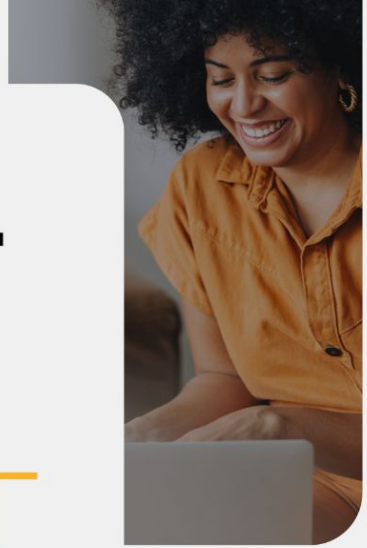
THE INTRANET INNOVATIONS VIRTUAL SUMMIT 2024



JUNE
12-13

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THE INTRANET INNOVATIONS VIRTUAL SUMMIT 2024

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Jordan Katz
Chief Insights Officer

Carolyn Clark
VP EX Strategy

State of the Intranet: results from Simpplr's 2024 Intranet Impact and Evolution study

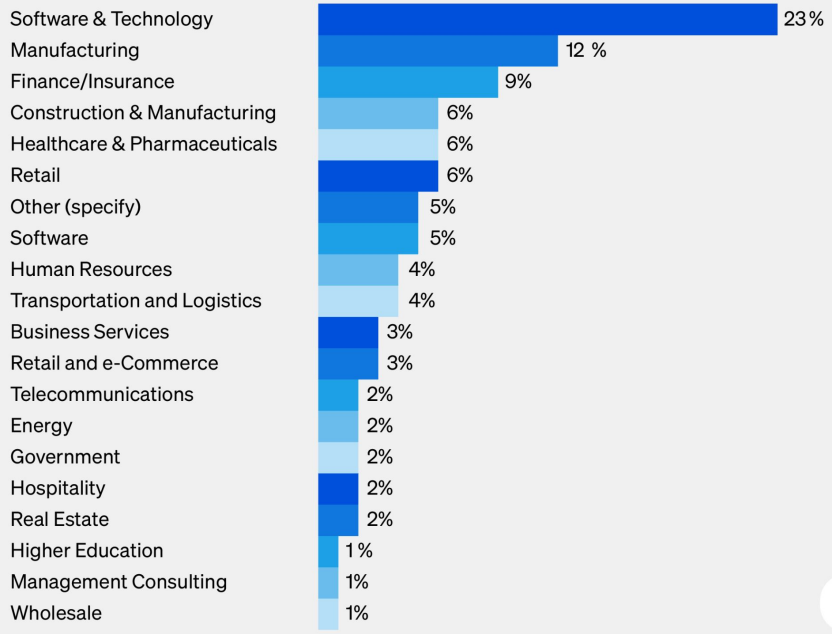
Agenda

- The Research Study
- Key Findings and Actions: Intranet Quality
- Key Findings and Actions: Impact
- Key Findings and Actions: Employee Experience
- The Role and Impact of AI

The Research Study: Industry

?

In which, if any, of the following industries do you or someone in your household work?



