THE **ULTIMATE**

Intranet Buyer's Guide for a Frontline Workforce

IN 2026 AND BEYOND

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GUIDE ORIENTATION

Setting the Stage

Independent and dedicated exclusively to employee experience since 2008, MangoApps has spent the past fifteen years helping organizations seamlessly connect every worker—whether behind a desk or in the field. Throughout this guide, you'll find insights and subtle examples drawn from our diverse customer base, included not as a sales pitch, but as practical illustrations of best practices and achievable outcomes.

WHY

This Guide Exists
Most buyer resources still frame intranets as perks tailored to headquarters staff. This guide challenges that perspective, repositioning the intranet as the critical strategic nerve-center for the 70–80% of employees who serve customers, operate manufacturing plants, deliver essential goods, or provide direct patient care.

WHO

This Guide Serves
Designed specifically for internal communications and HR leaders aiming for significant gains in employee engagement, IT and operations teams tasked with consolidating disparate tools, and executives committed to measurable ROI through productivity, retention, and safety improvements, this guide speaks directly to your strategic priorities.

WHAT

You'll Learn
This resource equips you with a proven, field-tested business-case model, a comprehensive checklist tailored to mobile-first and AI-ready requirements, a clear and actionable vendor evaluation playbook, and a phased implementation roadmap—all calibrated explicitly for the unique challenges and realities faced by frontline teams.

HOW

To Navigate the Guide
Tailor your experience to your immediate needs: jump directly to checklists if your procurement process is already underway, share the detailed business-case data slides with your finance team, or review the implementation roadmap to validate and refine an existing project plan.

THE LARGEST, MOST NEGLECTED

Segment of the Workforce

Frontline employees—those who work away from desks in roles like retail associates, nurses, factory workers, delivery drivers, and hospitality staff—make up the majority of the global workforce. Roughly 70–80% of all workers worldwide, or 2.7 billion people, fall into this category. In the U.S., they represent 58% of the total workforce (according to BCG & JLL). These are the people powering hospitals, keeping production lines running, serving customers face-to-face—and yet they remain the least supported when it comes to workplace technology.

What's Broken

For years, organizations have relied on partial fixes to reach these workers: bulletin boards in break rooms, team huddles at the start of shifts, word-of-mouth updates passed down from managers. Some tried to adapt office-centric tools—email, SharePoint, Slack, Yammer—but adoption was limited at best.

Most frontline workers don't have a corporate email address or a company-issued device, and only 23% feel they have the digital tools needed to do their job effectively (according to Deloitte). Without access to official channels, they turn to whatever works—often texting, WhatsApp, or Facebook Messenger—to get and share work-critical information. According to IDC, 55% of collaborative apps start this way: as unauthorized tools filling a gap.

**23%** feel they have the digital tools needed to do their job effectively

**55%** of collaborative apps start with unauthorized tools filling a gap

The result is a chaotic patchwork of shadow communications, siloed updates, and employee frustration. Important messages from leadership don't land. Policy changes get delayed or lost. And the people most essential to business continuity are often the last to know what's happening.

A Breakdown in Culture and Connection

The implications go far beyond communication. When employees can't access information or make their voices heard, it erodes trust and connection. Roughly 67% of frontline workers rely on ad hoc manager updates or informal texts to receive critical information. Only one in four employees strongly agree their opinions matter at work, and just 8% believe leadership acts on their feedback (according to Gallup). Unsurprisingly, only two in ten feel genuinely connected to their company's culture.
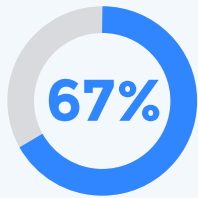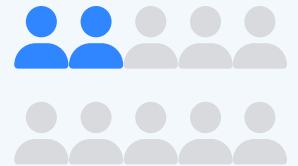
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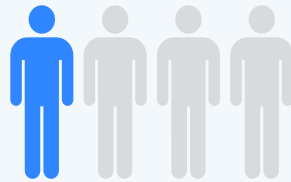
1 IN 4 EMPLOYEES
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8%

OF EMPLOYEES
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2 OUT OF 10
feel genuinely connected to their company's culture

It's a recipe for disengagement. When people feel ignored, they start looking elsewhere.

Burnout, Turnover, and the Cost of Doing Nothing

Frontline roles are already physically and mentally demanding. Long shifts, repetitive tasks, and unpredictable schedules take a toll. Add poor communication and lack of support, and the impact becomes clear: 53% of frontline workers report burnout, and 43% are actively looking for another job (according to BCG). Attrition is especially acute in retail, healthcare, and manufacturing, where turnover often outpaces that of office roles by 2–3x (according to JLL).

And with every departure comes a financial cost—up to 10% of a frontline worker's salary just to replace them (according to BCG). Multiply that across hundreds or thousands of roles, and the dollars add up fast. But so do the operational risks: higher absenteeism, more defects, reduced service quality, and increased safety incidents—all linked to disengaged workforces (according to BCG).

53%
of frontline workers report burnout

43%
are actively looking for other jobs

2-3x
frontline turnover outpaces office roles

What Frontline Teams Actually Need

The gap starts with communication—but continues to access, participation, and recognition. Frontline employees want to be informed. They want tools that make their jobs easier. They want to be part of the company, not an afterthought.

But they don't want a dozen apps to juggle, or software built for desk workers retrofitted for the field. They need a single, mobile-first hub where they can get updates, complete tasks, give feedback, and find what they need—without jumping through hoops or relying on others.

The Case for a Unified Frontline Platform

This is where a unified employee experience platform comes in. Think of it as a single app that connects every frontline worker to the people, knowledge, and tools they need—on their own device, in their own language, tailored to their role and location.

It brings together communication, task management, training, recognition, and more into one seamless experience. It gives visibility to leadership and autonomy to frontline staff. And when implemented well, it delivers measurable ROI: reduced turnover, better compliance, faster execution, and stronger culture.

Getting Started

Improving the frontline experience begins with clarity. Before evaluating tools or drafting RFPs, take time to understand where things are breaking down. Are employees missing key updates? Are tasks slipping through the cracks? Are teams relying on workarounds because official systems aren't built for how they operate?

Start by listening. Frontline managers and team leads often have a clear view of what's working and what's not. Identify common friction points across sites or departments—missed messages, outdated SOPs, manual processes that slow people down. These signals help pinpoint where focused improvements will have the biggest impact.

