SIMPPLR

SEIZE THE FUTURE:

Revolutionize the employee experience with an AI-powered EX platform

Contents

Introduction:
The future is here with AI + EX

Welcome to the future of work, where the employee experience (EX) and artificial intelligence (AI) meet to reshape the fabric of organizational dynamics. Streamlining workflows to boost productivity and free time for employees to explore more fulfilling work. Personalizing digital experiences to increase employee engagement. Providing virtual support to save time, relieve bottlenecks and reduce frustration. Surfacing hidden sentiment so people managers can make better decisions to inspire and activate their teams.

That's just the tip
of the AI + EX iceberg.
And it's only just begun.

Let's explore the transformative impact of an AI-powered intranet — pivotal to an employee's experience and directly linked to critical business outcomes like productivity, employee retention and revenue.

Organizations with positive EX:

1.8x
revenue growth vs. competitors.
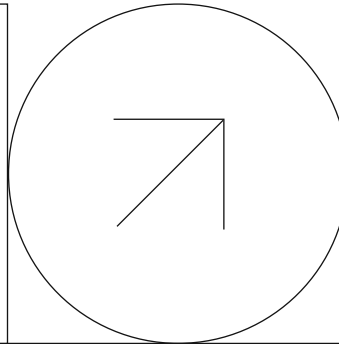
25%
greater profitability.

2X
customer satisfaction (NPS score).

12%
greater shareholder returns.

High employee engagement is a key indicator of a positive EX:

21%
more profitability and productivity for organizations with engaged employees.

147%
more earnings per share vs. competitors.

59%
less turnover among engaged teams.

$8.8 trillion
(9% of global GDP) cost of low engagement on the global economy.

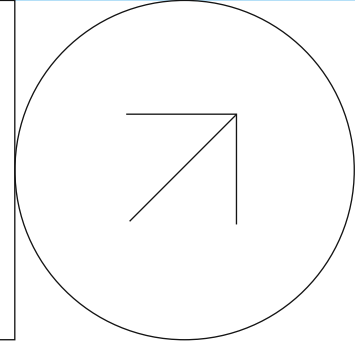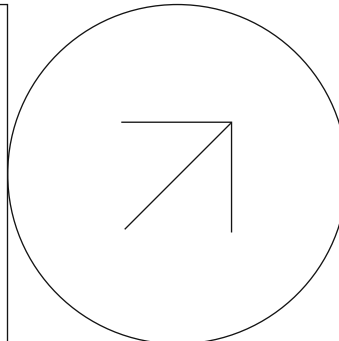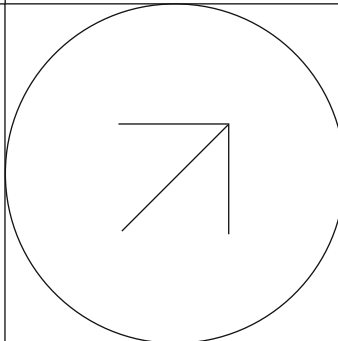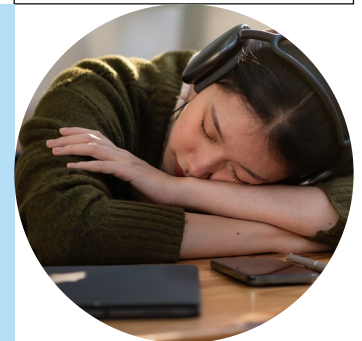Organizations that embrace AI within the right intranet platform can see significant business benefits — from increased productivity, to enhanced employee engagement and satisfaction, to a competitive edge in attracting and retaining top talent. And ultimately, a boost to the bottom line.

64%
of business owners believe AI will improve customer relationships and increase productivity.

60%
of business owners expect AI to drive sales growth.

40%
performance boost for workers who leverage AI compared to those who don't.

70%
employee time savings potential with AI work automation.

$4 trillion
value added to global economy by using generative AI.

Let's shine a spotlight on AI as a catalyst for positive change for organizations. Discover how responsibly integrating AI into a modern intranet sparks a paradigm shift for operational efficiencies — creating a snowball effect for EX.

Mundane tasks are automated, freeing up valuable time for strategic endeavors.
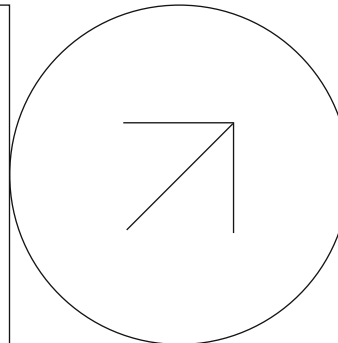
Secure and intelligent chatbots offer instant, personalized responses to common queries.

Predictive analytics offer game-changing insights ... and so much more.
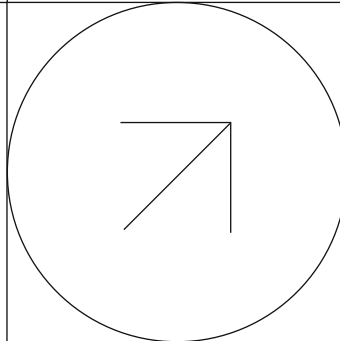
80%
of new enterprise apps will use AI by 2026.

It's time to seize the moment.

AI isn't just a tool — it enables a more enriched employee experience and fosters a more connected and productive digital workplace.

Simpplr: Innovating with responsible AI

"Simpplr has incorporated technology innovation rapidly, in a controlled, deliberate way, to quickly expand its applicability to use cases and personas. Many organizations find it 'simple' to acquire, deploy and use."

Many SaaS companies are beginning to understand the transformative impact of AI, and some have positioned it at the core of their strategies. But it's not enough to simply declare investment in AI. The critical next step is to outline and intentionally apply AI technology to workplace objectives. Since day one, Simpplr has focused AI to improve organizational efficiency and the employee experience. It's why we're the world's most comprehensive EX platform.

Our commitment to purposefully leverage AI-driven insights to empower employees, enhance decision-making, and streamline day-to-day workflows drives innovation across our entire platform. We use pre-trained AI models for search, content recommendation and moderation, emotion/sentiment analysis, theme classification and prescriptive analytics to ensure efficient and accurate data processing for actionable insights.

Simpplr stands out from the competition by integrating AI into augmented intelligence, empowering users to make informed decisions and take appropriate actions actively — putting the power of AI directly in their hands.

