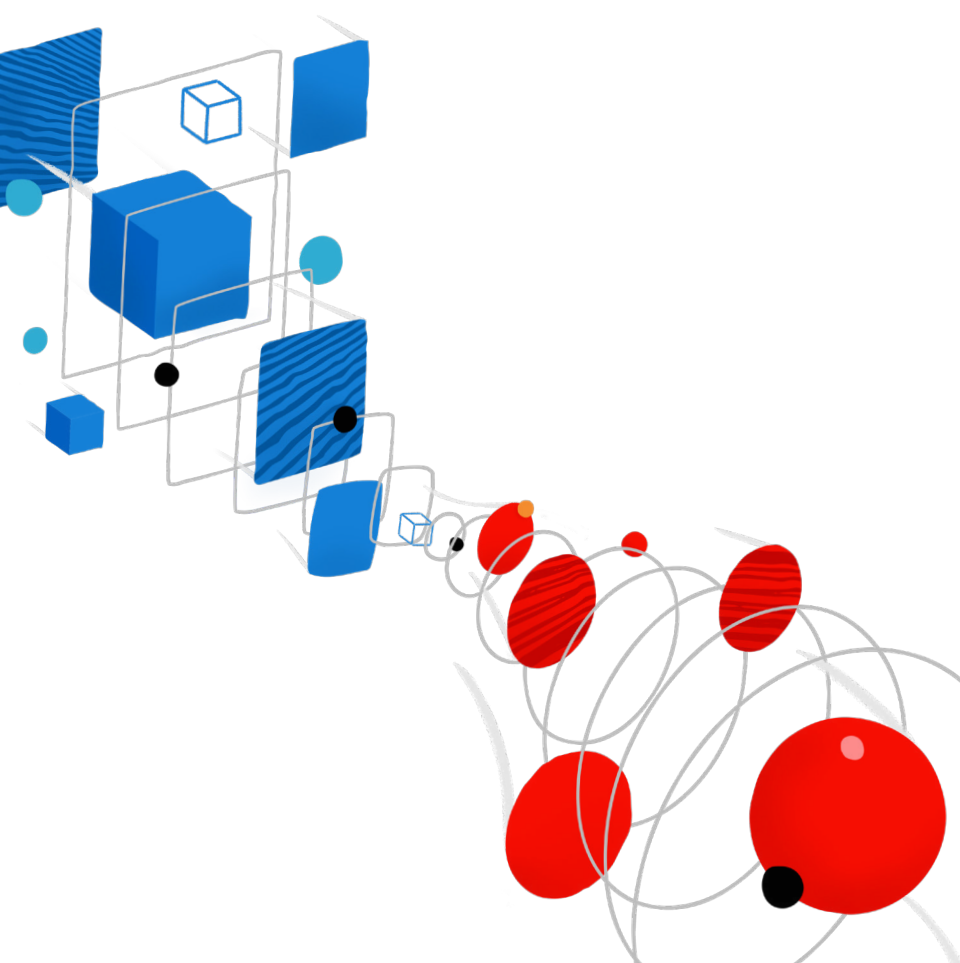




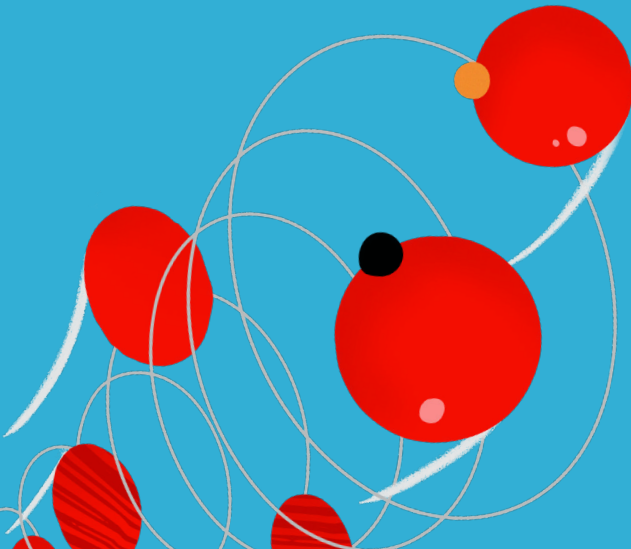
Engaging the new digital workforce: A blueprint.



Reimagining employee communications and connectivity.

With many employees now working remotely, and many others working on-site but at a physical distance, you may have found that your company is in need of a digital communication reboot. When those who were temporarily remote return, the workplace will not be the same as when they left. Physical distancing and virtual collaboration will be commonplace, and communication will take place exclusively through digital channels.

There's no doubt that our new normal has provided you with insight into the ability of your intranet, otherwise known as your employee portal, to support your workforce during this time.



You've seen whether or not you can easily create and deliver information frequently, collaborating exclusively through digital channels, and if employees can access that information in a self-serve and timely manner. You may be considering innovative solutions, like digital signage, for communicating critical messages. You've discovered whether or not these experiences can scale to support new digital traffic highs without slowing, and if what is being accessed remotely is being accessed securely.