Once those gaps are visible, it becomes easier to frame the opportunity. What if every employee had access to the same information, in the same place, at the same time? What if routine tasks were digitized and tracked instead of passed along verbally? What if teams could share feedback and get answers without going through multiple layers?

The next section walks through how to translate that vision into a business case. You'll see how to connect platform capabilities to outcomes leaders care about—like reducing turnover, improving compliance, and streamlining communication—and how to build the kind of cross-functional support that makes change stick.

Building the Business Case

Once the most pressing gaps are clear—missed updates, high turnover, inconsistent execution—the next step is to connect those issues to broader organizational goals. Leaders already care about outcomes like retention, productivity, and operational efficiency. Framing the frontline experience in those terms helps shift the conversation from symptoms to solutions.

This section outlines how to define success, quantify impact, and build internal support. You'll find practical guidance for structuring your case around the priorities of cross-functional stakeholders, supported by relevant data and real-world examples. The aim is to equip you with a clear, credible plan for moving from problem to action.

The Cost of Turnover and Talent Shortage

Frontline turnover drives significant financial strain. Replacing a single frontline worker costs roughly 10% of their annual salary once you factor in recruiting, onboarding, and lost productivity (according to BCG). While that may seem manageable in isolation, it escalates quickly in industries with chronic attrition. Retail, hospitality, and manufacturing often see turnover rates of 50–100%, which means many organizations are replacing hundreds or even thousands of employees annually.
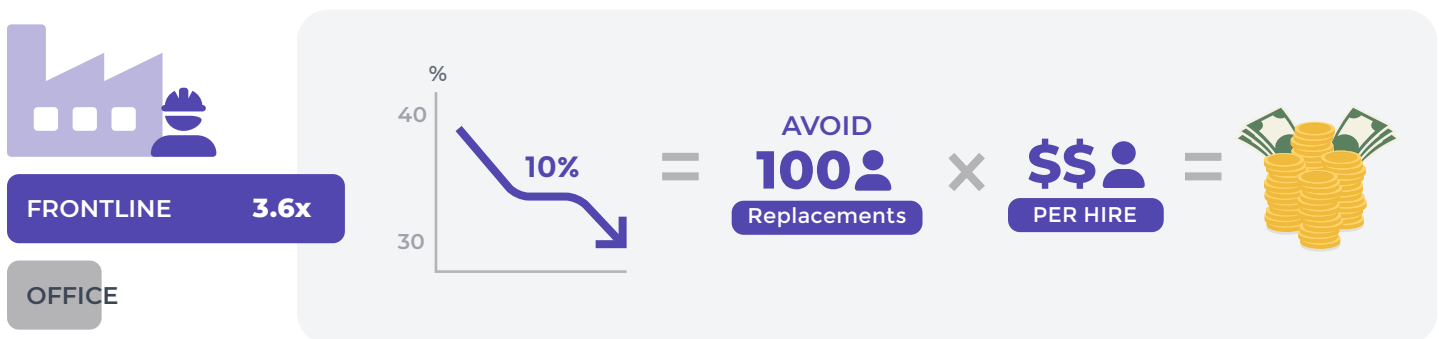
Manufacturing presents a stark example: frontline attrition is 3.6x higher than for office roles (according to JLL). In a company with 1,000 frontline employees and a 40% turnover rate, reducing that figure to 30% would mean avoiding 100 replacements. Multiply that by your cost per hire, and the financial impact becomes clear.

Retention improves when workers have what they need to do their jobs well and feel supported doing it. Addressing those needs directly influences quit rates and staffing stability.

Impact on Productivity and Performance

Disengaged employees slow down operations. BCG research shows that companies with low engagement levels experience 15% lower productivity. For frontline teams, the effect can show up in missed tasks, communication breakdowns, and inconsistent execution.
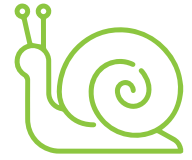
Information access remains one of the biggest drains on frontline productivity. According to IDC, desk workers spend roughly 14 hours a week searching for information; frontline staff spend about 3 hours. That lost time adds up quickly. A modern digital hub, especially one with AI-powered search, can reduce this by 25–80%.

14
hours per week

3
hours per week

AI-powered search,
can reduce this by
25–80%
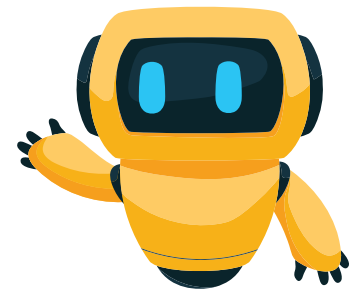
Communication gaps don't just slow things down—they create risk. In healthcare, 80% of serious medical errors involve miscommunication during shift handoffs (according to The Joint Commission). Accurate, timely access to information improves both speed and safety.

Better Customer Experience = Revenue

Frontline teams represent the business in every customer interaction. When they have what they need, they deliver better service. When they don't, it shows.

Employee engagement directly correlates with business outcomes. Locations with higher engagement tend to report stronger same-store sales growth. Engaged employees are more consistent, proactive, and responsive. In contrast, high turnover leads to gaps in service quality and longer ramp-up times for new hires.

Improvements in CSAT and Net Promoter Scores often follow better communication and support for frontline workers. A more connected team translates into a better customer experience, which drives repeat business and revenue growth.

Alignment with Strategic Goals

A frontline platform supports a wide range of executive priorities:

- Operations leaders gain visibility, consistency, and fewer execution errors.

- Safety programs benefit from better adherence and faster reporting. Engaged employees are more likely to follow safety protocols, and BCG research ties this to lower incident rates.

- Innovation improves as frontline teams contribute ideas that are often overlooked.

- Business continuity planning becomes more effective when every worker is looped in and aligned, regardless of role or location.

Frontline experience plays a direct role in achieving performance, safety, and adaptability goals across the organization.

Quantifying Hard and Soft ROI

Hard ROI:

- Consolidating legacy systems cuts licensing costs. One company saved $5M per year through this alone with MangoApps.

- Absenteeism drops in high-engagement environments. On average, these workplaces see 41% fewer absences (according to Gallup).

- Onboarding and training efficiency improves. One organization saved ~40 hours per new hire with a structured onboarding process.

Soft ROI:

- Gallup data shows engaged teams deliver 21% higher profitability and 24% lower turnover.

- Employees who feel heard and valued are more likely to stay and contribute.

