

# 2017 Digital Workplace & Intranet Global Forum - Attendee Needs Survey

Monday, October 30, 2017

# 45

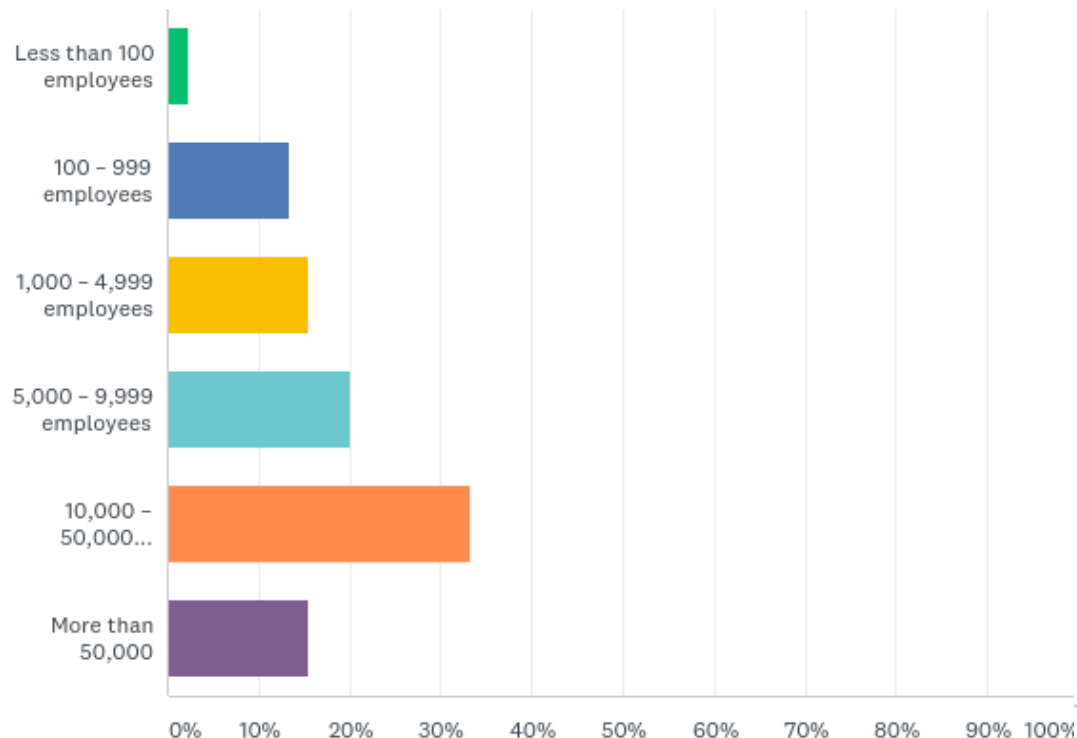
**Total Responses**

Date Created: Thursday, October 19, 2017

Complete Responses: 34

# Q1: How many of your employees have intranet access (total number of employees minus those that don't have intranet access)?

Answered: 45 Skipped: 0



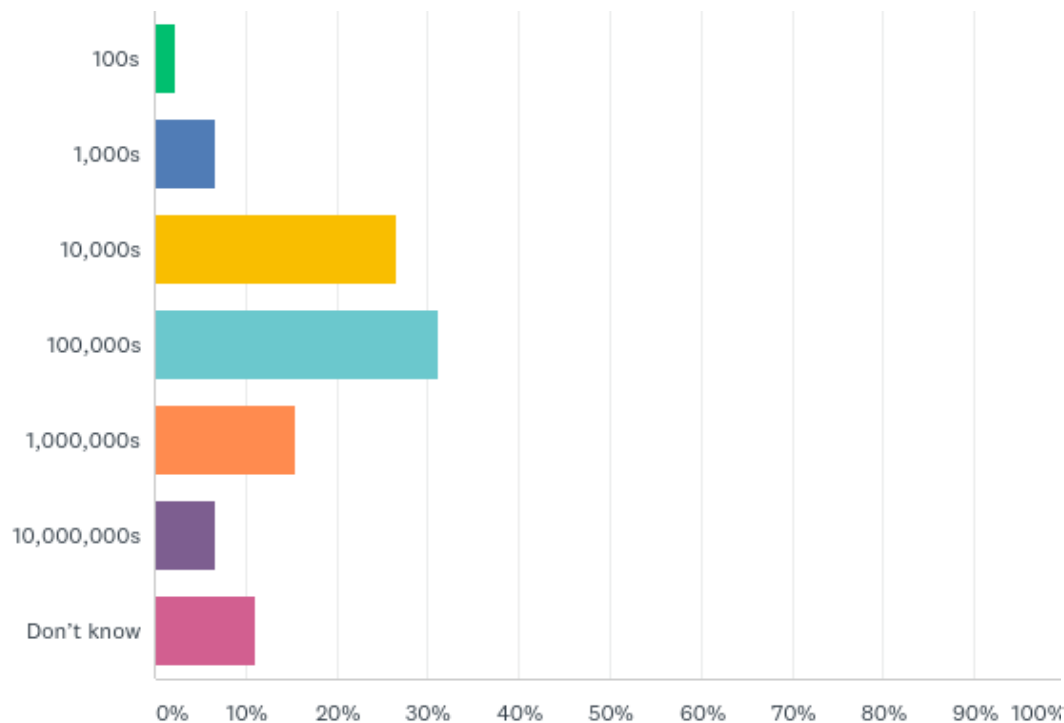
# Q1: How many of your employees have intranet access (total number of employees minus those that don't have intranet access)?

