

# 10 reasons intranets fail

Avoid these pitfalls to unlock your intranet's potential

Simplr surveyed hundreds of practitioners in the Human Resources, Internal Communications and Information Technology spaces to learn why they think intranets fail — and the findings might surprise you.

## Intranet collapse is common

52%

of organizations have seen an intranet fail.

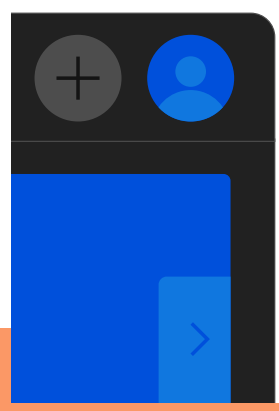
13%

of employees reported taking part in their intranet daily.

## But strong communications fuel company success



4 out of 5 employees want their boss to share more information.



### Create the centralized, connected digital workplace that employees crave

Activate employees, increase productivity, and retain talent.

Unite remote workers and employees across multiple spectrums.

Have a direct impact on progress toward organizational goals

## Avoid these top 10 intranet failures:

**1**  
Single gatekeeper

30%

of intranets are controlled solely by technical admins.

**2**  
Lack of ownership

57%

of survey respondents faulted unclear ownership and governance for intranet failure.

**3**  
Absent executives

35%

of executives communicate vision and strategy more than once a quarter.

### Do this instead:

- Use simple point-and-click software that empowers multiple admins.
- Align groups at the beginning. Establish roles and responsibilities.
- Set up processes to help executives embrace and utilize tools.

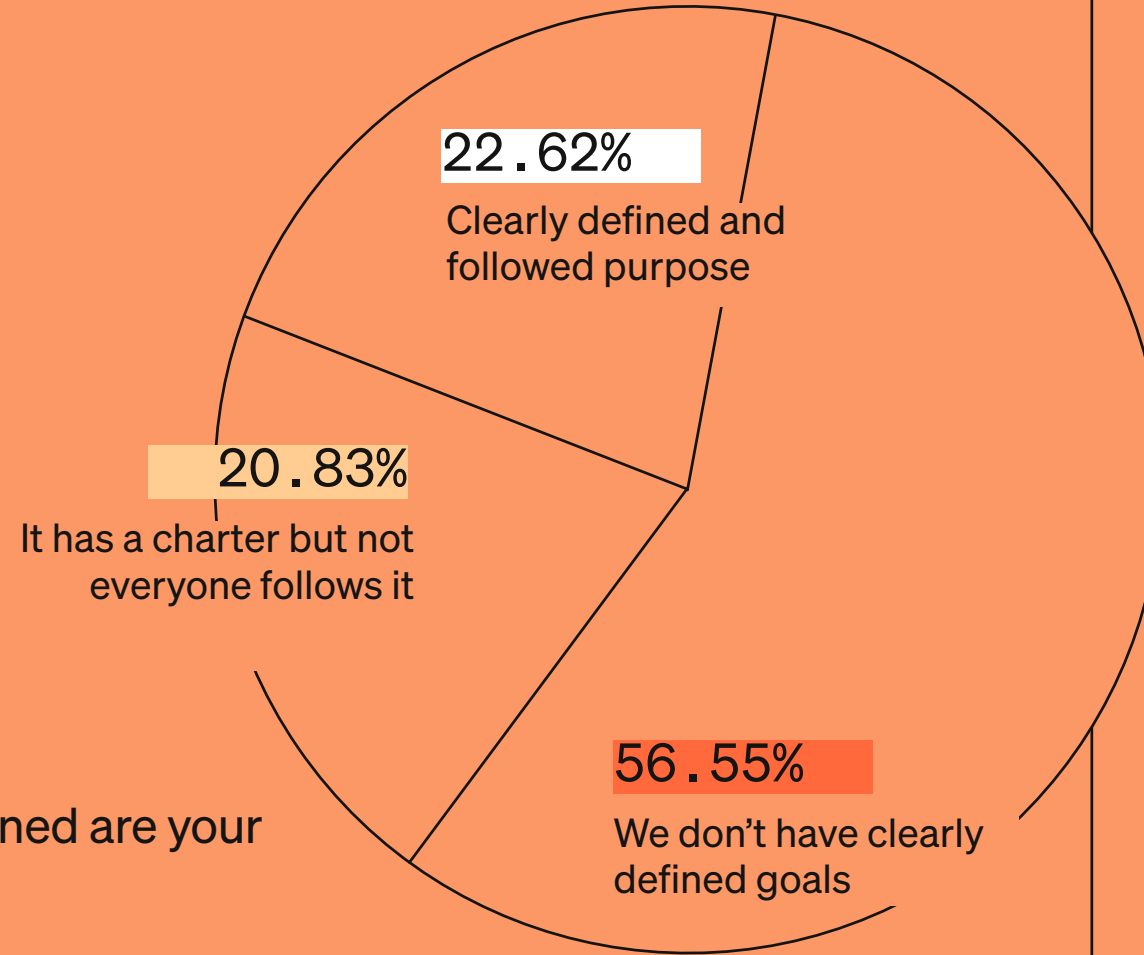
**4**  
Delayed deployments

1.2

years average time to build and deploy intranet

**5**  
Unclear purpose

How clearly defined are your intranet goals?