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But don't just take our word for it.

We're going to show you how Simpplr is ahead of the AI curve for out-of-the-box intranet platforms — why we were named a Leader in the 2023 Gartner® Magic Quadrant™ for Intranet Packaged Solutions (IPS). And why our industry-leading AI helped us earn the top ranking among 15 IPS vendors in the 2023 Gartner® Critical Capabilities for Intranet Packaged Solutions report:

"While AI is still emerging for many IPS competitors, Simpplr offers fully functional and integrated AI applied to a wide range of functions. For example, Simpplr uses AI to boost analytics and personalization, learning employee preferences and analyzing intranet activity to deliver insights, recommendations, and predictions to intranet managers and end users. AI-powered content moderation helps to ensure compliance and content hygiene by employing autolabeling, tagging and categorization."

Simpplr scored the highest in five of six use cases. Product/service scores for each use case were generated by multiplying the use-case weightings by the product/service ratings.

Use Cases	Simpplr	Akumina	Appspace	Axero	Firstup	Haiilo	Igloo	Interact	Live Tiles	LumApps	Mango Apps	Powell Software	Staffbase	Unily	Workvivo
Employee Communications and Engagement	3.95	3.46	3.31	3.28	3.54	2.78	2.79	3.37	2.93	3.51	3.67	2.91	3.5	3.72	3.56
Employee Services	3.65	3.43	2.97	3.2	3.04	2.84	2.72	3.25	2.87	3.51	3.48	2.69	3.34	3.54	3.07
Application Portals	3.65	3.72	3.06	3.19	3.09	2.84	2.76	3.38	2.99	3.67	3.53	2.9	3.49	3.78	3.26
Knowledge Services	3.86	3.33	3.15	3.39	3.14	2.75	2.78	3.24	2.87	3.59	3.53	2.96	3.15	3.78	3.53
Work Management	3.56	3.24	2.95	3.01	3.25	2.67	2.62	3.18	2.62	3.32	3.52	2.73	3.21	3.3	3.19
Frontline Worker Support	3.62	3.36	3.12	3.15	3.24	2.76	2.7	3.2	2.78	3.41	3.53	2.72	3.33	3.39	3.23

Source: Gartner – December 2023

Simpplr's AI acts as an invisible ally for employees. It's an always-on assistant and intuitive problem-solver that helps employees operate at their peak potential.

In some use cases, our AI features operate in the background, helping employees complete their tasks with less friction and frustration. In others, employees can actively use generative AI tools to create content and speed up the time it takes to produce output, insights and ideas.

Keep reading to learn how to harness the power of innovative and ethical AI for content, knowledge and assistance to transform the employee experience at your organization. The future beckons, and the insights ahead will pave the way for a workplace revolution that's not just about technology — it's about creating an EX with the potential for exponential impact on your organization's success now and down the road.
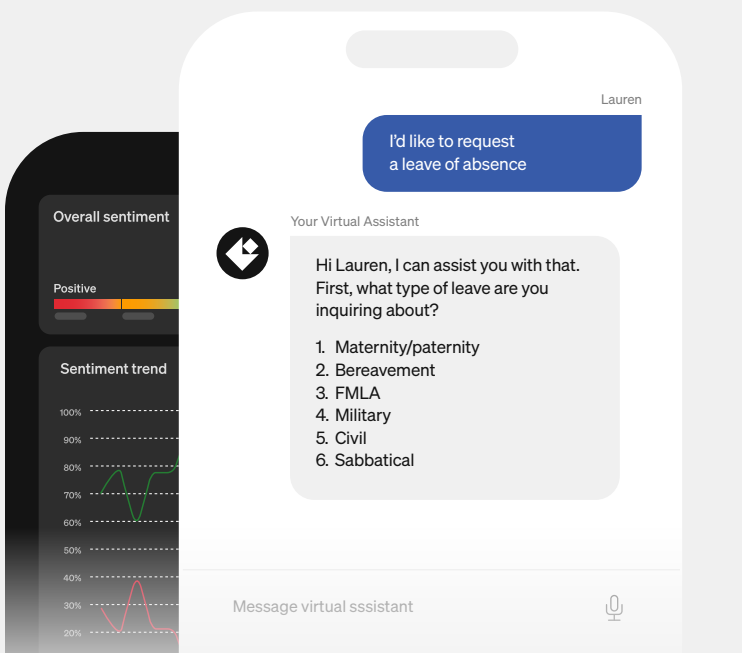
Generative AI (GenAI) is a subset of artificial intelligence (AI) models and techniques that can generate new content in the form of text, images, audio or other data, based on patterns it learns from existing data.

Part one:
Using AI for content to personalize experiences, make better decisions, and streamline workflows

Auto-governance, content moderation and personalized content mark the forefront of technological innovation in intranets. Auto-governance relies on AI for efficient decision-making; content moderation uses AI to streamline the content review process; and personalized content tailors information to individual preferences.

The AI advantage: Advancing governance and content moderation with AI precision for a seamless intranet experience

The right intranet solution ensures that the information employees find on the intranet is always fresh, trustworthy and inoffensive. Here's where auto-governance and content moderation take center stage.

Powered by AI, auto-governance is the automated management and oversight of intranet content, reducing the burden on intranet admins. It deprioritizes content as it becomes more irrelevant and auto-archives stale content.

Similarly, content moderation acts like a filter. It's the process of reviewing, screening, and filtering out inappropriate content — reducing how much intranet content human moderators need to sift through.

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The best automated governance and content moderation keep the intranet a reliable and secure hub for communication, collaboration and knowledge-sharing by:

governing content automatically across the intranet.

ensuring adherence to organizational policies and compliance standards, like alerting to harmful content.

finding and unpublishing stale content, which impacts an intranet's total cost of ownership.

notifying content authors with in-app or email notifications when content needs an update.

keeping popular content visible using audit and tracking capabilities, increasing employee engagement.

using analytics to weed out content that employees don't want or need.

saving earlier versions behind the scenes, so teams still have access to content that has been archived.

And that means increased operational efficiency and productivity and a more positive employee experience.

