

# How To Improve Employee Engagement with an Intranet

Your Practical Guide



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## Improving Employee Engagement

**The intranet: A key component of any effective employee engagement strategy. In today's modern workplace you can find intranets in all types of industries and organisations - regardless of their size.**

With businesses, particularly larger enterprises, employing teams of internal comms professionals, more and more businesses are realising the value of effective internal communication. This is mirrored by investment into intranets and internal comms tools, with a true ROI demonstrated by increased productivity and efficiency as a result of having an informed, engaged workforce ([Use Oak's ROI Calculator](#) to see how it can specifically benefit your business.)

Operating behind the scenes as the metaphorical glue that holds everything together, these systems are a familiar face within the professional sphere: intranet, digital workplace, HR system, employee engagement app - you name it, the software comes in a variety of shapes and sizes, each specialising in their own particular niche.

Modern intranets such as Oak, do not only become key employee engagement tools, they integrate with other systems and software to create a truly unified internal comms estate.

**So why are businesses placing a lot of importance on improving employee engagement? Research shows that disengaged employees result in:**

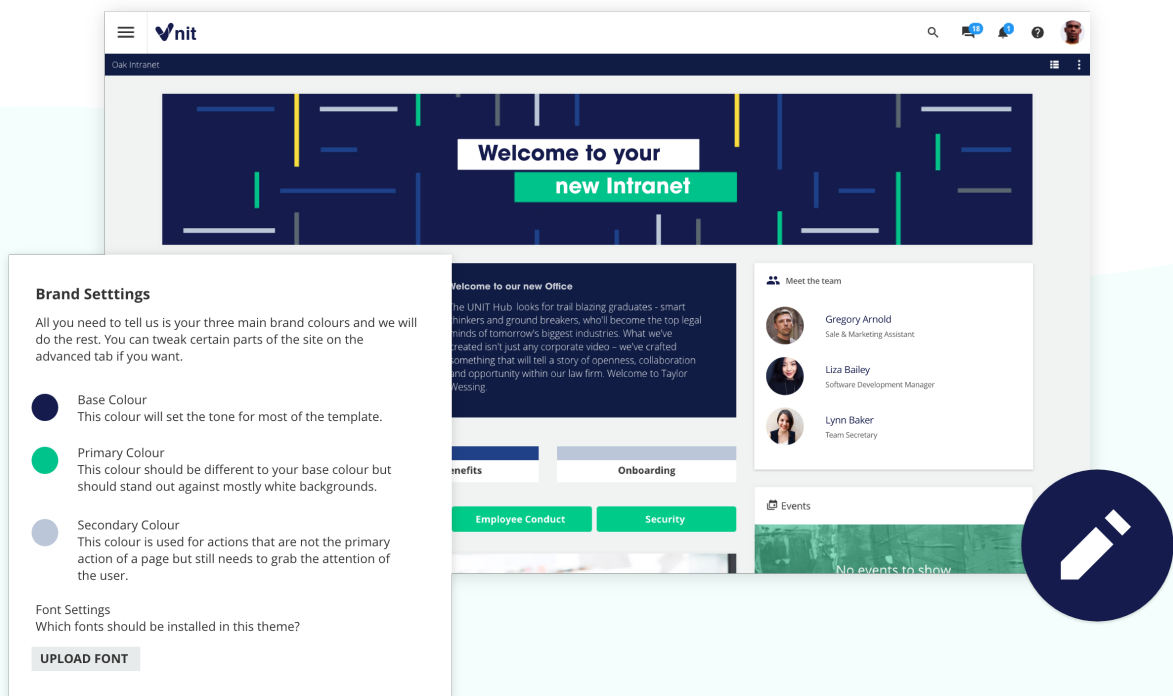
- Increased absenteeism and more sick days
- Missed deadlines and poor results
- Sell less than 20% than their engaged counterparts
- Burnout and exhaustion

Low engagement can be a significant financial burden for businesses. Disengaged employees reportedly cost the UK economy up to £340 billion per year and the US economy up to \$550 billion.

