

# Oak

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**The Advantages &  
ROI of an Intranet**

# How is Intranet ROI Defined?

An intranet produces return on investment by changing the way people work. In general terms, intranet ROI can be divided into the following two areas:

## Soft ROI

From improved access to information, enhanced communication, increased collaboration, and quicker decision-making.

## Hard ROI

A calculation of gains and expenses to provide hard numbers measuring the success of an intranet. The equation usually follows:

$$\text{ROI} = ((\text{gain} - \text{cost}) / \text{cost}) * 100$$

# Soft ROI

## Knowledge Sharing

Let's say, you're the head of a boulder-moving company. And, your lead rock expert, Nigel, is retiring in a year's time. He knows all about rock and how to best roll them - info beneficial to new starts. An intranet would allow Nigel to start a knowledge base and collaborate with his team to get all his knowledge of rock-rolling online.



## Collaboration Beyond Borders

There's a pulse in a new-born intranet, one that gets everyone connecting and doing more. Employees company-wide can collaborate across offices and with outside contributors, such as partners, freelancers and customers. Your intranet platform can create online workspaces accessible to anyone with permissions. Very helpful for projects, brainstorming and strengthening work dynamics.



## Build Your Team

Building a team with the expert skills needed for a new project can be daunting, not to mention time consuming and frustrating. But not if your intranet is built with this in mind. Employees can list their skills and talents on their profiles, making for a well-organised database that's easy to tap into when searching for the people you need. Your intranet becomes a unified platform that saves time and energy.



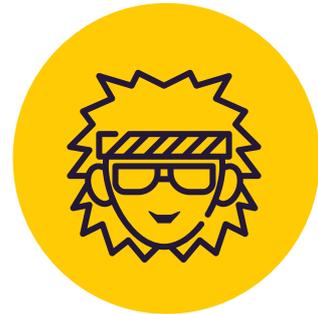
## Knowledge Sharing

Get the right content to the right people and spread the message far and wide. All content associated with a policy or message is easily accessible so you're able to find information quickly. Keeping it all on your intranet ensures the latest version is out, and you don't need to worry about outdated content creating misunderstandings.



## Customer Relationship Management

Intranet usage provides better and faster responses to customer requests for information - all relevant data is almost instantaneously at hand, leading to better customer service and potentially producing more sales. Increased collaboration ensures consistent customer service, and a central source for all sales information.



## Save Time with Templates

Improv is fun. Redoing similar emails and docs - not so much. No more ad-libbing; an intranet that turns all your content into a searchable database gives you the opportunity to put your latest boilerplate templates into one place. You can create templates for blogs, proposals, legal documents, contracts, scripts and more.



## Quicker Employee On-Boarding

Online access to information and the presence of e-learning applications results in reduced training expenses, improved productivity and reduced downtime for quicker employee on-boarding.

Your intranet can even result in higher employee retention rates due to the increased empowerment from the democratisation of company information.



# Hard ROI

**28%**

of the average employee's time at work is spent managing email

**54<sup>days</sup>**

saved that are usually spent reading and replying to emails via a collaborative intranet

**74%**

of employees miss out on news, leaving room for gossip that kills morale

**37%**

of employee happiness is based on how connected they are to their colleagues

**35%**

of employees say they saved time and increased collaboration through internal social tech

**£10k**

saved in printing and mailing costs through a collaborative intranet

**1 month**

average roll-out time for an intranet with easy customisation features

**202%**

the percentage that engaged employees outperform those who are not engaged

**65%**

decline in employee turnover when engagement is increased

**£4 million**

per year can be saved with a social, customisable intranet

**£2.5 million**

spent by large enterprises in the search for information within a company

"The Social Economy: Unlocking Value and Productivity through Social Technologies." McKinsey & Company, [mck.co/1osddCD](http://mck.co/1osddCD)

"Your Biggest Brand Champions Are Missing Out" Dynamic Signal, [a.dy.si/2GPc6dg](http://a.dy.si/2GPc6dg)

"The Engaged Workplace." Gallup, Inc., [bit.ly/2JSZweK](http://bit.ly/2JSZweK)

"Promoting Employee Happiness Benefits Everyone." Forbes, Forbes Magazine, [bit.ly/2Nu2ISj](http://bit.ly/2Nu2ISj)

