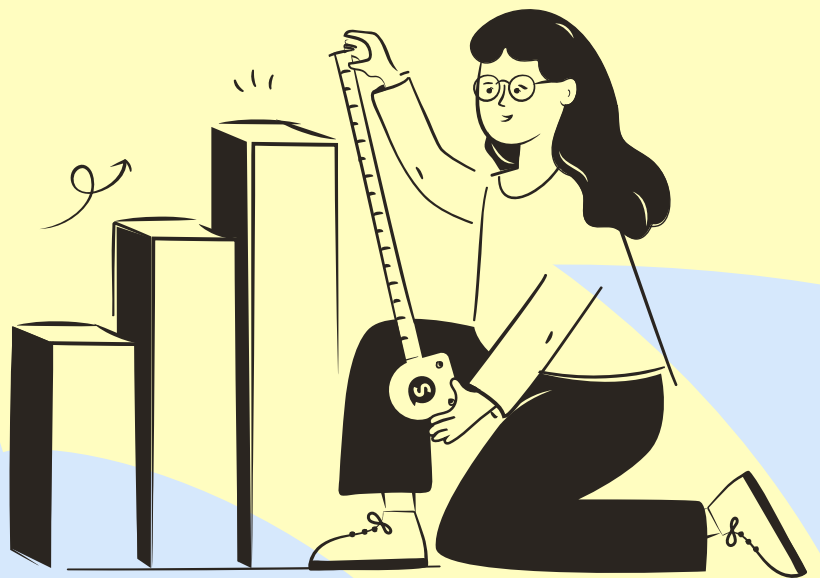




Measuring internal communication:

Practical tips to improve communication



The golden rule of measurement is to measure what you treasure. What do you treasure?

— Rachel Miller

Your internal communication is the cornerstone of your business. It directly impacts **employee productivity, cross-departmental collaboration, employee motivation, employee engagement, and organizational alignment.**

Studies show that **employee productivity increases by 20-25%** in organizations where employees feel connected. Highly engaged employees result in a **23% increase in profitability**, while businesses that actively engage their employees see an **18% decrease in staff turnover.**

If your employees aren't engaged, aren't collaborating effectively, or aren't aligned with the company's vision, you need to look at your **internal communication strategy.**

Naturally, you want to know which of your internal communication efforts are the most effective and how to improve communication to achieve better results.

But how can you make data-driven decisions if you don't have the metrics to help you understand what's working and what needs improvement?



The importance of measuring internal communication to improve communication

Establishing a baseline through measurement helps you identify areas for improvement and track progress over time. By measuring internal communication, you can set a starting point, track your improvements, and continuously evaluate your strategy.

- **Spot the problems before they spiral:** Measurement helps you catch weak spots early. Prioritize what matters most and save yourself from future headaches.
- **Tailor your approach:** Find out how employees actually prefer to communicate and build your strategy around that. It's all about meeting them where they are.
- **Refine your channels:** Not all communication tools are created equal. Figure out which ones are crushing it and which ones are just noise.
- **Make your resources count:** Data-backed insights mean you're spending your time, energy, and budget where it actually matters.
- **Create accountability:** When you've got data, you've got proof. And when you've got proof, you've got a reason to keep improving.



Proving the worth of internal communication

For internal communication teams, proving their worth has never been more important. Leaders want to see how your efforts impact productivity, engagement, and business outcomes. If you can't prove ROI, securing budget and buy-in becomes a constant battle.

That's why measurement matters—it's your strongest tool for justifying your strategy and resources. The data you collect isn't just about tracking clicks and likes; it's about showcasing real business value.

By measuring what matters, you can show exactly how internal comms drives outcomes like productivity, engagement, retention, and profitability. And when you have proof, you have power.



Practical tips to improve communication through measurement

#1

Define clear goals

Establish what you want to achieve. Are you looking for improved productivity? Higher engagement? Better alignment with business objectives? Be specific about your goals.

#2

Select relevant metrics

Identify KPIs that align with your communication goals, such as engagement rates, response times, and feedback quality. This is where the **CORE framework** comes into play. Focus on these four areas:

- **Cost Per Engaged Employee (CPEE):** Track the cost-effectiveness of your campaigns by dividing the total cost by the number of employees who engage meaningfully. Engagement can be measured by comments, surveys, or behavior changes.
- **Ongoing Engagement Trends:** Engagement is not a one-time event. Measure trends over time to see what sticks and what doesn't. A consistent drop-off? Time to pivot.
- **Retention of Messages:** Measure whether employees are actually retaining your key messages. Follow-up surveys and quizzes are goldmines for figuring out if your message made an impact.
- **Engagement Follow-Up Effectiveness:** Make sure your communication leads to action. Compare pre- and post-communication metrics to prove ROI and validate your strategy.

#3

Leverage modern tools

Use communication platforms with built-in analytics like Speakap's Compass Premium. This allows you to track engagement, retention, and overall effectiveness without needing a data science degree.

