”

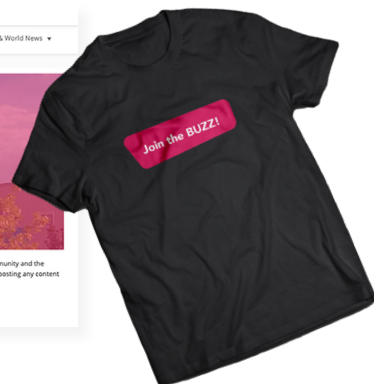
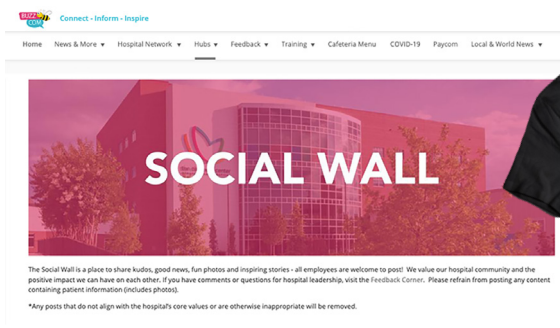


Why Bethany Children's chose Staffbase

“ We never had any form of internal communications. We sent a lot of emails but our staff never knew what was really happening within the hospital.”

Without a proper communications strategy in place, no company intranet, and with growing concerns from staff that crucial information was getting lost, the team knew that changes needed to be made.

The search began for the right internal communications tool. Leadership knew they needed a solution that would provide staff with easy access to pertinent information. And it had to not only be available on desktop and mobile, but it needed to be secure. The IT Team was strict on ensuring that patient information would remain safe. After researching and demoing multiple platforms, the team agreed that Staffbase checked every box on their list.

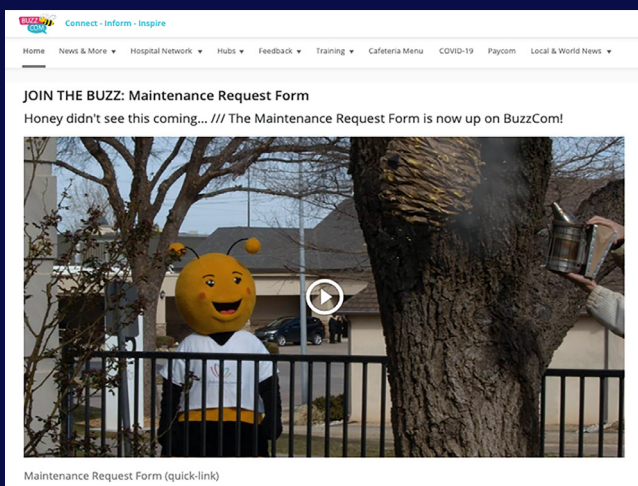


2021

the intranet
was launched

100%

active users they
maintain today



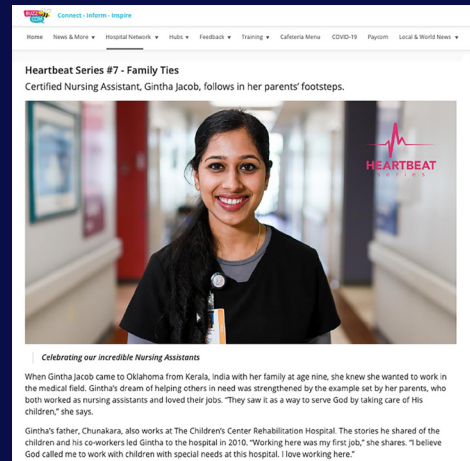
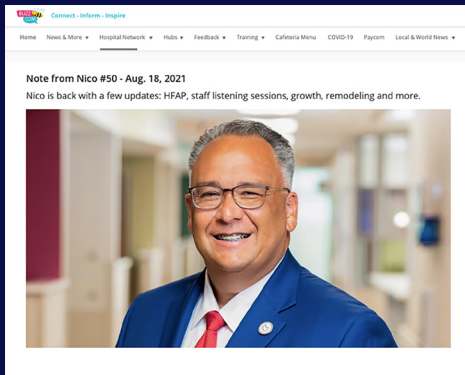
“ Things are fixed every day that otherwise may have gone unnoticed if not for this intranet and the engagement from our staff.”

A successful rollout to staff

Bethany Children's launched their mobile intranet, *Buzzcom*, back in early 2021. The launch was a huge success, featuring the center's mascot "Honey the Bee." Informational videos were shown throughout the hospital on digital signage, featuring Honey the Bee using *Buzzcom* and accomplishing a variety of tasks via the intranet.

"It's a character that staff recognize and love. It was a great way to capture the team's attention and promote the use of the intranet."

In less than six months, 80% of staff were onboarded and today they maintain 100% active users. And the onboarding success continues with new hires. The team utilizes the "Journeys" feature to provide new staff with an automated series of videos and information to move them along through the onboarding process.



“Internal communications is no longer just about being at work. It’s about meeting employees’ communication needs through all facets of life. We try to ensure that Buzzcom is our team’s one-stop shop. It’s a trustworthy solution that keeps them up to date.”

Success across the board

The most popular *Buzzcom* page has been “Notes from Nico.” The CEO, Nico Gomez, makes a weekly post and the page consistently maintains the highest readership across all content.. Each summer, Nico invites members of the executive team to do a feature on his note, offering greater insight into each department and ensuring that everyone’s voices are heard.

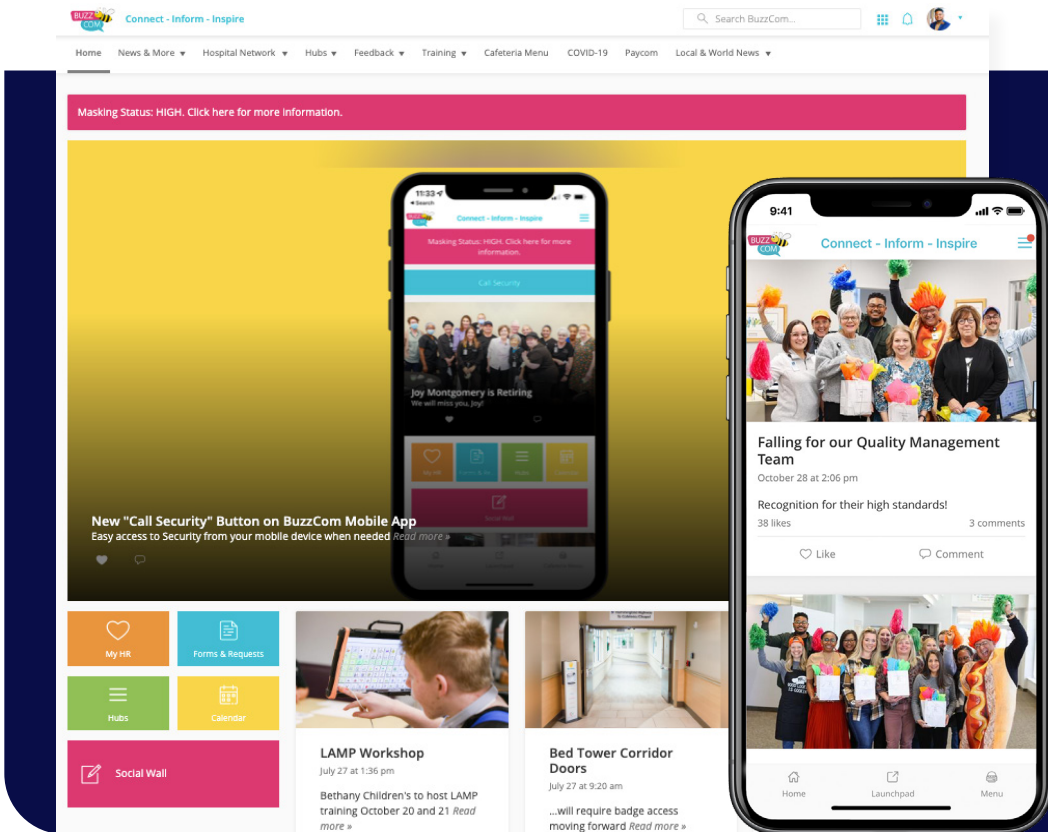
In addition, each department has their own hub in *Buzzcom*. This allows everyone in that department to hear from their leader at any time, whether it’s weekly meeting updates or general hospital-wide communication.

The team utilizes feedback forms to receive anonymous feedback from staff. Every week, at least one submission form addresses a current issue, allowing the team to make constant improvements.

The platform has not only helped unify Bethany Children's, it's also helped with timely and efficient crisis communication. When the town of Bethany issued an advisory that the local water supply was not safe to drink, a quick alert was sent to all team members to halt water use while the issue was reviewed.

One of the greatest successes of *Buzzcom* has been its effect towards a strong company culture. A department hub called Mission and Culture is used to share articles, stories, and videos about historic milestones from the hospital that wouldn't have been presented otherwise.

The intranet includes a Social Wall where staff can share things like shoutouts to other team members or personal stories, such as a family member's upcoming fundraising event. The communications team also uses it to share helpful notifications such as upcoming holidays or reminders to vote in upcoming elections. It has become a hub rich with information that is not only work related.





“ We did not foresee just how valuable our intranet would be. We have used it to communicate about everything, from unexpected natural disaster precautions and policies to hospital-wide updates that need to be implemented immediately.”

— Richard Mills-Tetteh





SmartWorkspace@ DHL Group

The digital gateway for
600,000 employees worldwide



How the employee experience platform “Smart Workspace” replaced a complex tool



Approx. 600,000



Bonn,
Germany



220 countries

April 1, 2022, was a historic day for DHL Group: It marked the launch of the corporation's Smart Workspace. For the first time, the global company was able to offer 600,000 employees located in 220 countries a **unified digital communication platform as a gateway to the digital world of their business**. Even operational employees such as delivery people without a digital workplace now have access by using their private smartphones, tablets, or PCs. It all started in 2017 as a small pilot project introducing an employee app based on Staffbase. After several expansion stages, Staffbase now serves as both an **employee app and a Front Door Intranet in the Smart Workspace**. The App provides uniform access to information, various collaboration options, and interactions such as employee services and company-relevant apps.

The initial situation: 300,000 employees without intranet access

DHL Group had already been using the multiple award-winning intranet *myNet* since 2015. This internal digital platform was connecting around 250,000 office employees worldwide. *myNet* offered information in more than 40 languages, personalized by country and division, an internal app store, and an integrated individual



enterprise social network feed directly on the homepage. It was the perfect introduction to the digital workplace for office employees. But the platform had one huge disadvantage: The corporation's operational employees — including delivery staff and employees in logistics centers (totalling around 300,000 people at the time) — had no access to *myNet* and were virtually excluded from this digital expansion.

Think big – start small – act fast: a small project with a big impact

To remedy this, the project team responsible for *myNet* decided in August 2017 to conduct a pilot project with an employee app in addition to the existing intranet. Three points were most important:

- To be able to reach all employees securely on private and mobile devices.
- To find out whether operational employees such as delivery staff use a company app on private devices at all.
- To provide quick insights without much bureaucracy and have the potential to easily broaden the capabilities further.

Staffbase was chosen as the app provider because its software met all of the requirements (see graphic above). Only a few weeks passed between this decision and the launch of the prototype. The **new employee app was launched for about 3,000 employees in the UK and 800 employees in Denmark under the name "Connect."** In addition, another 150 team members from the company's own "IT Services" in Germany contributed at short notice, in order to be involved in the project from the start.

The operational employees on site in the UK and Denmark received the access data for the app from their supervisors in morning team meetings (performance dialogues). For the first time, they could use an employee app with their private smartphones, tablets, and PCs.

The first successful use cases happened quickly and sometimes quite unexpectedly. From the first day onward, **operational teams weren't the only ones to actively use the new app, but also office employees** who already had access to the existing intranet. The reason: Using the app was fun, easy, and brought great added value. With just one click, much of what was relevant for daily work appeared on screen, for example important information from local supervisors in the users' native language, or strategic information from corporate headquarters. And best of all, this information was personalized by being specifically related to the employees' location. In the case of very important messages, everyone affected by the information received corresponding notifications on their smartphones. This example was proof that a mobile employee app can also be highly relevant for office workers.

Why DHL Group chose Staffbase as an employee app

Reach all employees with one platform for personalized information (incl. push function) and interactivity

Professional customer success organization supporting implementation and further expansion

"Software as a service" solution successfully implemented in mid-size companies

Mobile first paradigm with branded app and broad range of functions (e.g. chat, social wall)

Mobile app should be downloadable from official app stores

Possibility to start with small pilots in parallel to existing Intranet

Enabler of agile step- by-step approach: strategy to convince steering boards

For users and editors it should be as easy as Facebook

Bridge to Digital Workplace — with strong players

Let employees use their private devices

The smartphone became the new, well-accepted medium of communication within the company. **Using the new app was as easy as can be.** Once installed from the public app store, it gave direct access to colleagues and offered completely new possibilities for collaborations. Via a **social wall**, it became possible for everyone to exchange information just like on public social media channels. In addition, **a chat function made direct, person-to-person communication possible.** This also had a clear effect on corporate communication: Regular global messages on the *myNet* intranet only reached about 5% of employees, but the app substantially improved this reach. During the prototype phase, more than 70% of employees clicked on important news sent via push notifications.

In many situations, the new employee app had practical use cases that were not anticipated. For example, a DHL Group driver had a truck accident in Denmark and was unable to get help quickly through the traditional channels. A post in the employee app ensured that several colleagues were quickly at the scene of the accident and helped to transfer parcels to replacement vehicles. Examples like these quickly demonstrated the great operational benefit of the new employee app.





Important during the prototype phase of the app:

- Local news, related as closely as possible to the location

- Important news from corporate headquarters, e.g. corporate strategy

- Social wall for employees to share information (similar to platforms like Facebook)

- Surveys and feedback

- Videos with updates from top management

- Special campaigns, e.g. Employee of the Month or a Christmas calendar

- Chat functions for connecting with individual employees or groups

After only a few weeks, the small agile pilot project turned out to be extremely successful. The questions asked at the beginning of the project could all be answered positively: It was possible to reach employees on private devices in an uncomplicated way. An authentication solution offered by Staffbase was used to clearly identify users as company employees. **Operational staff and even office staff used the app intensively and showed enjoyment — even in their free time.** Most importantly, an employee survey revealed that **staff satisfaction with management's communication had gone up sharply.** The greatest success was how regional managers recognized the new app as their favorite internal communication medium and used it very actively.