- Regulatory compliance strengthens when communication is centralized, reducing the risk of violations or missed safety protocols.

- Both forms of ROI matter. Presenting them together creates a fuller picture of impact.

Evidence and Stories

If you've run a pilot, share the results. Even small wins can be persuasive. For example, one distribution center saw a 50% drop in manager escalations after adopting a new communications platform. Another major retailer reduced store-level turnover by 30% in one year.

Reference external benchmarks too. Companies with highly engaged frontline teams report 21% higher productivity and more than 20% growth in sales. These data points help ground the case in tangible outcomes.

Executive Buy-In: Frame It Their Way

Different stakeholders care about different results:

- CFOs look for cost efficiency and ROI.
- COOs prioritize operational reliability.
- HR focuses on retention, development, and culture.
- Communications leaders need reach and engagement analytics.

Workforce experience is increasingly on board agendas. For example, JLL found that 67% of manufacturers now rank talent attraction and retention as their top business concern.

Framing your proposal around cost control, risk mitigation, and workforce performance is key to securing alignment.

Tip

If you need a head start, MangoApps offers a customizable one-page business case template to help you map potential ROI based on your team size and priorities. You can download it for free from our resource library at mangoapps.com

It includes editable slides and pre-populated data examples that can be tailored to your organization. Whether you're building support internally or preparing for an executive presentation, it's a practical starting point that saves time and adds polish.
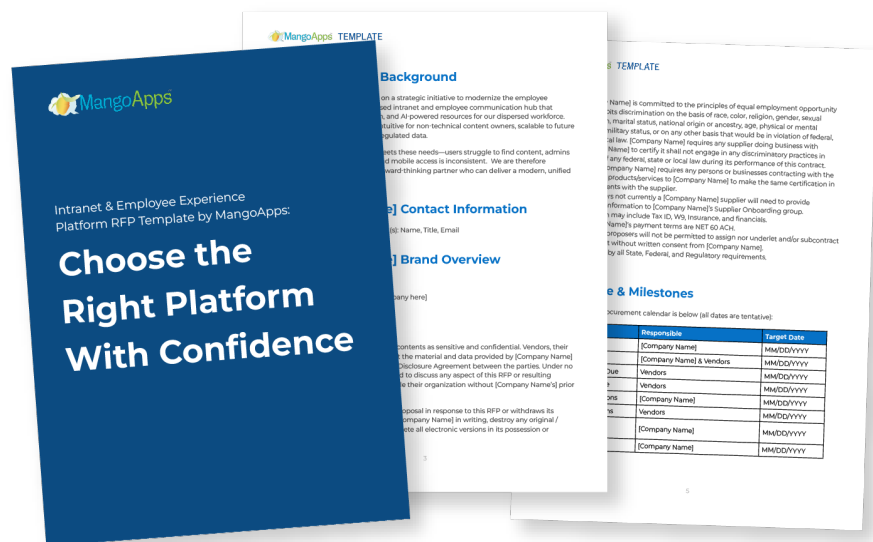
Choose the right platform with confidence.

Evaluating intranet and employee experience solutions? Start with a proven framework. Our downloadable RFP toolkit gives you everything you need to structure a clear, comprehensive request for proposal—saving you time and helping vendors provide better, more tailored responses.

What's Inside:

- **Editable Word RFP Template:** A customizable, professional RFP document aligned with your goals and requirements.
- **Detailed Excel Vendor Questionnaire:** A detailed spreadsheet for side-by-side vendor comparisons based on functional needs.
- **Plain Text Instructions File:** Quick-start guidance to help your team understand how to use the templates efficiently.

KEY REQUIREMENTS

What to Look For in a Frontline Platform

Choosing the right digital platform for your frontline workforce goes far beyond feature comparison. This decision impacts how effectively your teams operate, communicate, and engage on a daily basis. The following requirements reflect what modern, frontline-ready platforms must deliver—based on common frontline challenges, proven industry standards, and what leading organizations are prioritizing today.

Mobile-First, Easy Access

Any platform built for frontline employees must be mobile above all else. These workers are on the move, often without access to a desk, company email, or even a company-issued device. The app should be intuitive enough for anyone to pick up and start using—regardless of tech skill. Features like biometric login, Single Sign-On, offline mode, and strong performance on low-bandwidth connections are essentials, not extras.

Push notifications are another non-negotiable. Frontline staff need to be alerted in real time about urgent updates—from safety incidents to shift changes. If it's not fast and frictionless, it won't get used.

Communication & Messaging Tools

A strong platform should cover both top-down communication and team-level dialogue. That means:

A central news feed, or announcements hub, that supports audience targeting and segmentation	Support for rich content (videos, images, multilingual posts)	Real-time messaging: group chat, one-on-one messages, even "SOS" alerts

These features make it possible to reach everyone, whether it's a CEO video message or a quick chat between shift leads. Look for capabilities like read-receipts and digital signage integration for teams that aren't phone-based.

Knowledge Base & Document Access

Frontline workers need easy access to SOPs, policies, and job-critical info without having to dig or ask a manager. Look for:

- A centralized document repository
- Version control and content governance
- AI-Powered search that can discover all file types, and works across existing systems like Microsoft 365, Google Drive, Box, etc.

This isn't just a convenience—it affects productivity, compliance, and even safety. Every minute spent searching is a minute not spent serving customers, patients, or operations.

Employee Feedback, Recognition & Engagement

Frontline employees often feel unheard. Closing that gap takes tools that make it easy to speak up and be seen. Prioritize:

- Pulse surveys, polls, suggestion boxes, and open feedback channels
- Social engagement features (likes, comments)
- Peer and manager recognition tools

Recognition and feedback loops go a long way toward building trust, morale, and a culture of belonging. Look for systems that can track engagement levels and highlight what's working.

Training and Micro-Learning

Ongoing training is one of the biggest gaps in frontline experience. The platform should support bite-sized, mobile-friendly learning. That includes:

- Progress tracking and completion visibility
- Manager-assigned training paths
- LMS integration or built-in microlearning modules

This directly ties to retention and upskilling. Frontline employees consistently cite a desire for growth opportunities. The right platform can deliver those in the flow of work—whether it's onboarding or continued development.

Integration with Existing Systems

Frontline employees shouldn't have to juggle a dozen apps. The right platform integrates with the systems you already use:

• HRIS/HRMS to sync people directories, scheduling, payroll,

and other systems

• SharePoint, Google Drive, Microsoft 365, etc.