### Do this instead:

- Implement an established platform instead of building your own.
- Clearly define goals and map intranet to strategic initiatives.

**6**  
Can't find a thing — sub-par search

70%

of projects fail due to lack of user acceptance.

**7**  
Irrelevant content

34%

Only 34% of companies have the ability to prescribe content based on role or location.

**8**  
Multiple sources of truth

48%

said departments and locations use separate knowledge bases.

### Do this instead:

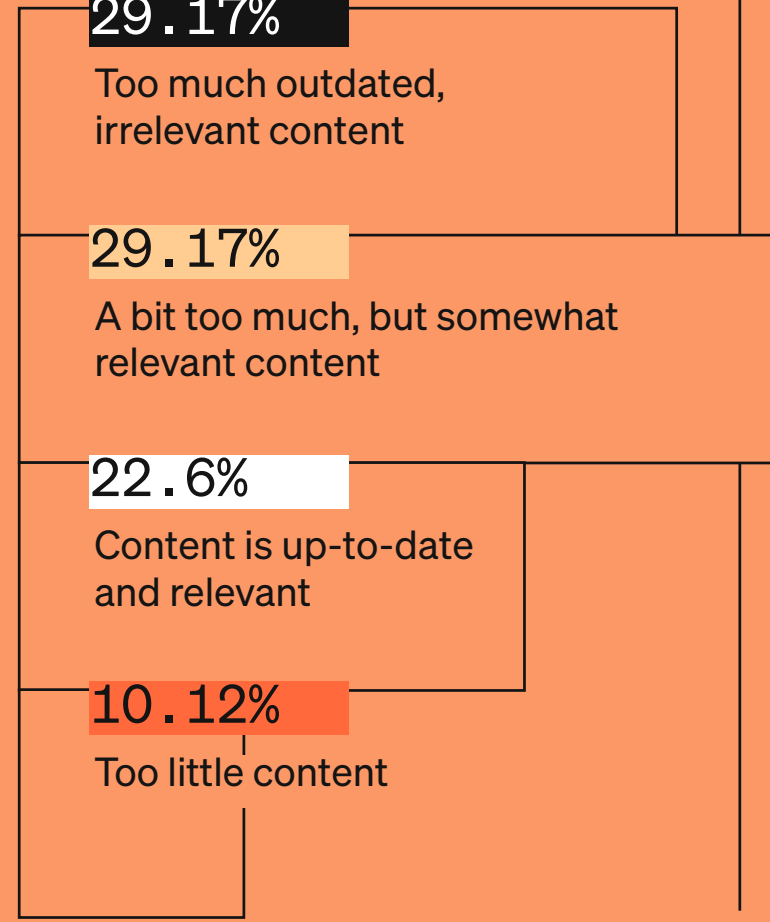
- Look for search technology that leverages artificial intelligence (AI).
- Use analytics to see what content is in demand.
- Audit and remove duplicate or outdated content.

**9**  
Unfriendly design and setup

If employees need to be trained on the intranet, you've already lost them.

**10**  
Content dumping ground

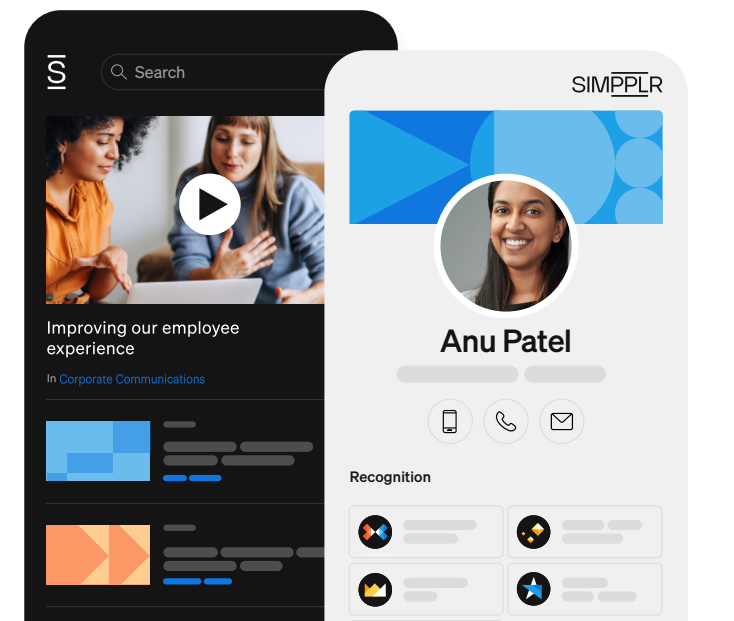
What best describes your existing intranet?



### Do this instead:

- Use automated workflows to deliver relevant, timely information when employees need it most.
- House company content in one central intranet.

Create an intranet as simple to maintain as it is to deploy. As beautiful as it is powerful. As insightful as it is inviting. One that connects, inspires and supports the workforce.



Dive deeper into stories about intranet failures — and get detailed instructions on how to avoid failures of your own.

### About Simplr

Trusted by over 700 global brands, Simplr is the modern intranet that transforms the work experience for all employees — wherever and however they work. Simplr 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. Learn more at [simplr.com](https://simplr.com).