Answered: 45    Skipped: 0

ANSWER CHOICES	RESPONSES	
Less than 100 employees	2.22%	1
100 – 999 employees	13.33%	6
1,000 – 4,999 employees	15.56%	7
5,000 – 9,999 employees	20.00%	9
10,000 – 50,000 employees	33.33%	15
More than 50,000	15.56%	7
TOTAL		45

## Q2: How many page views does your main site have per month?

Answered: 45 Skipped: 0



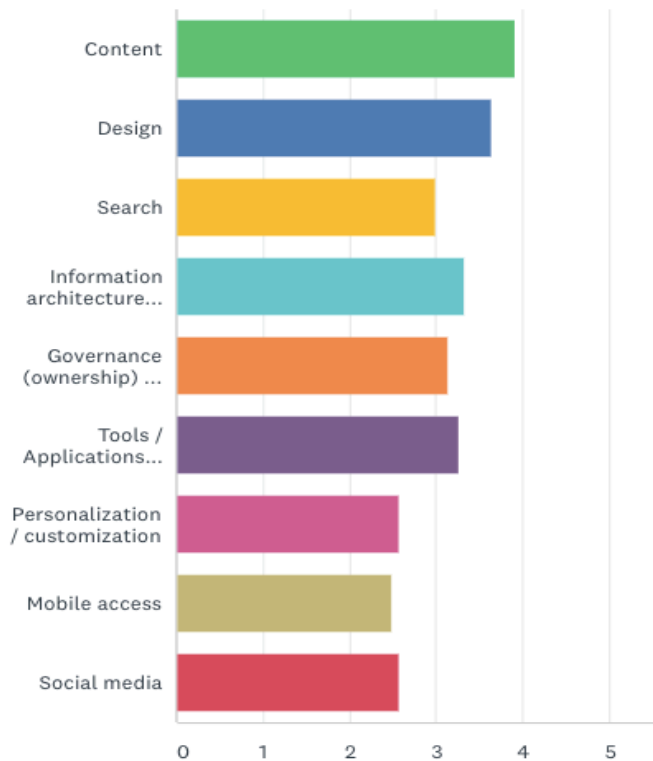
## Q2: How many page views does your main site have per month?

Answered: 45    Skipped: 0

ANSWER CHOICES	RESPONSES	
100s	2.22%	1
1,000s	6.67%	3
10,000s	26.67%	12
100,000s	31.11%	14
1,000,000s	15.56%	7
10,000,000s	6.67%	3
Don't know	11.11%	5
TOTAL		45

### Q3: How would you rate the quality / effectiveness of the following elements of your intranet?

Answered: 45 Skipped: 0



### Q3: How would you rate the quality / effectiveness of the following elements of your intranet?

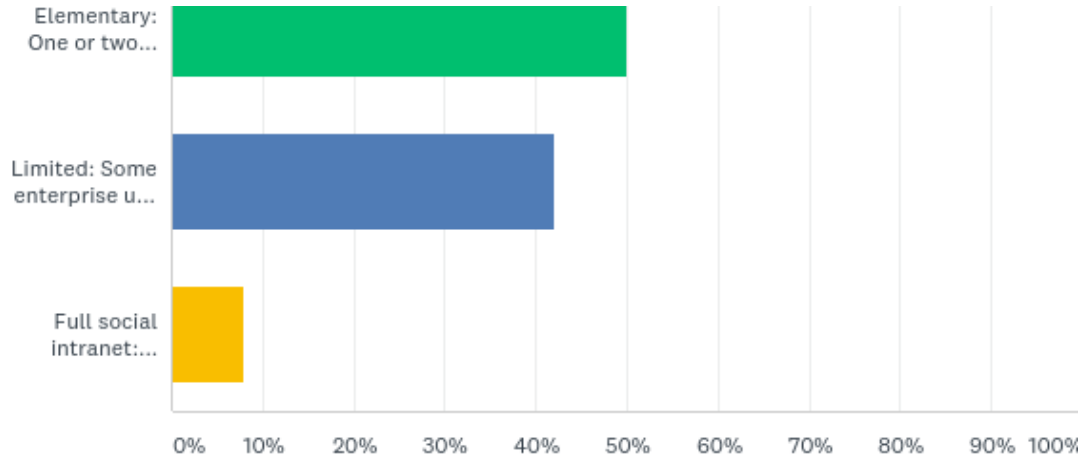
Answered: 45 Skipped: 0

	VERY POOR	POOR	SATISFACTORY	GOOD	VERY GOOD	N/A	TOTAL	WEIGHTED AVERAGE
Content	6.67% 3	2.22% 1	13.33% 6	48.89% 22	28.89% 13	0.00% 0	45	3.91
Design	4.44% 2	15.56% 7	17.78% 8	33.33% 15	26.67% 12	2.22% 1	45	3.64
Search	6.67% 3	26.67% 12	35.56% 16	22.22% 10	8.89% 4	0.00% 0	45	3.00
Information architecture / Usability	2.22% 1	13.33% 6	40.00% 18	37.78% 17	6.67% 3	0.00% 0	45	3.33
Governance (ownership) / Planning (goals, objectives)	6.67% 3	22.22% 10	33.33% 15	26.67% 12	11.11% 5	0.00% 0	45	3.13
Tools / Applications (HR apps, phone directory, etc.)	4.44% 2	11.11% 5	46.67% 21	28.89% 13	8.89% 4	0.00% 0	45	3.27
Personalization / customization	17.78% 8	31.11% 14	24.44% 11	13.33% 6	6.67% 3	6.67% 3	45	2.57
Mobile access	17.78% 8	31.11% 14	26.67% 12	15.56% 7	2.22% 1	6.67% 3	45	2.50
Social media	15.56% 7	24.44% 11	28.89% 13	6.67% 3	6.67% 3	17.78% 8	45	2.57