The Simpplr solution: Auto-Governance Engine™

Simpplr launched the industry's first <u>Auto-Governance Engine™</u> to combat the challenge of stale intranet content — a top <u>reason intranets fail</u>. It leverages AI to monitor, surface and unpublish outdated content automatically.
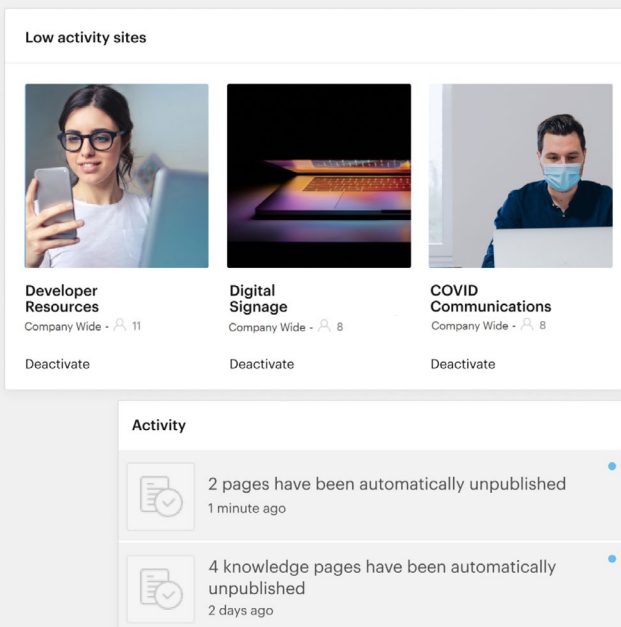
⬂ Authors and site owners get alerts when their content needs a review or refresh.

⬂ News management algorithms naturally deprioritize older news to make room for critical messaging.

⬂ Advanced audit and tracking capabilities help keep the most popular content front and center.

⬂ Version control and deduplication save earlier versions behind the scenes, so only the latest content goes live.

Our content moderation algorithm combs every feed post, comment and reply to ensure employees are using the platform appropriately (e.g., no content that's hateful, harassing, sexually explicit, etc.). It supports many languages — including Spanish, Danish, German, French, Portuguese, Italian and Swedish — enabling multilingual customers to keep their environments safe from offensive or inappropriate language.

Personalized content experience:
Cultivating culture and enhancing efficiency

Modern intranets equipped with AI capabilities empower employees to interact with content in a more meaningful and individualized way. AI algorithms analyze user behavior, preferences and historical data to deliver tailor-made content recommendations and serve up relevant information automatically — ensuring that employees receive the information that matters most to them.

55%

of organizations name hyper personalization as their most impactful IC priority

The AI-driven intranet serves as a personalized librarian for each employee.

Ensuring that relevant information finds its way to the right person at the right time enhances productivity and cultivates a sense of value and belonging.

Intranets with the most effective personalization capabilities enable employees to:

↘ zero in on the right communications and content right away.

↘ view feed content customized based on employee activity, roles, locations and interests.

↘ access compelling information and stories.

↘ receive personalized employee newsletters with dynamic content relevant to their unique role and needs.

This means less time and frustration searching for what's important and easy access to content that keeps them coming back for more. And that amounts to increased engagement and a better employee experience.

The Simpplr solution: Adaptive personalization

Gartner® Critical Capabilities report

"Simpplr customers show greater awareness and adoption of product capabilities than customers of many other competing solutions."

Personalized content has been the foundation of building engagement in the most popular consumer social media and shopping apps — and we believe the employee experience should be just as strong as the consumer experience.

With that in mind, Simpplr's EX platform provides custom content and recommendations tailored to employees' roles and interests.

But, unlike traditional rules-based systems, Simpplr's user-driven, adaptive personalization learns user preferences over time and fine-tunes their intranet experience. We use a knowledge graph to personalize recommendations, taking into account users' specific circumstances and information relationships for a seamless experience.

Must reads that require your attention

For everyone at Intranet Hub
Phishing Email Alert
In Information Technology

Because you're a member of San Francisco
Regional Return to Work Guidlines
by Nicole Kramer

68
Celebrations in next 30 days 🎉

Bruce Hernandez
WORK ANNIVERSARY
🏆 6 Years
Today

Jenice Knight
WORK ANNIVERSARY
🏆 3 Years
Tomorrow

Our adaptive personalization, paired with our award-winning user experience, helps foster high levels of employee engagement — 5x above industry standard.

Simpplr customer success story

Headquartered in Dallas, Sammons Enterprises is a diverse holding company with over 6,000 employees divided into 10 segments with distinct company identity and branding.
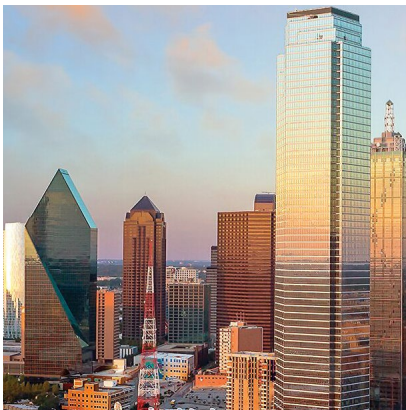
Read the full case study

Challenge: Communicate effectively to all employees under the Sammons umbrella, maintaining one enterprise brand identity and making it easy for employees in different segments to access enterprise content to support stronger decision-making.

Solution: Simpplr's modern intranet, branded "The Hub" — a single source of truth and the cornerstone for communication and collaboration across the enterprise.

Results: Connected all employees with relevant and important news; created numerous sites with over 580 content items within three months of launch; and saw over 80% adoption with more than 60,000 total content views.

Sammons let Simpplr do a lot of the heavy lifting. For example, they leveraged AI-driven personalization and recommendations to curate personalized employee communications. And they've leveraged the Employee Newsletter to easily curate personalized content, target employees, send on-brand newsletters across multi-channels, and analyze performance.

"In successfully implementing and utilizing our intranet, we've transformed the way we connect and collaborate internally," said Jen Bare, Director of Corporate Communications. "The Hub has become the beating heart of our organizational communication, fostering transparency, efficiency, and a sense of unity among our team. It's not just a platform — it's a channel for sharing ideas, breaking down silos, and propelling our collective success forward."

Part two:

Using AI for knowledge to gauge sentiment, boost engagement, and improve productivity

Picture this: an intranet that not only serves as an information repository and communications powerhouse but also acts as a perceptive ally in gauging how employees feel and an intuitive aide in delivering the knowledge that matters most to them. That's the reality with AI.