The Research Study: Organization Size

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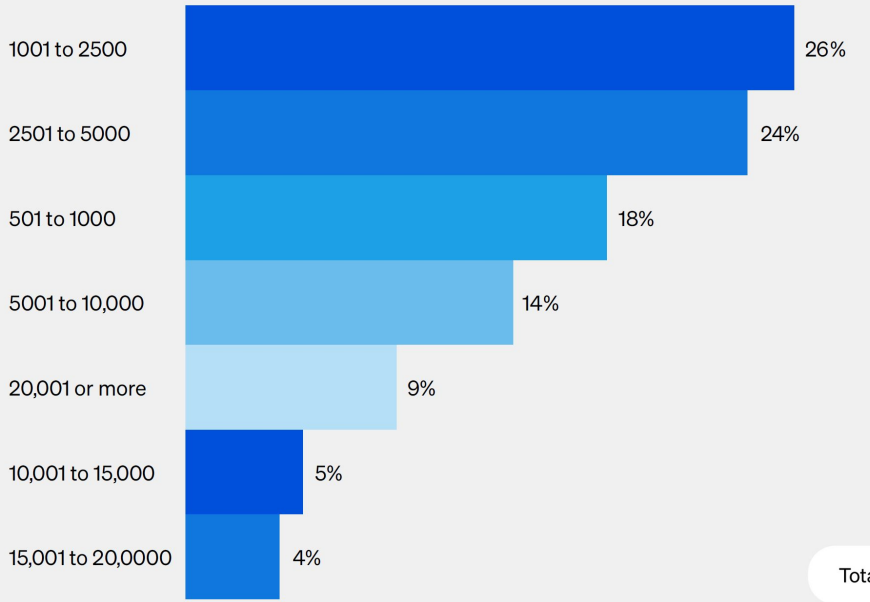
About how many employees does your company have, including all divisions and locations?



The Research Study: Seniority

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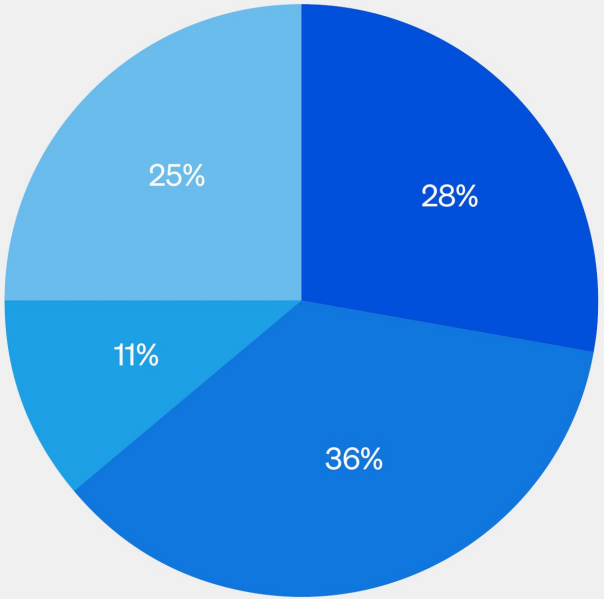
Which best describes your seniority level?