## Q4: What stage or degree of “social” is your intranet – how “social” is your intranet?

Answered: 38 Skipped: 7



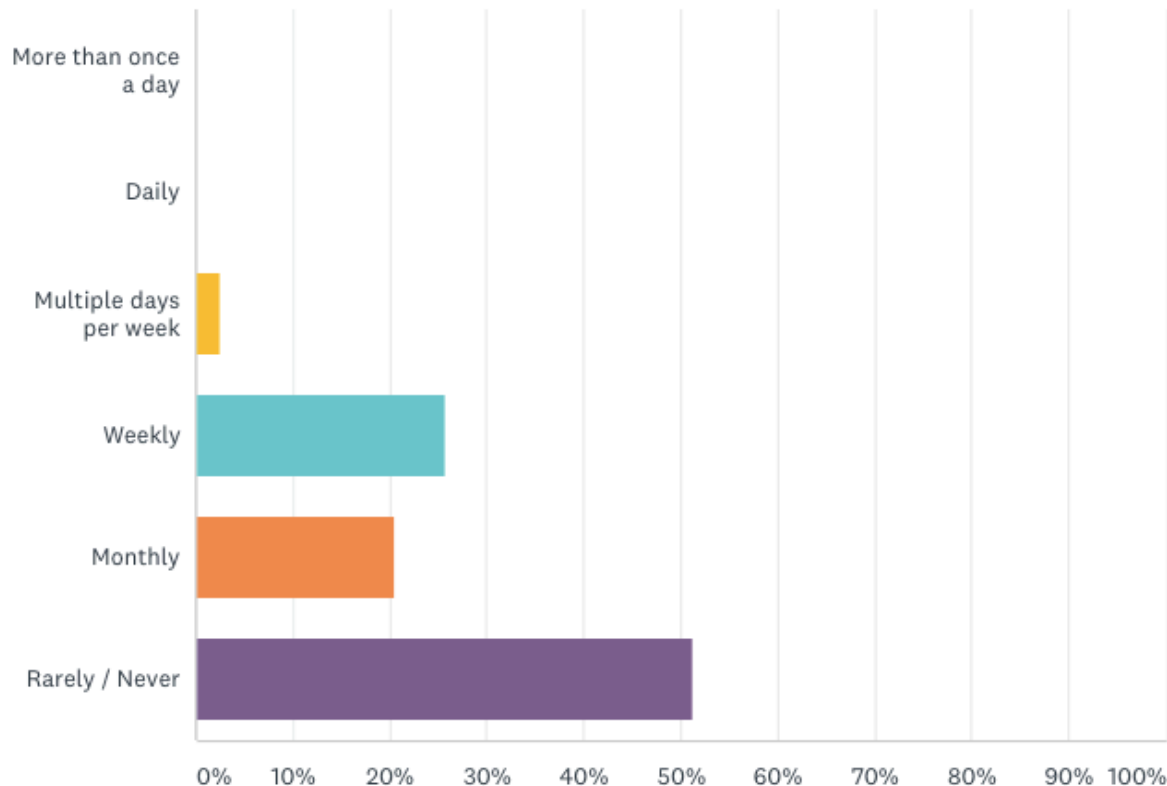
## Q4: What stage or degree of “social” is your intranet – how “social” is your intranet?

Answered: 38   Skipped: 7

ANSWER CHOICES	RESPONSES	
▼ Elementary: One or two social media tools, but no enterprise wide use	50.00%	19
▼ Limited: Some enterprise use of limited social media	42.11%	16
▼ Full social intranet: Enterprise use of multiple social media tools	7.89%	3
TOTAL		38

## Q5: How often do executives contribute content in their own words (or by their own hand) to a blog, wiki or other social media tool?

Answered: 39 Skipped: 6



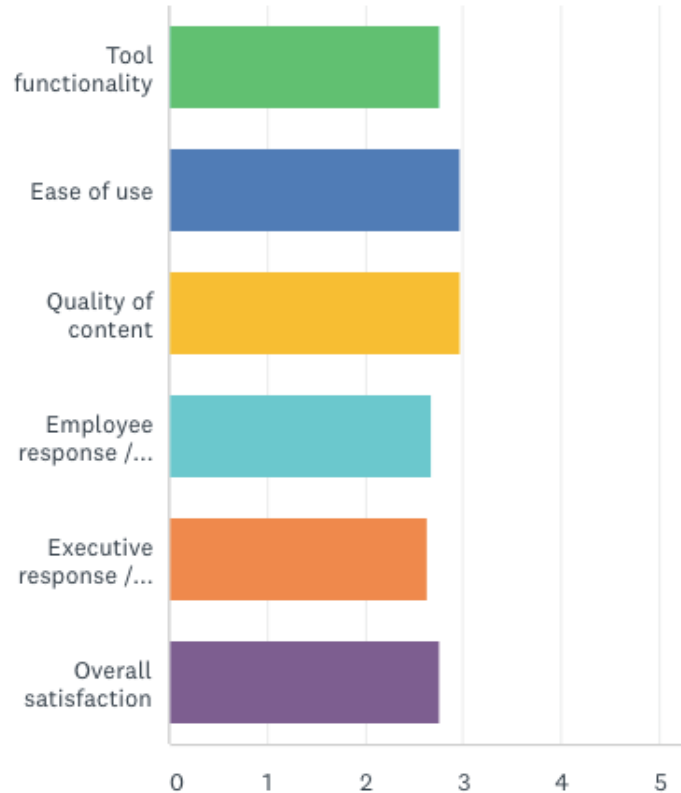
## Q5: How often do executives contribute content in their own words (or by their own hand) to a blog, wiki or other social media tool?

Answered: 39 Skipped: 6

More than once a day	0.00%	0
Daily	0.00%	0
Multiple days per week	2.56%	1
Weekly	25.64%	10
Monthly	20.51%	8
Rarely / Never	51.28%	20
TOTAL		39