Using an intranet that integrates AI for employee sentiment insights and intelligent search can propel EX to new heights.

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AI for sentiment analytics: Empowering better decision-making and elevating EX

Within an intranet, AI's analytical capability acts like a digital detective, systematically examining vast amounts of data. It identifies trends and patterns, anomalies and irregularities. It leverages past data to anticipate potential issues or opportunities — providing actionable insights that empower users to stay ahead of the curve.

A culture in which employees feel heard is a culture that fosters job satisfaction, higher productivity and engagement, and lower employee turnover.

When trained to detect employee sentiment, AI can sift through a broad range of data from surveys, comments and other feedback sources to help read the mood within the organization. This invaluable insight empowers leaders to proactively address concerns, celebrate successes, and create a workplace culture attuned to the needs and aspirations of its workforce. In short, enhancing the employee experience.

And the ability to automate sentiment gathering and analysis has never been more important.

In fact, a recent listening study found:

72%

of people who don't feel listened to are looking for a new job

80%

of people who do feel listened to have more good days at work

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For HR leaders, especially, timely and relevant sentiment insights are critical to better understand how they're doing so they can continuously improve EX delivery.

11.5x more listings in Glassdoor's Best Places to Work for organizations that invest in EX

But how can you truly listen, catching every nuance, when employees are spread all over the place and some don't even have access to a computer? Undeniably, the way we work today makes it harder to hear, see and understand the depths of employee emotions and attitudes.

Enter an EX platform with the most robust AI analytics, enabling people managers to:

- ↘ uncover underlying sentiments and emotions, whether employees are in the office, at home or on the frontline.

- ↘ spend less time interpreting employee data, freeing bandwidth for more strategic work.

- ↘ identify pain points and areas of improvement, facilitating better decision-making and an enhanced employee experience.

The most advanced intranets even leverage AI to help prescribe recommendations that help people leaders take action.

Employees are 3x more likely to explore other options if they don't feel supported.

The Simpplr solution: My team dashboard & Employee Listening

"Simpplr's "out-of-the box analytics are rich, well-aligned with intranet goals, and capable of capturing in-the-moment employee sentiment.""

Simpplr uses AI to maximize human potential, not replace it. This approach to augmented intelligence shines through in features such as the My team dashboard, which supports people managers in providing insights and guiding them to engage with and check in on their direct reports. Our AI helps users understand the insights provided and prescribes recommendations for them to take action.

My team

14 direct reports

Status

Great

View health score

Content views

71% ▲ 23%

✓ Great

Content views

86% ▲ 8%

✓ Great

Content views

43% ▼ 14%

⊘ Needs attention

Moments that matter

Faye Xu	MAY 19	Amanda Darza	MAY 21
Birthday		1 year work...	
Mark Alvarado	MAY 23	Jon Dean	MAY 26
Birthday		Birthday	
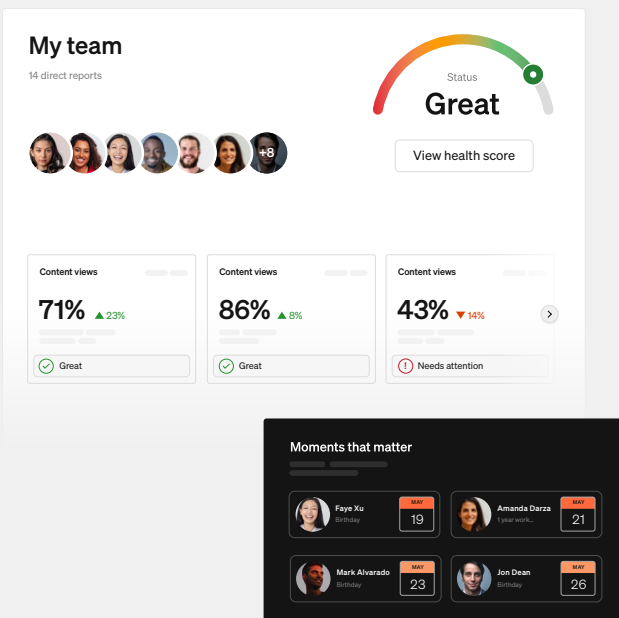
We worked with our customers to design this insightful dashboard that measures employee engagement, content consumption and app adoption.

Taking our AI to the next level, our Employee Listening tool combines survey responses with AI-powered passive listening to detect underlying sentiments and emotions — so leaders can take data-driven action to keep morale high and retain talent. The AI surfaces insights into a broad range of sentiment data gathered throughout the Simpplr platform, incorporating polls, pulse and traditional surveys, Sentiment check, Awareness check, and everyday interactions, like comments.