This success story was presented by the project team of Corporate Communications in the corporation's "Digital Media Steering Group." All divisions and the functions Internal Communications, HR, and IT, are represented in this group. Due to the great success of the pilot, the Steering Group decided to gradually roll out the app in other countries.

Expansion stage 2: Worldwide app rollout during the Covid-19 pandemic

When the Covid-19 pandemic broke out in early 2020, DHL Group quickly needed a **well-functioning internal platform able to reach all employees.** This was a huge catalyst for the app project. Within a few months, all employees had access to the app. A worldwide system of so-called "champions" were put in charge of the app representation and coordination in their individual countries. They worked in close contact with the central project team and ensured that the same standards were met worldwide during the rollout of the app. At the same time, local communication managers always had the possibility to adapt the app to their country — and division specific requirements. This was **made possible by Staffbase's "Spaces" concept.** A "Space" is an area within the Staffbase app where content is only visible to some users. With this functionality, the **app's content can be personalized.** A user in Germany from a certain division may see completely different information than a user in the US belonging to yet another division of the company.



Replacement or adjustment: What would become of the existing intranet?

While the global app rollout was still underway, its great success had already prompted the project team to consider whether a separate intranet would still be needed alongside the new app. For this reason, the team began to gather the requirements the company and the workforce had in mind for the “Digital Workspace 2025.” To this end, extensive surveys and design thinking workshops were conducted with managers from the various divisions. The result was clear: The path taken with the intranet *myNet* toward a modern digital workplace for all employees would be continued. But from then on, things would be different: **For the first time, employees would be able to use this unifying gateway to reach all digital aspects of the company. They would have access to all the information, apps, services, and interaction options relevant to them personally.** The project would work on all devices (including privately owned ones) and meet the highest security requirements. **The original app project had evolved into a Digital Workspace Vision.**

With an extensive list of requirements, the DHL Group project team began looking for possible technical solutions. After a multi-stage selection process, a clear favorite emerged. **The Staffbase solution already in use offered the optimal combination. Staffbase would serve as an entry gateway (Front Door Intranet) that would allow content to be dispersed individually (personalization).** Crucial in DHL Group’s decision was Staffbase’s continued strategy to develop from an app provider towards a

375,000

active Users
(Smart Workspace)

60%

of the group
are registered
with SmartConnect

5M

Clicks in Smart
Center since launch
in May 2021

front-door intranet provider and to meet the requirements set for improving the employee experience within the company. Aside from general intranet content, this included employee services, personalized apps, and interaction options.

Expansion stage 3: Smart workspace goes live

Once the software for the new Digital Workplace Solution had been selected, the next step was to implement it. To accomplish this, DHL Group launched the Smart Workspace program in close collaboration with HR, IT, and Internal Communications, as well as the corporation's business division. The goals and expectations were even higher than for the app project. The successor to the existing intranet in combination with the app was to generate a significant increase in employee engagement and at the same time be more efficient in operation.

During implementation, three main elements of the new Smart Workspace became crucial:

A Staffbase-based front-door intranet called "*Smart Connect*" — an evolution from the previously launched employee app

A digital workplace tool with many applications and cloud services for office employees

Integrated employee services

DHL Group placed particular emphasis on the possibility of displaying personalized content to employees on an individual basis, displayed when it's most relevant. Example: Newly hired employees need a quick and easy way to understand information in order to start their new jobs smoothly.

Smart Workspace, with its customized content, is intended to be a decisive aid in this regard. Since DHL Group hires tens of thousands of new people each year, **improved and shortened onboarding times** can save considerable costs. At the same time, employees feel better integrated and satisfaction with the company increases. The Smart Workspace also offers additional potential through the **digitization of employee services** (e.g. sick notes, payroll, etc.); functionalities which will be implemented over time in the coming years. To this end, the project team developed an Employee Services Guideline. This guideline ensures that all employee services within DHL Group are compatible with the Smart Workspace and generate the greatest possible benefit for everyone.

Use Cases:

Office employees who use a collaboration tool as their central work tool can **access the Smart Connect intranet with just one click**.

The **Smart Connect intranet has an internal app store** that allows all internal applications to be opened with just one click. These apps can be saved as favorites in the **Staffbase Launchpad**. This allows employees to create their own area for their internal apps.

While classic intranet content is stored in the Staffbase system Smart Connect, **user group-specific information and documents are stored in a cloud-based content management system**. For users, this difference is not noticeable because both systems are designed and operable in the same way.

Active in over 220 countries, the delivery service DHL Group is the world's leading logistics provider. Its service portfolio includes mail and parcel services, express delivery, air and sea freight, and contract logistics. With almost 600,000 employees, the corporation is one of the largest privately owned employers in the world.

Last but not least: The global engagement concept

The most important aspect in the introduction of new digital solutions is enabling employees. After all, it is their continued use that ultimately determines success. Many sophisticated IT applications fail during their introduction because the users don't understand their application possibilities. Sometimes they simply don't understand them correctly and are therefore unable to use them effectively. For this reason, DHL Group launched a global engagement project for the new Smart Workspace that consisted of four modules:

Smart Campaign: DHL Group used a global communication campaign to generate awareness among the Group's 600,000 employees prior to the launch and during the rollout phase of the Smart Workspace.



Consistent Messaging

A single storyline within our campaign that has a central information area in both the old and new intranet.



Look-and-Feel Design

The campaign design features a light blue scheme with honeycomb elements so that all materials are immediately recognizable to our colleagues.



Gamification Elements

Small doodle games help to get our message across in a playful way.



Smart Curriculum: Virtual live language sessions and eLearning formats have changed the learning experience for the better.



Virtual Live-Trainings & eLearning Modules

Offering live language sessions in German and English delivered by the in-house training department, as well as eLearning formats for a targeted learning experience.



Smart Center: All Smart Workspace information and use cases can be found here in 20 languages — by the end of 2022, this repository included over 600 use cases with more than five million clicks since its launch in May 2021.



One Resource for the Whole Company

All business units focus on common end-user materials to avoid overlap and to take advantage of the group's scaling effects.



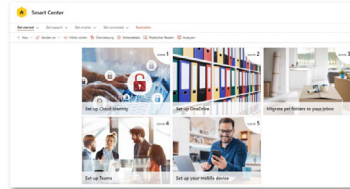
Focus On Use Cases

Hundreds of pages contain enablement material based on use cases



Handling Different Languages

The Smart Center desktop is generally available in 20 languages, all start-up videos are subtitled accordingly, and all use cases are offered at least in German and English.



Smart Communities: In order to share experiences with each other, there are communities and interactive events regarding many areas of the Smart Workspace; for example, from the approximately 500 Smart Connect Champions worldwide.



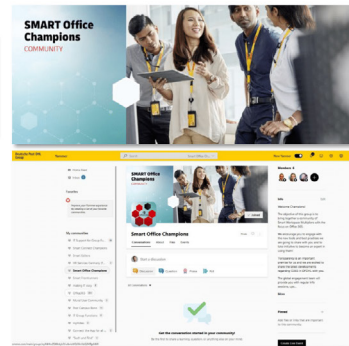
By and for Colleagues

Our findings, as well as exchange with other companies, have shown community building to be one of the most important factors in the sustainable empowerment of our employees.



Making Connections at DHL

Colleagues enjoy learning more about applications from other colleagues. This engagement is voluntary and happens after consultation with the respective supervisor.



The launch of Smart Workspace was a complete success. More than 60% of the entire Group has now activated their account on Smart Connect. According to an internal representative survey, 96% of office employees are familiar with the portal.

75% of employees say they have sufficient knowledge to use Smart Connect for their daily work — this compares to just 8% who are not yet sufficiently enabled. And with regard to Smart Workspace and the digital workplace tool, 70% agree that it has changed the way they work in a positive way.

Critical success factors for the smart workspace

Holistic solution: Integrated Employee Experience Platform replaces widespread tool usage.

Simplicity: Staffbase as a unified Front Door Intranet, employee experience platform, and gateway to the new Smart Workspace — optionally personalized content for everyone, both mobile and independent of individual devices (e.g. global news on company strategy, a global employee survey, local content in local language).

Global empowerment campaign: Enabling through videos, training, and forums.

Shared responsibility for content creation: Professional editorial team at corporation headquarters supported by editorial members in separate countries.

Open discussion culture: All employees are allowed to publish their own content under their real names — critical and factual discussions are expressly encouraged.

Professional project management: Central, agile project team from HR, IT, Internal Communications and the divisions supported by champions in the different countries.



How does the journey continue?

With Smart Workspace, **a new digital era** has begun for DHL Group. Finally, the company is able to reach all employees digitally. This ensures a **much higher connection with and within the company**. The easy flow of information gives DHL Group a great opportunity to provide all of their employees with relevant content to make their daily work easier. To this end, the Smart Workspace offers entirely new possibilities which can be expanded even further. Examples include an improved search function, more sophisticated user profiles, and greater personalization of content according to user groups.

The moderators responsible for the DHL Group Smart Workspace project and its **development acknowledged that they will have to continuously monitor the project in the years to come**. Only by diligently working on the long-term project can success be ensured. The most important learning has been that a program of this scale can only be successful through close coordination between HR, IT, Internal Communications, and the involvement of the business units. Ultimately, **employees and the employee experience should always be at the center of strategies**. Only when as many employees as possible are able to derive benefits in their daily work can a digital workplace be considered successful. **The launch of Smart Workspace was a complete success**. More than 60% of the entire Group has now activated their account on Smart Connect. According to an internal representative survey, 96% of office employees are familiar with the portal.



Norbert Schäfer

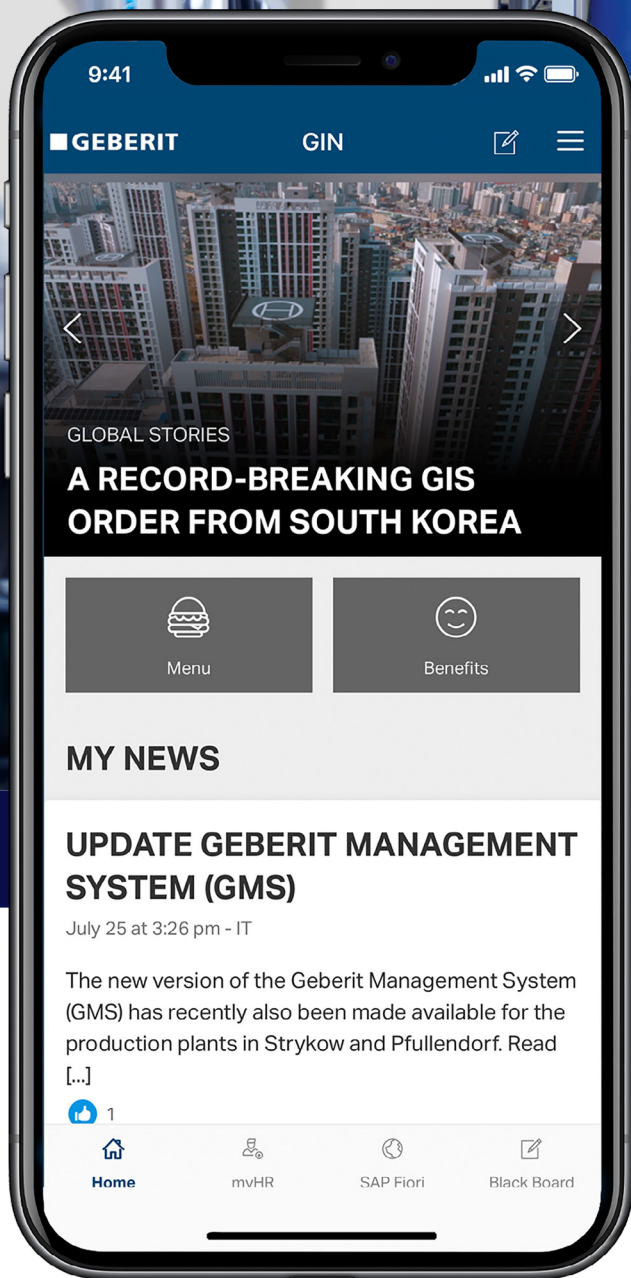
Contact: www.linkedin.com/in/norbert-schaefer/



WE-EXPERIENCE
THE NEW WORK EXPERTS

This case study was written by Norbert Schäfer, who introduced the Staffbase platform at DHL Group and developed the strategy for the Smart Workspace together with a team from Internal Communications, HR, IT and the business divisions of the Group. At the beginning of 2022 he founded the strategy consultancy "We-Experience."







GIN

**Relevant employee
communication is available
for everyone**



Digital internal communication made easy



Founded in 1874 in Rapperswil, Switzerland, Geberit is the European market leader for sanitary products with 26 production plants. Today, around 12,000 employees in 50 countries work for the group. The corporate communications team introduced the new intranet *GIN* (which stands for **G**eberit **I**ntranet) to the company, which can also be accessed via app. With the possibility of mobile communication, the role of internal communicators at Geberit is now changing. Previously working primarily as spokespeople for the management level, they now cover a range of roles — for example, as listeners, storytellers, and enablers.



Approx. 12,000



Rapperswil,
Switzerland



26 production
plants

The corporate communication team set three key requirements for a new tool:

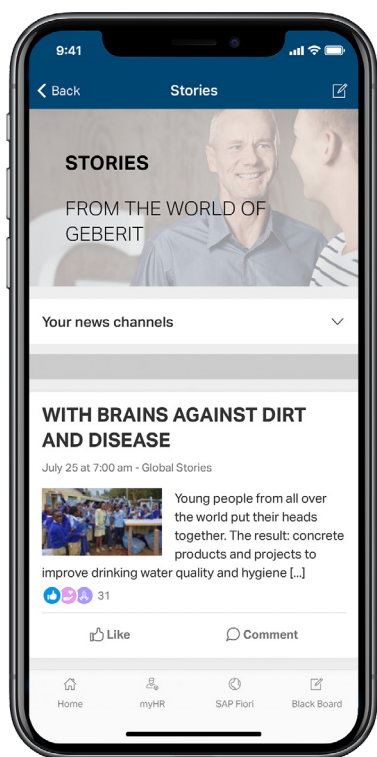
- A mobile version of the platform to reach non-desk workers.