While we have adapted to new ways of working in the last few years, modern intranets are proving invaluable to employee engagement and connectivity.

With an influx of workers working remotely, or at least partly, effective internal communication is integral not only to employee engagement, but also to the everyday operations of a business. It is essential that companies have the tools necessary to stand up to the task at hand.

Whilst an intranet may be one of the best ways for businesses to stay engaged, many have preconceived ideas of clunky, limited software of the past, or just don't know how to get the best out of theirs. Keeping remote, deskless and multi-location employees engaged, satisfied and connected is becoming increasingly important. We are going to show you how to do this through a company intranet.



## Understanding the Value of an Intranet

**So how does an intranet help to boost engagement in a way that other workplace software doesn't? Why should you invest in an intranet when you have applications that serve the same functions?**

By taking a look at the bigger picture, you'll find it much easier to identify how you can leverage an intranet to get the results you need.

Traditional intranets have always been seen as one dimensional and in many cases hard to access and navigate. Modern solutions offer a much more comprehensive and personalised workplace experience. From employee engagement to employee wellbeing, intranets offer a variety of functionalities designed to deliver an immersive digital experience.

Oak's cloud-based solution brings a lot of the functions from disparate applications together and integrates with other third-party apps and content sources. A unified employee experience will invariably help keep employees engaged and informed.

However, every business is different and to truly understand the value of an intranet you need to weigh up against your internal comms strategy aims and objectives. Evaluate and ask the question - how will an intranet help us achieve this?



## Simplicity, Visibility, Relevancy, Urgency

One of the main things you'll be using your intranet for will be to communicate. Business communication is integral to how we work and how we feel about work, but it isn't always as easy as it should be.

In both the physical and virtual workplace, messages can get lost and constant emails become irrelevant noise. It is easy for employees to become desensitised to their surroundings, making the jobs of internal comms professionals that little bit more difficult.

**So what is key to effective communication?** Well the four pillars of communication are simplicity, visibility, relevancy and urgency. Adhering to these principles in your internal comms strategy and practices will help boost engagement significantly. Let's look at each and how an intranet can help to achieve these pillars of communication.

### Simplicity

Oak's modern solution offers centralised, simple communication through centralised [content management](#) and intuitive instant messaging. Not only this but dedicated [timelines and social areas](#) facilitate engaging interactions with coworkers and like minded members of staff. No more long email chains. No more convoluted confusing notes, everything you need to know is in front of you - in an instant.

### Visibility

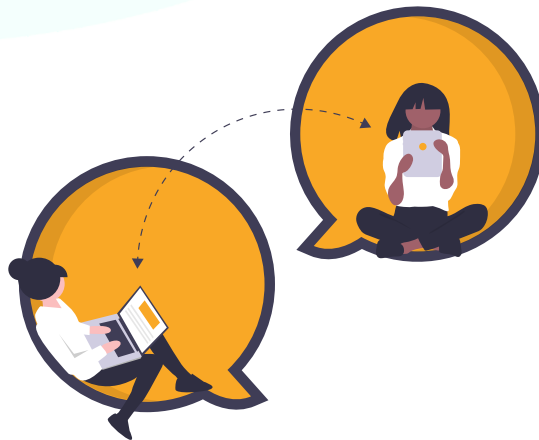
It can be tough to be seen in a remote working environment and to find the colleagues or skillset you need to link up with. A [people directory](#) on your Oak intranet is the perfect place for people to connect with their colleagues and give them a better understanding of the organisational structure. Access to colleagues is helped by the employee directory, inside or outside of the conventional office walls.

## Relevancy

It's difficult for employees to cut through the noise to get content that is relevant and engaging to them. In other words, they probably won't see it if it is hidden in a sea of emails. An intelligent intranet like Oak, with [Smart Delivery and Adaptive Intelligence](#), curates content that is trending or is engaging to the audience based on behaviours. An intranet that is designed to provide an individual experience will mean employees get to see the comms that are relevant to them. Smart intranets like Oak take the leg work out of distributing relevant content.