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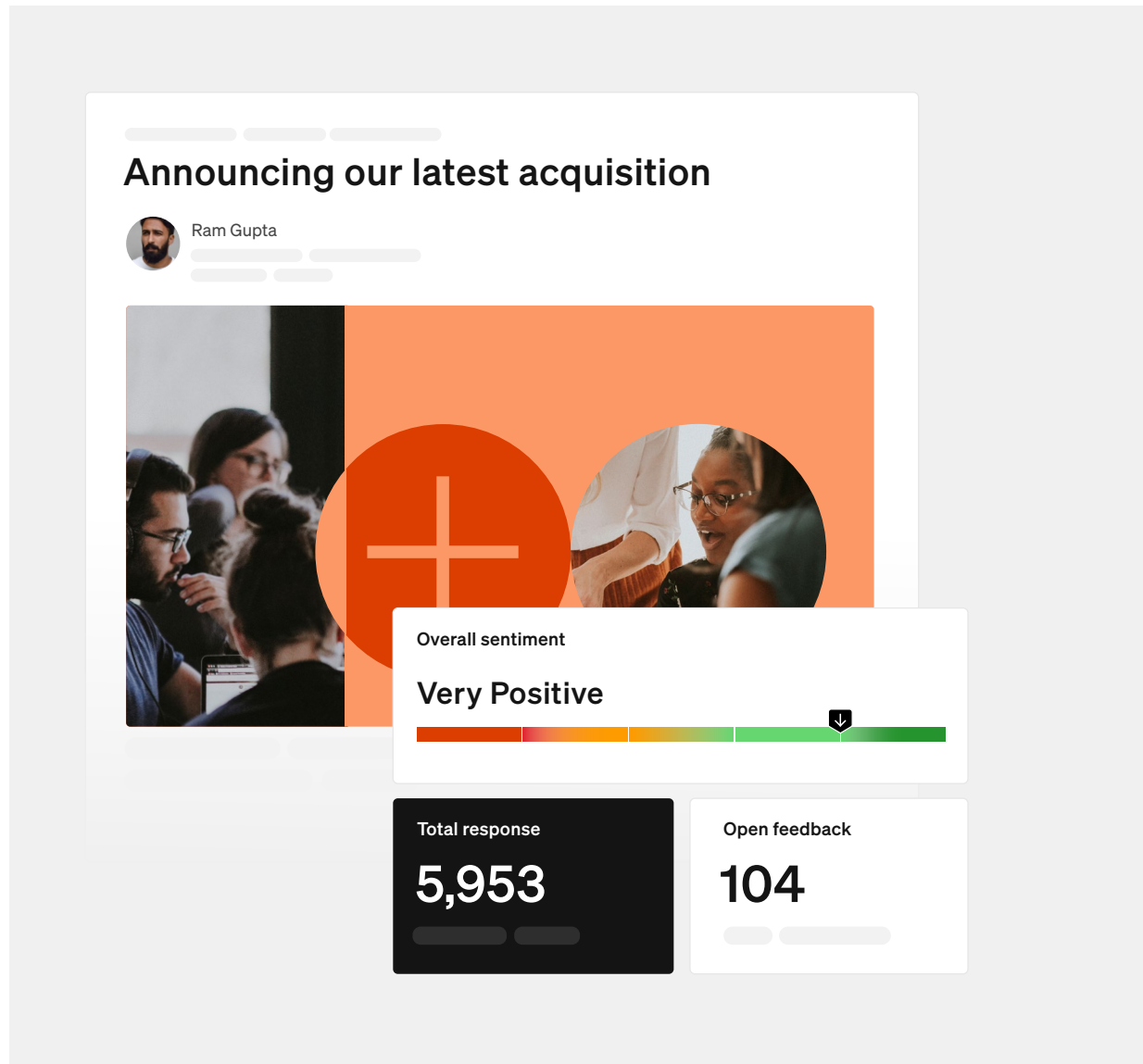
AI for intelligent search:
Reducing frustration and boosting productivity

The time an employee spends looking for information is wasted. And that wasted time gets filled with frustration. Not an ideal employee experience.

93%

[blue bar]

<u>of organizations</u> believe the future of search involves AI

AI-powered search leverages advanced algorithms and machine learning capabilities to revolutionize the way employees access information — delivering personalized search results in seconds. In general, it works like this:

↘ Index vast amounts of internal data to create a comprehensive database that the AI can then analyze.

↘ Use natural language processing (NLP) to understand the context and nuances of human language, in addition to user intent. This allows employees to pose queries in a conversational manner, making the search process more intuitive.

↘ Build individual user profiles based on factors like role, department, past search behavior and user interaction, and preferences. This profiling enables the AI to tailor search results to the specific needs and interests of each employee.

↘ Over time, the AI continuously learns from user interactions and feedback. It refines its understanding of what information is most relevant to each user, enhancing the accuracy and relevance of search results.

↘ The AI considers contextual factors such as the user's current project, historical searches, and the overall organizational context. This ensures that the search results are not only personalized but also aligned with the employee's immediate requirements.

The result is a search experience that's seamless and intuitive, increasing both employee satisfaction and productivity.

Intranets that leverage AI for the most advanced search functionality enable employees to:

↘	↘	↘
find the most accurate and comprehensive answers in the least amount of time.	search across documents, intranet content and even people using profile information and expertise tags.	search across all apps from multiple cloud-based file management systems.
↘	↘	
get the most relevant search results based on AI-powered recency, search patterns and group popularity insights.	refine search results by filtering by site, content type, author and publish date to find exactly what they need.	

And that makes for a happier, more efficient workforce.

Simpplr solution: Intelligent search

Simpplr scored highest among IPS vendors for the knowledge services use case, demonstrating its ability to "allow employees to find expertise and applicable content through improved expertise identification, knowledge capture, access and transfer."

Gartner® Critical
Capabilities report

Figure 1. Vendors' Product Scores for Employee Communications and Engagement Use Cases

Product or Service Scores for Employee Communications and Engagement

Vendor	Score
Simpplr	3.95
Unily	3.72
MangoApps	3.67
Workvivo	3.56
Firstup	3.54
LumApps	3.51
Staffbase	3.50
Akumina	3.46
Interact	3.37
Appspace	3.31
Axero	3.28
LiveTiles	2.93
Powell Software	2.91
Igloo	2.79
Haiilo	2.78

As of 1 August 2023

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Source: Gartner

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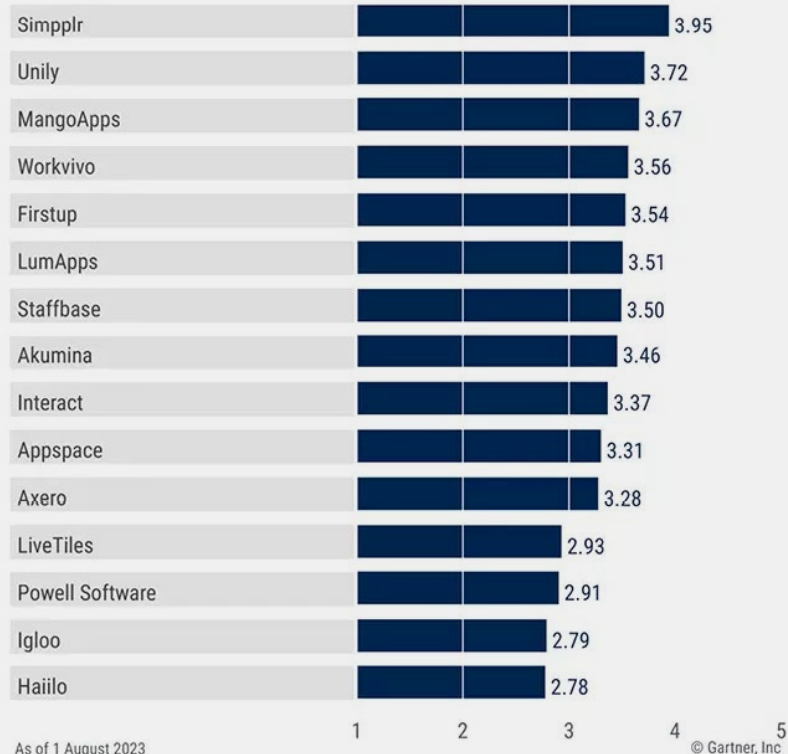
Search is consistently ranked as one of the most important functions of an effective intranet. And it's another area where we lean on the power of AI — transforming an information retrieval process into a proactive, personalized search experience.

