

# Intraboom

## The Ultimate Guide to Engaging Employees Through Mobile Intranet

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## 1. Introduction

Disengaged employees are a real problem in today's workforce. In fact, a 2016 Gallup report estimates that just 32.5% of the US workforce is actually engaged, leaving 67.5% of it disengaged!<sup>1</sup> And The Engagement Institute estimates these disengaged employees are costing US businesses \$450-550 billion per year.<sup>2</sup> But how do you actually get your employees to engage and connect beyond the water cooler? There's one solution that's way easier than you might think. And that solution lies in choosing the right mobile intranet.

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<sup>1</sup> <http://news.gallup.com/poll/189071/little-change-employee-engagement-january.aspx>

<sup>2</sup> <http://markets.businessinsider.com/news/stocks/Empowered-to-be-Engaged-New-Report-Unpacks-the-Role-of-Rank-and-File-Workers-in-Bolstering-Employee-Engagement-1001799753>

## 2. Engaging Through Intranet

Intranet engages employees in a number of ways, but perhaps the most important is that it creates a digital, interactive community. Gone are the days of “top down” communication. Today’s intranet gives people the digital infrastructure to reach out everyone directly, regardless of location, department, or level of seniority. This connectivity is a critical part of building a sense of community and corporate culture.

But intranet isn’t just good for our relationships; it can actually make the workplace smarter. Intranet has us sharing knowledge more than ever. Let’s say you spent a month generating a report that cost your department over \$50,000. The intranet is a great place to make everyone aware of that report, actually share its findings, and help reduce the duplication of efforts. The intranet quickly turns into the go-to destination for info that’s not just helpful, but *necessary* to do our jobs, which keeps people coming back.



### 3. Why Your Intranet Needs To Be Mobile

Your intranet needs to be mobile because you are. The New York Times cites that 43% of employed Americans spent at least *some* time working remotely during 2016.<sup>3</sup> We're taking off-site meetings, coordinating with contractors across the globe, and working from home because we can. The workforce is now everywhere. So our intranet needs to be as well. And when you look at the future of the workforce, that's only going to amplify.

A 2014 Deloitte survey showed that by 2025 millennials will make up 75% of the workforce.<sup>4</sup> And not like you needed a stat to verify the fact that millennials like their phones, but if you did, the same study shows that 45.7% are actually using their phones *more* than their desktop. So putting your intranet on your phone is not only leaning into the future, it's a necessity. It's giving people the power to work how they want. But it's also a matter of letting them work *when* they want.

Mobile intranet helps people get access to information *now*. Not when they're back at their desk, or when they have time to call the office in a different time zone. It's a channel to give and receive information in real-time, and a very *productive* channel, at that. In fact, a 2016 study by The Economist Intelligence Unit reported that 42% of employees recognized being more productive due to rapid access to information, and 49% said that working anytime and from anywhere had the single biggest impact on their productivity.<sup>5</sup>

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<sup>3</sup> [https://www.nytimes.com/2017/02/15/us/remote-workers-work-from-home.html?\\_r=0](https://www.nytimes.com/2017/02/15/us/remote-workers-work-from-home.html?_r=0)

<sup>4</sup> <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-dttl-2014-millennial-survey-report.pdf>

<sup>5</sup> <http://www.networkworld.com/article/3062058/mobile-wireless/a-mobile-first-strategy-improves-employee-productivity-study-finds.html>



## 4. Not All Intranets Are Created Equal

A mobile intranet clearly has a ton of benefits, but you can't unlock those benefits unless adoption rates are high. Below are a few things to consider to ensure they are.

### 4.1 Make Sure It's Simple

A really simple intranet obviously helps the tech-challenged. But even tech-savvy employees are now demanding it. In fact, according to The CIO Review, 1/3 to 2/3 of managers actually prefer *switching jobs* if their corporate software is hard to use.<sup>6</sup> People are accustomed to the intuitive interfaces and apps with no configuration or learning curve. And these same employees are starting to demand this simplicity in the workplace, too. So keep it simple for everyone's benefit.

### 4.2 Make Sure It Has an Activity Feed

One feature that's common to all social media is "the scroll." It allows people to consume a huge amount of information quickly, keeping everyone informed in real time, with just a minimal hand gesture. It's part of what made Facebook so addictive (it activates the same part of your brain as cocaine!<sup>7</sup>) And now even beyond Facebook it's part of "app infrastructure." Scrolling is how we consume information now. In business apps it's commonly called an "activity feed." And while it's not a part of all mobile intranets, it should definitely be a part of yours.

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<sup>6</sup> <https://www.cio.com/article/2402706/enterprise-resource-planning/employees-refusing-to-use-clunky-enterprise-software.html>

<sup>7</sup> <http://www.telegraph.co.uk/news/12161461/Facebook-addiction-activates-same-part-of-the-brain-as-cocaine.html>

### 4.3 Keep Communication Transparent

Email isn't just overwhelming, but an inefficient place to have conversations. Start communicating on your company intranet to keep conversations transparent. This loops people in, answers questions before they even come up, and reduces the time you spend clarifying marching orders and onboarding new team members. It's also a great way to get organized. Filing your emails is manual and a waste of time. But when you hold a discussion on your intranet, it's automatically housed in a place everyone can find.

### 4.4 Encourage Interaction

Make sure everyone knows that commenting isn't just welcome, it's expected. When people communicate, good things happen. Higher-ups get a sense for what's going on in the trenches. And the "boots-on-the-ground" feel seen, heard, and valued. Team members can easily contribute to each other's work and share knowledge and experience. But that's not all – this type of interaction also goes to the core of who we are. People are social creatures and definitely going to interact. So you may as well encourage that interaction in a work context so that it's happening to the benefit of the employer and productivity isn't derailed by Facebook and other time wasters.



## 5. Conclusion: The Right Mobile Intranet Saves You Money

The biggest question on your mind may be “is a mobile intranet actually going to impact the bottom line?” The answer is “yes.” In fact, according to McKinsey, companies adopting intelligent social intranets estimate an increase in efficiency by 25 percent.<sup>8</sup> So take the easy win by driving up employee engagement with a simple mobile intranet.

### About Intraboom

Intraboom is the simple, all-in-one digital workplace. It’s a single work app for communicating, sharing files and media, scheduling and managing tasks. Intraboom is the ultimate mobile intranet that keeps teamwork and projects on track and allows you to work from anywhere, on any device. This fun and engaging platform facilitates remote collaboration, provides real-time access to materials, and integrates the tools required for efficient communication.

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<sup>8</sup> <https://www.mckinsey.com/industries/high-tech/our-insights/the-social-economy>