- Senior Manager
- Director
- Vice President/ Senior Vice President
- C-level



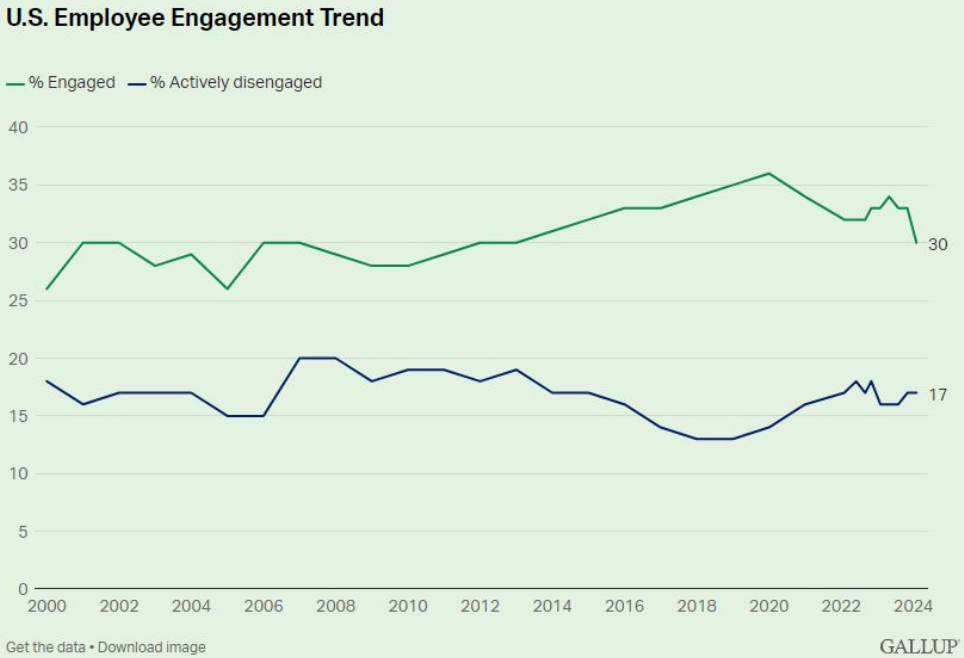
Total = 1,012

Employee engagement has barely fluctuated over the past decade

WORKPLACE APRIL 10, 2024

U.S. Engagement Hits 11-Year Low

4.8 million fewer U.S. employees are engaged in early 2024



Is technology the missing link?

77%

of employees are frustrated with their internal technology

Paycom

38%

of employees are experiencing symptoms of burnout and as a results are less productive

Source: Qualtrics 2023

#1

driver of burnout is ineffective processes and systems

Source: Qualtrics 2023

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Key Findings and Actions: Intranet Quality

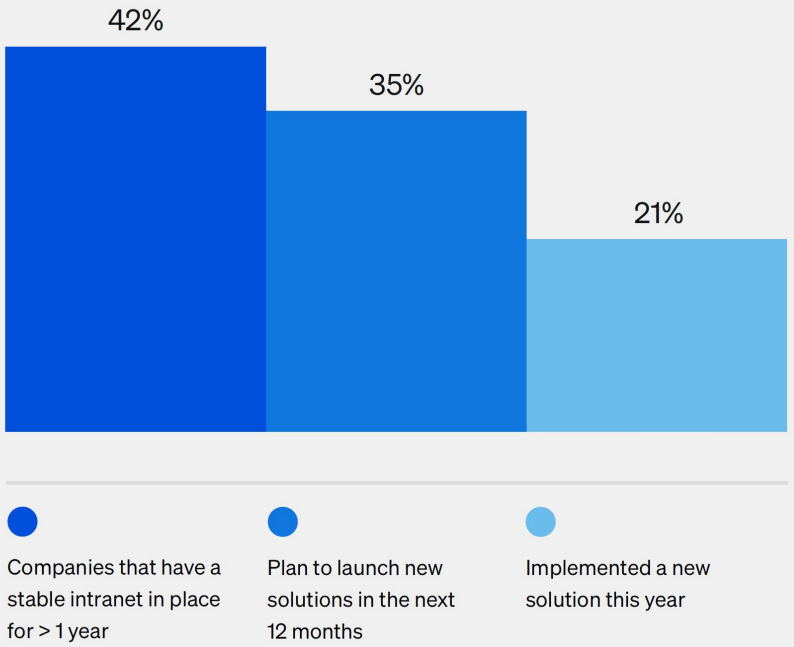
ISI

Intranet Maturity Levels

?

Which of the following best describes your organization's Intranet maturity?

35% plan launch a new solution in the next 12 months



Wide variance in ratings of intranet quality

38%

of respondents indicate that the current state of their intranet is “Great.”

12%

of respondents indicate their intranet is “Average to Very Poor.”