- Intuitive operation for users and editors.

- An easy way for employees to interact (in the form of likes, comments, and participation in surveys.)



These requirements led to a comprehensive intranet, including an app, being introduced in November 2020. Filled with important information and jumping-off points to work-relevant programs, the intranet reaches not only office employees, but workers in the production halls or in the field. Thanks to this flexible access and the possibility of individual notifications, the tool provided a personal and relevant experience for many people in the company. After a few months with *GIN*, the communication behavior in the company improved due to the tool's many new functions. One of the team members of the corporate communication team confirms:



“ We no longer assume that we have a rigid layout and have to pack our content into it. We can now think the other way around: we have important content for the workforce and can think about how to present it clearly and in a way that’s easily surfaced. This is a great added value for us compared to old channels.”

How GIN went from kickoff to rollout in just 12 months (despite a pandemic)

October 2019

Setting up a project team

Joint decision of Corporate Communications, Corporate IT, and CEO for a new communication tool.

Finalizing framework conditions

Gradually, other departments are involved in the project (HR, works council, legal, and operations). In this way, uncertainties were eliminated at an early stage and the requirements of different departments for the tool were taken into account.

A Herculean task

To transfer the old content to the new intranet in a well-structured way, the old information had to be reviewed, selected, and re-sorted. An advantage of this process was that by integrating the content into the new intranet, internal communicators had the opportunity to get to know the tool and learn how to optimally design pages.

Involve and empower stakeholders

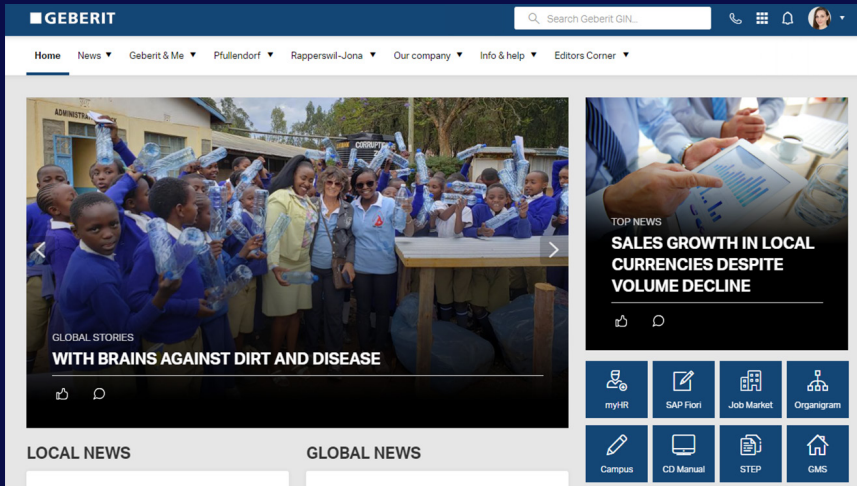
Getting the feedback of future tool users before the launch is essential. Criticism was first sought from internal opinion leaders and later training sessions were conducted with a range of employees. This feedback revealed that important use cases were missing for certain departments and showed where there was a need for optimization.

Perform the test phase

Before the launch, the new tool must be tested. It is not the size, but the diversity of the test group in terms of department, age, and other factors that's important. Above all, the functionality and usability must be tested.

Launch

For the launch, employees received the access data by mail. At the various locations selected employees were trained to answer questions directly on site on the day the intranet went live. In addition, posters and flyers with QR codes that led to the download page of the app were distributed.



“Many companies have introduced a separate employee app in addition to their existing intranet to reach non-desk workers. That didn’t make any sense for us. Our goal was and is to eliminate the inequality in communication for all employees at Geberit. So if there had been an app for one group and an intranet for the other group, that inequality would have been there again. Staffbase’s platform is the best solution for our company!”

GIN enables communication in more than 30 languages

The translation function allows readers to automatically translate relevant content into their respective national language, even if it was originally only published in English or German. This important feature now makes GIN a place where everyone feels welcome and included. In the first eight months, more than 70% of Geberit’s colleagues were already registered in the intranet, which in just eight months led to over 550,000 page views, around 2,000 news posts, and more than 8,800 likes on articles. Intranet and app have a unified content management system, allowing content to be published simultaneously. In this way, internal communication achieves a significantly greater reach in the workforce without the additional effort of using a second communication tool.

With *GIN*, Geberit's internal communication tasks have changed

Prior to the introduction of the new intranet, it was difficult for communicators at Geberit to communicate decentrally due to the complicated user interface of the old intranet. Thanks to the intuitive user interface of *GIN*, different editors can now distribute simple content on the intranet. This also means a change in the field of internal communication. Thanks to *GIN*, internal communicators at Geberit are now also:

Tool Owners:

GIN allows communicators to not only further develop the framework conditions for the use of the tool, but also to make strategic and operational changes in the intranet without straining the resources of the IT team. The task of communicators has thus changed and no longer consists only of merely communicating news, but also of strategic objectives, measurement, and long-term support of the channel.

Enablers:

Since staff can now participate with likes and comments and several editors can create their own posts, internal communication needs to make sure that all key stakeholders know how to use the tool.

Advisers:

With *GIN*, internal communicators have the task of managing various stakeholders by supporting them in communicating their content independently but specifically to the desired target group using *GIN*.

In 8 months:

70%

registration rate

8,800

likes

550,000

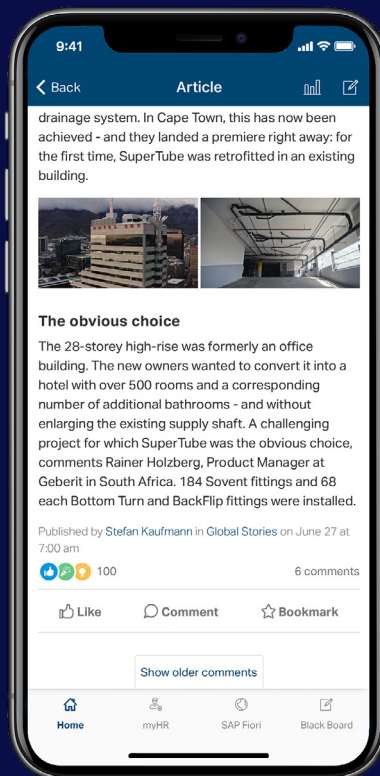
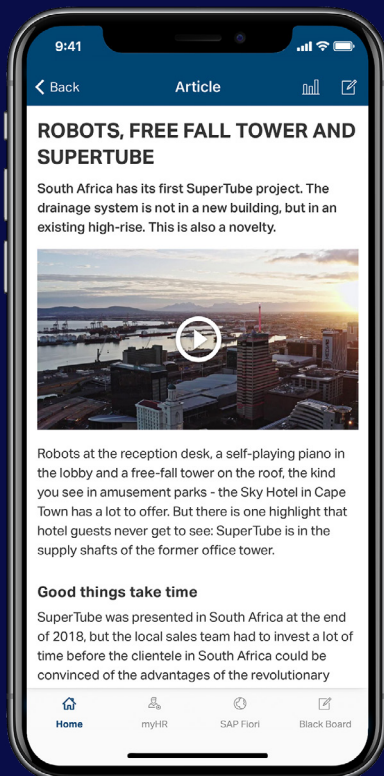
page views

Analysts:

By analyzing comments and feedback, the needs of different stakeholders can be identified and future features and content can be adapted accordingly. Through this exchange, the needs of the workforce and the technical requirements for meeting them are brought together by the internal communicators in order to create the greatest possible relevance.

Storytellers:

The appealing design of digital content gives news an emotional touch.



“The new challenge now is to address the hearts and minds of the employees. Storytelling alone is not the reason for registering in the app. However, the inclusion of emotional stories on the homepage may well be a reason to stay in the app.”

4 ultimate tips for introducing a new digital communication tool:

Don't overwhelm your workforce with a surprise launch!

Instead, work upfront with different groups from the workforce to co-create the tool and all the use cases it contains. This makes the new channel equally relevant for every employee in your company.

Train your communications managers!

No one should know the tool better than they do. This enables them not only to present content in the best possible way, but also to provide optimal advice to important stakeholders who act as communicators in the channel.

Exchange ideas with important people in the company right from the start!

Different perspectives and requirements are essential for the acceptance, success, and continuous development of the tool.

Be creative!

A certain uniformity in the creation of different content is necessary in order to present a cohesive experience for the user. However, always keep the option open for individual implementation. Due to the different needs of different locations and departments, it can sometimes make sense to prepare content individually.

Conclusion: What makes Geberit's intranet so successful?

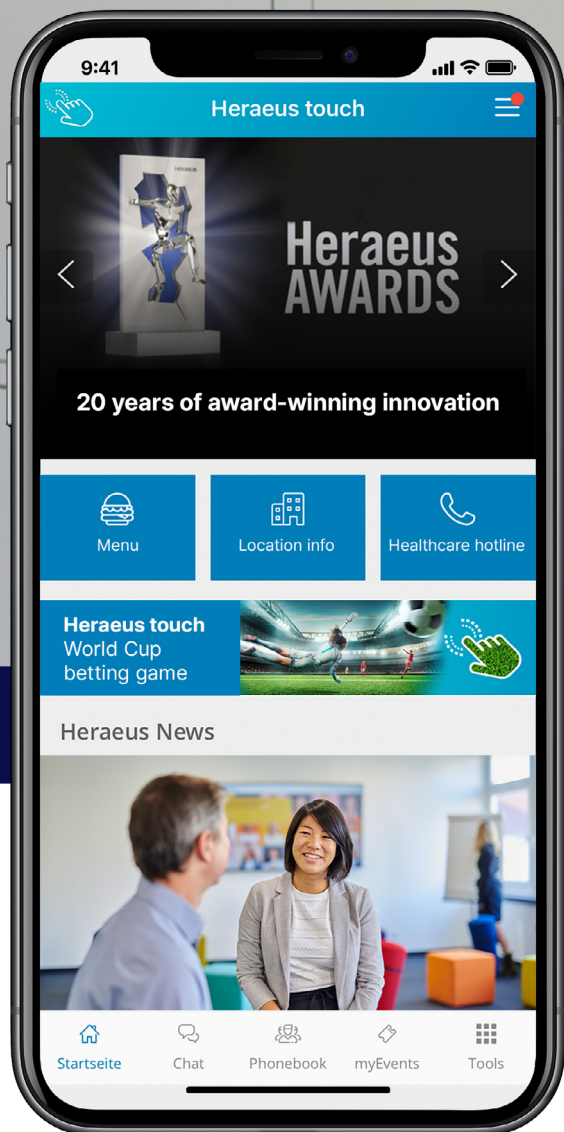
For Geberit, there are four good reasons for the success of *GIN*:

1. Ease of use
2. The possibility of decentralized editing and maintenance
3. The relevance of the published articles due to personalization
4. Employee participation



“ *The comment function allows communicators to see how the different locations are ticking, what employees like, and what they think about the company. This gives us enormous potential in the future to find out what’s really relevant to our employees – especially those who work in production. If we listen a little more closely and evaluate these comments, we will be able to tailor internal communication even more precisely to the needs of our employees.”*

Heraeus





Heraeus Touch

**A modern intranet inspires
17,000 employees at Heraeus**



The new intranet of Heraeus



Approx. 17,000



Hanau,
Germany



Approx. 100
locations worldwide

Heraeus has revolutionized internal communication with a modern, mobile-first intranet, replacing both the aging SharePoint solution and the employee newspaper. What sets it apart is that not only does it connect office workers, but also, for the first time, it reaches non-desk workers, reliably and directly connecting them to one another. The results include high relevance and reach with over 10,000 active users, cost savings from phasing out old channels, widespread praise, and the internal “Audience Award” in 2019 for the project team.



René Weiß
Head of Corporate Content & Brand

“Promoting the digital culture and bringing employees together – this was particularly important to our managing directors.”



High demands on modern intranet software

The Heraeus Group is a broadly diversified and globally leading family-owned technology company with more than 100 locations in 40 countries. The company is among the top 10 family businesses in Germany, with approximately 17,200 employees. Heraeus bundles diverse activities in the business platforms Metals and Recycling, Healthcare, Semiconductor and Electronics, as well as Industrials. Customers benefit from innovative technologies and solutions based on broad materials expertise and technological leadership.

Communication in a complex business structure

As an industrial conglomerate with global production, Heraeus faces very specific challenges in this industry. Due to the company's broad portfolio and the many employees from various fields, Heraeus' business structure is highly complex. This complexity poses a significant challenge for the communication department. It not only has to cater to different languages but also considers the diverse cultures of its employees. In particular, the employees working in production, logistics, or in laboratories should be reached just as effectively as those in office settings with their own computer workstation.

The central question for Heraeus was: **How do you reach the entire workforce with relevant and individualized content?**

It quickly became clear that the requirements for a new intranet were diverse and a solution had to meet the following requirements:

Range

The aim is to reach ALL employees, from the office to production.

Central contact point

The workforce finds all important information collected on a central platform.

Relevance

The content must be so relevant to the individual that he or she wants to use the intranet regularly.

Networking employees

The new intranet platform should not only support top-down communication but also connect people across national borders and stimulate peer-to-peer interaction.

Personalization

Due to the many roles in the company, customized user views are required so that everyone can see the content they need.



The new intranet is based on the software module from Staffbase. With this market-leading platform, a new and up-to-date intranet is today the daily entry point of the Heraeus staff at their desktop PCs. The key to success: The intranet is also available as a mobile app, which all employees can install and access on their smartphones.

And the whole thing has many advantages. *Heraeus Touch* is the perfect channel for all messages of internal communication, whether it's an article from the CEO informing everyone in the company about the current business outlook, or there is an incident in one of the plants.

