THE ROI OF INTERNAL COMMUNICATIONS:

4 steps to build a business case for better technology

Contents

Understanding the value of internal communications

As an internal communicator, you know the value internal comms brings to the table. But can you prove that value to decision-makers in your organization — those who hold the budget for IC software, tools and services?

If you're looking to get buy-in for the purchase of a <u>modern intranet</u> or other AI-powered tech solution to improve internal communications, you'll need to make a strong business case.

Demonstrating the return on investment (ROI) of internal communications might fall outside your current skill set, but you can learn how to build a data-driven business case for the technology you need to deliver <u>best-in-class employee communications</u>.
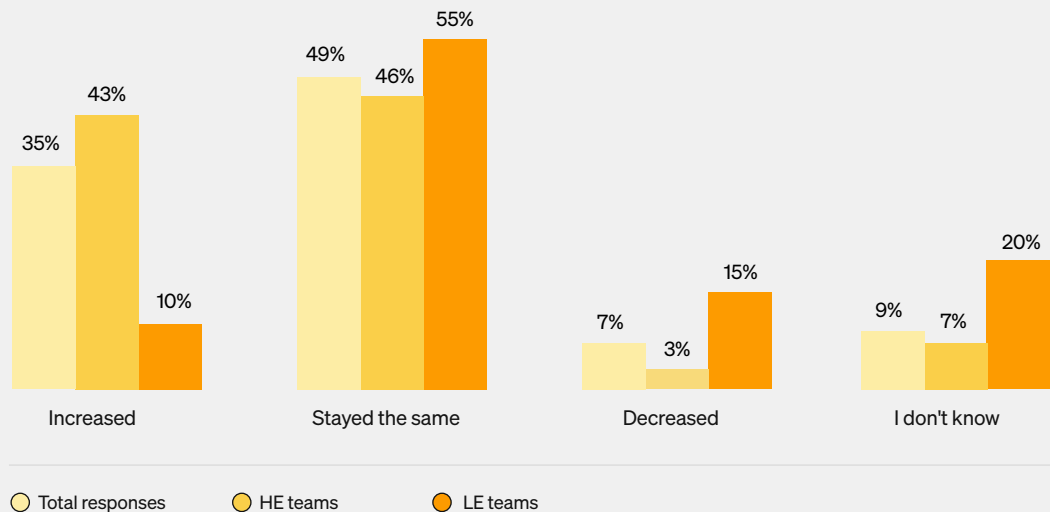
The need to prove value to secure budget

Simpplr's 2024 State of Internal Communications Report found that many Internal Communication teams are seeing tightening budgets to support and enhance their internal strategy and drive innovation, with only 35% of total respondents indicating their IC budget has increased over the past year. Other organizations have decreased budgets and downplayed the importance of comms. Notably, highly effective (HE) teams drove the largest segment of budget increases (43%). Only 10% of less effective (LE) teams report an increased budget.

The varying perceptions of Internal Communication as a strategic advantage highlight the critical need to demonstrate a direct connection between communications and tangible outcomes.

To gain more buy-in and budget, IC teams must continue to elevate themselves from being labeled as mere "nice-to-haves" and establish their ability to increase revenue, retention and productivity.

Budget trends — changes in budget allocation by effectiveness

Increased: Total responses 35%, HE teams 43%, LE teams 10%
Stayed the same: Total responses 49%, HE teams 46%, LE teams 55%
Decreased: Total responses 7%, HE teams 3%, LE teams 15%
I don't know: Total responses 9%, HE teams 7%, LE teams 20%

○ Total responses   ○ HE teams   ○ LE teams

What IC brings to the table

Internal Communication is critical for improving the employee experience (EX) — especially in the digital workplace. In Gallagher's post-pandemic State of the Sector report, 74% of more than 2,000 respondents said the primary purpose of internal communications is to **support culture and belonging** — a shift from IC's long-standing leading role in **communicating strategy and creating alignment around an organization's vision and purpose** (67%). These main IC objectives were followed up by:

47%
Organizational agility — Supporting the adoption of new behaviors, systems and processes

29%
Managing risks, like cybersecurity and employee health and safety

25%
Customer experience — empowering employees to provide the best CX

22%
Talent retention — demonstrating what people get in return for working for your organization

15%
Employee advocacy — encouraging employees to promote the brand, products and services

Supported by Internal Communication teams, each of these elements shape the employee experience. And EX is increasingly being recognized as the bedrock of organizational performance.