Simpplr combines [neural and federated search](#) to ensure the most relevant information — including across the most popular enterprise apps, content management systems like Box, Google Drive and SharePoint, and even to productivity applications like ServiceNow — is always at employees' fingertips.

Unlike traditional search, which is highly dependent on users typing in the correct keywords, hybrid neural search learns from a user's search intent. It supports native content, uploaded and integrated files, video files with transcriptions, supporting and ticketing solutions, and intelligent search to establish Simpplr as the single source of truth. And with AI-powered Smart answers, employees get accurate, conversational-style responses to their search queries — without the hassle of sorting through countless results.

Employees get more relevant, accurate and personalized search results. They can find what they need fast, reducing frustration and improving productivity.

And it's secure. Simpplr's Smart answers feature is built on [Simpplr's secure platform](#) and utilizes large language models (LLMs) through Microsoft's Azure platform — providing a higher level of security and trust and more control over the data passed to them. The data is encrypted on Azure servers, deleted after a short while, and not used for any other purpose, including training LLMs.

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Simpplr customer success story

Bay Federal Credit Union has over 235 employees across seven locations. Effective employee collaboration is an invaluable part of their business as the credit union works to provide a highly rated service across all locations.
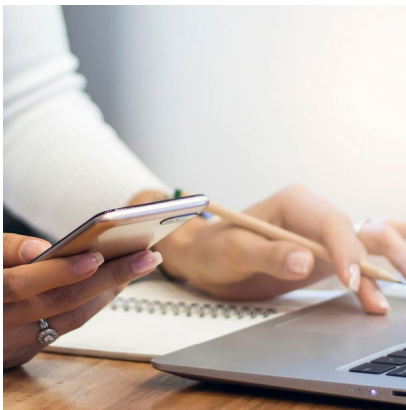
Challenge: Bay Federal had outgrown their previous intranet platform. Their previous provider no longer addressed the organization's ongoing and expanding need for a collaborative, engaging user experience with robust search capability.

Solution: They implemented Simpplr, internally branded as BayConnect, with refreshed content, social engagement functionality, and highly robust search capabilities and analytics.

Results: BayConnect enabled employees to personalize content and links on their homepages, empowering them to prioritize content, links and elements they rely on for their essential duties. With a 100% login rate, employee participation and collaboration have drastically increased compared to results with their former intranet provider.

"By having an intranet that offers robust search capabilities, a user-friendly interface, and the ability to keep content fresh and engaging, we give our team members the tools and resources they need to work more effectively and efficiently," said President & CEO Carrie L. Birkhofer.

Read the full
case study

Part three:
Using AI for assistance to save time and get personalized help

Deploying AI in the form of a 24/7 digital assistant is like having a smart and tireless helper for employees, helping with tasks ranging from content creation to technical support. The benefits to operational efficiency and productivity are profound — as is the positive impact on the overall employee experience.

40%

of millennials actively interact with bots on a daily basis

AI for writing assistance:
Augmenting content publication and scaling operations

Generative AI writing capabilities within the right intranet securely help employees quickly generate ideas, outlines and drafts for content such as emails, blog posts, newsletters, memos and presentations. This is a game-changer for internal communications teams, who can tap into the power of generative AI to scale operations and:

produce more on-brand, concise messaging.

improve writing for clarity.

46%

of business owners are already using AI to help them craft internal communications.

build and establish a common company voice, culture and brand across the organization.

AI for virtual assistance:
Streamlining self-service and improving employee satisfaction

The most advanced intranets also include virtual assistance to help employees get quick access to important information and tools. The AI features a conversational interface that turns indexed results into human language with a high rate of response accuracy. And virtual assistance can cover a lot of territory — from processing updates to managing incidents across employee apps — all in one place.

EX platforms with AI-powered virtual assistance enable organizations to:

- ↘ deliver immediate, individualized responses to employees and eliminate the need for additional clicks and extensive searching for answers.

- ↘ provide a personalized employee experience by delivering customized and relevant responses that meet specific needs, taking into account the employee's location, department and other relevant attributes.

- ↘ connect HR, IT, Legal and other systems into a single, digital conversational experience, gathering real-time information to predict and respond to user needs.

- ↘ streamline operations, slash support costs, and boost employee self-service with automated workflows that reduce administrative tasks and high-repeat requests.

- ↘ empower employees with efficiency through a unified entry point integrating bots, knowledge bases, policies and documents across the enterprise, providing seamless access to their information needs.

- ↘ improve employee satisfaction by quickly and accurately predicting user needs during live conversations using historical data analysis and pattern recognition.

This dynamic duo of AI-powered writing and virtual assistance empowers employees at all levels across the organization — but internal comms, HR and IT pros might reap the biggest productivity and EX benefits.