## Urgency

Timing is key when it comes to communication. What good is a message if it is read too late? This is particularly an issue when it comes to deskless workers, who may miss out on critical updates because of a lack of accessibility. This is why an Oak mobile app with push notifications can be the ultimate tool to engage and connect with deskless workers.



**There should be a thought process that determines when your messaging will get the most engagement and how it can be best received. Just like you would if you were marketing communications to an external audience, it's essential that the messages that you distribute resonate with your readers in the right way. Your people are your demographic, so make sure that you only ever produce communications that provide value to them and offer an incentive to engage. With a modern intranet like Oak, you have the perfect platform to do just that.**

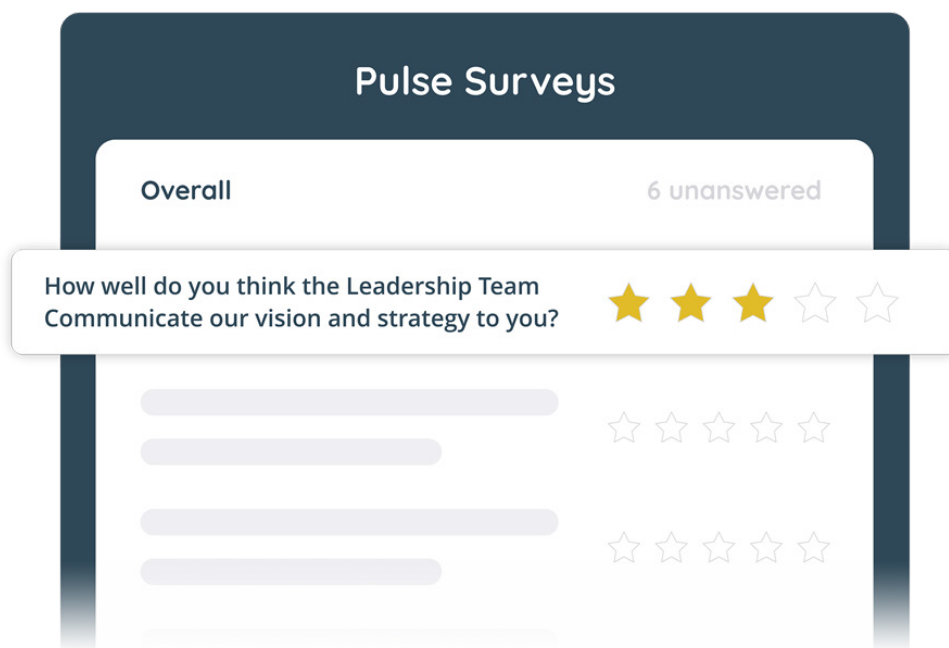
## Integrating Feedback into your Engagement Plan

How can you make sure that your internal communications process is translating well with and engaging your audience?

Simply ask for their input! Through employee feedback you'll be able to listen to what employees feel is most important to their success and what it is that's keeping them from feeling more engaged.

By integrating employee feedback into your ongoing internal communication plan, your people will be able to directly influence its operation, content and ultimately its reception. People are much more likely to be responsive to something that they helped to create.

**You can also use your intranet as a central feedback channel. With Oak Pulse Surveys and Polls are integrated with analytics dashboards so you can not only distribute them to individuals and to your timeline, but also view data in realtime, from which you can use to make business decisions. Once you've got the data at your fingertips, it's simply a case of addressing the root cause of any engagement problem. It couldn't be simpler.**





## Keep the Conversation Flowing

Traditionally, the internal communication process within the workplace flows down - rather than in a circular, self-reflective motion. For the most part, communication has been a one-way street in which leaders delegate, instruct and task their subordinates. This style of communication, however, is (quite rightly) being abandoned in favour of a more balanced approach that puts both the employee and manager at more of an even standing.

Understandably, employees aren't too enthused at the prospect of having to endure top-down communication. It reduces their voice, their autonomy and their overall sense of importance. It's a surefire engagement killer.

To ensure that your engagement plan has longevity, it's important to make sure that everyone involved has the opportunity to say their bit. Modern intranets are unique in the respect that they champion two way (if not more) methods of communication, with social features that encourage a dialogue.