## Q6: Please rate your satisfaction with your organization's social media tools with respect to the following:

Answered: 38 Skipped: 7



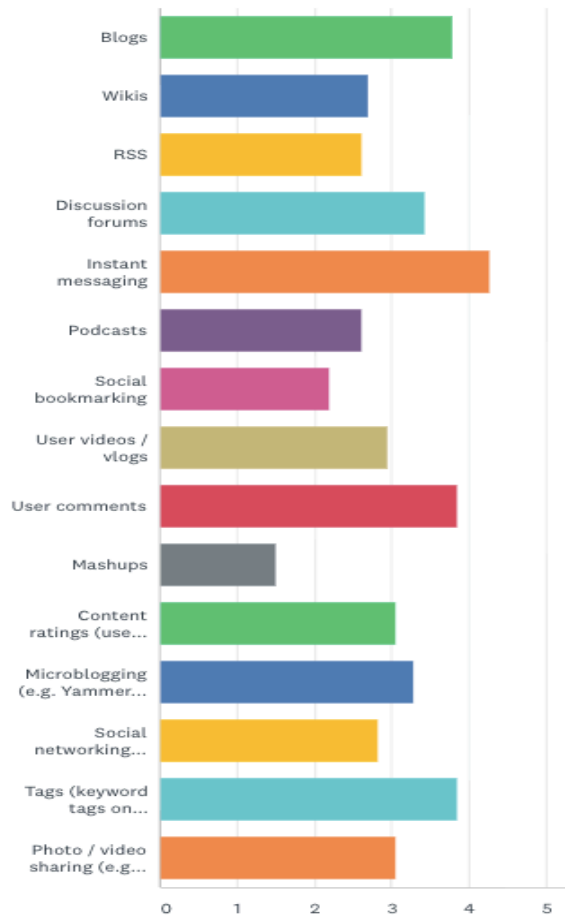
## Q6: Please rate your satisfaction with your organization's social media tools with respect to the following:

Answered: 38 Skipped: 7

	VERY POOR	POOR	SATISFACTORY	GOOD	VERY GOOD	N/A	TOTAL	WEIGHTED AVERAGE
Tool functionality <a href="#">Comments</a> (4)	5.26% 2	28.95% 11	21.05% 8	21.05% 8	0.00% 0	23.68% 9	38	2.76
Ease of use <a href="#">Comments</a> (1)	8.33% 3	16.67% 6	27.78% 10	25.00% 9	2.78% 1	19.44% 7	36	2.97
Quality of content <a href="#">Comments</a> (1)	8.11% 3	16.22% 6	29.73% 11	18.92% 7	5.41% 2	21.62% 8	37	2.97
Employee response / satisfaction <a href="#">Comments</a> (1)	5.41% 2	32.43% 12	24.32% 9	8.11% 3	5.41% 2	24.32% 9	37	2.68
Executive response / satisfaction Comments (0)	10.81% 4	18.92% 7	24.32% 9	10.81% 4	2.70% 1	32.43% 12	37	2.64
Overall satisfaction Comments (0)	8.11% 3	21.62% 8	35.14% 13	13.51% 5	2.70% 1	18.92% 7	37	2.77

## Q7: Which of the following social media tools are being used at your organization?

Answered: 39 Skipped: 6



## Q7: Which of the following social media tools are being used at your organization?

Answered: 39 Skipped: 6

	NO PLANS & NO INTEREST	NONE, BUT CONSIDERING OPTIONS	NOT YET, BUT HAVE PLANS	SOME, LIMITED USE	ENTERPRISE USE	TOTAL	WEIGHTED AVERAGE
Blogs	10.53% 4	7.89% 3	5.26% 2	44.74% 17	31.58% 12	38	3.79
Wikis	29.73% 11	24.32% 9	5.41% 2	27.03% 10	13.51% 5	37	2.70
RSS	33.33% 12	25.00% 9	0.00% 0	30.56% 11	11.11% 4	36	2.61
Discussion forums	5.56% 2	19.44% 7	11.11% 4	52.78% 19	11.11% 4	36	3.44
Instant messaging	2.70% 1	10.81% 4	5.41% 2	18.92% 7	62.16% 23	37	4.27
Podcasts	16.22% 6	37.84% 14	13.51% 5	32.43% 12	0.00% 0	37	2.62
Social bookmarking	38.89% 14	30.56% 11	11.11% 4	11.11% 4	8.33% 3	36	2.19
User videos / vlogs	13.89% 5	27.78% 10	13.89% 5	38.89% 14	5.56% 2	36	2.94
User comments	2.70% 1	16.22% 6	16.22% 6	24.32% 9	40.54% 15	37	3.84
Mashups	65.71% 23	22.86% 8	8.57% 3	0.00% 0	2.86% 1	35	1.51
Content ratings (user ratings on a scale of 1-5 stars)	16.22% 6	24.32% 9	18.92% 7	18.92% 7	21.62% 8	37	3.05



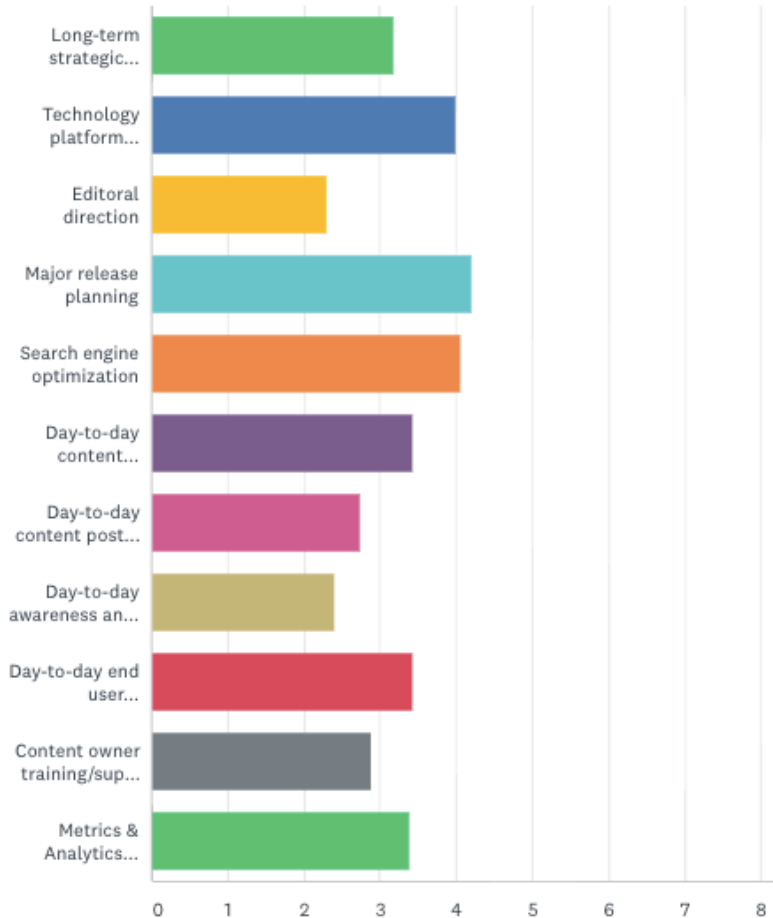
## Q7: Which of the following social media tools are being used at your organization?