An intranet that enhances corporate culture and employee experience

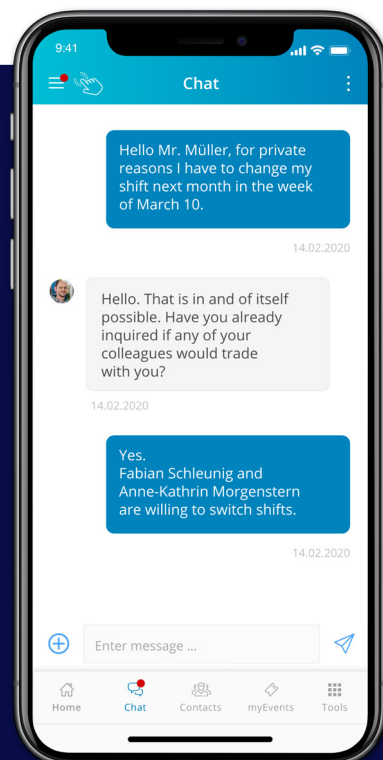
The term "social intranet" often comes up when talking about young intranet projects. For Heraeus, too, the social component was a key requirement for the new platform. Connecting and engaging employees from all over the world is easy to say, but it's not so easy to implement.

The high interaction rates prove René Weiß's project team right and show why the introduction of the Staffbase Intranet was a complete success:

- More than 10,000 active users on the platform

- More than 5,000 comments and 40,000 likes

- 7.3 million hits of the homepage in the first half of the year



So how does the intranet contribute to a better Employee Experience? René Weiß is sure of what contributed to its success: "Although we are a highly innovative company, we've been using conservative channels for employee communication. *Heraeus Touch* has changed that. From the very beginning we have allowed comments in every channel and under every post. Staff members were encouraged to comment, ask questions, and discuss."

René Weiß knows what has fueled the success of *Heraeus Touch*:

“ This is also due to the fact that the so-called digital natives took the first steps, especially in the pilot phase. They gave helpful feedback on the functions and desired features. The new social interactivity in our intranet and in the employee app is something that really promotes culture, exchange with each other, and transparency. It works not only through comments, but also with something like the integrated chat, the social wall, and the marketplace.”



Internationality and many languages don't have to be a problem

In the international environment there are many different chat providers and messenger services. All these platforms have the disadvantage that you have to network privately and are therefore not ideal in the business context.

"Our office employees use Skype for Business or MS Teams, where it works great. But any colleague who isn't in the office on a regular basis is cut off from communication. For us, it's a huge advantage that we can now also offer non-desk workers a chat securely via the app," explains René Weiß.

“At the beginning of the project, many were skeptical. Do we need the chat at all? Will our colleagues use it? In the meantime, entire business units are demanding a chat, so that all employees can connect with each other. The demand for this is massive. Even a feature that we were unsure about is going extremely well and is creating a whole new culture of communication.”

Another essential feature for Heraeus is the **automated language translation**. From now on, whether an employee from China, South America, or headquarters in Hanau posts a comment — each and every colleague around the whole world can read it in their own language and respond to it. This function is worth its weight in gold in a global corporation.

An end to information overload: Personalization for everyone saves time and creates relevance

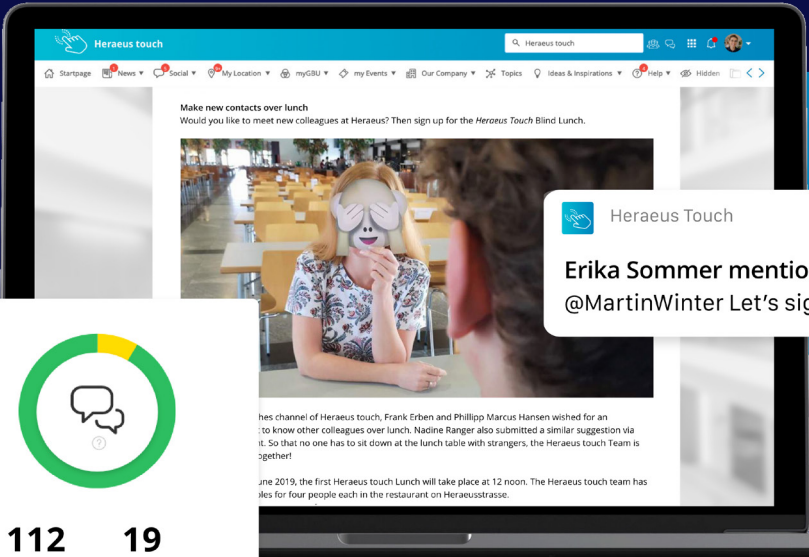
The Staffbase intranet and its app deliver exactly the content employees need, via the right channel, at the right time and in an engaging presentation. Good personalization achieves two things: It creates more relevance for the user and it makes use more intuitive. For example, if a user is assigned a specific location, they will find the cafeteria menu for that location directly in the app. Plant and group workers can discuss shift changes and other news directly with their team in a dedicated communication channel. Knowledge workers in the office, in turn, see the most important tools for them.

And if there is important information for a specific target group, it can be conveniently sent via **push message**. Crisis communication in particular has been improved by this means: In 2019, a WWII bomb was discovered near the company's premises. Despite an impending shift change, a large part of the workforce was provided with emergency instructions within 30 minutes.

In order for personalization to work, user groups are defined in advance. Each user group receives certain access rights to required tools, pages, and communication channels.

This makes simple, **automated personalization** possible and the individual users do not have to invest time to retrieve the content they need.

Employees can jump directly to their most important applications via a so-called **Launchpad**. This could be, for example, the HR portal, security protocols, or Office 365. It is also possible to specify whether the applications are to be displayed only on the desktop, mobile, or both versions. Staffbase offers a variety of integrations here. This makes the app the central entry point to the



112 **19**
Likes Comments

Heraeus organizes a regular "blind lunch" via the new intranet, where you can get to know new colleagues better — that's great!

tools that employees at Heraeus can use in their daily work. Fun Fact: The Launchpad even learns which programs an employee uses most often and adjusts their display order accordingly.

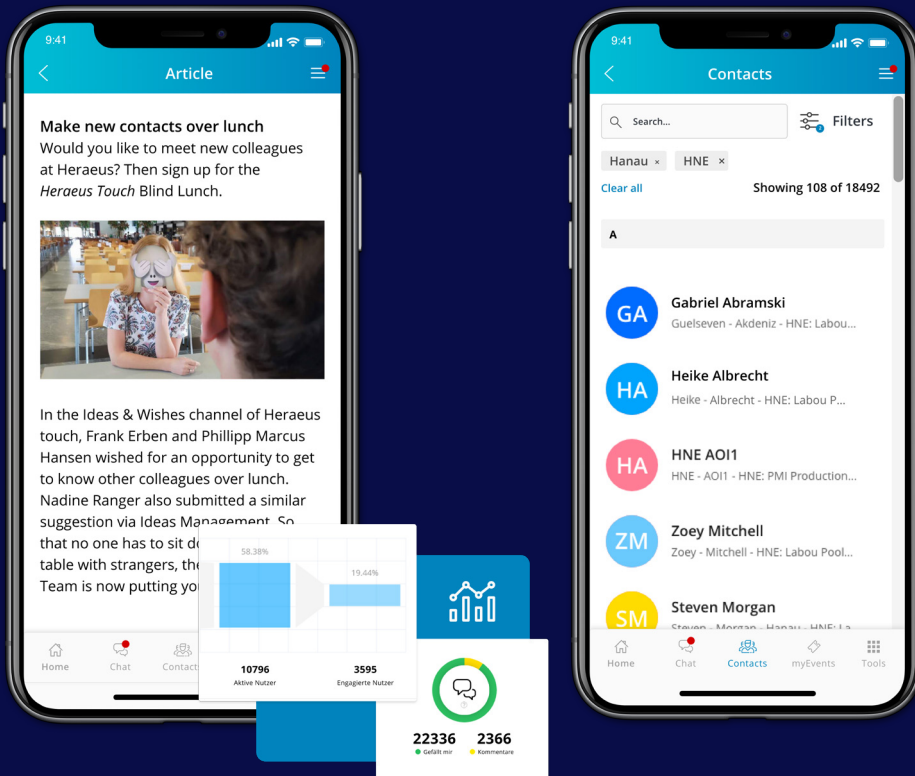
The employee newspaper and outdated intranet have had their day

The traditional channels of internal communication no longer live up to expectations. The employee newspaper, published in three languages every two months, was abolished with the introduction of the new platform. Although the employee magazine did reach (some of) the employees without office workstations, the content was static due to format and not up to date on a daily basis.

A recent study in the Trend Monitor for Internal Communication shows that René Weiß is not alone in this assessment: 65.5% of IC professionals believe that the new role of employee communication lies in enabling people in the company to actively communicate.

“Our colleagues need to have all information, all platforms, all processes, and all news quickly. This is now possible with the new Staffbase intranet! Especially with the Launchpad, applications become much more attractive. Our most important aspect: The first thing the employee sees at the start of their day must be Heraeus Touch.”

– René Weiß



“ We have reduced the content massively. This process took us six months. And with *Staffbase’s widgets*, we can ensure that users can easily and accurately use these 100 pages and that they love the content.”

René explains the new role of internal communication: “We need to move away from internal communication that retouches something. A text does not have to be written perfectly to be relevant. Rather, we see ourselves in the role of the enabler, providing locations and employees with the necessary tools to communicate effectively and relevantly. We continue to write global content, but the community management aspect is becoming increasingly important. And the result we are achieving in terms of reach and commitment shows that in the future, it must continue precisely in this direction.”



“The expectation of an employee is not to receive a brochure three times a year, which he then flips through and actually reads two out of 30 articles, but that he gets the content that is relevant to him at the moment and can decide for himself whether or not to read it.”

Goodbye SharePoint – Hello Staffbase intranet

Before the relaunch, Heraeus had an extensive SharePoint intranet with several thousand pages and many thousands of documents. With the help of the new Staffbase intranet, this confusing flood of data has been cleaned up to less than 100 pages.

The simplified usability is a big plus of the new Heraeus intranet. This applies primarily to end users, who are able to navigate quickly and easily between individual content, but equally affects the editors from internal communications and at the respective locations, who are also delighted with the user-friendliness. They can now create attractive posts with just a few clicks.

Dynamic Pages make it easy to create high-performance pages with an individual layout. At the same time, the Staffbase intranet enables the creation of complex page and group structures as well as advanced rights management.

“The feedback on our app and our new intranet is fantastic. When we wanted to start the pilot phase, there were already more than 1,000 users registered three days before the official launch. That was insane. We didn't expect such a response!”

– René Weiß

The Heraeus Touch project won the Heraeus Award 2019



👍❤️👍 112 · 17 Comments

Editors benefit in particular from the functional modular system and the integrated design elements that allow them to create user-friendly content that displays perfectly on the desktop and in mobile view.

The ROI of Heraeus Touch

The return on investment of a communication channel that can reach all employees at any time in real time is difficult to quantify. Just by canceling the employee newspaper alone an annual amount of €125,000 could be saved. Added to this is the not insignificant sum for the fee of the old SharePoint intranet, which is now eliminated.

What has Heraeus been able to achieve with the new intranet since the project began? *Heraeus Touch* was able to meet all predefined requirements. What's more, it could be a step into a new and open communication culture. The people in the company are the biggest asset of a company and that is why it is right to invest in technology that inspires employees and shows them that they are valued.

The response to *Heraeus Touch* was so positive that the project received an internal Heraeus award, a moment that the entire project team remembers fondly.



“ The best part is that we can now reach all of our colleagues! Our workforce is approximately 50% office and 50% non-desk. Until now, that latter group never had access to the contents of corporate communications. For the first time, every employee has a digital platform in hand.”





Not Your '90s Intranet, Part 1: The Ultimate Guide

The Ultimate Guide to Modern Intranet: Boost Your Digital Employee Experience

Are you thinking about a new intranet or an intranet relaunch? Are you wondering whether an intranet is even still necessary? Then you've come to the right place. The purpose of this guide is to provide you with the knowledge you need to create a modern intranet that your leadership and your employees will love.

Let's start by acknowledging that the reputation of intranets has never been great.

“*Intranets are uncool*”

“*There's nothing on our intranet*”

“*Our intranet feels like a dumping ground*”

But despite their bad rap, it's important for anyone who has taken a close look at intranets to acknowledge a fundamental difference in how they're classified. On the one hand, intranets are concrete digital platforms within a company; on the other hand, the word “intranet” is a broad term for a whole category of software solutions.

- | There are good and bad intranets
- | Old and modern
- | Internal websites, employee portals, and social intranets
- | Limited and very extensive



The good news is that this is a particularly exciting time to be thinking about the modern intranet, because a lot is changing. Since the emergence of intranets in 1996, various stages of evolution have already taken place and we have now arrived at a paradigm shift.

What is a modern intranet?

Intranets have been around since 1996 and since then the answer to this question has continued to evolve. Therefore, anyone who wants to evaluate and select intranet software should not start with an Excel list of features. The first step is to understand what goals and tasks are to be pursued with a new intranet, and what other developments have an influence on the intranet strategy.

Want an example? Let's look at the period since 2010. There, we can observe the three developments shown that have a lasting influence on our image of modern intranets:

2010



Today

- | Strong internal brand
- | Personal and valuable content
- | Available to all mobile employees

The latest and most modern generation of intranets is the Employee Experience Intranet. The three most important trends of this approach result from the requirements of the diverse target groups of these modern intranets:

Trend 1: Modern intranets must have great reach and be available to all mobile employees

Successful communication requires **reach**.

This is not the same thing as the theoretically possible reach of an intranet. Theoretical reach can be created, for example, by terminals on the factory floor whose use is hard to quantify. Theoretical mobile reach can be created by responsively optimized intranet pages that employees could potentially read regularly with tedious daily logins. Theoretically, all of this is possible. In practice, employees hardly ever use these features.

Successful employee communication requires **real mobile reach**.

A European Internal Communications Monitor report has confirmed these results. **Reaching employees through mobile solutions is the goal of 70.5% of companies!**

This requirement for improved availability has several benefits:

- | **Devices:** Desktop and mobile (desktop is still important!).
- | **Owner:** Corporate and personal devices.
- | **Training:** Usability without specific training for end users.