Accenture

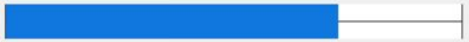
Respondents in the UK have a significantly weaker technology experience than the broader group - **15% Average to Very Poor**

If respondents indicate that employees rate their intranet experience Average or below results fall to **2% Great and 51% Average to Very Poor**

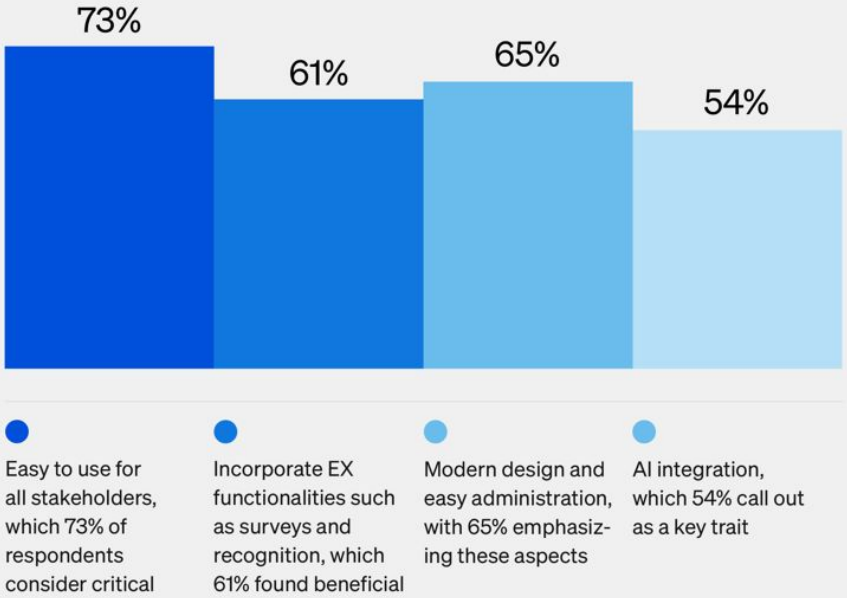
High Quality intranets have common Characteristics

?

The most effective intranets share several key characteristics:



73% cite ease of use as the most important intranet characteristic for positive EX



Several common attributes exist across low quality intranets

?

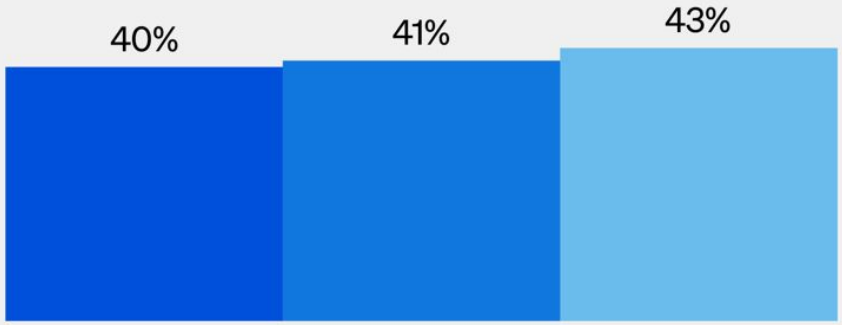
For groups that indicate they have an average or below average intranet:

3X

report profitability suffers

3X

decreased performance with a poor intranet experience



- less likely to say it is easy for employees to use
- of respondents report that is is hard to find information on their intranet more than twice the percentage of good to great intranets (18%)
- have an outdated user experience

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Key Findings and Actions: Impact

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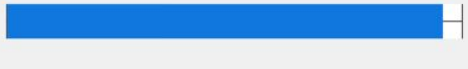
Just having an intranet delivers broad based Impact

? To the best of your ability, please estimate the impact of having an Intranet on the following Organizational Outcomes/Metrics

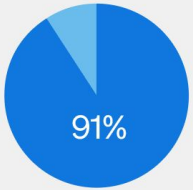
97% Well-Being	94% Revenue	95% Productivity
97% Employee Engagement	94% Performance to Quota	93% Profitability
91% Employee Retention	92% Customer Satisfaction	90% Safety Incident Rate

Modern and sophisticated intranets generate tremendous value



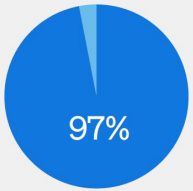
97% with an intranet report positive impact on revenue

93% note enhanced profitability, with **50%** seeing increases of 50% or more



91% report a positive impact on employee retention

94% Report a positive impact on revenue, with **52%** seeing increases of 50% or more



97% report a positive impact on employee well-being

95% report productivity gains, with **59%** seeing increases of 50% or more

Delivering a low quality intranet program is worse than having nothing at all

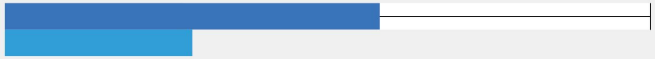
?

