

Industry	Technology
Founded	1996
Headcount	2000
Headquarters	Austin, Texas

The Silicon Labs logo is displayed in a clean, sans-serif font on a white background.

Transforming Internal Communications: The Simpplr Solution at Silicon Labs



As a one-woman show managing internal communications, Simpplr's intuitive platform not only simplified my role but elevated our entire organization's connectivity. The ease of use has transformed how we share information. Simpplr is not just a tool; it's a strategic ally in fostering engagement, collaboration, and a sense of community across our global team.

Regan Zuege

Internal Communications
Lead



The Challenge

Navigating the intranet overhaul: Overcoming obstacles at Silicon Labs



CHALLENGE 1

Outdated intranet system

CHALLENGE 2

Diverse user base and global presence with 2,000 employees in 21 offices

CHALLENGE 3

No internal communications processes or consistent tools

With over 2,000 employees, mostly engineers, Silicon Labs has a global presence with 21 offices worldwide. The organization was operating on Confluence, which was more of a knowledge repository than a functional intranet. The previous intranet had crashed, prompting the need for a modern solution. But creating a cohesive and user-friendly intranet was a significant challenge with such a diverse employee-base.

The process of migrating content to a new intranet proved difficult due to a lack of

governance and an unorganized mix of information. Some groups had an excess of content, which made it tough to organize and structure the content framework during the transition to a new platform. The organization's large engineering employee base also made ensuring seamless integration with existing platforms like Dropbox, Okta, Workday and ServiceNow crucial.

Moreover, Silicon Labs needed to establish internal communication processes and a consistent toolkit. The organization

grappled with the inefficiencies of random emails, too many newsletters, and a general lack of structured communication channels.

Recognizing the need for improvement, Silicon Labs implemented a systematic approach. Their goal was to transition from scattered communications to a more organized system, instituting regular all-employee communications on a monthly basis. They wanted to enhance the clarity and consistency of internal communications to provide employees with a reliable and predictable source of information.

The Solution

Charting a course for modernization: The Simpplr solution at Silicon Labs



SOLUTION 1

Definitive and centralized source of truth for accurate, up-to-date information

SOLUTION 2

Ensure ease of use to make platform navigation simple

SOLUTION 3

Create content without involvement of IT team

A cross-functional team — including HR, Comms, IT and various other departments— evaluated 12 intranet vendors based on priorities gathered from 30 internal interviews. After participating in demos from the top three providers, Silicon Labs selected Simpplr.

The implementation focused on overcoming content migration challenges. The Simpplr team facilitated visualization through Sticky Notes sessions, helping the organization

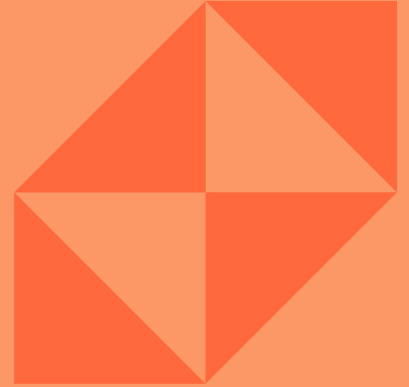
to structure content effectively. Carefully chosen and trained site owners played a key role in content creation. The implementation strategy also included quarterly regional meetings to ensure ongoing support and training for site owners, resulting in a successful go-live in February 2023.

Simpplr seamlessly integrated with business-critical tools, providing a consolidated digital workplace for the employees.

Leadership played an important role in the implementation's success. The Director of Communications served as the executive sponsor, and the VP of Marketing helped garner leadership buy-in as implementation kicked off. Some executives actively contributed to the platform, and others, while not as active, helped write and approve content that was posted on their behalf. This executive presence provided essential support and validation for the new intranet.

The Results

Elevating internal connectivity: The impact of Simpplr at Silicon Labs



RESULT 1

99% adoption rate

RESULT 2

Launched with 50 sites and expanded to 70 sites within 6 months

RESULT 3

Post-launch surveys revealed a 50-point increase in Net Promoter Score (NPS)

Silicon Labs' new intranet, The Circuit, was launched with a visually appealing approach. Teaser videos, digital signage and an announcement during a company-wide meeting elevated awareness. The intranet's name and branding centralized around a crucial component for semiconductors – The Circuit – which created cohesiveness and an understanding that this would be “the source” of employe information.

The Circuit's success was jump started with an 80% adoption rate at launch, with 99.5% of employees logging in at least once. Weekly engagement numbers consistently met or exceeded goals.

From an initial deployment of 50 sites, The Circuit now hosts 70 active sites — including location-specific pages, corporate departments, diversity and inclusion groups, and employee interest pages.

Content like social campaigns, native videos and a newsletter helped overcome

the challenge of balancing informative and engaging content. Post-launch surveys highlighted the desire for content showcasing office culture, day-in-the-life videos and employee connections.

Ongoing efforts involve analyzing user metrics, understanding content preferences, and maintaining a high level of engagement. Regular feedback and updates ensure that The Circuit remains a dynamic and valuable resource for Silicon Labs employees.

Regular user metrics consistently meet or exceed engagement goals, demonstrating sustained interest in The Circuit. Post-launch surveys revealed a 50-point increase in Net Promoter Score (NPS), reflecting a high level of user satisfaction and a positive response to the new intranet platform.

The successful implementation of Simpplr's solution transformed Silicon Labs' internal communications, creating a connected and engaged workforce.

Pivotal key takeaways:

- Simpplr transformed internal communications, fostering engagement across Silicon Labs' global workforce.
- Strategic executive sponsorship and leadership involvement were pivotal for success.
- Prioritizing ease of use led to a highly adopted intranet.
- Content migration challenges were addressed through visual tools and effective structuring.
- Simpplr became the trusted 'source of truth,' unifying information effectively.

About Silicon Labs

Silicon Labs (NASDAQ: SLAB) is a leader in secure, intelligent wireless technology for a more connected world. Our integrated hardware and software platform, intuitive development tools, thriving ecosystem, and robust support make us an ideal long-term partner in building advanced industrial, commercial, home and life applications. We make it easy for developers to solve complex wireless challenges throughout the product lifecycle and get to market quickly with innovative solutions that transform industries, grow economies, and improve lives. silabs.com

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About Simpplr

Simpplr is the modern intranet that transforms the work experience for all employees — wherever and however they work. Simpplr is the only platform that unifies employee engagement, enablement and services, leveraging state-of-the-art AI models to deliver a seamless, cohesive and personalized employee experience.

Trusted by over 1000 global brands, including Moderna, Snowflake, Splunk, Penske, Eurostar and AAA, Simpplr customers achieve significant improvement in their employees' productivity, retention and overall satisfaction. Headquartered in Silicon Valley, CA, Simpplr is backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, Tola Capital and Still Venture Capital.

Learn more at simpplr.com.

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