The research is clear: The more positively employees experience their work, the better they perform, the longer they stay, and the greater their impact on those around them.

Organizations with a positive EX

2x
customer satisfaction (NPS)

12%
greater shareholder returns

25%
greater profitability
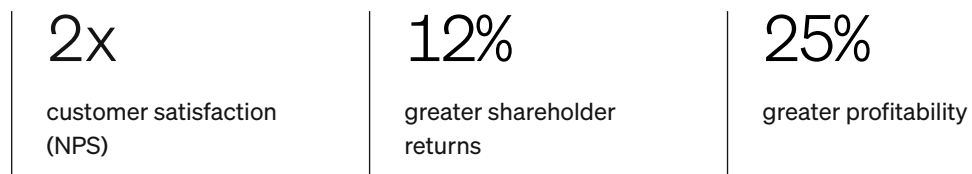
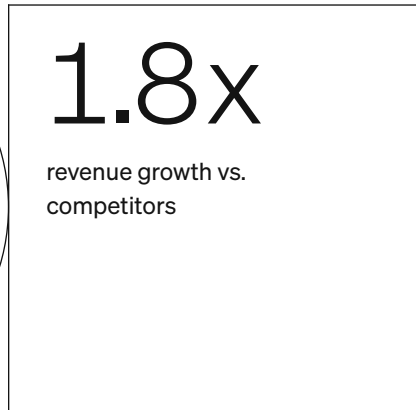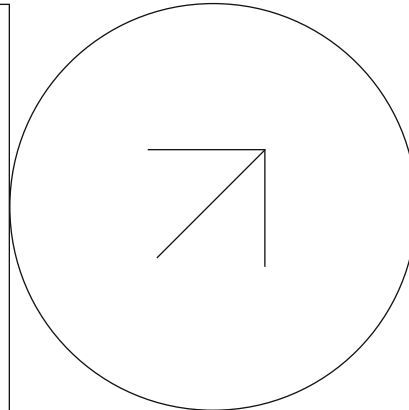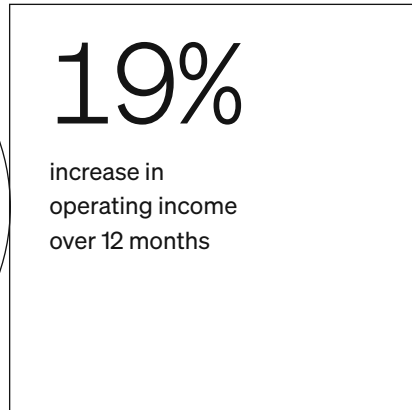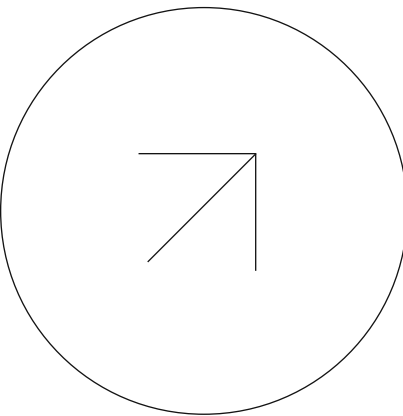Source: Deloitte's Global Human Capital Trends report

Internal communications also serve as a beacon for employee engagement, which is an indicator of overall business success.

In Gallup's Q12 study, a comprehensive analysis of research that included data from more than 112,000 global business and work units that included more than 2.7 million employees, Gallup found that employee engagement is related to 11 business performance outcomes — including profitability, customer loyalty, productivity (in terms of sales) and employee turnover.

Business/work units at the highest level of employee engagement have an 83% chance of having above-average composite performance, compared with a 17% chance for those with the lowest level of employee engagement.

While it's possible to achieve high performance without high employee engagement, the odds are nearly five times as low.