If you have an aging, siloed, or on-premise content management system (CMS), you're probably finding that your employee experiences leave much to be desired. You wouldn't be alone. According to Gallup, 50 percent of organizations have expressed frustration at the tools and platforms they use to reach employees in a way that is timely, effective, and measurable.

A legacy CMS is hard to integrate with modern applications and services, which in turn makes it difficult to offer self-service and digital collaboration tools. A siloed CMS leads to content duplication that ends up being costly—not just because of the doubled creation efforts, but also because it makes finding the right information more time-consuming. And an on-premise CMS is cost-intensive to scale and hard to secure for employees working off-site.

The good news is that retooling your employee portal with a modern CMS today won't just help you meet the needs of employees during COVID-19, it will also help you meet the needs of employees who will continue to work from home once health and safety restrictions have been lifted. A recent Gartner survey found that 74 percent of chief financial officers intend to shift at least five percent of positions from on-site to off-site even after regular operations resume.



50%

of organizations have expressed frustration at the tools and platforms they use to reach employees.

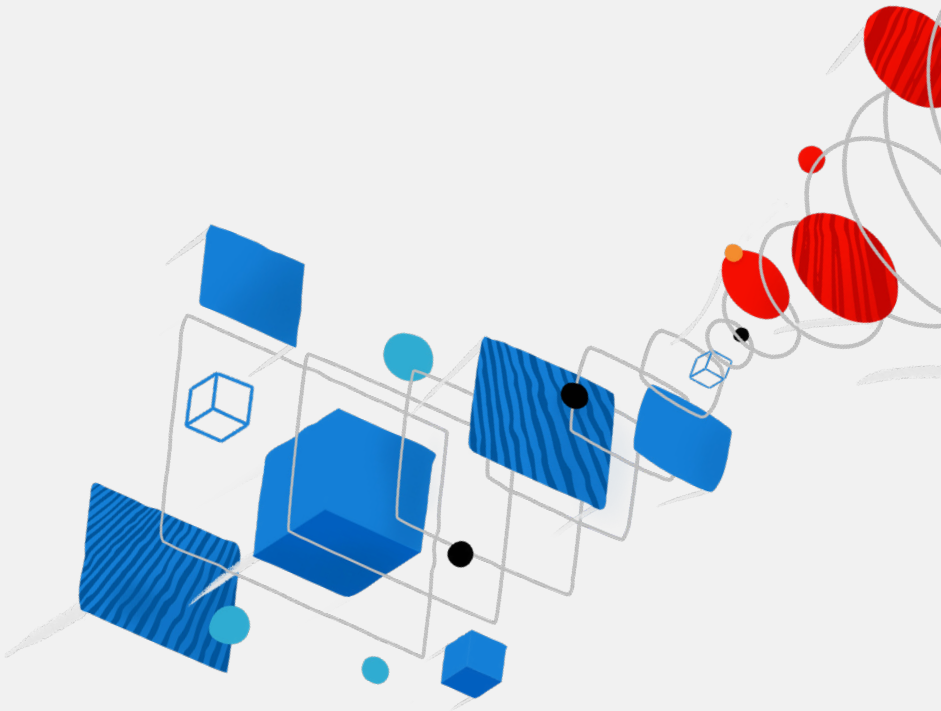
Source: Gallup

Based on the experiences of leading brands across industries, this blueprint lays out the foundational and advanced features of a well-designed employee portal. You'll learn the tools that make it possible to create and deliver employee experiences that dramatically increase engagement and ROI.



Building blocks for a modern employee portal.

Leading brands have found that there are a handful of capabilities that are essential to building exceptional employee portals. These elements make it easier than ever for HR, communications, and IT professionals to create and deliver relevant, timely information, and for employees to access it.



Centralized content management

Keeping all of your organization's content (such as safety guidelines and remote work policies), assets (such as images and videos), and experience elements (such as templates and components) in one place ensures that teams across the organization reuse what already exists, rather than create duplicates.

Additionally, with only one pool to draw from, content pieces will display the same layout, navigation, and style, whether it be a newsletter, a new web page, or any other experience. This consistency makes it easier for employees to scan and absorb information, and it also enhances their trust in the organization—just as it enhances consumers' trust in brands.

At Lufthansa, the second-largest airline in Europe, content reuse is very important, not only because it saves on cost, but also because it enables teams to get timely information to more than 138,000 employees in different channels—in minutes. Content distributed on the portal can also be easily displayed on the employee news app and on digital signage throughout Lufthansa's offices around the world.



37%

of communication professionals say internal silos create the greatest challenge they face in communicating with employees.

Source: Gallup

Over time, and perhaps due to a disconnected organizational structure or technology limitations, some organizations implemented more than one CMS to power their employee portal, driving up IT costs associated with solution licensing, resource expertise, and support. By centralizing four CMSs onto one, a leading grocery retailer reduced their year-over-year costs by 41 percent. Now, they no longer pay separate licensing costs to multiple vendors or for the resources it takes to create and share components for multiple platforms.