How important do you consider the following goals for the future?

Very Important

Unimportant



Distribution: The mobile apps are easy to download through distribution via the App Store.

Real-time: Users can be actively notified of important information in real time via push notifications.

No @company email address required: Many employees do not have a company email address and are not part of the user administration. But these employees can still have easy access to the intranet.

Trend 2: Modern intranets create trust through a strong internal brand – across all channels.

The digital workplace is growing and becoming more complex and individualized. In this environment there isn't a lack of functionality, but rather of orientation:

Employees must be able to clearly recognize official content.

Intranets create exactly this clarity and are therefore of paramount importance for more transparency and simultaneous reduction of complexity in the company.

Branded with a company name and a consistent design on both desktop and app not only reinforces a strong internal brand but also makes for a platform that employees can trust.



Field Service

Remotely Distributed
High Time Pressure
Rarely in the Office



Office Worker

Mostly in the Office
Project and Routine Work
Too Much Information



Service Center

Shift Work
Hourly Wage
New Input Daily



Production

Shift Work
Little Free Time
Mobile & Terminal Communication



The requirements for devices, content, and individual usage behavior can vary greatly between different employee role profiles (personas). Modern intranets must be able to deal with these challenges and make the user experience as personal and useful as possible for individual employees.

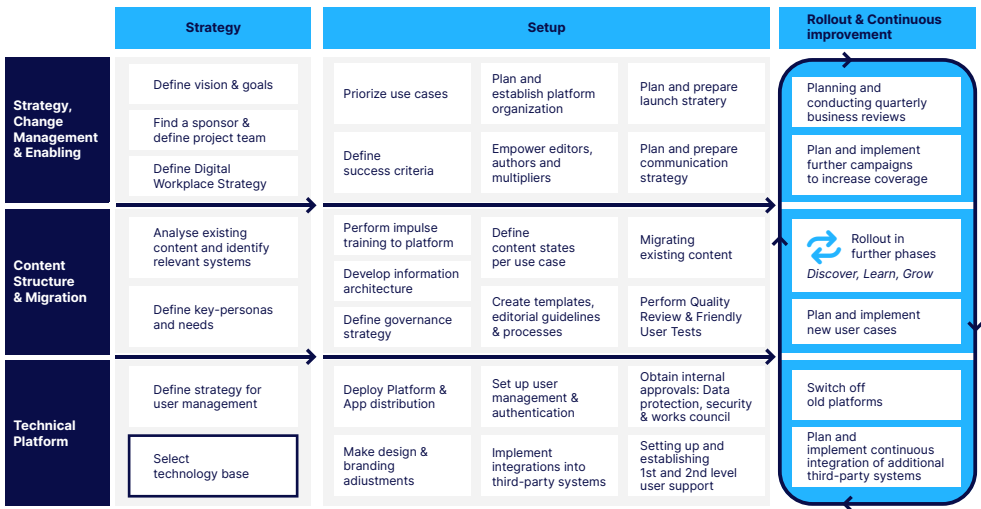
Trend 3: Modern intranets become relevant through personal and valuable content.

The use of intranets is often voluntary. This is especially true when using private and mobile devices. An intranet must therefore focus on the added value and relevance it provides the user.

Suitable content selected as automatically as possible based on location, team, role, interests, or employee journey will create relevance. However, not only does good personalization generate relevance, it also limits complexity. As organizations become more global, complex, and fast-moving, and screens get smaller (smartphones), complexity can become a major barrier for many users.

How do you choose a modern intranet software provider?

The strategy and goals of your intranet are a solid basis for your selection criteria. Based on our experience shepherding hundreds of successful projects, we've compiled a process model for intranets and employee apps which provides a quick overview of the most important phases (strategy, setup, and rollout and development):

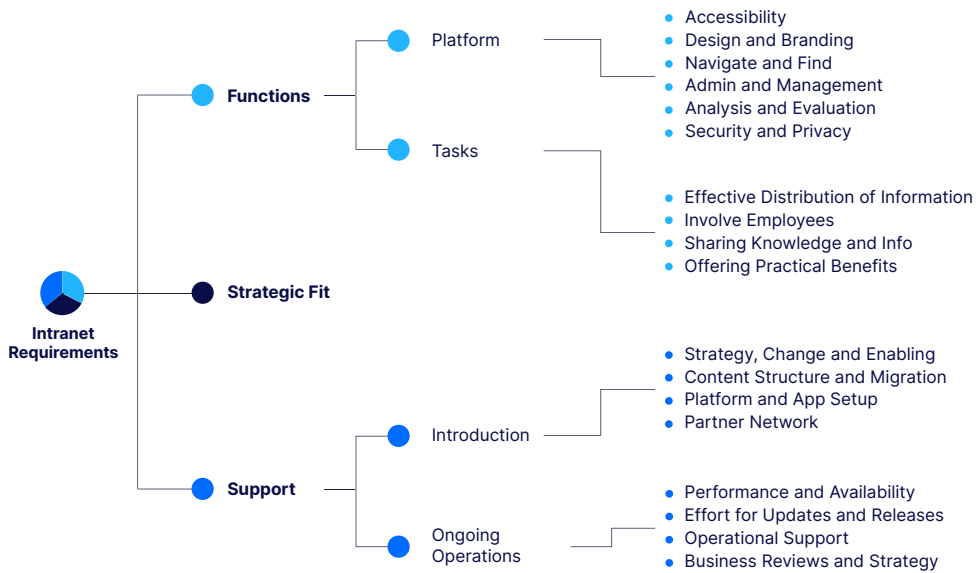


Selecting the technology is part of the strategy phase and builds on results of the other work packages.



Intranet selection: The most important criteria and requirements

An overview of your most important requirements is a solid basis for the selection of a technical platform. Here is an overview of the basic structure of the most important modern intranet requirements:



The first focus is usually on the **functions** themselves (features). At this point at the latest, a clear understanding of the goals and tasks is essential, because different software providers have different focuses.

In addition to the functions, however, two further areas should be considered. The obvious question is **what support can be provided by the provider or partners during implementation and operation** in addition to the technical platform.

The third point is the question of how well the **long-term strategy and alignment** fits in with your own strategy. An intranet is purchased with the expectation that it will be in use for at least a few years. During this time, future priorities and the speed of innovation and continuous improvement will play a major role.

Each of the items on the far right of the chart to the left can be broken down to the level of individual requirements, thus providing a good way to structure the requirements.

The four most important types of intranet software

Just as different generations of intranets have been created over the years, the software categories for the technical basis of intranets have also changed.

Here is an overview of the four generations:

since 1996

The Internal Website

since 2000

The Employee Portal

since 2010

The Social Intranet

since 2019

The Employee
Experience Intranet



Anyone currently planning a new, modern intranet or an intranet relaunch will usually end up with the last two generations. However, many existing intranets still come from the first or second generation. Therefore, here's a short overview of the most important related technologies.

The intranet based on a content management system (CMS)

CMS systems for websites or intranets are also known as WCMs (Web Content Management). Many companies used to commission their Internet agency for the creation of their intranet as well, and then got an internal website as intranet.

The most important CMS intranet software solutions are:

- | Typo3 — Open Source CMS
- | Drupal — Open Source CMS
- | Adobe Experience Manager (AEM)
- | First Spirit
- | Wordpress — Open Source CMS
(for small enterprises)

What all of these systems have in common is that they have no focus on intranets and are built for any kind of website.





For this reason these tools are only used for very simple intranets in small companies. Another application is for the creation of very static platforms for large organizations, but they can't keep up with modern requirements.

The employee portal based on portal software

Portal software is still widely used today, but often alongside an intranet as an integration platform. Today, new intranets are only implemented on this basis in exceptional cases. The reasons for this are existing competencies and free capacities in IT, as well as functional considerations or cost advantages.

Examples of portal solutions are:

- | Liferay — Open Source or as a paid option
- | IBM Websphere
- | SAP NetWeaver

The social intranet on the basis of a social intranet software

Social Intranets are the first software platforms developed specifically for intranets. The starting point for these solutions was initially mostly virtual communities or team rooms, which were then gradually expanded to include additional intranet functionalities.

Examples of Social Intranet providers in the German-speaking world are:

- | | |
|-----------------------------|----------|
| <u>SharePoint</u> | Bitrix24 |
| <u>2019 installed</u> | Coyo |
| <u>locally (on premise)</u> | Jive |
| <u>SharePoint Online</u> | SAP Jam |
| <u>(as part of</u> | |
| <u>Microsoft 365)</u> | |



The employee experience intranet as a combination of employee app and modern intranet

Your target group can best define this new generation of intranets. For the first time, all employees can and should be reached. Therefore, these intranets have a very clear focus on the mobile channel, complete branding across all channels, and a transparent structure with automatically personalized content.

Collaboration in projects and on documents is deliberately no longer part of the scope of these intranets, having been outsourced to specialized solutions such as Microsoft Teams.

The list of providers in this modern intranet category is led by the [Staffbase Employee Experience Intranet](#). It will be exciting to see how existing solutions of employee apps or social intranets will develop in order to enter this category.

The employee experience (EX) intranet

As with the other intranet generations, new framework conditions and goals have created a new paradigm for the intranet, the so-called employee experience intranet. It has this name because user experience has become much more important. Until now, a typical intranet user sat at a desk in front of his or her PC. But with the varied demands of mobile intranets, usage scenarios are becoming much more diverse!

This new generation of intranets is based on the tried and tested use cases of previous intranet generations and, especially in the area of mobile access and personalization, is developing significantly further:

The result is an intranet with the clarity of the first generation, the integration strength of the second generation, and the interaction of the third generation, all together in one platform.

Conclusion

For now, the idea of the employee experience intranet is still in its early stages. Whether it's helpful, clear, or even credible is something that individual users will decide every day.

The modern intranet therefore has a lot of room for optimizing user experience when it comes to their planning, implementation, and further development.

Our vision for a modern intranet is to make the user experience (employee experience) more and more personal and individualized despite the diversity of target groups, channels, and expectations.



Staffbase named a Leader in the 2023 Gartner® Magic Quadrant™ for Intranet Packaged Solutions

The Magic Quadrant™ by the IT consulting company Gartner® is one of the most important evaluation tools in the selection of enterprise software. Now, for the first time, a Gartner® Magic Quadrant™ for the category Intranet Packaged Solutions has been released. Gartner Magic Quadrant research methodology provides a graphical competitive positioning of four types of technology providers in fast-growing markets: Leaders, Visionaries, Niche Players and Challengers.

In the 2023 Gartner® Magic Quadrant™ for Intranet Packaged Solutions, Staffbase was named a Leader.

[The full report is available for download.](#)

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Not Your '90s Intranet, Part 2: Tips for Success

Building a Modern Intranet: 7 Important Tips for Success

We've seen a lot of things happen with intranet implementations. The biggest problems have always occurred when there was no real plan in place to follow step by step. Many teams have often sprinted from start to finish, without thought to what comes next. Therefore, anyone involved in building a modern intranet should definitely take the following to heart:

“*The journey is the destination*”

– Confucius

This is definitely also smart advice for the introduction of a modern intranet. The technical provision of a new intranet platform is often done quickly, especially in these times of standard solutions and cloud services. But that alone is not enough when building a modern intranet. You need a plan.

The following article will provide you with seven tips to help you successfully launch an intranet:

Know your main target groups and most important stakeholders

Divide your project into 3 phases

Create a good intranet strategy

Get the setup right. Build a foundation that generates acceptance and involvement

Plan for continuous improvement after the launch

Create a checklist and use it

Plan and prepare — but stay agile



Tip 1: Know your main target groups and key stakeholders

If you plan on building a modern intranet, the very first thing you should think about is who it's for and which stakeholders you need to involve on this journey. We have summarized the most important target groups and stakeholders in our view below.

Target group: Employees

The most important and decisive target group is your employees. The success of the new intranet stands and falls with them. It is absolutely essential that those responsible for content know their target groups (often referred to as segments) and understand their needs. This sounds pretty simple at first, but it should be thought through carefully.

Test your knowledge about the target groups and answer the following questions for your company:

- | What is the distribution between permanent and non-permanent employees (desk workers vs. non-desk workers)?
- | Which digital communication channels exist and which do you really need?
- | What are the target groups in terms of the type of work (fields of activity) in the company?
- | How is access to information and communication, especially at remote locations?

My most important finding of the last ten years is that there is no one-size-fits all digital workplace for every employee. The type of job (task in the company) plays a major role and is therefore one of the most common distinctions for employee groups:

Remote employees who do not have a fixed workplace (synonyms for such roles are non-desk workers, blue-collar workers, or non-wired workers); for example, employees in factories.

Process employees who perform standardized activities at a fixed workplace; for example, call-center employees

Information workers who focus on digital collaboration within departments or in project groups.

However, you can also define further target groups according to business units, locations, or even management activity.

Target group: Blue-collar workers

In the last five years, the target group of blue-collar workers has increasingly become the focus of corporate communications. The urgent need for crisis communication during the Covid-19 pandemic accelerated this trend. We have published [a video on the topic of understanding your target groups and personas](#) as part of our Internal Communication Masterclass.



Target group: Project sponsors and management

In order to be able to start building a modern intranet, you must first meet with management about your plans and convince them of the necessity. Finally, management approves the budget and ensures that internal capacities are available for the project, both temporarily and permanently.

The most important question for top management to answer is, “Why should we do this? A chain of argumentation with regard to “What could happen if we don’t act now?” often helps as well. For project sponsors and middle management, answers to the “how?” question still play a role.

From the project perspective, all management levels have one thing in common: they are important advocates and therefore also act as role models for the new intranet project and for a new communication culture. Only if they themselves see the added value of building a modern intranet can their conviction pass to rank-and-file employees, some of whom will also use the system voluntarily on their private devices and actively participate in dialogue formats.

Target group: Project team

As soon as a project is in place, a core team is usually assigned to it. It’s important that these members are then released from their regular operational activities. Depending on the size of the project, this can be done temporarily, full-time, or on a pro-rata basis.