Organizations with high employee engagement:

19%
increase in operating income over 12 months

1.8x
revenue growth vs. competitors

21%
higher profitability

17%
increase in productivity

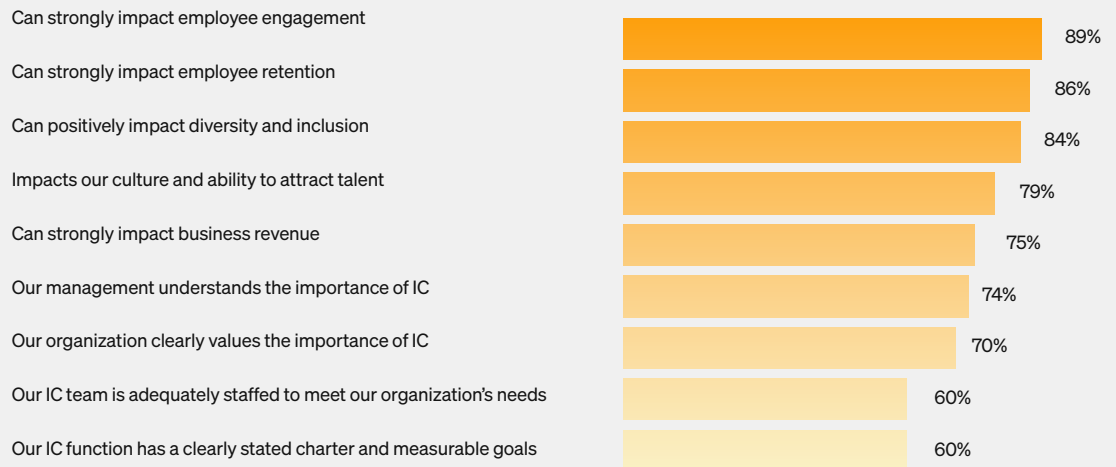Sources: WTW Global Workforce Study, McKinsey, Gallup

The need for better IC technology

The research validates what seasoned internal communicators know: effective internal comms is a strategic advantage. The Simpplr research showed that internal communication can significantly impact metrics like employee engagement, retention, DEI, the ability to attract talent, and business revenue. Yet attributes related to how much support the IC function receives in the organization lag significantly.

This gap suggests that, though IC has the potential to broadly influence organizational success, IC teams constantly have to do more with less.

Thinking generally about internal communications, how much do you agree with the following?

Can strongly impact employee engagement	89%
Can strongly impact employee retention	86%
Can positively impact diversity and inclusion	84%
Impacts our culture and ability to attract talent	79%
Can strongly impact business revenue	75%
Our management understands the importance of IC	74%
Our organization clearly values the importance of IC	70%
Our IC team is adequately staffed to meet our organization's needs	60%
Our IC function has a clearly stated charter and measurable goals	60%

The right technology is essential for overcoming the obstacles in the path of highly effective internal communications. And these obstacles hinder more than IC — they thwart the outcomes that matter most to budget holders like HR and the C-suite: boosting employee engagement and the overall employee experience, improving operational efficiencies, maximizing workforce productivity, and ultimately, lifting the bottom line.

It's up to you to demonstrate the ROI of internal communications to get the technology you need to make the biggest impact you can.

Primer on ROI in internal communications

Return on investment is a metric used to measure the profitability or effectiveness of an investment.

In the business sense, it aims to evaluate the return of a business activity that requires an investment of time, money and other resource allocations. If the ROI is positive, it means you returned value; if it is negative you invested more than the value you received.

Why ROI matters for decision-making and strategic planning

ROI is a tangible metric that helps to convey the financial value of an action or investment. It's a critical part of communications decision-making and strategy planning because it assesses the profitability of those strategies or the tools used to carry them out.

Measuring ROI helps you evaluate whether your communications efforts are succeeding and gives you a baseline to compare changes made.

By analyzing and comparing ROI, you can work towards optimizing communication efforts to improve your organization's bottom line.

Key performance indicators in internal communications

Key performance indicators (KPIs) are other measurements you'll want to include throughout your business case. You can use these metrics to measure the effectiveness or success of internal communications strategies and the tools used to execute them.

KPIs have similar business value to the ROI but extend beyond the financial return.

KPIs in internal communications aim to illustrate the effect IC has on tangible and intangible areas of the company such as employee productivity, engagement, commitment and satisfaction. Including important KPIs in your business case will help leadership understand the conditions and parameters by which you intend to assess the intranet investment. In other words, how you will determine if the investment was a success.

Recommended KPIs for a modern intranet investment

Every organization is different, but below are a few common KPIs to consider in your business case.