Answered: 39   Skipped: 6

▼ Microblogging (e.g. Yammer, Twitter)	13.89% 5	13.89% 5	19.44% 7	36.11% 13	16.67% 6	36	3.28
▼ Social networking (e.g. Jive, Facebook)	13.89% 5	33.33% 12	16.67% 6	27.78% 10	8.33% 3	36	2.83
▼ Tags (keyword tags on content)	2.70% 1	13.51% 5	10.81% 4	43.24% 16	29.73% 11	37	3.84
▼ Photo / video sharing (e.g. Flickr)	8.33% 3	27.78% 10	22.22% 8	33.33% 12	8.33% 3	36	3.06

## Q8: Which function(s) own/lead the following ongoing operational activities for your intranet?

Answered: 34 Skipped: 11



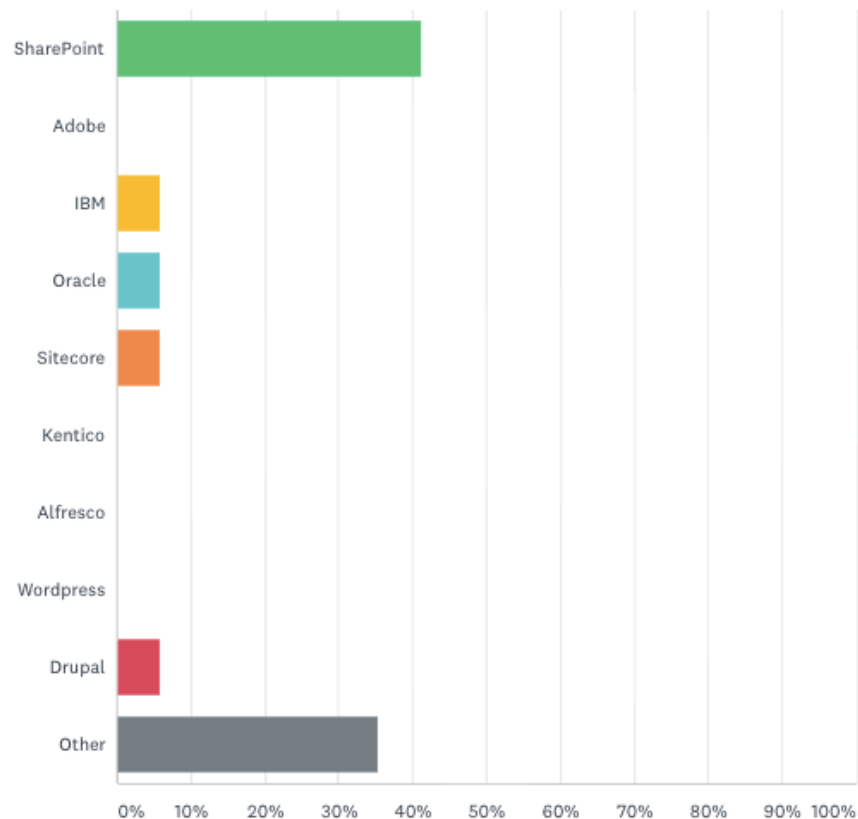
## Q8: Which function(s) own/lead the following ongoing operational activities for your intranet?

Answered: 34 Skipped: 11

	COMMUNICATIONS	HR	IT	MARKETING	NO ONE	HYBRID DIGITAL TEAM	CROSS-FUNCTIONAL TEAM	SHARED ACROSS TEAMS / DEPARTMENTS
Long-term strategic direction	47.06% 16	8.82% 3	5.88% 2	2.94% 1	2.94% 1	5.88% 2	5.88% 2	20.59% 7
Technology platform evaluation/changes	15.15% 5	3.03% 1	42.42% 14	0.00% 0	0.00% 0	3.03% 1	18.18% 6	18.18% 6
Editorial direction	65.63% 21	6.25% 2	6.25% 2	0.00% 0	3.13% 1	0.00% 0	12.50% 4	6.25% 2
Major release planning	11.76% 4	2.94% 1	38.24% 13	2.94% 1	0.00% 0	5.88% 2	20.59% 7	17.65% 6
Search engine optimization	8.82% 3	0.00% 0	50.00% 17	2.94% 1	2.94% 1	2.94% 1	20.59% 7	11.76% 4
Day-to-day content creation	50.00% 17	8.82% 3	0.00% 0	2.94% 1	0.00% 0	0.00% 0	2.94% 1	35.29% 12
Day-to-day content posting / management	61.76% 21	8.82% 3	0.00% 0	2.94% 1	0.00% 0	0.00% 0	2.94% 1	23.53% 8
Day-to-day awareness and promotion	64.71% 22	8.82% 3	0.00% 0	2.94% 1	5.88% 2	0.00% 0	5.88% 2	11.76% 4
Day-to-day end user help/support	26.47% 9	2.94% 1	41.18% 14	0.00% 0	0.00% 0	2.94% 1	11.76% 4	14.71% 5
Content owner training/support	44.12% 15	8.82% 3	14.71% 5	2.94% 1	5.88% 2	5.88% 2	11.76% 4	5.88% 2
Metrics & Analytics (analysis, interpretation)	41.18% 14	2.94% 1	11.76% 4	2.94% 1	5.88% 2	8.82% 3	14.71% 5	11.76% 4

## Q9: What is your intranet technology platform?

Answered: 34 Skipped: 11



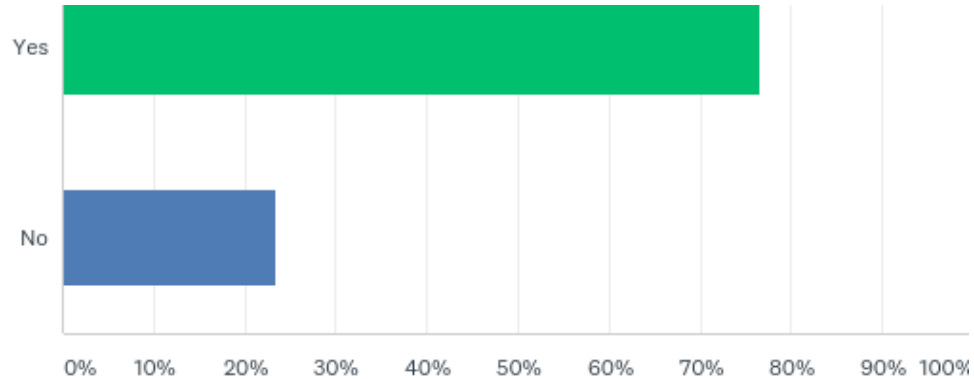
## Q9: What is your intranet technology platform?

