

Industry	Software
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Founded	2008
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Headcount	2,200+
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Headquarters	Ames, Iowa
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The Workiva logo is displayed in a bold, lowercase, sans-serif font on a white background.

# Achieving 99% Global Engagement: Enhancing Communication and Collaboration at Workiva with Connect



The implementation of Simpplr has revolutionized our internal communications and employee engagement at Workiva. With 99% of our workforce actively using the platform, we've seen a remarkable boost in collaboration and a stronger alignment with our company culture.

**Lauren Frandsen**

Senior Manager of Internal  
Communications



## The Challenge

# Addressing communication gaps during hypergrowth



### CHALLENGE 1

Fragmented communication tools led to inefficiencies and a heavy reliance on email

### CHALLENGE 2

Rapid growth necessitated scalable solutions and language personalization for a diverse workforce

### CHALLENGE 3

The outdated intranet did not reflect Workiva's unique company culture, leading to a disconnect among employees

Workiva, headquartered in Ames, Iowa, is a software company with over 2200 employees across 20 global office locations. Workiva has maintained a “work where you work best” approach to remote work with the majority of employees not working in an office. In 2021, the fast-growing organization recognized the need for a modern intranet solution to streamline communication, support scalability, and better reflect the company’s culture to keep all employees connected and informed. The existing homegrown intranet was outdated and lacked the responsiveness needed for a rapidly expanding global workforce. This led to fragmented communication channels, a heavy reliance on email, and a disconnect among employees.

To address these challenges, Workiva set clear goals for their new intranet:

#### **Drive employee engagement:**

Create a personalized, interactive platform that reflects Workiva's world-class culture

#### **Support cross-channel sync/integrations:**

Seamlessly integrate with existing tools like Slack, Workday, and others

#### **Mobile friendly:**

Launch a mobile app with push notifications for timely updates

#### **Optimize content organization:**

Implement a tagging system and automate content management to ensure up-to-date information

#### **Improve search functionality:**

Provide a robust search function with easily filtered results

#### **Deliver analytics:**

Offer data analytics to gain insights into usage and effectiveness

## The Solution

# Implementing Simpplr for a unified communication platform



### SOLUTION 1

Adopted Simpplr to create Connect, consolidating various communication channels into a single, user-friendly platform

### SOLUTION 2

Conducted a comprehensive content audit, reorganizing 50,000 pages to ensure relevance and accessibility

### SOLUTION 3

Secured strong executive support from the VP of Communications and COO to drive adoption and cultural alignment

The evaluation process began in September 2020, led by the Internal Communications team, with significant input from HR, IT, and Procurement. The team evaluated three vendors through detailed demos and used a scorecard to rate each platform based on user experience and technical requirements. Simpplr was selected in December 2020 for its modern look, ease of use, and robust analytics capabilities.

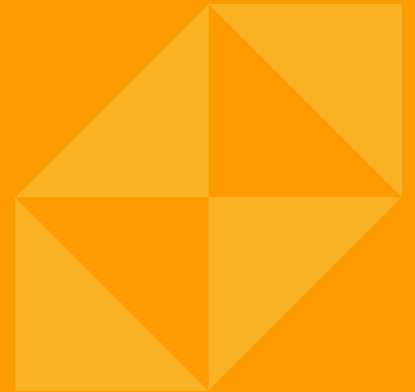
The implementation began immediately, with a go-live date in April 2021.

The key steps in the implementation included a thorough content audit, during which 50,000 pages of content were reviewed to identify the most important information. The content was then organized into sites with a clear hierarchy and categories such as All Company, BERGs (Business Employee Resource Groups), Office Locations, and Teams. To ensure employees could adapt to the new system, recorded demos were provided, and a dedicated Slack channel was established for Q&A.

The executive team, particularly the VP of Communications and COO, played a crucial role in championing the new platform, encouraging active participation and engagement. The new system emphasized mobile access, critical for employees who travel frequently.