Example business impact KPIs

Employee Experience	↘ Decrease turnover ↘ Decrease cost of replacing an employee ↘ Increase candidate referrals by employees Reduce hiring costs	↘ Increase CSAT scores ↘ Increase employee engagement scores ↘ Increase positive intranet user feedback scores
Productivity	↘ Decrease time for users to find resources ↘ Decrease the number of IT/HR tickets and average time to resolution ↘ Increase new-hire time to productivity ↘ Reduce average onboarding time	↘ Reduce time spent publishing and maintaining content ↘ Increase subject matter comprehension ↘ Decrease average project completion time
Operational Costs	↘ Reduce cost to maintain legacy intranet ↘ Decrease cost of point solutions via consolidation	↘ Avoid cost of point solutions via consolidation
Risk of Failure	↘ Meet business objectives and key results (OKRs) due to strategic alignment ↘ Decrease voluntary M&A turnover	↘ Increase change adoption and decrease time to value
Revenue	↘ Increase % sales growth ↘ Increase customer retention rate	↘ Improve Net Promoter Score (NPS)

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Here are a few things to consider with some of these metrics:

↘ **Project completion time:** An effective intranet improves collaboration, so measure the average project completion time before and after implementation of a new intranet.

↘ **Customer retention:** Effective intranets can improve customer service by connecting and supporting frontline employees, and giving them quick and easy access to information they need to both understand and support customers — all of which can improve customer retention. Compare the customer retention rate (CRR) before and after setting up an intranet.

↘ **Net Promoter Score (NPS):** NPS provides insights into customer satisfaction and loyalty — and since a better intranet should help improve customer service, you should expect a higher NPS.

↘ **Employee engagement and user feedback scores:** Use surveys to measure qualitative factors like employee engagement and satisfaction. Compare responses before and after implementation of a new intranet.

↘ **Employee retention rate:** Modern intranets are designed to enhance the employee experience, which can lower turnover and increase retention. Measure retention before and after you implement a better solution.

↘ **Sales growth:** Effective intranets can improve the efficiency of your sales team, leading to more — and faster — sales. Measure revenue before and after implementing an intranet to indicate its contribution to growth.

↘ **Subject matter comprehension (aka knowledge saturation):** Assess before and after a new intranet to gauge if more users are retaining information.

↘ **Cost to maintain IC tools:** Has consolidating the IC tech stack and/or updating the intranet reduced the overall cost of IT resources needed to maintain the old systems and/or the costs associated with adding other one-off tools/services to the stack?

When determining the KPIs to include in your business case, consider the ones that have the highest impact on your organizational objectives.

This is critical. If you can prove how internal comms helped to drive the top three to five overarching organizational goals, you're much more likely to get the budget you need to grow and improve.

Also, remember to set the baseline by tracking these KPIs prior to implementation of new software. Measuring the changes before and after integrating the new intranet will help you determine whether that investment was successful.

PART TWO:

Considerations when measuring ROI

In addition to the literal measurement of return on investment, you'll want to consider a few more things to measure ROI effectively.

Quantitative vs. qualitative measurement

Quantitative measurements

Quantitative measurements are areas that you can track numerically. Their returns on investment are known as "hard returns."

For example, the new intranet reduces the time it takes for employees to find important resources by 100 hours a month. The 100 reduced hours could translate to $1,550 in cost savings a month.

Qualitative measurements

Qualitative measurements refer to subjective metrics that can be equally important to the bottom line, but much more difficult to measure. Their returns on investment are called "soft returns."

One example of a qualitative measurement is employee sense of belonging and connection. The new intranet provides a real-time digital platform to network with colleagues working remote and internally. By facilitating a safe digital space for communication, remote employees feel more connected to the team than ever before — increasing their sense of belonging.

Tools and approaches for measuring ROI

Now you can start looking into the different tools and techniques for actually measuring the return.

Employee surveys

↘ Surveys are great tools to collect both quantitative and qualitative data before and after the implementation of a new intranet. Surveying team members beforehand gives you a chance to uncover pain points and extract data to use in your business case. Surveying afterward helps you measure the effectiveness while also finding opportunities to optimize the intranet to further align with your team's needs.

A/B testing

↘ A/B, or split, testing is a method for measuring the result of a specific change. In the context of a new intranet, you could segment two groups of users to work on the same task but with one using the new intranet and the other the old setup.

