

How to improve employee engagement with an intranet

Your practical guide

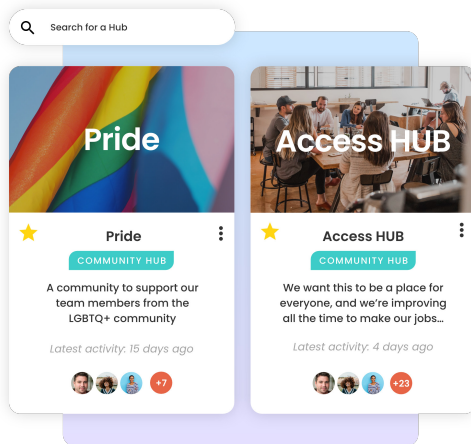


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Improving employee engagement

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.

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.

Why are businesses placing a lot of importance on improving employee engagement?

Research shows the following impact:

- Disengaged employees reportedly cost the UK economy up to £340 billion per year and the US economy up to \$550 billion
- Disengagement is costing the UK economy £257 billion every year
- Disengaged employees are costing the global economy \$8.9

trillion

(Gallup's state of the global workforce 2024)

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.

With an influx of employees working remotely, or at least on a hybrid basis, effective internal communication is integral not only to employee engagement, but 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 keep employees 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 using a modern company intranet.

Understanding the value of an intranet

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

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, difficult to access and navigate.

In stark contrast, modern solutions offer a much more comprehensive and personalised workplace experience. From employee engagement to employee wellbeing, intranets offer a variety of functionalities that are designed to deliver an immersive digital experience.

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

Every business is different. To truly understand the value of an intranet on your business, you need to weigh it 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. In fact, communication is everything.

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 swiftly become irrelevant noise. It can be easy for employees to become desensitised to their surroundings, making the jobs of internal comms professionals more difficult.

What is key to effective communication?

The four pillars of communication are simplicity, visibility, relevancy and urgency. Adhering to these principles in your internal comms strategy and practices will help to significantly boost engagement. Let's see how an intranet can help to achieve these pillars of communication.

Simplicity

Oak's modern solution offers simple communication and equally simple usability through centralised content management. Dedicated timelines and social areas that facilitate interactions with coworkers and like-minded members of staff are much more engaging.

No more long email chains. No more convoluted illegible notes. Everything you need to know is in front of you, in an instant.

Visibility

It can be tough to be or feel seen in a remote working environment and to find the right colleagues or skillset you need to link up with. A people directory on your Oak intranet is the perfect place for colleagues to connect with one another and give them a better understanding of the organisational structure. Reaching out to the right colleagues is made easier by the employee directory, inside or outside of the conventional office walls.

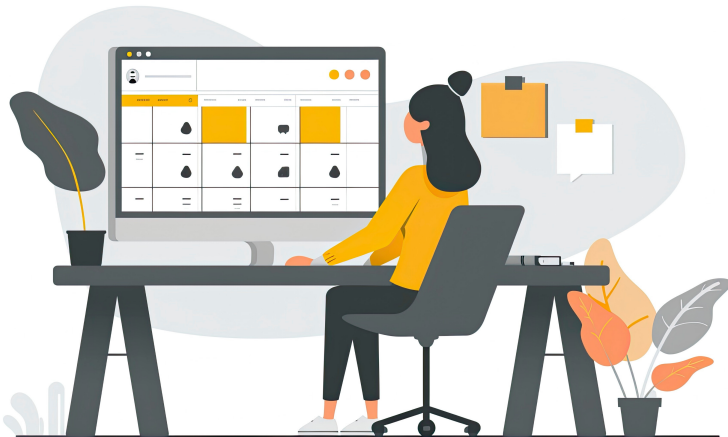
Relevancy

It's difficult for internal comms teams to get relevant content in front of the right people at the right time. From shift changes to menu changes, whether your teams are busy on the shop floor or in meetings most days, they are unlikely to see or remember the updates when they are hidden in a sea of emails.

An intelligent intranet like Oak Engage, with its personalised and targeted messaging, curates a feed of content for every single employee. This delivers relevant news in a way your people like to access it, across channels, reducing noise. Employees can also personalise their feed by setting up topics and content of interest and opt out of things that aren't relevant.