• Single Sign-On to simplify tool access

APIs and pre-built connectors simplify IT's workload and keep everything flowing through one interface. Consolidation drives adoption—and saves money.
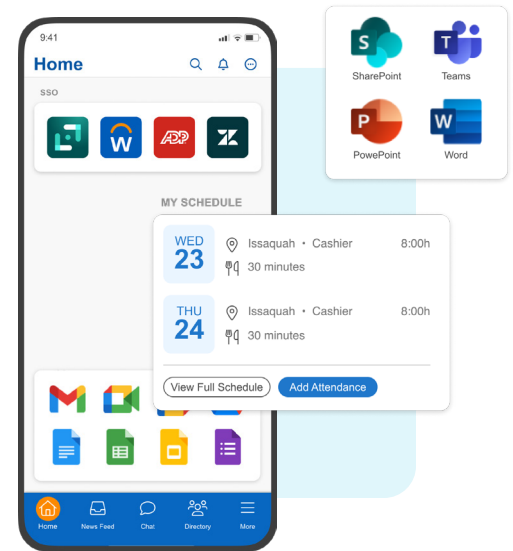
Security & Compliance

If you're in a regulated industry—or just serious about security—don't compromise here. Key considerations include:

• Data encryption (in transit and at rest)

• Role-based access controls with MFA and SSO support

• Certifications like SOC 2 Type II, ISO 27001, HITRUST (for healthcare), or GDPR compliance (for EU operations)

Also consider admin tools like audit logs, content moderation, and the ability to remotely wipe app data from BYOD devices. Involve your IT and security teams early during evaluation.

User Experience and Adoption Support

None of the above matters if the platform isn't intuitive. Look for:

• Clean, modern interface tested with real frontline users

• Multi-language support

• Brandable experience with personalized dashboards by role or location

• Easy onboarding (no complex password workflows)

Ask vendors about their track record with adoption. Do they offer launch playbooks? In-app guides? Customer success managers? Look for proof they support customers beyond the sale.

Up next, we'll walk through how to structure a vendor evaluation in the next section.

MANGOAPPS PLUG:

Everything Your Employees Need in One Place

Since its launch in 2010, MangoApps has been built from the ground up to be the central digital hub that today's organizations desperately need - an intelligent workplace platform where ALL your people, knowledge, tools, and now AI, come together.

Instead of forcing disparate apps and locations for communication, documents and knowledge, intranet, training, recognition, and frontline operations, MangoApps provides one unified place to do it all. It brings together everything employees need to work effectively: company news and announcements, documents and knowledge bases, team workspaces, project management, people directories, recognition programs, and much more – all in one secure platform.

Unified Content & Search
Centralized enterprise knowledge and make it instantly accessible.

All-in-One Communication & Engagement
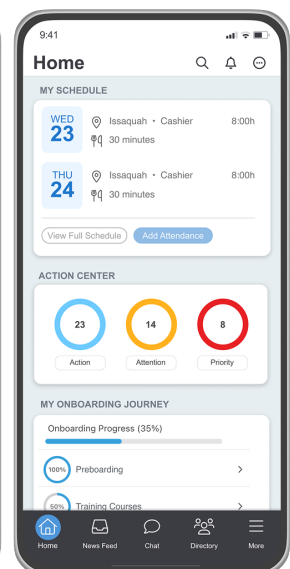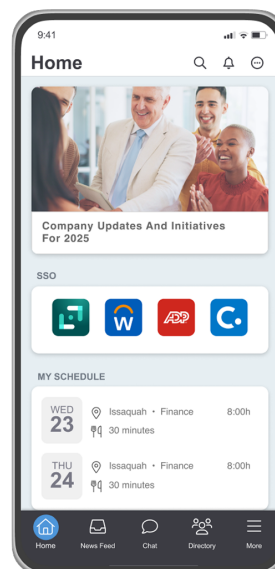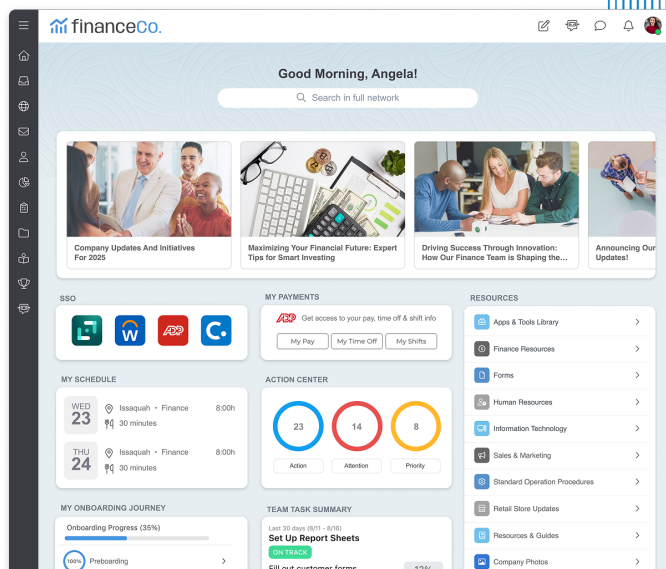Empower frontline and office teams with seamless collaboration.

Streamlined Training & Task Management
Simplify workflows from onboarding to daily operations.

AI Assistants & Seamless Integrations
Books productivity with AI tailored to your data.

Vendor Shortlist & Evaluation Toolkit

With your business needs defined and key requirements mapped, the next step is turning that foundation into a rigorous evaluation process. This section outlines how to identify strong contenders, structure your selection process, and choose the platform that best fits your frontline workforce. While the requirements outlined earlier align with leading solutions like MangoApps, the process should allow any qualified vendor to prove their value.

Step 1

Survey the Landscape & Identify Candidates

Start by casting a wide net. Identify categories of tools that could meet your needs—modern intranets, employee experience platforms, mobile workforce management apps, or communications hubs. Then consult neutral sources:

- Analyst reports like the Gartner Magic Quadrant or Forrester Wave
- Peer referrals
- Industry-specific technology forums or conferences

Narrow your initial list to 5–8 vendors that serve frontline-heavy sectors. Exclude any vendor that clearly lacks essential requirements (e.g., no mobile app, no offline access, or outdated architecture). Document each option's core capabilities, target industries, and client base.