Focus groups and interviews

↘ A great business case is one rooted in a compelling narrative — so using focus groups and interviews to collect insight about the employee experience can be a useful method for extracting pain points and first-hand accounts of challenges with the current tools and resources. After implementing the new intranet, they can also provide qualitative insight to help understand the intranet's impact and additional recommendations for improvement.

Using ROI metrics to support common reasons for a tech upgrade

Let's take a closer look at some examples of challenge areas you might face and how to leverage ROI metrics to support your business case for a technology upgrade.

Justifying technology modernization

Old, outdated legacy systems will lead many organizations to adopt new intranets out of necessity. If that sounds like your situation, here are some ways to quantify the ROI of an improved intranet:

↘ Measure the time saved from reduced IT bottlenecks.

↘ Calculate the time and cost savings of faster deployments and upgrades.

↘ Measure the reduced total cost of ownership (TCO) from less technical requirements.

↘ Calculate the reduction in IT support costs, including by outside contractors.

Improving employee satisfaction and company culture

Improving employee satisfaction is a guiding principle for internal communications teams — and subsequently an excellent metric to measure the success of an intranet investment. Here are a few ways to quantify the ROI of an intranet from the context of employee satisfaction and company culture:

↘ Run "recall" or "knowledge saturation" tests to assess how well employees are retaining information.

↘ Conduct frequent employee satisfaction surveys to measure satisfaction and collect feedback.

Creating a single source of truth

Simplifying and consolidating information into a single resource is another reason many organizations choose to update their intranet. To measure the ROI from this perspective, consider the following points:

↘ Track employee time spent looking for important content.

↘ A/B test new-hire onboarding to track speed and effectiveness of training.

↘ Conduct digital scavenger hunts to measure time and accuracy of finding critical information.

↘ Measure the amount of submissions and time spent on support tickets.

Facilitating major changes

Modern intranets can be a lifesaver when you have to communicate major changes — from easing the transition during a merger to mitigating growing pains when scaling or sending employees home to work during a pandemic. Here are a few ways to measure the ROI from this perspective:

↘ Measure compliance and certifications during major change initiatives.

↘ Track the speed and retention rates of training materials when integrating new employees.

↘ Following M&A, conduct surveys to measure the ease-of-use and effectiveness of your intranet compared to the tools and resources of the employees' previous company.

Quantifying ROI within your business case is an essential step to help frame expectations for the decision-maker. Not only can the return on investment be financial, it can relate to improved efficiencies, engagement and productivity. Make sure you understand and clearly explain the quantifiable metrics you find most relevant to your organization's challenges.
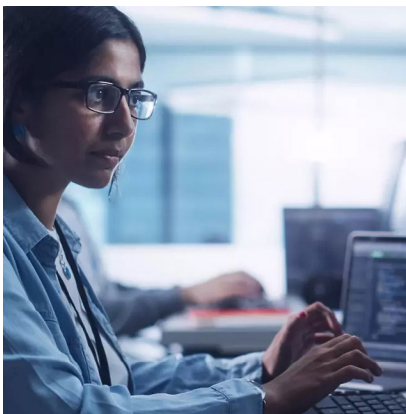
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Simpplr customer success story: Nutanix

NUTANIX.

"When testing the platform, we found a 50% increase in efficiency when individuals searched for onboarding materials. Such time savings can quickly add up across our entire team and, I believe, will make the difference between just surviving, or thriving, during challenging times."

—Wendy M. Pfeifer, Former CIO

Founded in 2009, Nutanix experienced immediate success and eventually grew to more than 5,000 employees by 2018. As it scaled, Nutanix began experiencing growing pains with its workforce. Employees struggled to access important information across channels like knowledge bases, wikis and Google Drive — wasting time and often leading to inaccurate or inconsistent information.

Nutanix's investment in its intranet, powered by Simpplr, yielded both hard and soft returns.

To build their case for a new intranet, Nutanix conducted a split test that had half of new hires using Simpplr's onboarding resources and the other half using Nutanix's current tools and resources. Not only did Simpplr's test group spend 18 minutes less on average, they were 10% more accurate and awarded Nutanix an NPS that was 1,085% higher (76 vs. 7).

On the soft returns side, Nutanix noticed a shift in the mindset of its employees post-intranet. Simpplr's user-friendly interface made it easy for employees to find information, mitigating friction in completing tasks. This improvement in employees' day-to-day raised the Net Promoter Score (NPS) by an average of 590%.