We have also had good experiences with having an extended project team in addition to the core team. In my projects, this team often acts as a “sounding board.” Essentially, their job is to give feedback to the core team on technical issues. But it is also very valuable in the other direction, namely when it comes to communicating the project goals and progress to the organization. The sounding board doesn’t usually have decision-making authority, but it can assist in making decisions.



Tip 2: Divide your project into 3 phases

Above all, the path toward a new type of intranet is crucial for acceptance and use. In our blog article [How to Create the Best Modern Intranet](#) we describe the evolutionary steps of intranets, especially in regard to the topics of communication and collaboration.

A lot has changed since the intranet projects of a decade ago. The path to building a modern intranet is different today than it once was. But regardless of the framework conditions and the initial situation in a company, every intranet project goes through three phases that build on each other: Strategy, Setup, Rollout & Continuous improvement.

The growing trend to use standardized SaaS solutions makes the entire software evaluation process easier than ten years ago. Extensive specialist concepts are no longer necessary. Of course, this also has an impact on the focus and time horizons of the individual work packages and milestones within the phases.

The specific design of the phases also depends on parameters such as the communications strategy, the size and distribution of the company, and the existing IT framework conditions.

In the following tips, we explain in greater detail what the phases include in terms of content.



Tip 3: Create a good intranet strategy

The first phase, Strategy, is primarily concerned with defining the guardrails for the project. This is why classic project management tasks play a particularly important role here, such as **setting up a vision, defining goals and non-goals, planning the necessary internal and external resources, planning and approving a budget, and taking stock of the current intranet solution.**

Technology selection

An important component of this phase is the selection of technology. The main goals for internal communication must be to reach all employees with the new intranet and also to maintain sovereignty over the management of the platform — this includes, for example, the central administration of the menu structure and content creation.

In the past, technology decisions were often made with only office workers in mind (even in companies with a workforce of diverse job roles). In addition, attempts were made to use social intranets to map most use cases — from top-down communication to communities to collaboration — with just one platform.

As a result, many social intranets were so complex that employees had to proactively configure their settings in order to see relevant content. Particularly for the target group of remote employees,

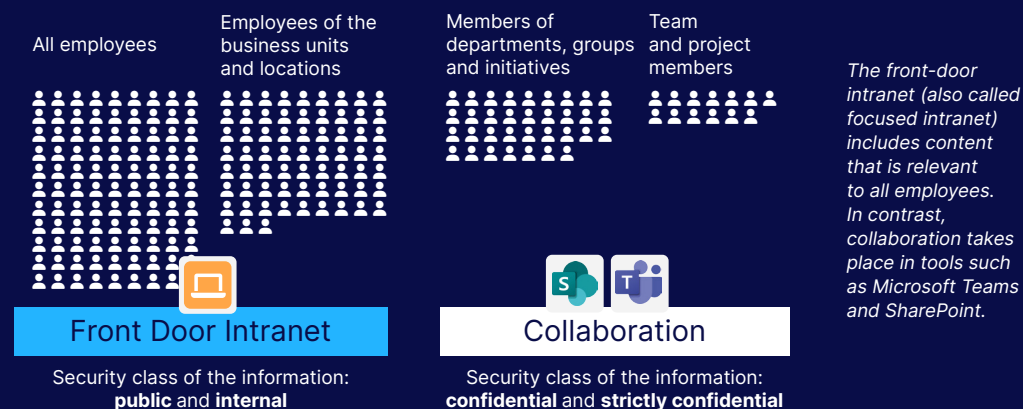
relevance of content is even more important than it is for knowledge workers, since their use of the intranet or the employee app is completely voluntarily and often done on their private devices.

Basic idea and goals of the intranet

Therefore, the orientation and definition of intranet goals is often a philosophical decision. Is it more about a pure technology replacement and “business as usual” or is the intranet being completely rethought? Is the intranet seen as the digital workplace, encompassing both communication and collaboration? Or is it about a central information and communication platform for all employees, where dialogue and exchange are presented in the foreground? In this case, collaboration use cases are separated out and take place in separate platforms such as Microsoft Teams. In this case, collaboration tools are often irrelevant to certain employees, or the type of collaboration can differ completely depending on their specific field of activity.

Studies confirm: Teamwork is increasingly not the intranet’s responsibility

Our intranet study of 2021 reveals that intranet managers are unsure about the basic goals of their intranets. That’s why it’s so important to address this question in the strategy phase.



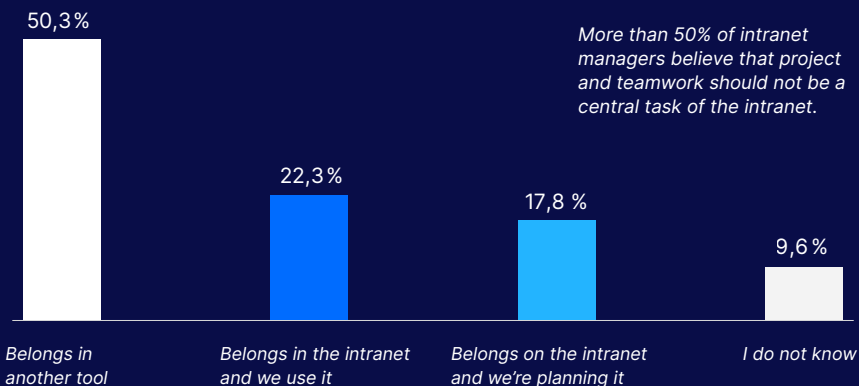
In the following figure, we see an example of an IT strategy with regard to the combination between an intranet and a collaboration world based on Microsoft 365. This is exactly the kind of strategy that has led to success at MAN Truck & Bus SE.

From an IT perspective, it can also make sense when building a modern intranet for it to happen independently from the rollout of Microsoft 365, for example. On the one hand, this has the advantage that the core requirements of internal communication can be implemented more quickly and, on the other hand, that short-term adjustments are also possible without major IT effort. This also means that there are no critical dependencies on Microsoft rollouts, for example. In addition, IT can concentrate more on customer-specific IT applications.

Internal communication with new role

The role of internal communications also needs rethinking in some cases. Is it primarily the administration and management of central communication that is important, or is it also the empowerment of decentralized multipliers or champions; for example, at remote sites or in specific departments? This is also a lot about trust and expectation management in the project team and the entire organization. Open communication and exchange can have a positive impact on the corporate culture. However, this takes time, and a company must decide for itself which steps it will take along the way.

Project and Teamwork as a Central Task



User management

Another important IT consideration is user management. Knowledge workers were primarily the focus of earlier social intranets, for whom established processes already exist. However, these often do not apply to the target group of non-desk workers. These employees usually don't have an internal company account or a company email address. Therefore, you need a strategy that ensures user onboarding and user management for all employees. In practice, hybrid approaches often work; for example, user management of office employees happens in a central user management system (e.g., Microsoft Azure AD), while non-desk workers have a user name and password. It is also essential that user data is available for segmentation to enable target-group-specific communication and information sharing.

But what else is important for IT in the decision-making process? These are primarily issues such as the scalability of the platform, flexible expansion through available interfaces (APIs), and the possible consolidation of systems that are no longer necessary, such as newsletters, or the intensive maintenance of customized platforms.



Tip 4: The setup must be right. Build a foundation for acceptance and engagement

Finally, the setup phase is about detailed planning and implementation. Existing intranets often provided little to no relevant content for their target groups. This cannot be the case when building a modern intranet, which is why the planning phase is so crucial.

Building an editorial network

Internal communications must ensure that there are advocates and editors at all levels in the company. Setting up a network of multipliers is therefore crucial for the success of the new intranet. Colleagues from the departments and locations know best what concerns employees and what information they need and in what form. You also need to empower decentralized influencers to shape information and communication in a way that resonates with employees, from training on platforms to understanding key personas to brainstorming new use cases and trying out different content formats such as video, podcasts, and storytelling.

*These examples
show how hybrid user
management can
be implemented.*

The image displays three mobile app login screens for Vi2Go, illustrating hybrid user management. The first screen, titled 'Login', features the Vi2Go logo and two login options: 'Viessmann Employee' and 'Vi2Go User'. Red arrows indicate the flow from these options to the second screen. The second screen, also titled 'Login', shows a 'Sign in with credentials' section with fields for 'Your username' and 'Your password', a 'Forgot password?' link, and a 'Sign in' button. A red arrow points from the 'Sign in' button to the third screen. The third screen, titled 'Cancel Viessmann Employee Login', shows a 'User name' field, a 'Password' field with an eye icon, a 'Stay logged on' checkbox, a 'Forgotten password' link, and a 'LOGIN' button. At the bottom right, there is a 'Privacy - Terms' link and a circular arrow icon.

Keep your eyes open for unofficial intranet champions and win them over to your cause. The unofficial champions are the employees who create relevant content for a target audience (such as a specific location or topic). This content usually has good reach and a high level of interaction (e.g., via comments and likes).

Firmly plan for new content formats

Improvisation is the recipe for success, especially when it comes to new use cases and formats. Multipliers should be able to try out different topics in an agile manner — if necessary, initially only in smaller pilot groups. Often, this agile approach results in precisely those use cases that are later used the most. For example, departments discover how easy it can be to find suitable people for a product test with the help of a news channel and a simple form shared on the intranet.

Even in this phase, regular exchange between the multipliers and the central corporate communications department is a good idea. During the exchange rounds, you can discuss specific topics and develop best practices. Our experience also shows that it's essential to provide multipliers with sample templates for information pages and news. It's easier to start with a template than with an empty page.

Conclusion:

decentralized advocates can create a lot of relevant content. They are also the internal promoters of the new intranet in their areas or locations. They are the decisive game-changers for success.

IT tasks

From an IT perspective, the setup phase is primarily about establishing the environment, user management, and authentication. In addition, a coordinated design is technically implemented. When it comes to design and branding, there are three types of categories: (1) the customizations that are possible, (2) the customizations that are definitely not possible, and (3) the customizations that are possible but unadvisable because they deviate too much from the standard. My clear recommendation is to always take this step in close coordination with your technology experts. This will ensure that the customizations are scalable and stable, even following new version updates.

Involve key stakeholders at an early stage

You should obtain the necessary internal approvals from important bodies such as the Works Council and Data Privacy & Security at an early stage. To this end, internal company agreements and data protection concepts are drawn up, discussed, and agreed upon. Our projects have shown time and again that it is highly advisable to involve these important bodies in the initial strategy phase.



Tip 5: Keep going after the launch

Final phase: Rollout & continuous improvement

Every project also has a defined end. However, the tasks and further development of the intranet are only beginning with a successful launch. In the final project phase, therefore, there must be a transfer of the project into an “intranet management” program.

From the end of the project, intranet management, together with the decentralized editors and advocates, assumes responsibility for the continuous development of the intranet. Regular intranet meetings, for example, promote the exchange of experience between the top users. In addition, create a virtual training area where responsible editors can meet and be informed about intranet updates.

Analyze, analyze, and analyze again

Both centralized and decentralized communicators should regularly analyze the use of the intranet. In addition to figures on activity and interaction, it is also important to evaluate news and the various content formats. This will provide answers to questions such as “What content do my employees like?” and “Where is there the most user interaction?” With the help of these findings, you can define recommendations for action and tasks.

But continuous stakeholder management, especially with regard to expectations, is also very important. A culture change does not



happen overnight. Encourage interaction. There will be a lot of good experiences, but there are sure to be bad ones as well — that's to be expected. It is therefore important to create a framework where various use cases can also be tested with small pilot groups.

Content from employees for employees is also becoming increasingly important. These formats appeal to the workforce emotionally and increase the activity and interaction rate on the intranet.

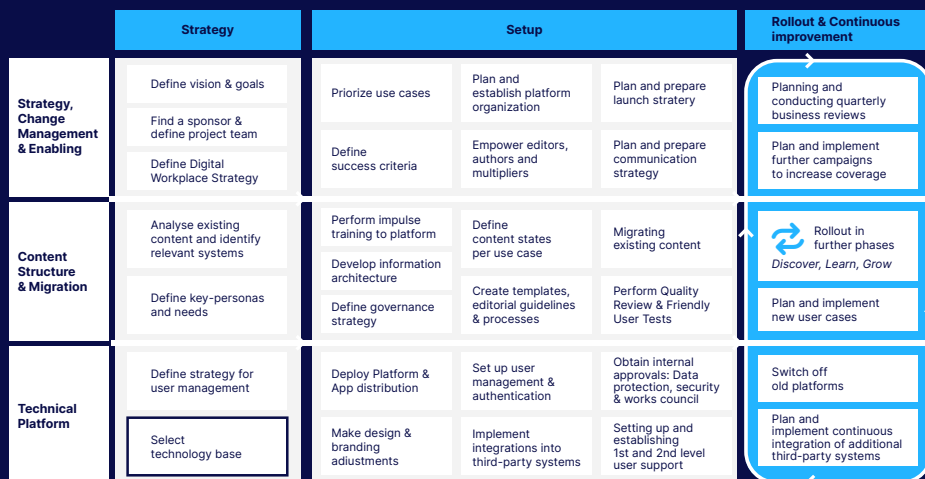
Tip 6: Create and work with a checklist

In the following illustration, the process model also includes the corresponding task packages per phase. Depending on the size of the company and the project, individual tasks can vary in complexity and can be prioritized differently.

However, the project team must pay particular attention to ensuring that each task is addressed so that it can finally be checked off in the sense of a checklist. There are defined milestones between and within the phases. The milestones between the phases can also be referred to as quality goals (QG for short). In contrast to normal milestones, with quality goals the next phase can only be started after the project progress has met the minimum requirements.

In the following figure, we have formulated a checklist for the strategy phase. The setup phase can only be started after the minimum requirements for each work item have been met.

This illustration shows the complete process model with all three phases (Strategy, Setup, Rollout & Continuous Improvement) and their respective work packages.



Tip 7: Despite all planning and preparation: Stay agile

The foundation for building a modern intranet was and continues to be laid in the strategy phase. However, recent years have shown that implementation based on a so-called “super tool” was a good idea in itself, but often failed in reality. By “super tool,” I mean a software technology that attempted to cover every scenario from communication and collaboration to communities. As a result, the main focus of social intranets remained on office workers. You can read more about this in our article [“3 Problems with Social Intranet Platforms.”](#) It is important to form an opinion and to deal with the fundamental orientation of this exact issue.