72% of HR leaders anticipate using generative AI for HR functions

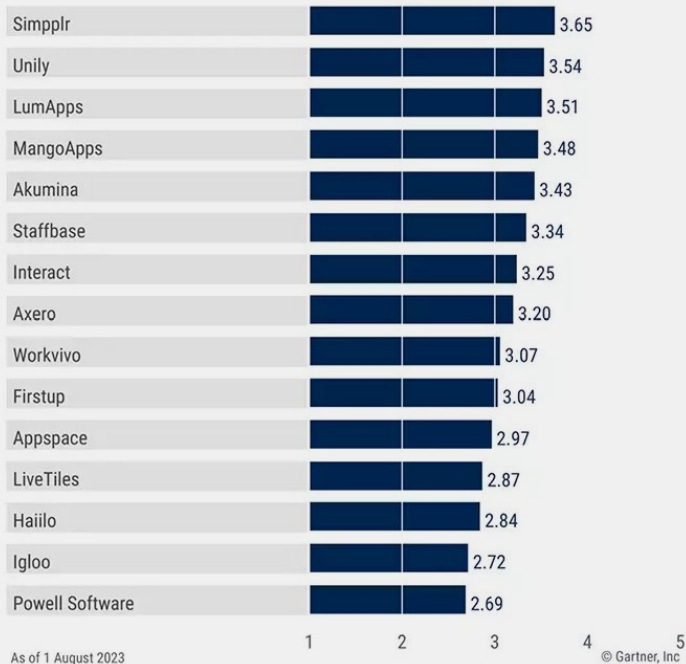**84%** of HR leaders expect AI to increase productivity

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Simpplr solution: Writing assistant and virtual assistant

Simpplr scored highest among IPS vendors for the employee services use case, demonstrating its ability to "serve and satisfy employees, and make them aware of policies and procedures, through business and IT service and self-service ... [to] reduce employee support costs while improving efficiency."

Figure 2. Vendors' Product Scores for Employee Services Use Case

Product or Service Scores for Employee Services

| Vendor	Score
Simpplr	3.65
Unily	3.54
LumApps	3.51
MangoApps	3.48
Akumina	3.43
Staffbase	3.34
Interact	3.25
Axero	3.20
Workvivo	3.07
Firstup	3.04
Appspace	2.97
LiveTiles	2.87
Haiilo	2.84
Igloo	2.72
Powell Software	2.69

As of 1 August 2023

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Source: Gartner

At Simpplr, we incorporate advanced generative AI, including large language models, to enhance content creation and information retrieval. Our smart writing tool, writing assistant, refines language and streamlines the writing process, while our virtual assistant serves as a dynamic aide — handling tasks from processing updates to answering questions.

Together, they represent a seamless integration of efficiency and innovation.

Writing assistant

Leveraging generative AI to help users create, edit and summarize content, the writing assistant enables employees to scale content publication and responsibilities more efficiently.
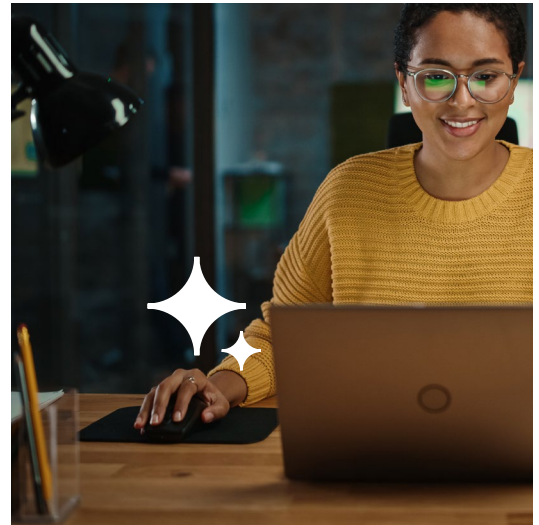
They simply enter prompts and the writing assistant quickly returns drafts they can finesse for style and tone. Writing assistant supports a global workforce with multiple languages, and is an excellent resource for translating documents, procedures and announcements quickly and securely — without paying for additional tools.

Generate new text
Give more instructions until you achieve the desired results

← Previous version

New Lunch Schedule Announcement

Attention, employees! We are excited to introduce our new lunch schedule, starting next week. Take a look at the delicious options we have in store for you:

- Mondays: Pizza
- Tuesdays: Tacos
- Wednesdays: Wings
- Thursdays: Salads
- Fridays: BBQ

Get ready to have your taste buds delighted with these mouthwatering meals. We hope these new lunch choices will add some more excitement to your work week. Enjoy!

↻   Add to draft

How would you like to improve this text?

Some employees will have allergy restrictions, and we need to communicate that other options will be offered as well.

Provide additional information or clarify your request   117/500 (min. 10)

Company values ⌄   Casual ⌄   Listicle ⌄   Inform ⌄   Generate

Virtual assistant

Our platform integrates business and IT services to streamline business processes and workflows — ultimately boosting employee productivity and reducing support costs. Simpplr's virtual assistant integrates enterprise systems to help employees access knowledge, manage incidents across employee apps, support Q&A, and deliver personalized answers in one conversational interface.
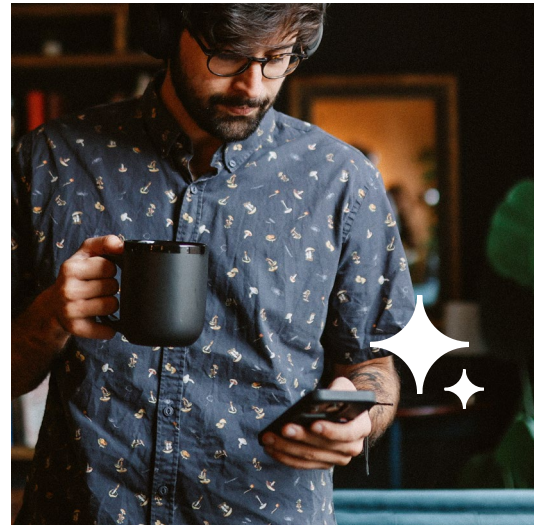
Employees enter a question or request, and the tool combines information from multiple sources to provide relevant, personalized answers securely and complete simple tasks within seconds.

Virtual assistant uses advanced generative AI to streamline workflows and improve the employee experience. LLMs enable context-aware interactions, empowering the tool to generate high-quality content and respond concisely to user queries.