Step 2

Define Evaluation Criteria
(Must-Haves vs. Nice-to-Haves)

Before reaching out to vendors, align internally on what matters most. Use your key requirements list to separate "must-haves" from "nice-to-haves." Must-haves might include:

- Native mobile support with offline mode
- Compliance certifications (SOC 2, HITRUST, etc.)
- Communication, chat, and task management features

Then establish your other scoring dimensions: UX, support model, integration capabilities, scalability, cost structure, and vendor track record. Weight these if needed to make your scoring more transparent and balanced.

Step 3

Prepare a Focused RFP or RFI

A Request for Proposal/Information (RFP/RFI) helps you dig deeper into vendor capabilities. Instead of yes/no questions, ask for descriptive answers to get the information you'll need to make a decision.

Include implementation timelines, pricing model details, integration options, support SLAs, post-launch services, and support for known use cases. Set clear expectations for timelines and evaluation criteria.

Step 4

Shortlist to 2–3 Finalists for Demos

Once RFPs are in, score them against your criteria and shortlist the top contenders and plan tailored demos. Provide example scripts or workflows so vendors can show you exactly how the platform would work for you.

Invite a cross-functional evaluation team—IT, HR, communications, operations, etc. Watch for ease-of-use, feature performance, and relevance of features. Take notes, ask hard questions, and observe how well the vendor understands your specific challenges.

Step 5

Pilot Testing (If Feasible, Otherwise move to Step 6)

A short pilot—one location, department, or region—can provide invaluable insight. Some vendors offer formal pilot programs; others will collaborate on proofs-of-concept. Test adoption, usage patterns, usability, and value delivered.

Establish metrics ahead of time: weekly active usage, message read rates, survey responses, task completion, etc. Collect qualitative feedback as well. Pilots require effort, but they help avoid costly missteps later.

Step 6

Due Diligence – References and Security Checks

Before signing anything, verify. Talk directly to 2–3 existing customers in your industry or with similar scale. Ask about implementation, customer support, ongoing improvements, and any regrets.

Also involve your IT and compliance teams to review the vendor's documentation. Confirm certifications, audit history, incident response processes, and any data residency requirements. This is your chance to surface risks before they become problems.

Step 7

Final Selection – Scoring and Consensus

Bring your evaluation team together to review the data. Compare demo feedback, pilot results, references, and RFP scores. Use a simple weighted matrix to visualize how each finalist stacks up.

Sometimes the choice is obvious. Other times, it comes down to vendor fit, roadmap alignment, or service quality. Prioritize substance over flash, and document your rationale for use when you present leadership stakeholders and leadership.

Step 8

Negotiation and Planning

Negotiate from a well-informed position. Multi-year deals, phased rollouts, or bundled modules often open up pricing flexibility. Lock in implementation and support commitments in writing. Ensure you retain control of your data and that the contract reflects your compliance requirements.

Once you've reached agreement, you're ready to shift focus to rollout and change management.

Free Tools

To simplify this entire process, MangoApps offers free, customizable tools to help you evaluate vendors with confidence:

Intranet RFP Template – A detailed, editable RFP document with 50+ questions tailored to modern intranet and frontline platforms Vendor Scorecard Spreadsheet – A side-by-side scoring matrix that helps you weigh proposals, demos, and references against your priorities

Download these resources to streamline your evaluation process and make sure no critical detail gets overlooked.

MangoApps

Intranet & Employee Experience
Platform RFP Template by MangoApps:

Choose the Right Platform With Confidence

What's Inside:

- **Editable Word RFP Template:** A customizable, professional RFP document aligned with your goals and requirements.

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- **Plain Text Instructions File:** Quick-start guidance to help your team understand how to use the templates efficiently.

IMPLEMENTATION ROADMAP

From Purchase to Successful Launch

Selecting a frontline platform is a critical milestone—but it's just the beginning. To maximize your investment and ensure lasting impact, you need a thoughtful, structured implementation. This roadmap walks through the nine key phases of a successful launch, grounded in real-world experience and best practices captured in our Intranet Launch Planning Guide.

1. Plan and Prepare (Project Kickoff)

Start with strong governance. Assemble a cross-functional implementation team that includes:

- IT (for systems and integrations)

- HR and Internal Comms (for content and engagement)

- Operations (for field-level feedback)

- Executive sponsors (to champion the initiative)

Define roles and responsibilities early, then build a high-level project timeline. Many organizations follow a phased launch—starting with a pilot and then expanding in waves. Establish success criteria now: for example, a goal of 60% weekly active users by month three or a 20-point lift in communications satisfaction. These benchmarks will keep the project focused and measurable.

2. User Research & Configuration Planning

Before touching settings, understand your workforce. Conduct surveys or listening sessions with frontline managers and staff. What do they need most? Shift schedules? HR forms? Safety alerts?

Use this insight to shape the app experience. Group employees logically—by location, department, or job role. Define communication channels (e.g. "Warehouse Updates," "Company News," "Team Chat – Store 17") and who manages them. Plan branding elements like logos, color schemes, and names (a memorable intranet name boosts adoption—see examples in our guide).

Consider creating role-specific homepages so that, say, a retail associate sees different content than a regional manager. Build your content and navigation around what users actually want to do—not what's easiest to set up.

3. Technical Setup and Integration

With the design in place, it's time for configuration:

✓	✓	✓	✓	✓
Set up user provisioning (e.g. integrate with your HR system for automatic user sync)	**Configure SSO and access controls**	**Load users and map roles to content**	**Enable integrations** (e.g. SharePoint, scheduling tools, payroll portals)	**Configure mobile app testing on iOS and Android devices used in the field**

Don't forget content migration—identify essential SOPs, FAQs, HR policies, or checklists that need to be moved or linked. Test logins across user types, confirm data syncs properly, and document any gaps. Assign a technical lead to work with your vendor's implementation engineer.

4. Content Creation and Prep

Users won't engage with an empty platform. Fill the space with useful, relevant, and welcoming content.

💬	🎥	📰	👥
Launch a message from leadership	**A welcome video or "how-to" walkthrough**	**Initial news posts, task checklists, & training content**	**Preloaded discussion forums and employee groups**

Assign content owners for each area. Consider inviting a few frontline champions to preview the content and give feedback. Are labels clear? Does navigation make sense? Adjust accordingly. You should also prepare physical and digital onboarding materials: flyers, login tip sheets, app download instructions, etc.

5. Training Administrators and Managers

Frontline managers play a pivotal role in adoption. Equip them with the skills—and reasons—to lead by example. Offer manager-specific training sessions that emphasize how the platform helps them (e.g. "you can now post announcements directly to your team" or "track task completion without spreadsheets").