#4

Gather feedback regularly

Collect input from employees through surveys, polls, or direct feedback. This helps you understand sentiment and how messages are being received.

#5

Analyze results

Data is only valuable if you use it. Identify trends, strengths, and areas that need improvement. Combine quantitative data (metrics) with qualitative data (employee feedback) for a well-rounded analysis.

#6

Iterate and improve

Measurement isn't a one-time thing. Continuously refine your communication strategy based on your findings and repeat the process. It's about progress, not perfection.



Measuring internal communication with Speakap

Speakap's Compass Premium provides an intuitive, data-driven approach to help you **improve communication**. With real-time dashboards and easy-to-read analytics, you can:

- Track adoption, engagement, and content performance across your organization.
- Identify patterns and spot trends to drive better business outcomes.
- Share workforce analytics data with your team to ensure everyone has visibility and collaborates effectively.
- Make data-backed decisions that enhance productivity, employee satisfaction, and overall organizational success.

Why businesses love Speakap's workforce analytics

- **Instant answers, zero hassle:** Get up and running with easy-to-read dashboards that deliver workforce data instantly. No setup nightmares or specialists required.
- **Collaborate with ease:** Share workforce analytics data to develop smarter workforce planning and boost team performance across locations.



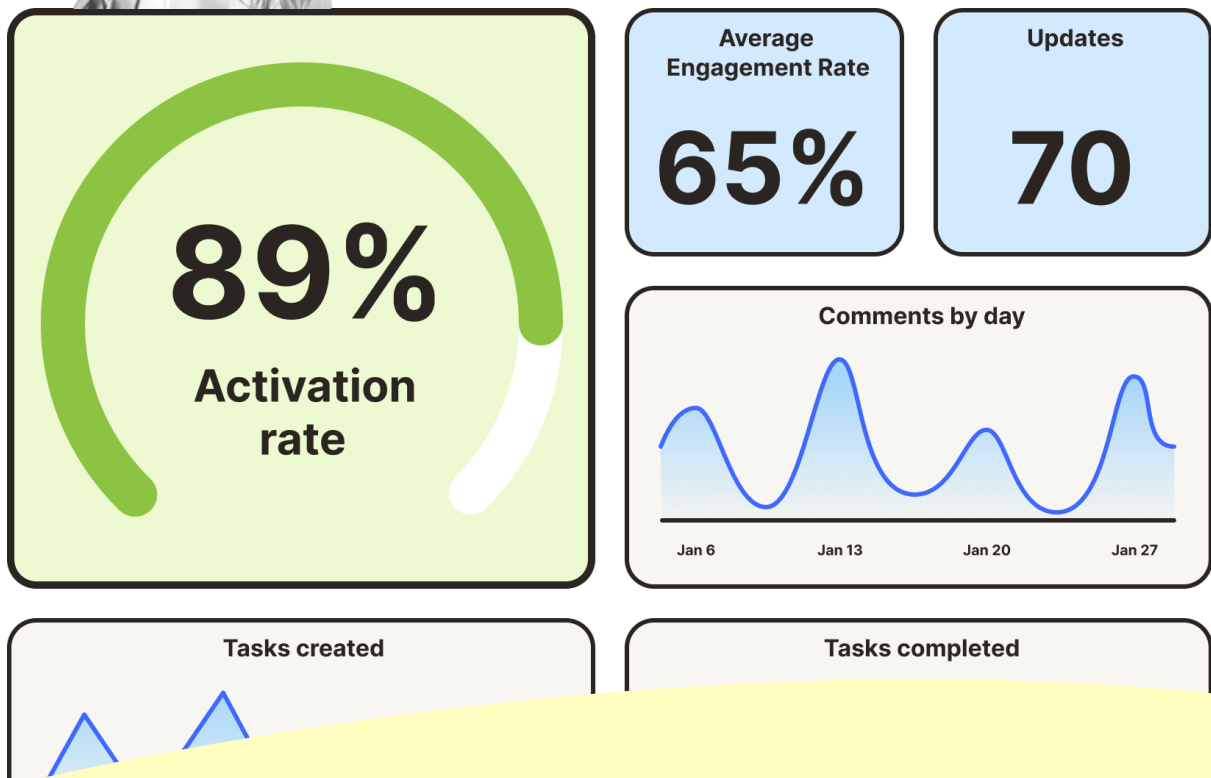
- **Measure what matters:** Track engagement metrics, content insights, behavioral trends, and performance comparisons.
- **Tailored insights:** Use custom labels to segment your data and refine your strategies where they matter most.
- **Predictive analytics:** Spot workflow bottlenecks and engagement issues before they escalate.

Workforce Analytics helps us show the 'why' behind what we do as internal communicators and makes it easy to highlight how much engagement has improved since we started using Speakap.



Puttshack

Jade Casey
Head of People at Puttshack UK





www.speakap.com

**Your next step to
smarter & actionable internal
communication insights
starts here.**

Book a demo