SaaS solutions are the future of intranets

Internal communications then had to contend with a lot of issues, such as insufficient usability for editors, overly complex navigation structures, and a lack of intranet access from private devices for all employees. IT, on the other hand, had to invest a lot of resources in developments to meet the requirements of internal communication and other departments.



The IT trend is moving more and more towards SaaS solutions, so that even a tool evaluation is much easier to design than it was ten years ago. Standard solutions quickly give you an impression of what the future intranet may look like.

In contrast to 2010, the setup phase can also begin more quickly. This is mainly due to the fact that nowadays you no longer need rough and fine concepts for things like customizing and development. Internal communications can therefore focus more on intranet organization, target groups, and content, while IT resources can primarily be spent on user management.

Use cases can also be sketched out and tested more quickly. Depending on the initial situation, the focus of the setup phase can also be very different. For example, if an intranet already exists, there may be different strategies — complete replacement on Day X or a kind of parallel operation for a transitional period. In the second case, the focus of the new intranet is on news and then also becomes a gateway for content from the existing intranet. This scenario thus also enables a gradual transfer of content from the old to the new intranet.



Conclusion

The strategy phase is more important than ever — making the right decision at this stage lays the foundation for success. This is where you decide whether to “keep doing what you’re doing” or redefine internal communications and the intranet. Established SaaS solutions with a clear focus on information and communication applications allow you to reach the setup phase more quickly, try out new concepts on an experimental basis, and continue to build on your success. Starting now, building a modern intranet will be fun again!





Not Your '90s Intranet, Part 3: Ideas and Examples

26 Infallible Intranet Ideas and Examples

How to build your best company intranet & employee app. Communicate, connect, and engage with all employees using these ideas!

For many in internal communications, the company intranet has long been seen as the office copy machine: It's clunky and old. There's only one person who actually knows how it works, and employees aren't exactly raving about it.

But the entire company relies on it and can't imagine the office without it.

While that lackluster reputation is changing with better software, there is still vast potential to use your intranet to your company and employees' advantage.

Intranet ideas and examples

A well-designed and engaging intranet can be the keystone for your organization's internal communications, HR, and employee engagement strategy. And yes, that includes your frontline workers! Modern options like an employee experience intranet and employee app make it possible to communicate, connect, and share information company-wide.

To stick with the copy machine metaphor: your intranet doesn't have to be constantly jammed. Make it run smoothly and accessible to everyone.

Ready to boost your intranet's potential? Get started today with these ideas and examples for your best intranet and employee app.



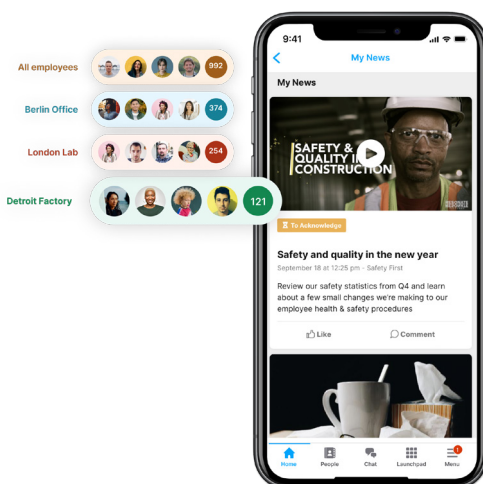
Use your intranet for internal news and keep employees updated

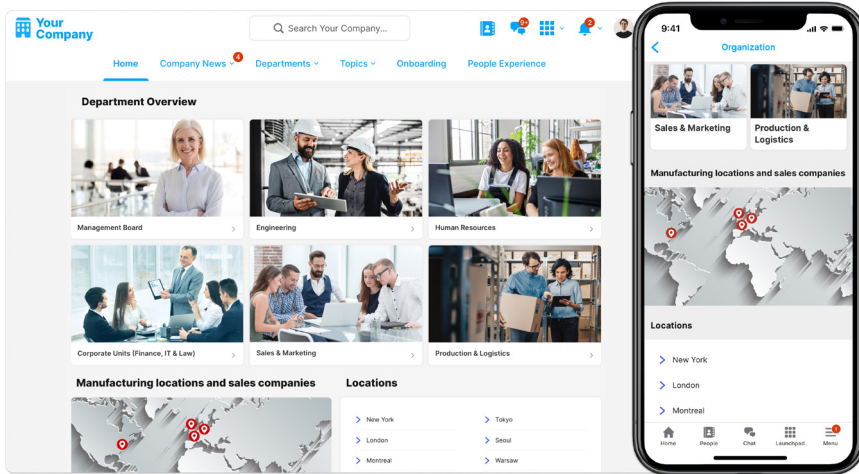
The classic intranet use case is a home for company resources. But, that doesn't mean your intranet pages need to be dumping grounds for outdated information. Keep your company news and information modern, relevant, and targeted with the following ideas.

1. Local news and announcements

Keeping all of your employees in the loop while recognizing that, in large organizations, not all information is relevant to everyone can be a big challenge for comms professionals. A local news page in your intranet can be the perfect solution.

Consider deputizing local content creators to keep news close to the source and boost employee engagement. An intranet with targeting capabilities means employees will only see content and pages that are specifically relevant to them — so employees at the storefront downtown won't be flooded with updates about the uptown site.



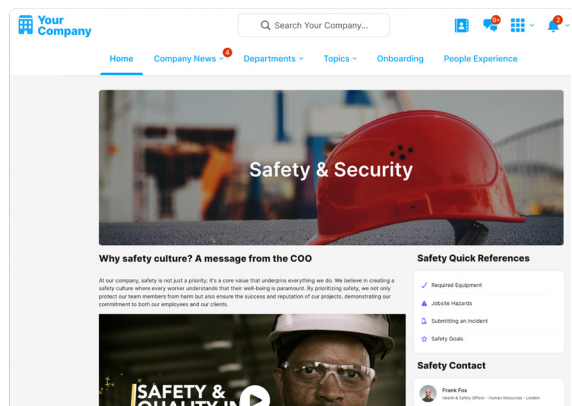


2. Corporate communications hub

Where do employees get information about your business? Is it scattered across multiple channels, at different times? Or left to wilt on a pinboard in the break room? A dedicated page for essential company news and info lets you be the definitive source for all employees. Keep messaging aligned and make your intranet the go-to place for important company announcements.

3. Workplace safety and security resources

Are you still counting on employees to dust off a manual, just to find a safety policy that might already be out-of-date? Make critical information accessible and interactive with a safety resources page. Keep important documents and contacts unified, highlight policies with training videos and interactive tutorials, and ensure that all of your employees have actually read security regulations and are aware of changes.



4. Employee FAQ page

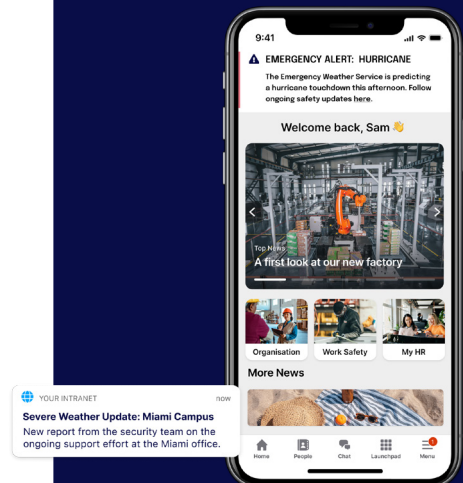
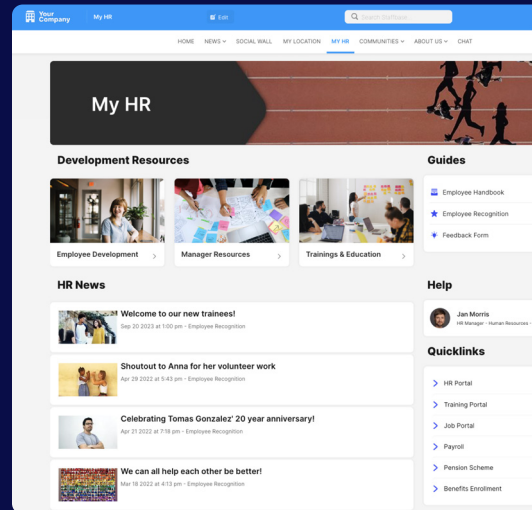
Another classic use case, this intranet idea is becoming particularly relevant as work goes more remote. Instead of dealing with endless emails and repetitive questions, organize and consolidate answers to frequently asked questions on a central page.

This can be a great starting point for new hires or for team members who have changed roles internally. For large businesses, look for an intranet that allows content targeting to specific employee audiences. For example, an FAQ page for service technicians.

5. Crisis management communications

Think of your intranet as an employee alert system. An intranet that was made for mobile use means you can reach everyone immediately with both push notifications and email alerts. Read and acknowledge receipts on select messages is a great use of your intranet and allows you to measure your communications and ensure everyone has gotten critical updates.

As a situation evolves, your intranet can serve as the foremost source with news, forms for submitting questions, a directory of important contacts, and FAQs.



Use your intranet to drive employee engagement

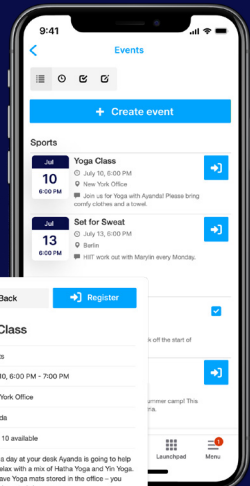
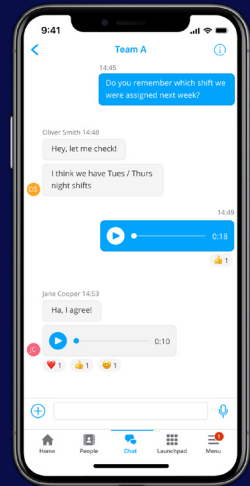
Make your intranet the place where all employees start their day with these convenient features that drive engagement and bring daily value to your platform.

6. Start the conversation with an intranet chat for 1:1 and group messages

How do your employees communicate one-on-one at your company without email? Where would they turn if they have to quickly get in touch with a group and one member doesn't have email access? Instant messaging is the answer! But instead of relying on third-party tools or informal backchannels, why don't you incorporate instant messaging directly into your intranet?

7. Pump up participation and easily register for internal events

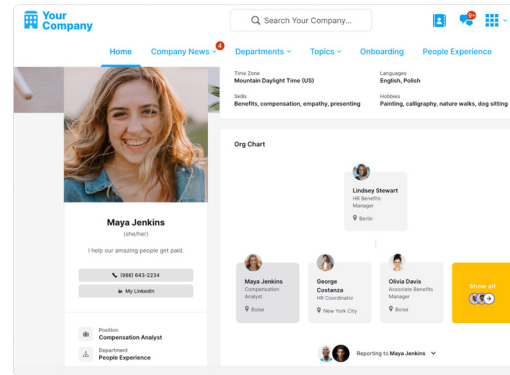
Do your employees have an easy way to know what events are happening and when? Is planning frustrating, with registration for workshops and trainings turning into an endless email thread? Stop the hassle and make event registration a self-service directly in your intranet, either with native functionality or by integrating services you already rely on. For internal communications professionals, this is also a great option to measure and track employee participation.



8. Find your colleagues with an employee directory

It's a given that in large, dispersed organizations, employees won't personally know all of their colleagues. But, in a pinch, are your colleagues left wondering, "Who do I go to?" and "How do I contact them?"

A unified employee directory gives everyone an easy, accessible way to understand your organizational structure, put a face to a name, and search for colleagues by department, job title, or location.

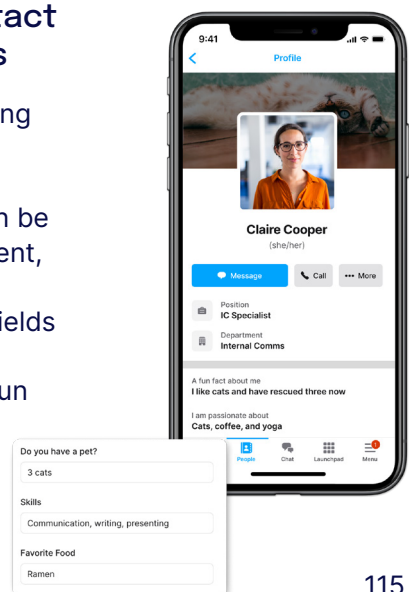


9. Boost transparency with a company calendar for events

This is a no-brainer for office workers but can also be a big boon for non-desk workers. After all, are forgotten emails and outdated bulletin boards *really* reaching everyone? With a centralized company calendar, everyone can keep up to date, find event details, and follow up on any last-minute changes, directly from your intranet.

10. Put a face to a name and keep contact info convenient with employee profiles

Every intranet user will have a profile — but leaving them as faceless avatars is a waste of a great opportunity to consolidate employee information directly in your intranet. Look for profiles that can be customized. Traditional information like department, role, and contact information is a must, but the possibilities are limitless. Pump up profiles with fields for employees to list professional certifications, language abilities, or other skills. Or have some fun and keep your company culture light with space for favorite quotes, movies, or pet photos!



11. Deliver essential information with a company cafeteria menu

All your employees have one thing in common: They gotta eat! If you have a company cafeteria, share the daily menu in your intranet by uploading a weekly PDF or embedding an existing website. Don't have a company canteen? What about a list of nearby places to grab lunch? Or the best spot for coffee?

Add new meal

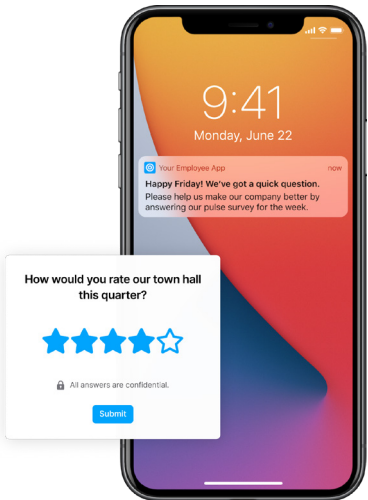
MONDAY 06/15	
Fish Fillet Sandwich	\$6
Baked Potato Bar	\$5.50
Thick & Zesty Chili	\$5
TUESDAY 06/16	
Eggplant Parmesan Pizza	\$5.50
Beef Ragu over Farfalle	\$7
Asian Vegetable Soup	\$4.50

Use your intranet for HR employee self-services

Your intranet doesn't just benefit your communications team, but also your HR department! As processes go digital and employee self-service grows, so does tool overload. Cut down on the chaos and make HR services convenient and consolidated for employees with these intranet ideas.