Answered: 34 Skipped: 11

SharePoint	41.18%	14
Adobe	0.00%	0
IBM	5.88%	2
Oracle	5.88%	2
Sitecore	5.88%	2
Kentico	0.00%	0
Alfresco	0.00%	0
Wordpress	0.00%	0
Drupal	5.88%	2
Other	35.29%	12
TOTAL		34

## Q10: Does your organization have user content governance, standards or policies?

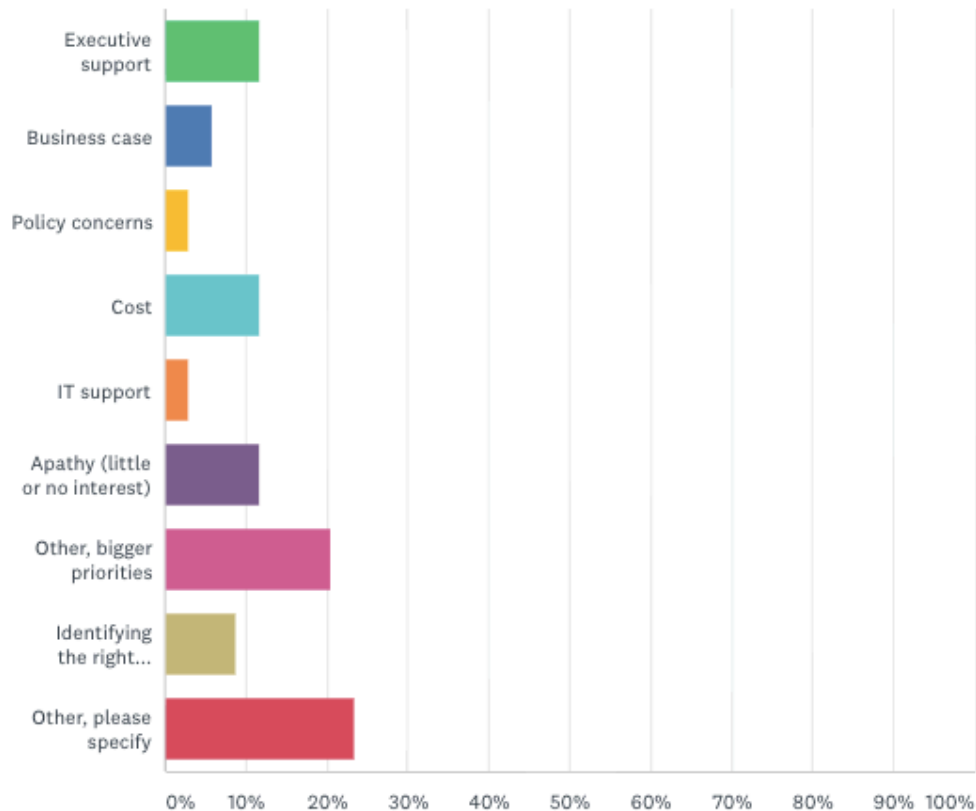
Answered: 34 Skipped: 11



RESPONSES

## Q11: What do you feel is the greatest challenge or barrier to improving your intranet?

Answered: 34 Skipped: 11



## Q11: What do you feel is the greatest challenge or barrier to improving your intranet?

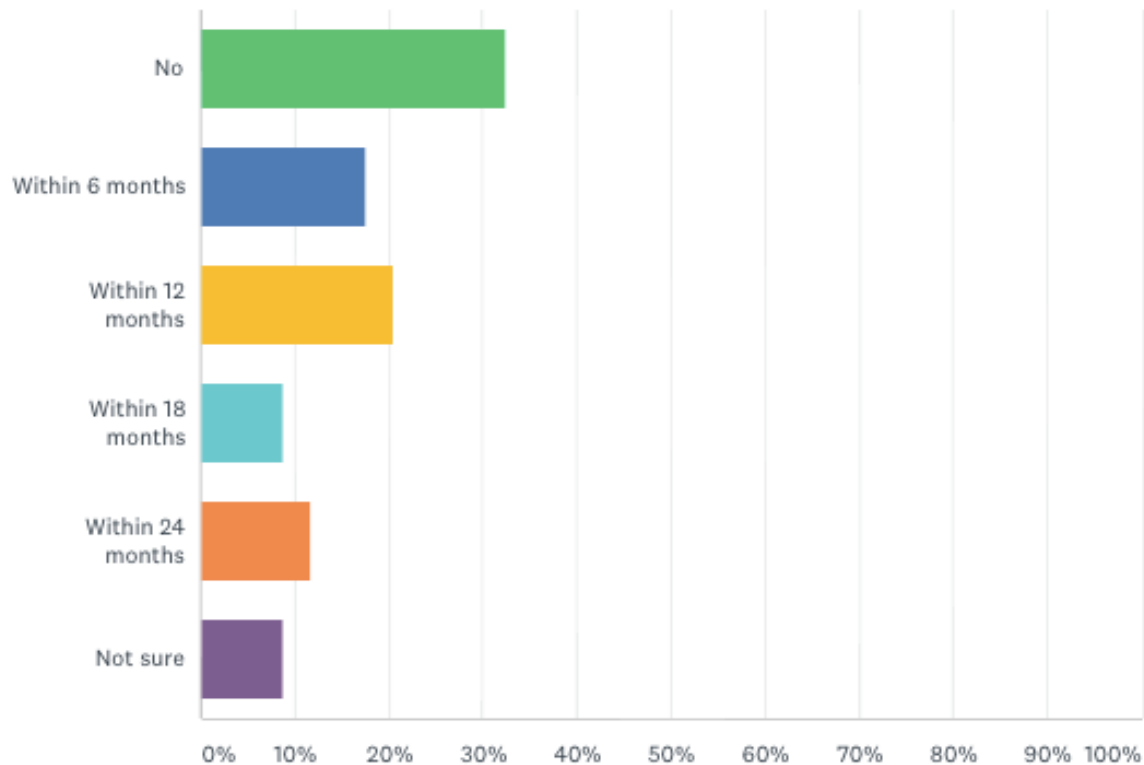
Answered: 34   Skipped: 11

Executive support	11.76%	4
Business case	5.88%	2
Policy concerns	2.94%	1
Cost	11.76%	4
IT support	2.94%	1