For respondents who report having an Average to very poor intranet:

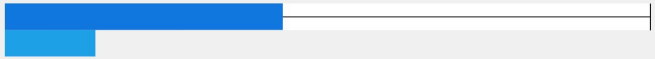
58% report profitability suffers

43% report a negative impact on productivity, with 29% of those respondents experiencing a >50% decrease

28% report a negative impact on revenue, with 14% seeing a greater than 50% decrease



58% 58% report a negative impact on profitability 29% experiencing a significant decline



43% report a negative impact on employee retention, with 14% seeing a substantial decrease

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Key Findings and Actions: Employee Experience

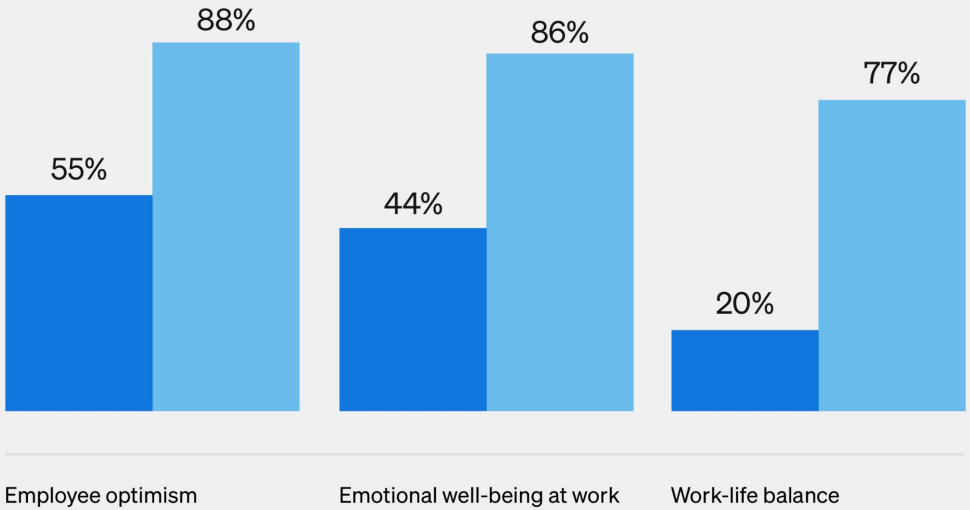
ISI

Stronger intranet experience creates and promotes positivity

?

Employee experience status based on intranet quality

88% feel optimistic about their job and organization



Average or below average intranet quality

Good or great intranet quality

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The Role and Impact of AI

Benchmarking AI perceptions and perspectives

?

The most effective intranets share several key characteristics:

45% strongly agree that AI is or will become an important resource

42% strongly agree that AI is viewed positively as a business tool in their organization

45% strongly agree that AI is or will become an important resource

39% are confident that AI tools are being used ethically

37% agree that AI tools and resources are widely available

Should we lean in?

85M

By 2025, automation and AI will disrupt 85 million jobs - but will generate 97 million new ones in the future

World Economic Forum

40%

AI could increase labor productivity by up to 40% by 2035

Accenture

We have a leading role to play in:

- Navigating changes
- Preparing the workforce
- Reducing ambiguity (productivity killer)
- Embracing new technologies
- Ensuring data integrity
- Partnering with responsible AI solutions

Thank you

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3 TWIN DOLPHIN DRIVE, SUITE 160, REDWOOD CITY CA 94065

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