[Read the full Nutanix case study](#)

4 steps to build your business case

Consider these steps and tips when building your business case.

Developing an effective business case that illustrates the ROI of internal communications and an updated intranet will help you align the project with organizational objectives. At the same time, it demonstrates the potential value — increasing the likelihood of buy-in and, eventually, adoption and commitment from important champions of the new system.

Step 1: Outline symptoms of the problem

Many organizations struggle to accept that they have a problem, especially when it comes to technology changes that disrupt legacy systems that have been in place for many years. Ironically, these technological crutches are typically the source of most problems affecting productivity and communications.

While you and other IC team members might feel the brunt of these issues, many higher-ups overlook or simply adjust to these pitfalls without realizing the significance they have on employee productivity, engagement and company culture.

So start building out your business case by identifying and measuring the main problems with your current setup.

The main goal of your business case is to communicate the return on investment, which starts with a detailed understanding of your current situation and the challenges you wish to overcome with better technology.

Common symptoms

↘ **Intranet avoidance (or no intranet):** Are users accessing your current intranet? If your legacy intranet is not being updated or has a complicated UX, your employees may avoid using it — signaling a problem.

↘ **Poor information exchange:** Do your colleagues communicate and share important information across several channels (e.g., Slack, email, phone, etc.)? Without a centralized and dedicated process for sharing information, you risk bottlenecks and miscommunication.

↘ **Inability to find information:** Whether you're a new or seasoned employee, it can be equally frustrating to waste time looking for important or updated information needed to do your job. If your company has a fragmented or nonexistent knowledge base, that's a huge red flag.

↘ **Overwhelmed support teams:** Another common symptom of a poor employee communications system is when IT departments are overwhelmed by support requests or if they spend a lot of time maintaining legacy systems. These avoidable issues can cause downtime and bottlenecks in production.

↘ **Lackluster employee engagement:** Inefficient communication can often lead to poor engagement throughout your company. If you're noticing an increase in employee turnover or a general decline in employee interest and activity, it could be a sign that you have a bigger problem.

Get specific about challenges

↘ **Gather data:** After you've isolated a few glaring problem areas, start collecting data to help illustrate the effects they have on the business. For example, if you hypothesize the intranet solution can help improve company morale, consider deploying an employee experience survey to understand the gaps and frustrations that could be addressed to help improve the employee experience.

↘ **Work cross-functionally:** Remember to draw inperspective and feedback from other departments and influential colleagues, especially in HR and IT. Discover their high-value communications pain points to build your case around. Plus, use direct quotes from employees to make these problems more relatable and personal.

↘ **Find competitor success stories:** Finally, consider pulling external information from other relevant organizations, especially competitors, that have benefited from intranets and features that you may not currently use. By discussing additional opportunities or experiences beyond your own company, you can illustrate other benefits that you may not be able to convey through internal experiences alone.

Step 2: Align internal communications and corporate initiatives

Internal communications is a vehicle for driving corporate initiatives, and when done well, can help all parties better understand and execute those objectives. When building your business case, make sure you clearly define and demonstrate the connection between more effective internal communications and business success.

Aligning internal communications and corporate initiatives involves illustrating, with examples, how modernizing your tech can, directly and indirectly, support these projects. Whether it's mitigating expenses, increasing sales, improving customer retention, or any number of other broad business goals, your business case needs to clearly define how these areas benefit by improving internal communications.

Aligning internal communications with corporate initiatives is a technique to help bolster your argument by illustrating how pivotal improving communications technology is to strengthening the entire corporate ecosystem.

Your goal is to reframe the perspective from a strictly IC investment to a strategic investment across the entire organization.

How to align IC with wider corporate initiatives

Demonstrate its impact: Find opportunities to demonstrate, with data, how an internal communication process affected — good or bad — another business objective. For example, survey employees' awareness of a recent change initiative as a benchmark (e.g., process changes, open enrollment rates).

Create a data visualization: Visual tools like charts and tables can be helpful in conveying the link between an internal communications benefit and a business objective.

Recruit leadership: Gaining support from leadership and stakeholders who understand the significance of improving IC can help sway others to the benefits of modernizing technology.

Prioritize points: Depending on your organization, there might be a laundry list of benefits you want to share with leadership in your business case. However, overwhelming decision-makers with too much information can be counterintuitive. Instead, focus on the benefits that drive the most significant change in whatever areas you feel are most valuable.