Likewise, ensure administrators understand how to create and govern content, manage users, and troubleshoot common issues. Many organizations launch first with managers to build confidence and create peer champions across locations.

6. Pilot Launch (Soft Launch)

Select a test group—perhaps one department or region—to use the platform before going live company-wide. This lets you:

- Identify technical bugs or user access issues
- Gather feedback on navigation, usability, and content
- Test support readiness (helpdesk response, FAQs)
- Capture positive user stories or quotes to use in your broader launch

Keep the pilot brief but purposeful. Success here builds momentum for your wider rollout.

7. Full Rollout and Launch Communications

Plan launch day like an event. Depending on your organization size, you may do a single "big bang" or a staggered regional launch. Key launch components:

- A clear, accessible announcement from leadership
- On-site assistance for less tech-savvy users
- Interactive events like contests or launch Q&As
- Download and login instructions posted where employees will see them (break rooms, lockers, internal portals)

Leadership visibility is crucial. Have executives and department heads post welcome messages, recognize early users, and reference the platform in meetings. This signals that the platform is now part of everyday operations.

8. Post-Launch Adoption & Change Management

Don't let momentum stall. Continue marketing the platform internally:

- Share **"Did You Know?"** tips weekly
- Feature **POWER USERS** or **HELPFUL POSTS**
- Send follow-up **surveys** to gather feedback
- Monitor **ADOPTION METRICS** and troubleshoot where usage lags

Use analytics to pinpoint under-engaged teams, and have local leaders reinforce usage. Create feedback loops so users feel heard—and publicize changes based on that input. Real-world wins (e.g. "Team X reduced missed shifts by 40% using the new app") will inspire broader engagement.

9. Continuous Improvement and Governance

Treat your platform like a living product, not a one-time project. Establish a governance committee to:

• Monitor usage and content freshness

• Review feedback and plan updates

• Maintain branding and alignment with business goals

Continue evolving—roll out new features in phases, expand integrations, or launch periodic campaigns to boost engagement. With the right approach, your frontline platform becomes part of how your organization operates every day.

Need a Launch Companion?

Download our free **Intranet Launch Planning Guide** to walk through every step of the implementation process. It's packed with practical checklists, real examples, and expert advice from hundreds of successful rollouts. Whether you're finalizing your vendor selection or preparing your launch team, this guide will help you deliver a smooth, impactful launch.

OPERATION MODERN DIGITAL HUB:

A Guide to Planning A Successful Intranet Launch

www.mangoapps.com

Key Takeaways:

• Build a Business Case: Show the risks of outdated systems and the benefits of a modern intranet.

• Engage Leaders: Involve CEOs, CHROs, and key execs to support your initiative.

• Design for Users: Meet the needs of both desk and frontline employees.

• Plan Smart: Get tips to manage content, timelines, and resources.

• Boost Adoption: Learn strategies for personalization, easy navigation, and post-launch engagement.

Measuring Success and Continuous Optimization

"If you can't measure it, you can't improve it." That adage holds especially true when it comes to your frontline platform. After the excitement of launch fades, the real work begins—tracking performance, identifying areas to improve, and tying platform activity to business outcomes. This section offers a practical guide to measuring impact, optimizing over time, and keeping leadership and employees aligned on progress.

Define Key Success Metrics

Ideally, you defined success metrics during your initial business case. Now, those goals become the foundation for ongoing measurement. Consider setting both platform-specific KPIs and business-level outcome metrics.

Common frontline platform metrics include:

Adoption Rate: What percent of employees activated their account or signed in? Example: 90% of frontline workers logged in within two months.

Active Usage (DAU/WAU): Measure daily or weekly activity. A healthy benchmark is 75% of frontline users logging in at least once a week.

Engagement Volume: Track likes, comments, questions, and shout-outs. Low interaction early on is normal—look for growth after campaigns or manager-led activity.

Content Reach: Measure who sees critical messages using read rates or open rates. For top-down updates, aim for 70–80%+ reach across your workforce.

Task & Workflow Completion: Track on-time completion rates for assigned tasks, like checklists or safety forms. Increases here signal operational adoption and value.

Training Participation: Use surveys, eNPS, or pulse questions to track employee sentiment and compare it to pre-launch benchmarks. Focus on perceived usefulness and connection.

Employee Feedback & Satisfaction: Pair quantitative data with qualitative insights. Use follow-up surveys to ask frontline users if they feel more informed, connected, or capable. Include eNPS or a simple satisfaction score. Compare results to pre-launch benchmarks to gauge impact.

Tie Metrics to Operational and Business Outcomes

Beyond platform usage, track improvements in the areas that leadership cares about:

Turnover and Retention: Are frontline quit rates declining? For example, "voluntary turnover dropped from 40% to 30%, saving an estimated $250,000 annually in hiring costs."

Absenteeism: Highly engaged organizations experience 41% lower absenteeism (Gallup). If fewer call-outs or last-minute shift changes are occurring, note the timing relative to your rollout.

Safety Incidents: If you use the platform for safety campaigns or checklists, track whether incident rates decrease over time.

Customer Experience: Look at CSAT, NPS, or mystery shopper scores. Improved frontline communication and engagement often translate into better customer service.

Productivity Metrics: For manufacturing or logistics, consider output per worker or on-time delivery rates. In retail, sales per labor hour. While indirect, improvements here can often be correlated with better-informed, more engaged employees.

Even if it's difficult to isolate causation, you can point to platform engagement as a contributing factor—and show that momentum is heading in the right direction.

Usage Analytics and Reporting

Use your platform's admin dashboard to track logins, engagement levels, task completion, and survey responses. Set up a cadence for review:

- Weekly for the first 60–90 days
- Monthly thereafter
- Quarterly summaries for executive stakeholders

Look for gaps: Are certain regions or departments lagging in adoption? Which content types are resonating (e.g., short videos vs. text posts)? What times of day see the most engagement?

Use these insights to adjust your strategy. For example:

- Shift communication timing to better align with frontline schedules
- Create quick-reference guides or auto-translated content if certain groups struggle with comprehension
- Refocus on underutilized features (e.g., forums or surveys) with training or simplified workflows

Build out regular reports that show progress and impact—e.g., "90-Day Post-Launch Snapshot" with stats, feedback, and next steps. Sharing these with leadership ensures continued buy-in and budget.