Apathy (little or no interest)	11.76%	4
Other, bigger priorities	20.59%	7
Identifying the right technology	8.82%	3
Other, please specify	23.53%	8
TOTAL		34



## Q12: Are you planning an intranet redesign?

Answered: 34 Skipped: 11



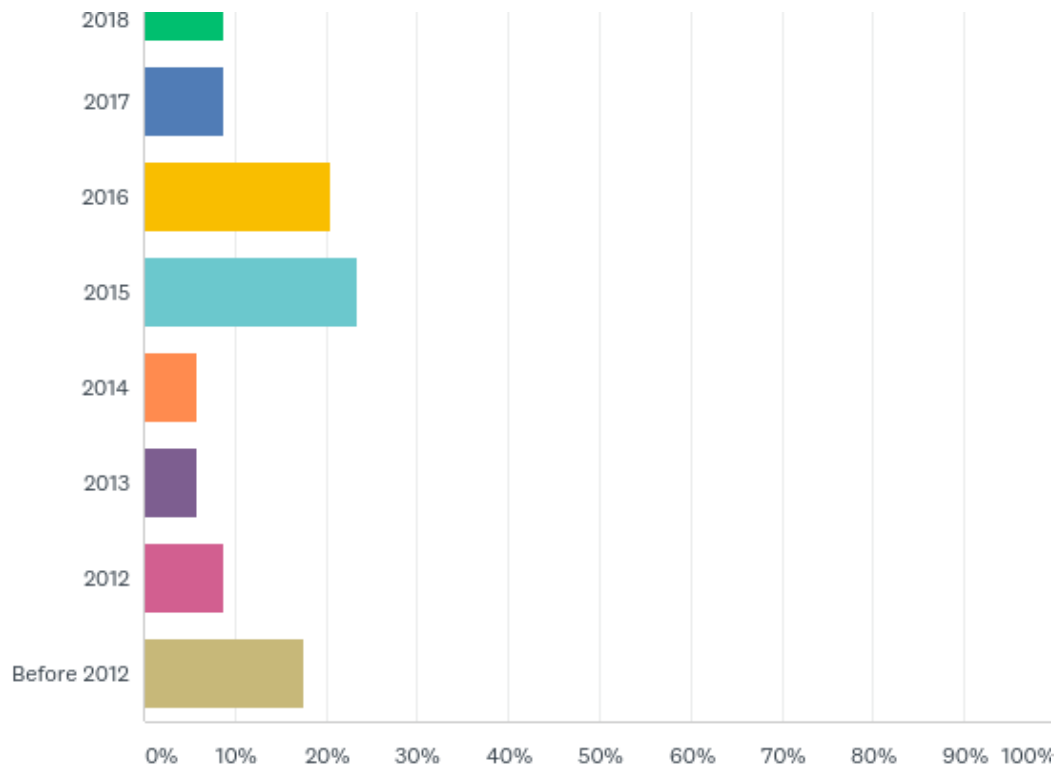
## Q12: Are you planning an intranet redesign?

Answered: 34 Skipped: 11

No	32.35%	11
Within 6 months	17.65%	6
Within 12 months	20.59%	7
Within 18 months	8.82%	3
Within 24 months	11.76%	4
Not sure	8.82%	3
TOTAL		34

## Q13: When was the last time you did a major redesign or upgrade of your intranet?

Answered: 34 Skipped: 11



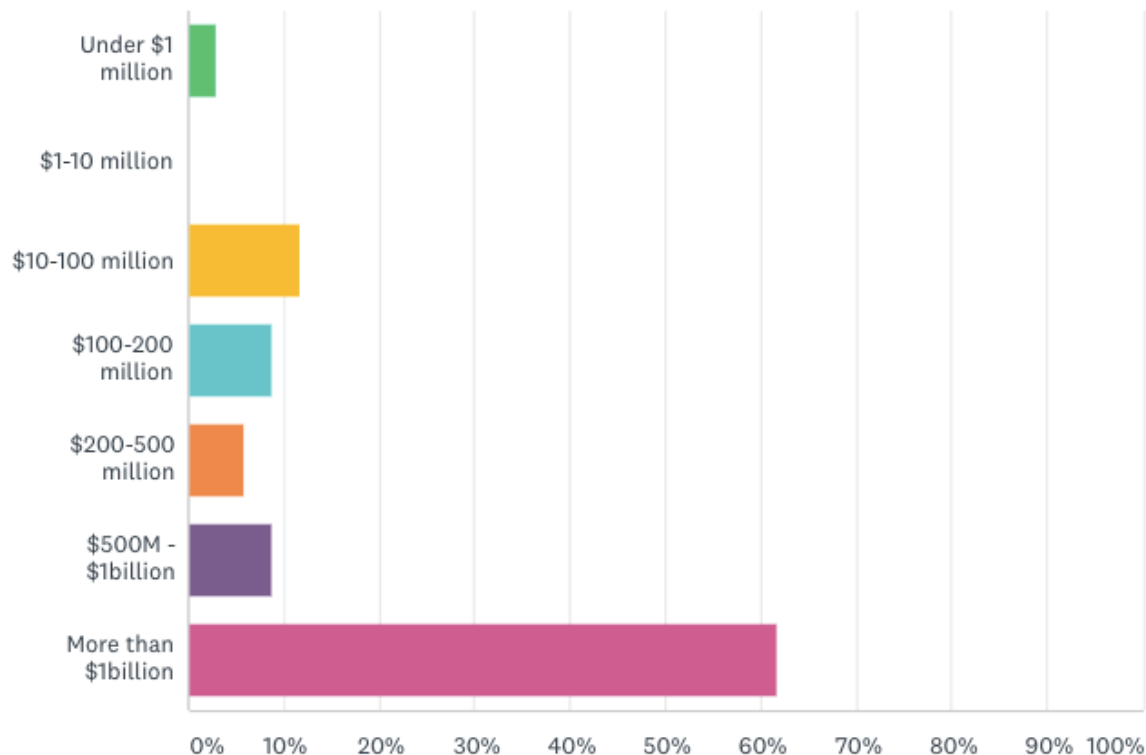
## Q13: When was the last time you did a major redesign or upgrade of your intranet?