They encourage employees to interact, engage and express their thoughts by their very design. Social intranets are excellent for giving employees a platform to speak their voice and share the opinions with leadership in ways which might otherwise be inaccessible.

Your people are able to respond to communications and offer their expertise where needed. This efficient top down style of communication makes for a productive workplace environment in which employees feel valued, engaged and included.



## Be Driven by Data

Whatever techniques you use to improve your engagement process, it's important that you track and monitor your progress against your objectives. Oak includes integrated data packages and dashboards, enabling you and your team to see what is getting the most engagement, interactions and more. By being able to measure your current and past efforts, you can see how to best adapt your engagement strategy for the future and evolve your approach.

In order to get the best out of the data you collect, ensure that you devise SMART objectives related to your intranet that you can measure against. These must include metrics that are relevant to engagement such as post interactions, user number and general employee feedback on the company and their role.

Employee engagement is a continuous exercise, so be prepared to continuously evaluate and use the data from your intranet as a benchmark.

## Summary

An intranet has the potential to be an absolute game changer for your business - especially when it comes to employee engagement. Great engagement can be what separates you from the competition, helping your people be more productive, efficient and agile.

When tackling an issue as big as improving employee engagement within your business, it pays to have a strong plan of action - and an even stronger intranet platform to boot.

If you use it in the right way, an intranet can be the very platform to increase employee engagement and improve the employee experience.

# About Oak Engage

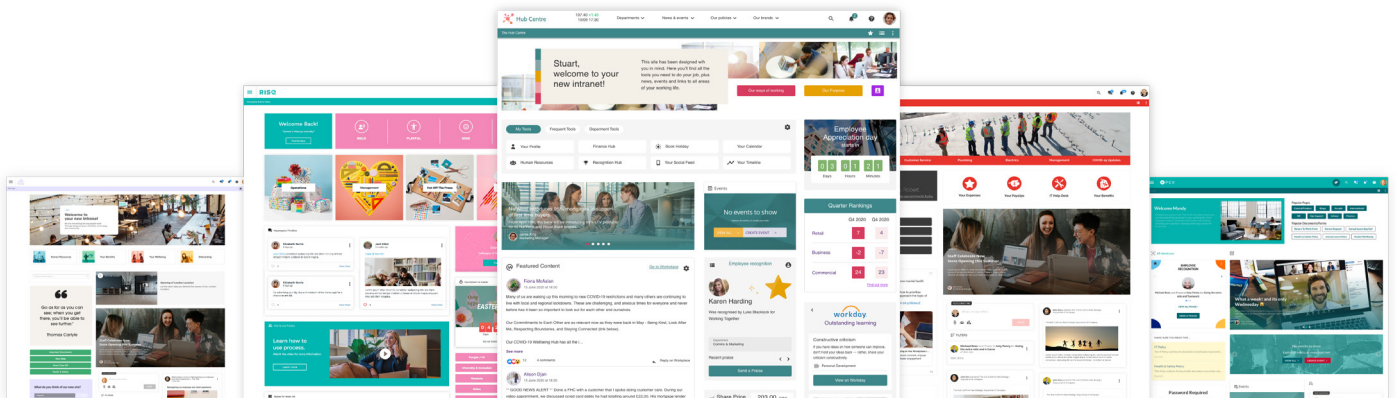
Oak Engage is the all-in-one intranet software for the workforce of today. We are cloud based, designed to keep your teams engaged, connected and productive, no matter where they are.

Our team of experts draw upon years of experience within the internal communications and intranet software industries to help customers overcome engagement obstacles and achieve their business goals.

We believe that for any successful business maintaining employee communication and business connectivity is key. This is why our platform gives your people the tools to do so. With Oak, your people can stay connected and engaged at any time, from anywhere, on any device.

As a leading intranet provider, we work with some of the most successful businesses from around the world to help them increase engagement, improve collaboration and transform internal communications.

If you'd like to find out more about us, or how we can help you improve your people engagement, [please get in touch](#).



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