Benchmark and Celebrate Wins

Momentum builds when people see progress. Share milestones internally:

> "We've passed **100,000 messages!**"

> "**80%** of employees now log in weekly!"

> "Employee feedback shows a **25-point improvement** in communications satisfaction!"

Highlighting cross-team engagement or stories from frontline employees (e.g., "I finally feel like I know what's going on company-wide") adds depth to the data. Showcasing progress also signals that the platform is here to stay—and growing in value.

Continuous Improvement Cycle

Treat your frontline platform like a product in continuous development. Use metrics to spot friction, test improvements, and iterate:

• If mobile adoption lags, look at shift-based training or simplified login processes

• If engagement dips, test new content formats or more frequent recognition posts

• If forums go unused, consider folding that function into chat-based workflows

Also monitor new feature releases from your platform provider. Vendors like MangoApps roll out updates frequently—be ready to pilot or promote features like enhanced analytics, translation tools, or AI-powered search.

Every quarter, revisit your original goals. Are they still relevant? Have new needs emerged? Adjust your benchmarks accordingly and reset your success targets.

ROI and Business Case Follow-up

Finally, close the loop on your original business case. Report back to leadership on what the investment delivered:

• Cost savings (e.g., "Turnover reduction saved $250K vs. $100K spent")

• Engagement growth (e.g., "eNPS improved by 20 points in one year")

• Operational efficiency (e.g., "Task completion compliance rose 15%")

If numbers are still evolving, share early signals and plans for deeper measurement. Leaders want to see directionality, not just perfect stats. Proving that your frontline investment is creating business value builds credibility for future initiatives.

Implementation Red Flags & Remediation Checklist

Rolling out a new frontline platform—whether during a focused pilot or full-scale launch—is a complex initiative with many moving parts. Even with great planning, unexpected issues can surface once real users start engaging with the system in their day-to-day work. That's why it's critical to watch closely for early warning signs during implementation.

> ▶ Low Adoption
> ▶ Negative User Feedback
> ▶ Lack of Leadership Engagement
> ▶ Integration and Data Sync Issues
>
> ▶ Low Reach on Content and Communications
> ▶ Security or Compliance Concerns
> ▶ Vendor Responsiveness Issues

This checklist outlines the most common "red flags" organizations encounter during rollout—ranging from low usage to technical misfires to leadership disengagement. Don't think of these as failures; rather signals. If caught early, they offer a valuable opportunity to course-correct before problems compound at scale.

LOW ADOPTION

Observations	Remedies
☐ Less than 30–40% of users have logged in more than once	☐ Survey users to uncover barriers (e.g. forgotten passwords, unclear value)
☐ Users regularly asking how and where to log-in	☐ Simplify login or enrollment process (e.g. SSO, phone number login)
☐ Comments like "It's just another thing I have to do"	☐ Retrain users with a focus on "what's in it for them"
	☐ Address feedback clearly and promptly

NEGATIVE USER FEEDBACK

Observations	Remedies
☐ Complaints about persistent technical glitches (e.g. slow speed, incorrect information)	☐ Gather specific feedback and prioritize the most common complaints
☐ Reports of missing features or difficult access to key tools	☐ Work with vendor to address bugs or performance issues
	☐ Reconfigure homepage or navigation to highlight key features
	☐ Create quick-start guides or training videos

LACK OF LEADERSHIP ENGAGEMENT

Observations	Remedies
☐ Managers are not consistently encouraging adoption and usage	☐ Meet one-on-one with managers to understand concerns
☐ Managers are not regularly logging in, creating or engaging with content	☐ Offer extra training and show time-saving use cases
	☐ Recruit champions to influence peers

INTEGRATION OR DATA SYNC ISSUES

Observations	Remedies
☐ People directory, schedule, and/or calendar integrations are not functioning correctly	☐ Partner with IT and vendor to troubleshoot feed and API issues
☐ Content, information, and resources from existing systems are not appearing or are incorrect	☐ Audit user provisioning logic and access mapping
	☐ Delay rollout of any non-functioning integrations until resolved

LOW REACH ON CONTENT AND COMMUNICATIONS

Observations	Remedies
☐ Low read rates for important announcements	☐ Check notification settings—ensure push alerts are enabled
☐ Misinterpretation of messages due to tone or language	☐ Provide communication style guidelines for content creators
	☐ Translate content if needed for multilingual teams

SECURITY OR COMPLIANCE CONCERNS

Observations	Remedies
☐ Improper users seeing information they shouldn't have access to	☐ Review and tighten platform security configurations
☐ Insecure user behaviors (e.g. sensitive info shared in public chats)	☐ Conduct a policy refresher on acceptable use
	☐ Validate compliance features like audit trails or data retention

VENDOR RESPONSIVENESS ISSUES

Observations	Remedies
☐ Support tickets go unanswered or take too long to resolve	☐ Raise concerns with vendor's leadership or CSM
☐ Vendor account reps are not regularly engaged	☐ Confirm SLAs and launch period support resources
	☐ If unresolved, re-evaluate vendor fit before scaling further

Use this checklist as an active tool throughout your rollout. Whether you're a few weeks into a soft launch or mid-way through a phased deployment, these indicators will help you identify risks, prompt deeper investigation, and apply practical solutions before trust or momentum erodes. Many of these red flags come directly from the field—real-world feedback from companies implementing platforms like MangoApps.

Additional Resources for Vendor Evaluation

Need more support as you build your shortlist or compare final options? Use these resources alongside your RFP and demo process to validate decisions, surface red flags, and stay focused on what matters most for your frontline teams.

ClearBox Intranet & Employee Experience Platforms Report

A comprehensive, vendor-neutral breakdown of top platforms—feature-by-feature, with screenshots and use case notes. Free download available on our website

Use for: Side-by-side comparisons and early-stage filtering.

Forrester Wave for Intranet Platforms

A detailed scorecard-driven evaluation of top vendors across categories like mobile UX, personalization, and extensibility. See our Forrester Wave guide - Full report access requires a Forrester subscription.

Use for: Shortlist comparisons with detailed feature insights.

Gartner Intranet Packaged Solutions Magic Quadrant/ Critical Capabilities

The **Magic Quadrant** and **Critical Capabilities** reports give a high-level view of leading vendors and functionality by use case (e.g. frontline, comms, knowledge). Full reports require a Gartner subscription.

Use for: Strategic overview + capability deep dive.