Answered: 34 Skipped: 11

Planning to in 2018	8.82%	3
2017	8.82%	3
2016	20.59%	7
2015	23.53%	8
2014	5.88%	2
2013	5.88%	2
2012	8.82%	3
Before 2012	17.65%	6
TOTAL		34

## Q14: What is your organization's annual revenue? (US\$)

Answered: 34 Skipped: 11



## Q14: What is your organization's annual revenue? (US\$)

Answered: 34 Skipped: 11

Under \$1 million	2.94%	1
\$1-10 million	0.00%	0
\$10-100 million	11.76%	4
\$100-200 million	8.82%	3
\$200-500 million	5.88%	2
\$500M - \$1billion	8.82%	3
More than \$1billion	61.76%	21
TOTAL		34

## Q15: What industry/sector is your organization in?

Answered: 34 Skipped: 11

ANSWER CHOICES	RESPONSES	
▼ Aerospace/Defense	2.94%	1
▼ Agriculture	0.00%	0
▼ Automotive and transport	0.00%	0
▼ Banking	5.88%	2
▼ Charitable organization	5.88%	2
▼ Chemicals	0.00%	0
▼ Computer equipment and services	0.00%	0
▼ Construction	0.00%	0
▼ Consulting	2.94%	1
▼ Consumer products manufacturing	0.00%	0
▼ Consumer services	0.00%	0
▼ Cultural institution	0.00%	0
▼ Education	0.00%	0
▼ Electronics	0.00%	0
▼ Environmental services/equipment	0.00%	0
▼ Financial Services	35.29%	12
▼ Food/Beverage	0.00%	0
▼ Foundation	0.00%	0
▼ Health Care/Medicine	14.71%	5
▼ Industrial manufacturing	0.00%	0
▼ Insurance	5.88%	2
▼ Legal	2.94%	1

## Q15: What industry/sector is your organization in?

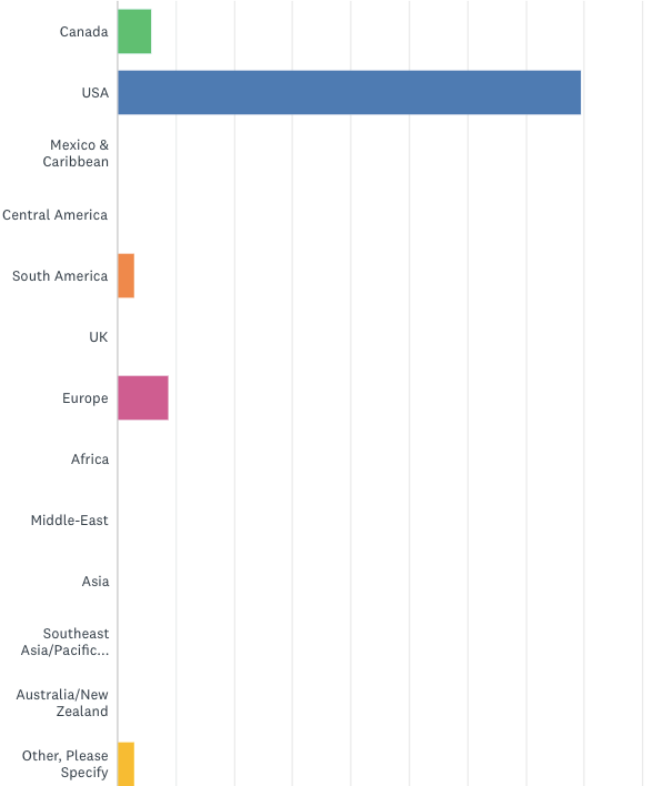
Answered: 34 Skipped: 11

▼ Legal	2.94%	1
▼ Leisure/Entertainment/Travel	0.00%	0
▼ Media	0.00%	0
▼ Membership organization	0.00%	0
▼ Metals and mining	0.00%	0
▼ Pharmaceuticals	5.88%	2
▼ Printing	0.00%	0
▼ Real estate	0.00%	0
▼ Retail	5.88%	2
▼ Security products and services	0.00%	0
▼ Staffing	0.00%	0
▼ Telecommunication equipment and services	0.00%	0
▼ Transportation services	0.00%	0
▼ Utility (water/power/energy)	2.94%	1
▼ Other, Please Specify	Responses 8.82%	3
TOTAL		34



# Q16: What is the geographic location of your organization's head office?

Answered: 34    Skipped: 11



## Q16: What is the geographic location of your organization's head office?

Answered: 34   Skipped: 11

Canada	5.88%	2
USA	79.41%	27
Mexico & Caribbean	0.00%	0
Central America	0.00%	0
South America	2.94%	1
UK	0.00%	0
Europe	8.82%	3
Africa	0.00%	0
Middle-East	0.00%	0
Asia	0.00%	0
Southeast Asia/Pacific Rim	0.00%	0
Australia/New Zealand	0.00%	0
Other, Please Specify	2.94%	1
TOTAL		34