Virtual assistant uses generative AI to turn indexed results into human language to deliver 90% response accuracy.
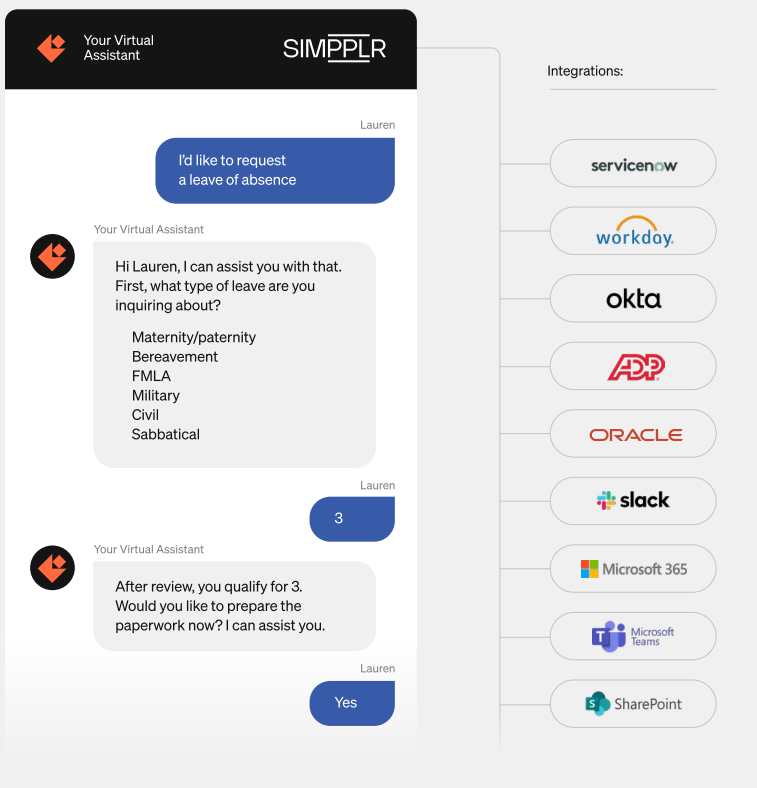
Part four:
Using AI responsibly

As AI becomes further integrated with intranet platforms, it promises to revolutionize the employee experience. However, these tools risk amplifying biases, eroding privacy, and undermining trust without an ethical framework guiding AI implementation.

AI holds incredible promise but also poses significant risks — especially with respect to how private data is processed, used and stored.

Simpplr is proud to be a member of the Responsible Artificial Intelligence Institute. We have always held security to the highest standards, beating our competitors. Unlike many vendors making the same claims but rushing half-baked AI to market, we build ethical practices into our AI in the software development lifecycle from the start.

These core principles guide our product development and AI implementations:

AI must be useful and accessible

Simpplr's AI-driven solutions enhance employee efficiency and responsiveness to meet business needs, enabling organizations to derive tangible value from automation, improved collaboration, and increased efficiency.

AI should augment people, not replace them

Simpplr strives to improve the work experience by automating routine tasks and speeding up access to personalized information, allowing individuals more time for meaningful contributions and excellence in their work.

AI must respect data privacy

When handling employee data, prioritizing privacy and security is crucial. In line with this commitment, we strictly adhere to rigorous data privacy regulations.

AI must be used responsibly

We are committed to transparency in AI development on our platform. Our AI ethics principles guide ethical product development and use. Simpplr proudly belongs to the Responsible AI Institute, showcasing our dedication to responsible AI practices.

Our human-centric approach to ethical AI in intranet software development focuses squarely on amplifying each employee's potential through thoughtful, ethical design. The goal is always to augment individual judgment, not supplant it.

Conclusion:
Looking to the future of AI for EX

An intranet that purposefully deploys AI across the entire platform is much more than a technological upgrade — it's a catalyst for transforming employee experiences.

49%

of employees feel their employers are failing to provide the employee experience they were promised

94%

of employees would stay at their company longer if it invested in them

S

Create one place for employees to get everything they need to thrive. That creates a unified employee experience.

Simpplr is much more than an intranet. It's proven in the enterprise and easy on IT.

An EX platform like Simpplr puts everything employees need to do their work more efficiently, with less friction and frustration, in one place. It's a centralized repository for company information. It consolidates your EX tech stack — integrating with business apps and tools employees use — eliminating the cost of additional point solutions. And it leverages AI for content, knowledge and assistance so employees get what they need faster and easier.

We're dedicated to finding smart ways to help you leverage AI today with solutions that enhance and elevate the employee experience, and make the workday more efficient and productive.

Powerful AI capabilities across the platform drive our leadership in the EX platform space:

AI-first architecture:

Our platform is architected in a way that AI flows through the entire platform vs. a patchwork/after-thought approach where some features are powered with AI.

Purpose-built for EX:

Our AI is purpose-built for EX. It's not generic.

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All provided with
Simpplr's commitment to
responsible AI software
development.

Extensive AI capabilities:

No other competitors have as
many AI-powered capabilities
as Simpplr.

Auto-governance keeps the intranet a reliable and secure hub for communication, collaboration and knowledge-sharing — while reducing the burden on intranet admins. Moderating content automatically across the intranet increases operational efficiency and productivity.

Adaptive personalization delivers tailor-made content recommendations and serves up relevant information automatically, learning user preferences over time to fine-tune their intranet experience — fostering a high level of engagement.

Analytics uncover hidden employee sentiments and emotions, helping people leaders understand the insights provided, and prescribing recommendations for them to take action — freeing bandwidth for more strategic work while facilitating better decision-making and an enhanced employee experience.

Intelligent search that combines federated and neural search to quickly deliver relevant, accurate, personalized and conversational search results — reducing frustration and improving productivity.

Writing and virtual assistance that leverage advanced generative AI to elevate and scale the writing process, provide relevant and personalized answers securely, and complete simple tasks within seconds — streamlining content publication and employee self-service.

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Simpplr's vision for even more innovative AI to support customers

The market is in the early stages of discovering how generative AI can revolutionize communications. Simpplr is leaning into GenAI and using it to streamline processes and enhance the autonomy of communicators and business leaders.

We are building generative AI within our platform to reduce dependencies on other functions, but importantly, to augment the unique skills and creativity that humans bring to the table.

It's about empowering them with advanced tools to optimize their strategic impact while preserving and elevating the human elements of institutional insight, tribal knowledge and interpersonal connection.

We'll continue to look for opportunities to leverage AI to this end.

The future is calling. As the technology continues to evolve, organizations that leverage AI-powered intranets are poised to stay ahead in the competitive landscape of the modern workplace. It's time to embrace the power of AI to transform the employee experience and propel your organization into a new era of success.

Request a demo →

About Simpplr

Who we are

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.

Benefits

↘ Designed for the way you work

↘ Ready to use in weeks, not months

↘ Built for business users

↘ Unified, engaging experience across mobile and the web

↘ Powerful integration

↘ Secure and scalable platform

Trusted By

AAA PENSKE okta DocuSign TriNet

simpplr.com   +1.877.750.8330