12. Check in with employee pulse surveys

Checking in with employees has always been important. But employee engagement and morale has gone far beyond nice-to-have and is now seen as business-critical. Rightly so! Measuring these factors is a challenge for any communications professional, especially in between larger feedback campaigns. That's where so-called "pulse" surveys come into play. But, instead of investing in yet another tool, why not launch a pulse survey directly in your intranet?

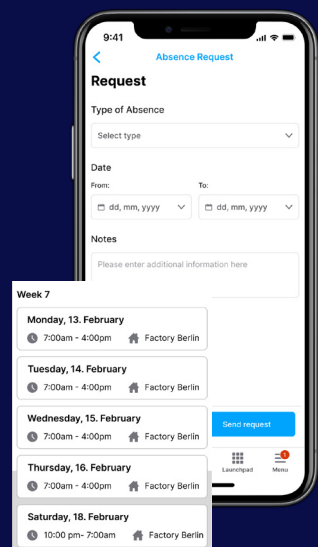
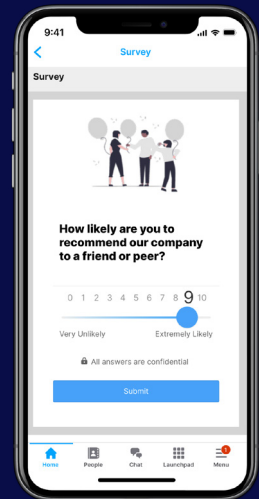


13. Integrate employee feedback surveys

The classic for a reason. The survey still rules when it comes to getting in-depth employee feedback. But that doesn't mean you can't be making your strategy smarter and more streamlined. This is easy with an out-of-the-box survey feature or through easy integration with survey software, like Survey Monkey or Netigate. A major benefit of incorporating your employee survey directly into your intranet is that it actually reaches all employees! No more missed emails, confusing logins, or mass mailings. Push notifications can even alert employees to feedback campaigns.

14. Make leave requests and shift planning simple

Is coordinating and keeping track of employee schedules a hassle for both HR and team management, especially for remote or non-office workers? Integrate your HR system with your intranet and make it an employee self-service to plan time off. Better yet, cut out the middleman with an intranet that supports native HR functions. This lets all employees access their personal schedules, request time off, and see updates at any time — no confusing logins or paper processes required!



15. Say “thanks” with workplace recognition

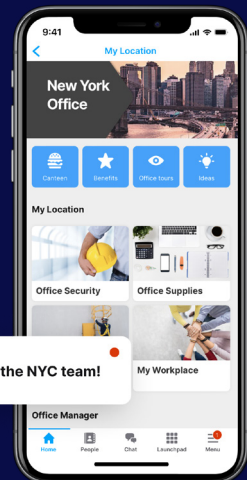
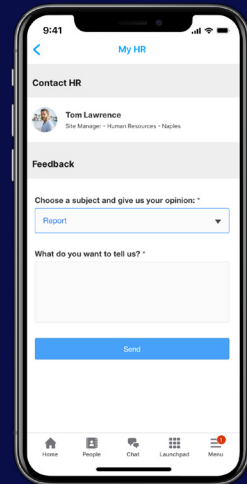
Do you have a way to call attention to outstanding employees? How do you celebrate work anniversaries, birthdays, or years of service in your business? Integrate your recognition programs into your intranet with designated channels for awards and nominations, such as Employee of the Month or spotlight stories that focus on everyday heroes. These public shoutouts will reach a wider audience than if they were just shared within an individual team or on a bulletin board. Meaning, they'll help support a positive company culture organization-wide and boost employee engagement with your intranet.

16. Submit and keep track of sick notes and HR forms

Collecting employee information and keeping track of paperwork, like sick notes, can be complicated. Make it quicker and more convenient for both HR and employees by submitting forms directly in your intranet. Consider targeted notifications when a form is submitted, to ensure the information gets to the right people, whether that be HR, a manager, or the office assistant.

17. Strengthen your employee onboarding process

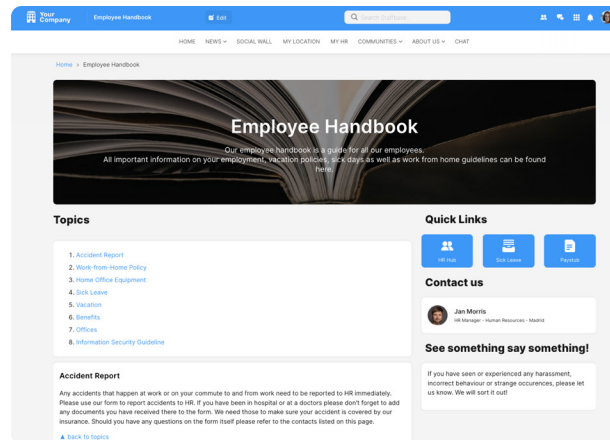
Who do your employees turn to on their first day on the job? The answer should be — your intranet! Centralize resources and create company connection from the first click for all employees, even frontline workers. An intranet with targeting lets you



introduce new employees to already existing content and delivers the message at the right time in their onboarding journey.

18. Put the employee handbook in everyone's pocket

Was orientation day the last time employees actually looked at your company handbook? Make company policies convenient and engaging with an employee handbook in your intranet. The game-changer here is ensuring your company information is easy-to-find and used both on desktop and mobile. Think of it as the first stop for all policy questions, a springboard to all HR services, and a great place to showcase your company culture and values.

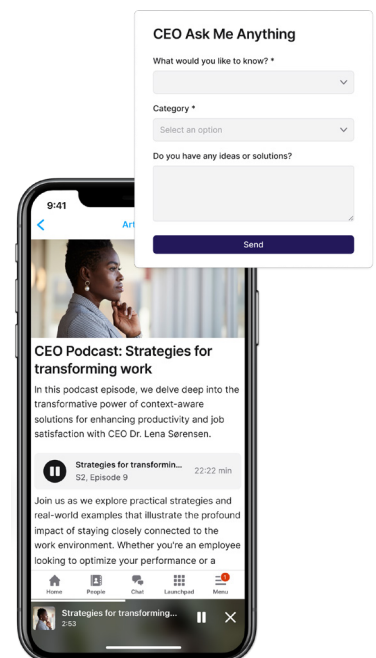


Use your intranet to promote transparency and employee participation

Employees expect more than just cut-and-dry communications. Get them engaged and start building a transparent and authentic company culture with these creative intranet ideas.







19. Support internal CEO/CXO communication with employees

Is there a gap between the C-Suite and your employees' daily experiences at work? Give employees a direct line to leadership with an "Ask Me Anything"-style news channel for your CEO or management team. This forum lets employees pose questions directly, while management can address remote teams and workers personally and get ahead of the rumor mill. Video messages and commenting can make the experience interactive and personable for everyone.



Gen Z

Digital Natives
born after 1995

-  Have their own style
-  Travel more
-  Demand constant access
-  Social media masters
-  Love texting and videos
-  Swiping from day 1

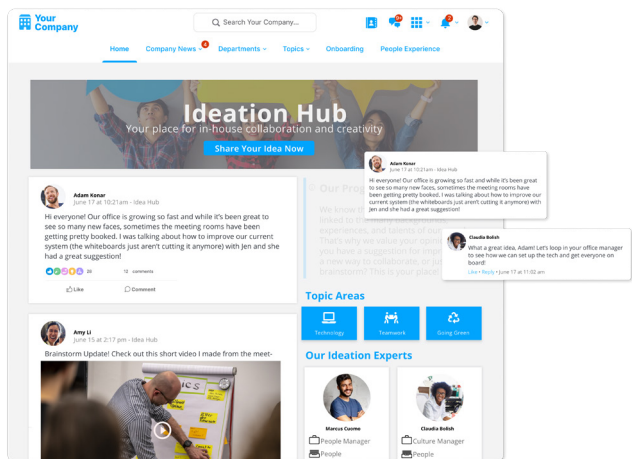


20. Attract and engage Gen Z employees

Searching for ways to integrate Gen Z employees? Want a way to showcase young talent and the value they bring to your business? With a designated intranet channel, working students, interns, and part-time or seasonal employees can share their experiences and connect during their time at your organization. Incorporating social features like video, photo galleries, likes and comments, and chat make your intranet intuitive for younger generations.

21. Improve your ideation process

Use your intranet to benefit from in-house collaboration and creativity. Capture new ideas and suggest improvements organization-wide in an intranet ideation channel. Social touches, like liking and commenting, make it easy to see which ideas resonate with employees.



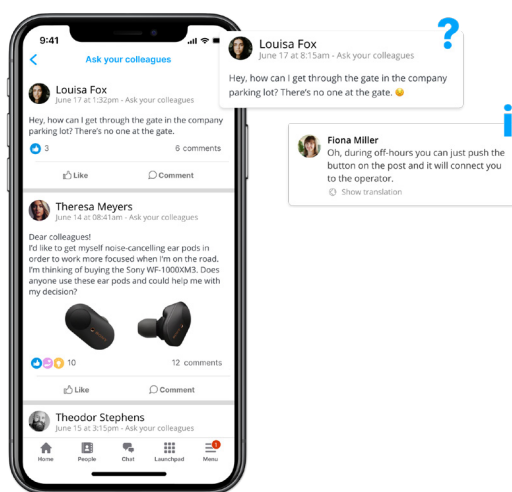


Use your intranet for collaboration and interaction between colleagues

Don't limit your intranet to top-down communications! Get everyone involved in the conversation and keep things social with these ideas for collaboration and interaction.

22. Ask your colleagues for feedback and help

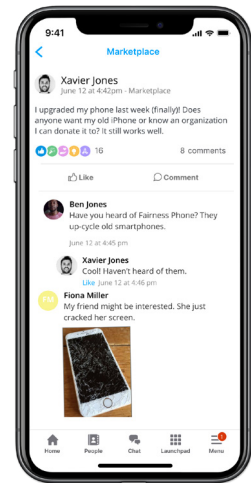
How do your employees in similar roles connect if they don't share the same office? With a dedicated "Ask Your Colleagues" channel, employees can get advice and exchange ideas while they're on the go. No matter if it's a quick tip about a new tool, lunch recommendations, or just where to find the updated WiFi password, employees won't have to wonder who to ask or how to get in touch quickly and easily.





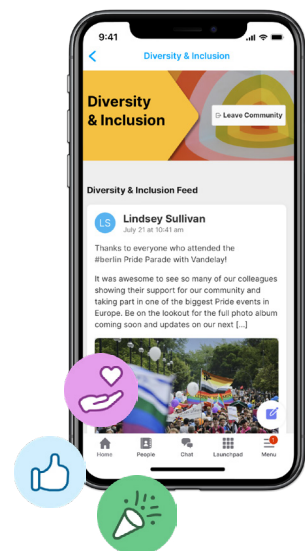
23. Make the bulletin board interactive with an employee marketplace

Your employees are talented, diverse people, both at work and in their personal lives. Why don't you create a space to show off their skills, offer their help, or upcycle their belongings in your intranet? An employee marketplace is great for fostering peer-to-peer interaction and keeping things social.



24. Connect peer-to-peer with a social wall

Your company is a community and employees want to connect, exchange, and share, just as they do in their private lives. Create a social space within your intranet for employees to post moments that matter and share their stories. This works best when the channel is designed to look like the social media feeds we already use. That means multimedia, liking, commenting, and sharing capabilities are a must.



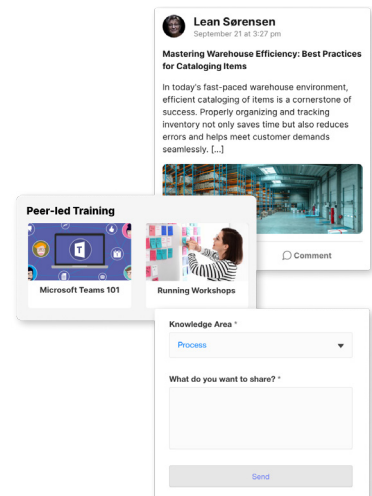


25. Find experts with an internal talent pool

Speaking of skills, want to know an interactive way to leverage your colleagues' expertise and benefit from knowledge sharing organization-wide? How about using your intranet to highlight and connect employee experts? Whether you need an Excel wiz, someone who speaks Spanish, or a coworker trained in CPR, a searchable talent pool in your intranet can connect colleagues and support in-house talent.

26. Share best practices, how-to's, and learnings

Do you risk losing valuable, institutional expertise when employees retire or leave your organization? Where do employees turn to find your organization's best practices or see exemplary work? Consolidate knowledge and easily share proven approaches in your intranet with a best practices channel. This can be easily combined with other resources, like the FAQ page, to create a learning hub that's accessible for all employees.







About Staffbase

In a polarized world, **WE INSPIRE PEOPLE** to achieve great things together.

ASPIRE TO **INSPIRE**

Change is an everyday occurrence.

Companies must not only communicate change to their employees, but also actively involve them in the process. Staffbase offers its customers an all-in-one solution that has proven its worth in practice hundreds of times, especially in large and international companies.

Staffbase is the world's leading provider of a platform designed for improving employee communication in companies. The platform can be used simultaneously on desktop computers and as a mobile employee app, enabling employers to securely reach their people wherever they are — in the office, at home, on the shop floor, or on the road. As a result, the Staffbase communications solution gives the workforce greater access to corporate information alongside the tools needed for the digital workplace, including the "classic" intranet.

More than 2,000 companies rely on Staffbase, including Adidas, Deutsche Telekom, and DHL. Staffbase has won industry awards in the categories Best Employee App, Best Social Intranet, and Best in Class.

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Content
management
system included