THE 'WHY' OF WORKVIVO?

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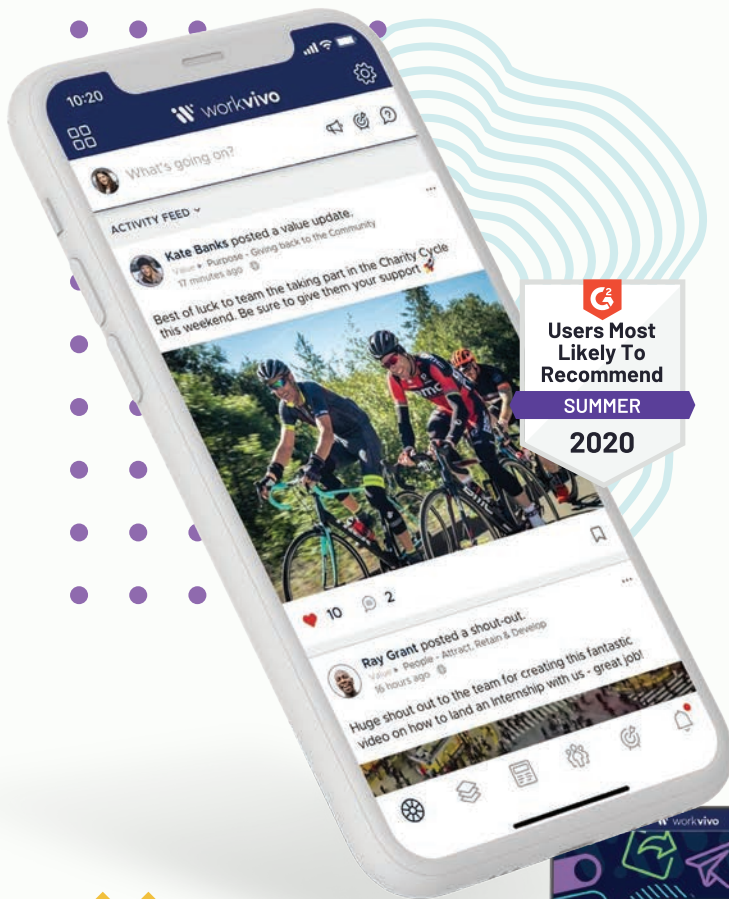# HOW TO CHOOSE A **COMMUNICATION PLATFORM** THAT **ENGAGES EMPLOYEES**

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What is Workvivo?

Workvivo's enterprise social platform powers internal communication through a uniquely designed mobile and desktop app that's built around the key pillars of employee engagement such as keeping people informed, connecting employees to the organization's values, fostering a culture of recognition, measurement and creating communities.

Workvivo is built for businesses that want to increase engagement, amplify culture and create a real sense of community through a digital platform.

We took the digital social experience people are familiar with in their personal lives and applied this to business. Employees can read and post content, like, share and comment in exactly the same way they do outside of the working environment, but they can also recognize others through shout-outs, link posts to company goals and values, create community spaces and publish company articles and events.

QUESTIONS TO ASK

ELEMENT	QUESTIONS TO ASK?
Strategic benefits	• What are you trying to achieve with your platform? • Will the app deliver your high-level objectives? • Will the app deliver your more specific or department-level objectives?
Digital Comms Landscape	• Does the tool fulfil use cases not met by existing tools or does it simply duplicate functionality? • Does it provide opportunities to streamline applications or reduce shadow IT?
List of features	• Which features are on your list? • Which are essential, nice to have and somewhere between the two?
In-built analytics	• Does the tool have in-built usage and engagement metrics? • Are there any other analytics to help assess employee sentiment? • Can you use any other analytics tools with the solution?
Critical business use cases	• What are your critical business use cases? • Can the solution deliver your use cases and how well can it do so? • Are there missing features you need to deliver each use case?
Costs	• What is the Total Cost of Ownership over three years (or similar)? • What additional investment in hardware, software, headcount and consulting do you need to make? • Are there any hidden costs that you should know about? • Are there any cost savings that need to be taken into account?
User and admin experience	• Is the tool intuitive for users? • Is the tool intuitive for admins? • Is the tool intuitive for publishers and communicators? • Does the tool work well on both mobile and desktop?

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Security, privacy and governance	• Can you execute IT policies such as authentication and password policies? • Can you control admin roles, access for external parties, restrictions on sharing documents and more? • Is the solution compatible with your Mobile Device Management software? • Is there support for GDPR, HIPAA and other policies relating to data privacy? • Can you restrict content and groups within the platform? • Are there relevant certifications such as ISO27001 and SOC2? • What security measures does the vendor take, such as regular penetration testing? • What are the policies relating to encryption? • What backup and recovery capabilities are in place? • If relevant, what cloud hosting platform is used (e.g. Azure, AWS etc.)? • Is there any support for any other legal or regulatory requirements?
Device support	• Is there support for access from both Android and iOS devices? • Can an app be used across corporate and employee-owned devices?
Product maturity and roadmap	• Is the product maturity an issue for you? • Is there a healthy product roadmap?
Vendor independence and chemistry	• Is the vendor financially independent and have they received any funding? • Are they likely to invest in the product? • Is the vendor a good fit in terms of strategy and values? • Is the vendor a good fit in terms of size and resourcing? • Do you get a good impression from the team members you've met?
Set up and launch process	• What is involved in the set-up process for admins to launch the tool? • How self-sufficient are employees in setting up an app or accessing the tool? • How involved does the vendor have to be? • How long will the launch process take and are there any other dependencies?

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Support and upgrades	• What is the technical support you receive during set-up and for issue resolution? • What is the business support you receive during launch and beyond? • Is there a support community and related documentation and assets? • How well are your timezone and preferred communication methods supported?
Integrations	• Are there any integrations which come out of the box? • Is there an extensible API architecture to support integrations?
SSO, Identity management & user provisioning	• Is Single Sign-On supported for SAML2 solutions such as Azure AD? • What are the options for registering employees with non-corporate IDs? • What is the process for registering these employees? • What are the options to automatically provision users?
Scalability and flexibility	• How easy is it to quickly scale up or scale down your solution? • How easy is it quickly roll out new features? • Are customisations supported?

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