Step 3: Develop use cases

Next, develop use cases to illustrate *with specific and relevant scenarios* the impact of improved technology like a modern intranet on your unique business. The primary purpose of use cases is to clearly explain the practical functions of the technological solution from the perspective of your organizational needs.

Use cases highlight solutions to pressing needs

Use cases are an opportunity for you to communicate real organizational challenges along with a solution — creating urgency and highlighting the need for change.

For example, if you highlighted IT support ticket bottlenecks as a major pain point during your discovery stage, you could develop a use case that shows how a modern intranet could solve this problem with:

↘ A conversational AI assistant and enterprise search to reduce issue and ticket volume by automatically answering IT questions

↘ An updated and user-friendly resource library to mitigate support tickets

↘ A centralized employee portal to promote employee self-service across the business

↘ A streamlined system that assigns tickets to the appropriate support team members in an equitable manner

Use cases cover varying leadership priorities

Every decision-maker has their own perspective on what's most important.

Including a variety of use cases across different departments helps you cover your bases no matter what leadership finds most important.

Adding use cases into your business case provides an opportunity to easily demonstrate the value of investing in internal communications. Whether you use real-world case studies or hypothetical scenarios, adding use cases can provide that extra support to win over the decision-maker.

Use cases clearly illustrate value

Use cases allow you to walk through a problem and solution without having to physically execute and measure it. This simplifies the process and lets you clearly illustrate the tech solution's value in that scenario.

Step 4: Target business outcomes in challenge areas

Organizations don't make investments for today, they are investing in the future — so, use that insight to your advantage and create a section in your business case that focuses on the targeted outcomes in each challenge area.

By highlighting the specific outcomes you hope to achieve through improved internal communications, you are sharing the vision of what the organization could look like if it invested in a stronger solution.

Defining and illustrating the desired future outcomes for important challenge areas in your organization provides a roadmap and helps decision-makers understand the long-term benefits of the investment in internal communications.

How to communicate a 'desired future'

↘ **Justifying technology modernization:** After implementation, employees actively use the intranet and its features. Employees have access to timely and relevant information. Communication tools and channels are consolidated and streamlined. With delegated administration, IC can now run at the speed of business while minimizing IT dependency — decreasing the total cost of ownership.

↘ **Improving employee satisfaction and company culture:** All employees — frontline, in-house, remote, and in contract — now have a centralized communication channel that optimizes the flow of information throughout the organization. From collaborating on projects to sharing company changes, the intranet serves as the knowledge and networking hub. These features help employees feel more connected and reduce redundant or inaccurate information —leading to an improved employee experience.

↘ **Creating a single source of truth:** With the new intranet, employees now have a single source of truth whenever they need to find resources, training or other information to do their jobs more effectively. No longer will they waste time searching multiple folders or knowledge bases for resources only to discover afterward that the ones they found are outdated. The intranet keeps everyone on the same page and consolidates all relevant and up-to-date information into a single source — improving productivity and reducing frustration.

↘ **Facilitating major changes:** Change management is never easy, but thanks to the intranet, all stakeholders are quickly and easily notified of any important changes in real time. Beyond simply notifying employees of changes, you are now able to manage those changes with new training and resources within the platform, ensuring a smooth transition.

Include the relevant ROI metrics outlined in the previous section to support each desired future state.

10 quick tips for building a strong business case

As you work through building your business case and prepare to present it to decision makers, keep these tips in mind:

1 Highlight the challenges

Before explaining a solution, you need to convince leadership that there is a problem. Clearly explain the challenge areas within your organization that could be prevented from improved communications. Include real examples relevant to strategic initiatives, testimonials or data to support these pain points.

2 Quantify the benefits

Avoid leaning too far into the features of your desired tech solution. Instead, highlight and quantify the benefits. Consider creating internal surveys or pulling from outside statistics to highlight the value of improved internal communications (e.g., the Harvard Business Review found that 90% of employees wanted weekly communication from their company).

3 Demonstrate its broader impact

Convey the widespread effects of improved technology that go beyond just more effective communications. How does better internal communications lead to happier employees, which improves customer interactions and, ultimately, increases the customer lifetime value? Connecting these dots is how you build a strong business case.

4 Proactively address objections

Try to anticipate and address potential concerns or obstacles in your business case. More on that below.