Gartner Peer Insights

Peer Insights provides real customer reviews with strict validation standards. Avoid sites like G2 that are prone to fake or paid reviews.

Use for: Getting honest feedback on vendor experience and support.

MangoApps is a Peer Insights 2025 "Strong Performer" with a 4.7/5 rating as of July. Read more

Why Choose MangoApps?

Unify your entire workforce — frontline and desk — with an intelligent platform that connects people, knowledge, tools, and AI. MangoApps delivers what every team needs, exactly when they need it — from office to frontline, desktop to mobile.

A Central Hub for Everyone

- Connecting frontline and office teams on a single platform for 15+ years
- CCentralizes all tools, knowledge, and communication in one place
- 200+ integrations that support two-way data sync with existing systems

True Partnership Approach

- Dedicated success managers who truly understand your business
- Technical experts assigned to your account for seamless support
- 24/7 global support with guaranteed response times.

Enterprise-Grade Security

- Highest security standards (HITRUST, SOC2, ISO-27001)
- Default encryption of all data at rest and while in transit
- Redundancy and failover to guarantee 99.9% uptime for all customers

Proven Track Record

- Trusted by industry leading organizations across various sectors
- Support millions of users in countries around the globe
- 95%+ customer retention from delivering real, measurable results

> "MangoApps gives the YMCA a space where employees can share knowledge, quickly access resources, and lean on each other for support. The mobile app ensures our team members can stay connected and informed, no matter where they are."
>
> **Vanessa Blair**
> Sr. Manager of Organizational Communications, YMCA of the USA

★★★★★

> "I love the MangoApps support team. From day one, everybody has demonstrated true interest in what we need. They are always searching for a way to help us and give us what we want. They're good listeners and wonderful developers."
>
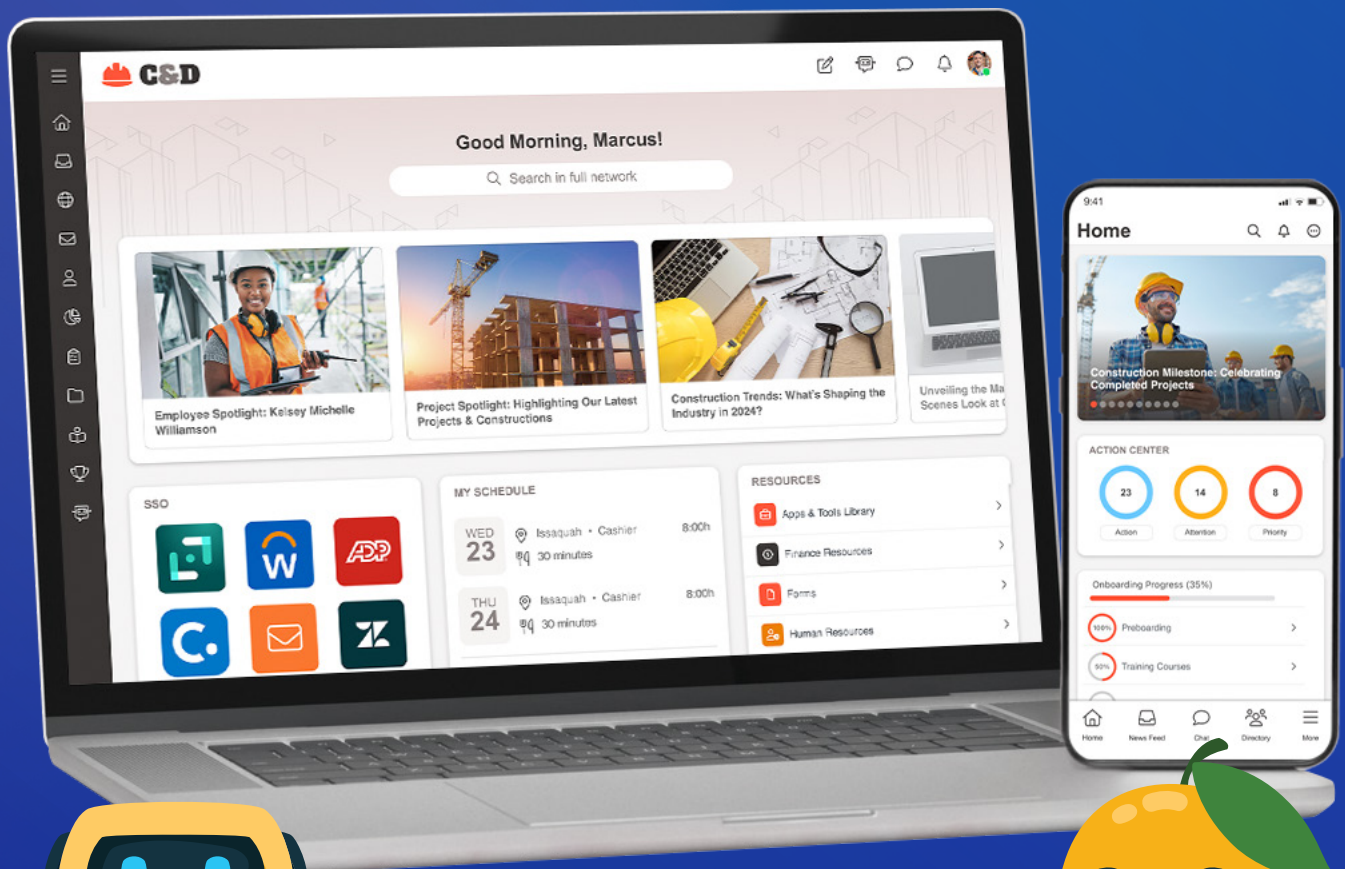> **Natalia Abrego**
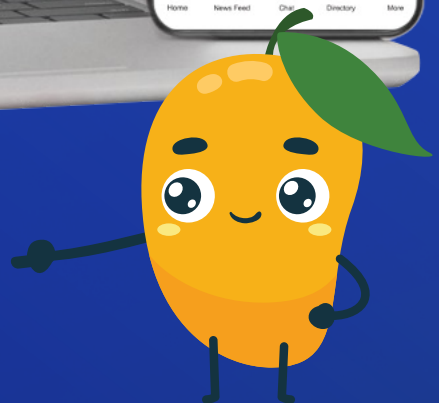> Corporate Communications Manager

100's of Enterprise Customers

Schedule a Demo Today and See The MangoApps Difference for Yourself!

SCHEDULE A DEMO

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