## The Result

# Achieving seamless communication and enhanced engagement



### RESULT 1

Increased internal communication efficiency and reduced reliance on emails

### RESULT 2

Achieved 95% adoption rate, significantly boosting employee engagement

### RESULT 3

Improved productivity with a 20% reduction in time spent searching for information

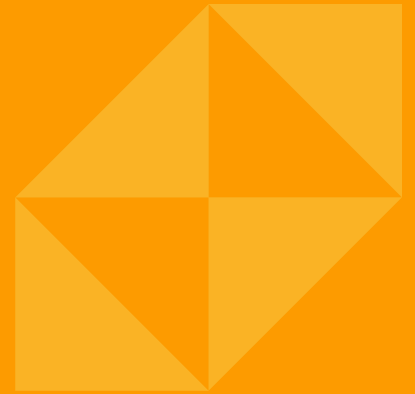
The implementation of Connect resulted in enhanced communication efficiency, with a significant reduction in email reliance. The platform saw a 95% adoption rate, reflecting a more connected and engaged workforce. The centralized communication hub allowed employees to access necessary information quickly, leading to a 20% increase in productivity. Overall, the new intranet successfully supported Workiva's rapid growth, ensured better cultural representation, and streamlined internal processes.

To ensure continuous engagement and keep employees informed, Workiva re-launched a weekly newsletter through Connect. This newsletter, branded as "Connected," is sent out every Wednesday morning, highlighting key updates, announcements, and relevant content. By leveraging the newsletter as a central communication tool, Workiva has successfully enhanced internal communication, ensured consistent engagement, and reinforced the importance of Connect as the main source of truth for all employees.

With a clear focus on maintaining transparency and engagement, Workiva's Connect intranet stands as a cornerstone of their digital workplace, ensuring that every employee, whether in the office or remote, remains connected to the company's mission and culture. In 2024, Workiva received a Simpplr award for engagement, with 99% of employees actively using the platform. The success of Connect and the weekly newsletter has cemented Workiva's commitment to maintaining a connected and engaged workforce, even as the company continues to grow and evolve.

## The Result

# Achieving seamless communication and enhanced engagement



### Key features:

**Personalization and relevance:** The newsletter is curated with 8-12 pieces of content selected by their internal communication team ensuring relevance to the entire company

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**High engagement rates:** The newsletter boasts a 67% open rate, indicating high levels of employee engagement and interest

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**Integrated communication:** All major announcements and updates are communicated through the newsletter, driving traffic to Connect and reducing reliance on all-company emails

### Impact of the Newsletter:

**Enhanced information access:** Employees find it easy to stay updated with company news and events, leading to better-informed and more engaged employees

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**Increased platform usage:** The newsletter drives traffic to Connect, reinforcing it as the central hub for all internal communications

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**Consistent branding:** The newsletter maintains consistent branding with the company's overall communication strategy, ensuring a cohesive employee experience

# About Workiva

Workiva Inc. (NYSE: WK) is on a mission to power transparent reporting for a better world. We build and deliver the world's leading cloud platform for assured, integrated reporting to meet stakeholder demands for action, transparency, and disclosure of financial and non-financial data. Workiva offers the only unified SaaS platform that brings customers' financial reporting, Environmental, Social, and Governance (ESG), and Governance, Risk, and Compliance (GRC) together in a controlled, secure, audit-ready platform. Our platform simplifies the most complex reporting and disclosure challenges by streamlining processes, connecting data and teams, and ensuring consistency. Learn more at [workiva.com](https://workiva.com).

The Workiva logo is displayed in a white square. It features the word "workiva" in a lowercase, bold, sans-serif font. The letter "i" in "workiva" has a distinctive dot that is a small circle with a vertical line extending upwards from its center.

## About Simplr

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

Trusted by more than 700+ leading brands, including Snowflake, Moderna, Eurostar, and AAA, Simplr's customers are achieving measurable productivity gains, increased employee engagement, and accelerated business performance.

Simplr is headquartered in Silicon Valley, CA, with offices in the UK, Canada, and India, and is backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, and Tola Capital. Learn more at [simplr.com](https://simplr.com).