"How Better Communication Prevents Painful Turnover." Forbes, Forbes Magazine, [bit.ly/2Svb5sb](http://bit.ly/2Svb5sb)

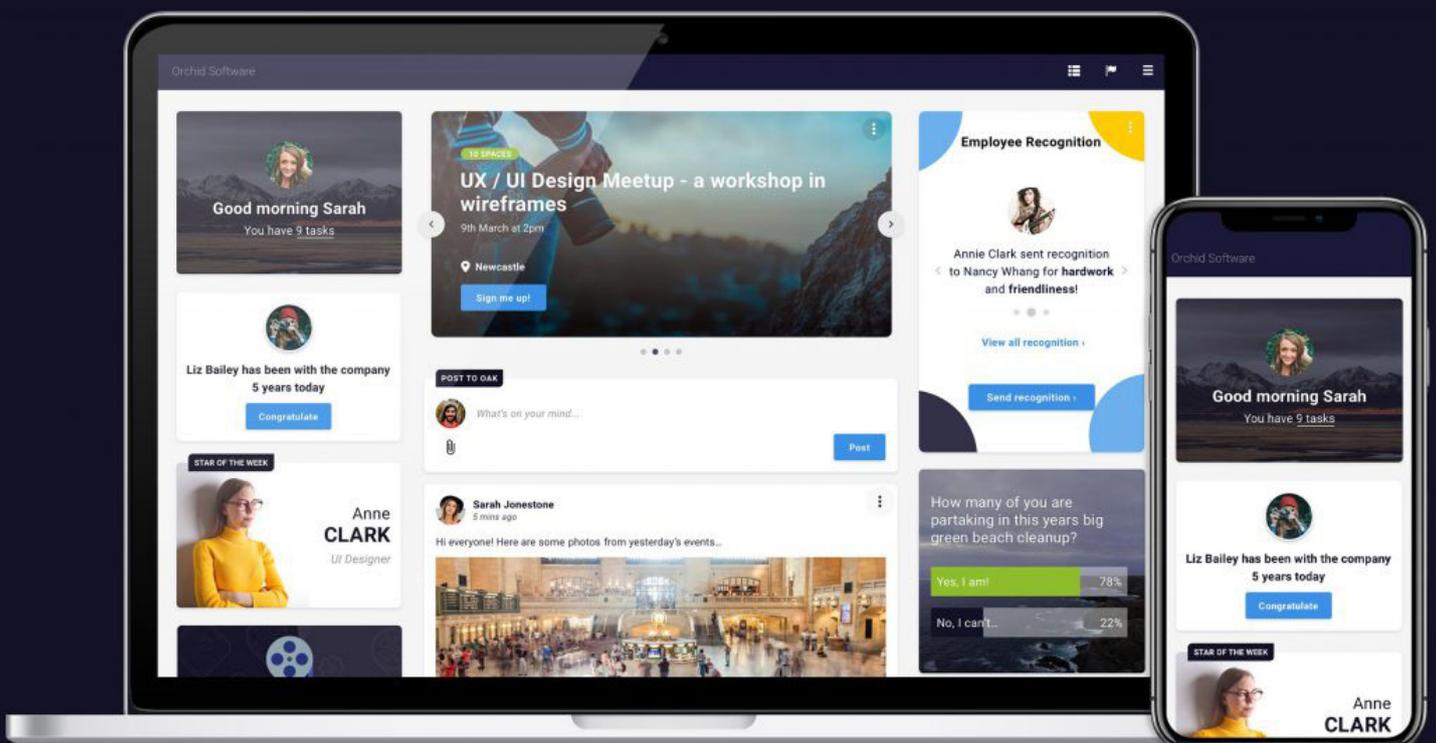
# Conclusion



Whilst ROI can easily be identified, providing a strict equation isn't entirely possible due to the intangible nature of benefits, such as employee engagement. But that doesn't mean you can't get an accurate idea of what your intranet is really doing for your organisation. Through surveys, you can gauge how your organisation is doing and base your goals off those results.

Gain the benefits of an intranet and watch your employees feel more valued and heard.

To find out more about how an intranet can help you, **book a demo** at [oak.com](https://oak.com) or call us at **0191 460 1122**.



# Oak

**The team behind your team**

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