Urgency

Timing is key when it comes to communication. What good is a carefully crafted 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 during their shift or due to the device they use. 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?

It's easy: **Ask for their feedback!**

With feedback right from the source, you can understand what your people think is working, if they feel well-informed, what they enjoy and what's keeping them engaged.

By integrating employee feedback into your ongoing internal comms strategy, 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.

Pulse surveys and polls

Make the most of your employee voice and use your intranet as a central feedback channel.

With Oak, pulse surveys and polls are integrated with analytics dashboards. This means you can distribute them to specific groups or feeds, with data available in real time, so you can use it to make business decisions.

Once you've got the data at your fingertips, it's then down to the relevant individuals to address the root cause of any engagement problem. It couldn't be simpler.

Keep the conversation flowing

Traditionally, internal comms in the workplace flowed from the top down rather than in both directions. Communication can sometimes be seen as a one-way street in which leaders delegate, instruct and task their staff.

This style of communication, however, is (quite rightly) being abandoned in favour of a more balanced approach that enables people at all levels in the business to have their say and share in celebrating wins.

Give you people autonomy, make them feel seen and heard, and watch those engagement levels rise. It is certainly rerefreshing to see updates from all corners of an organisation rather than just the top. This way, teams or groups can share updates on initiatives they may run as a small committee, an event at their site, or if they're fundraising for a cause close to their heart.

Modern intranets are unique in the respect that they champion multi-way communication in a variety of forms, from quick social posts to short form video and personal blogs, 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 their successes with leadership and the wider business in ways which might otherwise be inaccessible.

By encouraging connections between senior leaders and the rest of the business, you can nurture more of a community feel where your people are more interested, open to collaboration and feel valued 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 which content is getting the most engagement, interactions and more. By measuring and tracking the performance of your current and past efforts, you can see how to best adapt your engagement strategy for the future and evolve your approach.

To get the best out of your data, devise SMART objectives for your internal comms 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 a total 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 a challenge as big as employee engagement, it pays to have a strong plan of action, and an even stronger intranet platform.

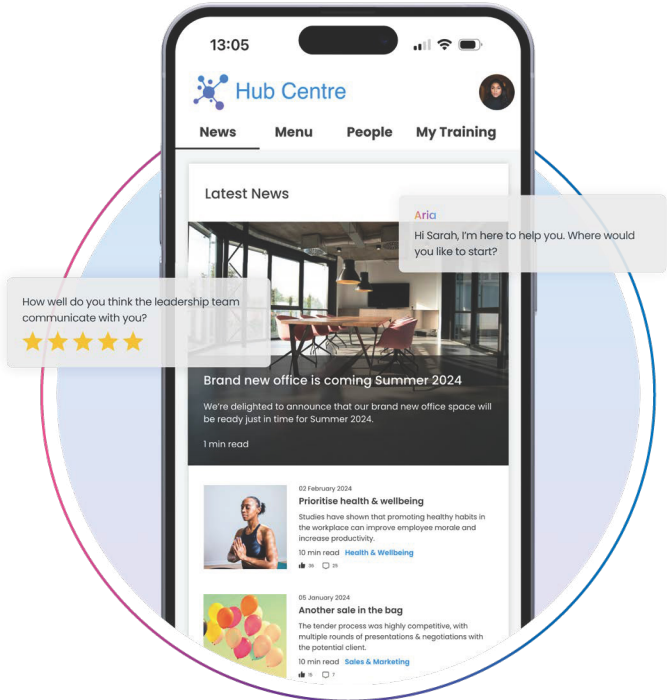
When used effectively, an intranet can be the very platform to increase employee engagement and improve the employee experience.

An award-winning employee app and intranet solution

Oak Engage empowers your teams to get the right message, to the right people, at the right time.

We're here to make communication simple. We believe there is a better way to use technology to engage employees, cut through the noise, and inspire action that puts people at the heart of organisations.

The customer is at the heart of Oak Engage, with an attentive support team on hand to help with any customer queries.



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Ready to get started?

We offer a free and personalised demo service,
showcasing our intuitive and easy-to-use platform.
Tailored to meet your specific needs.

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