5 Outline next steps

Discuss timelines and subsequent steps needed to move forward with the new intranet. From the contract and implementation to deployment, show leadership that you have thought out and planned the process entirely.

6 Bring in reinforcements

Call upon expertise from IT and other departments to learn how they find success making their case. Take cues from what works for them. Bringing influential leaders into the business case process also can add credibility to your case and show that the problems extend beyond the IC department.

7 Add competitive pressure

Are your competitors or other businesses in similar industries using better internal comms technology to their advantage? Find case studies or additional research outside your organization to illustrate the opportunities of a modernized intranet or other solution while also adding competitive pressure.

8 Build a compelling narrative

Many business cases can feel overwhelmed with data and statistics — but great business cases can weave the data into a compelling and persuasive story. Paint a picture of the powerful impact better technology can have for the organization. Make analogies to software that decision-makers are familiar with in other parts of the business, and make the connection for them.

9 Speak their language

"You have to speak the language of the highest-level person that you have to convince," said Carolyn Clark, VP of Employee Experience Strategy at Simpplr.

Making your case depends on who you're talking to and how well they understand the connection between internal comms software and objectives like employee engagement, productivity and ultimately, revenue. Find a way to connect the language of IC to high-level organizational metrics like employee retention, revenue, productivity and efficiency. Show that your work in the comms space helps the organization achieve its target outcomes.

10 Gather feedback and address questions

Building a strong business case is an iterative process. Collect feedback early on and make changes as needed. When you deliver it, set a time to collect feedback from decision-makers and submit follow-up answers as needed.

Overcoming potential objections

Here are some tips to help you prepare for and overcome objections for an updated technology investment.

	OBJECTION:	RESPONSE:
Cost	"The cost of a new intranet is more than I want to spend."	Create a detailed and itemized breakdown of ROI projections for different areas of the business. Consider pulling the TCO of maintaining the current system and its inefficiencies and compare that with the cost of the proposed solution.
Implementation	"Integrating a new system and process into our current workflow will take time and disrupt our production."	Develop an implementation schedule that includes a plan for various stages in the process. Discuss the time savings the company can expect following the implementation and compare that with the time it would take to get up and running.
Compatibility	"Will our current tools and software integrate with the intranet?"	Partner with IT and get buy-in in the early stages to discuss integration and other concerns with the intranet personnel. Once that process is understood, have that team member explain the flexibility and integration process in detail in the business case or present it to leadership.
Adoption	"Employees are resistant to change, so why would they want to learn a new system?"	Highlight the training and onboarding process within the intranet during the implementation period and discuss your role — and others' — as a champion to increase adoption. Highlight the benefits and values of the new system and include outside case studies to support these points.
ROI	"What kind of return can we expect from this investment?"	Include the KPIs and ROI metrics that you intend to track and report back on them at regular intervals. Discuss the return, beyond financial, that other organizations have found from similar implementations.

The goal of addressing obstacles is to first recognize the validity of the concern and second, to demonstrate a well-researched solution to that problem.

Make the case for better technology

Understanding the ROI of internal communications is the foundation for making the case for better technology.

Armed with that knowledge, you're in a strong position to start putting together a business case that will earn you the buy-in and budget you need to improve internal comms at your organization.

The key is framing the story you want to tell using concrete data and compelling examples.

To recap:

1.

Identify and measure the main problems with your current setup, focusing on the challenges you want to overcome with better technology. Include high-value communications pain points from key stakeholders like IT and HR.

2.

Use business-specific scenarios to develop use cases that clearly illustrate how upgrading your technology will solve for your unique business needs. To cover varying leadership priorities, include use cases across different departments.

3.

Bolster your argument by aligning the impact of more effective internal communications on overall business outcomes. Focus on the outcomes that matter to decision-makers, like productivity, employee retention, operational efficiency and revenue. You're not advocating just for an investment in internal communications, but for a strategic investment that will benefit the entire organization.

4.

Highlight the specific outcomes you hope to achieve through improved internal communications — the desired future state — to help decision-makers understand the long-term benefits of the tech investment.

Support your business case with a handful of KPIs that have the greatest impact on organizational objectives — significantly increasing the likelihood of securing the budget you need to improve internal comms. Be sure to plan for common objections to a technology investment, also supported with ROI metrics.

Ready to go? Get your free SaaS business case template to jumpstart your journey to more effective internal comms!

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

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