

**simpplr.**

# Peakon unifies a far-flung global workforce on Simpplr

 Peakon  
A Workday Company

Industry: Software  
Founded: 2015  
Headquarters: Copenhagen, Denmark

Employees who really understand and believe in the strategy have always been much more highly engaged. So Simpplr represented a massive step in the right direction.

— Michael Dean, Director of People Analytics, Peakon

## The Challenge

As a company offering an employee success platform that continuously measures workforce engagement, Peakon sets a high bar for their own employee experience. Headquartered in Denmark, Peakon had employees stationed in five countries working in time zones that spanned from California to New Zealand.

With rapid growth, Peakon started seeing anonymous feedback that pointed to a widening gap in their ability to communicate key messages and sustain the culture they'd cultivated as a smaller company. Leadership tried to make Slack work for vital information, but ultimately too much content was still slipping through the cracks. Executives decided that Peakon needed a modern intranet platform to create a single source of truth, one that afforded leaders control over how to present content and which communications deserved the most prominence, while also providing an inviting and interactive experience for employees.

While evaluating vendors, the team saw a lack of appreciation for the urgency of their challenges. "Various vendors said: We will build you whatever you want. It will be totally flexible," said Michael Dean, Director of People Analytics. "And then they'd say that in a few months time we could be up and running."

"A few months" was too long to wait. It became clear that the implementation would be a drag on his department's resources, too. Meanwhile, the HR team harbored doubts about whether a blank-slate environment was desirable, and whether their team even should be responsible for the ins and outs of designing the intranet. "We're an HR department," Michael said. "We don't design software."



**Organic, rapid workforce growth spread across many time zones**



**Vital company information and updates getting buried in instant messaging platform**



**Lack of bandwidth to take on a highly custom intranet implementation**

## The Solution

The team realized they needed a platform that would connect their distributed workforce with tried-and-true user experience best practices baked in and ready to go from day one, so that they could trust that important messaging and content would reliably reach the right employees.

Simpplr's ease of use with the platform's automated content governance and user-level personalization made it stand out among the others. The ability to connect employees with a native mobile app would also mean they'd get a better reach of important information. But more than anything, Peakon was looking for a partner whose solution was purpose-built to drive engagement, culture, and productivity.

Peakon appreciated that Simpplr came in with a point of view and a methodology, keyed toward their specific objectives. "It wasn't about a blank-slate wiki tool with infinite possibilities," Michael said. "Simpplr has a platform that they've built based on a ton of research into what engages employees and what often goes wrong with company intranets."



**"Peak Times" intranet launched globally**



**Distributed administration empowered team leaders to surface timely, relevant content**



**Purpose-built solution meant getting up and running in six weeks**

# The Results

After deciding upon Simpplr, Peakon and branded their intranet “Peak Times,” likening it to a newspaper for the company. They structured their site hierarchy based on topics, like Technology, Business, and Lifestyle. They also created audience segments for individual offices to foster culture and collaboration within regions.

Simpplr’s research-driven best practices for driving engagement being baked into the user experience meant that Peakon could direct its focus toward creating (and migrating) compelling content that employees need. It also meant they could launch much faster than they’d originally thought -- in just six weeks.

With a new intranet in place, teams were encouraged to “rip the Band-Aid off” and make a clean break from using Slack for announcements and other important content. With each manager empowered with editorial control over their department’s site, employees found the content and layout of Peak Times highly useful from the outset.

Early adoption of the new intranet was excellent, with more than 90% of employees using Peak Times in the first two weeks after launch. The intranet saw key executive engagement, with Peakon CEO Phil Chambers launching a Monday morning video series on the platform. Before long, Peakon reached a milestone within their own platform, entering the 95% percentile among technology companies whose employees say their “organization’s business strategy has been well communicated.”

As a centralized and reliable source of truth, Peak Times became a go-to destination where employees could find everything from department news to pricing docs to HR policies. They could even find new recipes to try, posted by their coworkers -- the “Cooking” site serving as a gathering place where employees could interact and share outside of a work context.

Today, Peak Times has enabled the feeling of transparency in the organization and across the entire global footprint. Simpplr enabled employees to connect with one another and successfully aligned the company with accurate, up to date information. The complaints from employees about feeling out of the loop mostly ceased -- falling by approximately 75% in the first month -- and the overall anonymous feedback struck a more positive tone.



**90%+ adoption within first two weeks of launch**



**75% reduction in employee feedback about missing important information**



**95%+ percentile among tech companies for employees who “feel their organization’s business strategy has been well communicated” (Peakon metric).**

## About Peakon

Peakon is an employee success platform that converts feedback into insights. It makes the employee conversation quantifiable and actionable to increase employee engagement – not simply measure it. With the largest data set of employee feedback in the world, Peakon provides customised benchmarks and personalised insights to support our mission of helping every employee drive the change they want to see. To date, Peakon has helped organisations like Capgemini, Verizon, Pret, TrustPilot, and easyJet make fundamental changes in how they operate to improve employee experience, driving greater business results and helping work work for people. Peakon was acquired by Workday in March, 2021.

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