Fast content-authoring capabilities

Getting information to employees is critical during times of crisis. Oftentimes that kind of information can change rapidly. Hard-coded web experiences require content creators to log IT tickets to make updates—even for simple changes. However, developer resources are costly and scarce, and such dependency can lead to bottlenecks. Empowering non-technical teams with drag-and-drop tools to create new web pages or make simple content and layout changes can be game-changing. It ensures employees always access the latest information or updates, increasing overall portal engagement.

The Adobe award-winning global employee portal empowers more than 40 creators across business units and departments to publish content across 60 sections of the portal. Because they can build out and update their own informational pages in minutes, they can keep employees informed at all times.



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By giving teams ownership of their content, we can make sure that *Inside Adobe* gets updated with changes to benefits or big product news as soon as possible.

Jenn Hathaway

Senior Manager of Digital Communications, Adobe



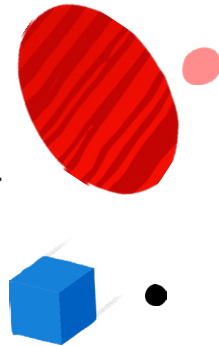
Content governance

Accurate search results are key to delivering an excellent employee experience on the employee portal, and this requires strong content governance. Tagging entire pages and individual assets at a granular level improves search results, which in turn improves search utilization and employee satisfaction.

Before leading software provider Citrix retooled their employee portal, search was a challenge for employees. Keywords turned up millions of results, with no way to tell which were the most accurate—or the most recent. Their new employee portal includes metadata and tagging tools that allow search to drill down to deliver only the most relevant results. By improving search functionality, Citrix drove utilization by 200 percent year on year.

“ Ungoverned intranets lead to a ‘wild west’ situation where anything goes. Unfortunately, this also leads to zero trust in the content.

Source: Gartner



Exceptional personalization tools

People have come to expect personalized experiences, whether they're shopping for shoes, communicating with their doctors, buying a house—or accessing their organization's employee portal. Portals can be personalized in several different ways, for example, by the employee's business unit, their geographic location, their language, and more.

Creators for the Adobe employee portal can easily personalize communications, since content that lives on the intranet is tagged based on format type, department, location, and employee role. When employees sign in, they're greeted with a calendar that shows upcoming events for their specific location, and links related to their department appear first in a popular resources list.

“ [We can] manage content for more than 50 locations on one site, but still personalize experiences so that employees are exposed to the most important and relevant information for them.

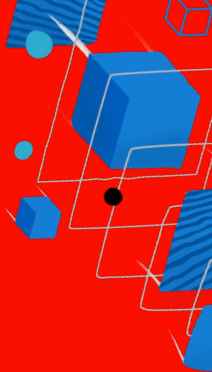
Jenn Hathaway,

Senior Manager of Digital Communications, Adobe



Just as personalizing customer experiences strengthens consumer-brand connections, personalizing employee experiences strengthens employee-organization connections. And failing to create those connections can be detrimental to your company. According to Gallup, disengaged employees cost businesses \$500 billion each year in productivity. On the other side of the coin, McKinsey says that organizations that improve employee connections can improve productivity by 25 percent.

Aware of these benefits, a leading grocery retailer built an intranet that would give employees access to content they need to feel supported, informed, and equipped to do their jobs—whether they access it on-site or off-site. Because of the size and scope of their business, they employ a wide range of professionals, from store associates to scientists, and from marketers to mechanics. At login, their portal has the ability to recognize each employee by role and serves up experiences that feel unique to their specific needs.



“ Our team spent a great deal of time talking to people and understanding the exact nature of their roles and daily tasks. Everything we built led with that as a starting point.

Director of Digital Strategy

Leading Grocery Retailer

Agile integrations

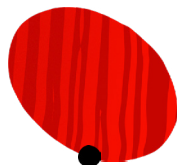
As information around COVID-19 changes, keeping employees informed is crucial. But according to Gallup, 74 percent of employees already feel that they're missing out on company information. An effective employee portal acts as an information hub where relevant content and data stored in multiple systems is surfaced to the employee in a streamlined manner. It's ideally the first application employees access in the morning for reminders, important tasks, local events, and more.

To achieve this functionality means integrating your employee portal with modern cloud-based applications and services such as Microsoft 365, Workday, Okta, and others. Legacy portals with their aging architecture are hard to integrate with these modern applications and services. So the next technology you choose to power your employee portal must offer a flexible API-based architecture that enables agile integrations. Having out-of-the-box connectors to common applications and services can further speed time to value.

Citrix set up their employee portal to integrate with SAP and Microsoft's Active Directory. With the information they used to create employee user groups, along with content metadata, administrators can seamlessly target or restrict content, depending on the employee's needs. For example, new employees logging in for the first time will see welcome information and onboarding materials, whereas a more senior employee will receive a notification for a job training webinar.



A modern intranet should provide a flexible and agile platform, one that not only delivers the experiences, content, information, applications, and services of today, but also the innovations of tomorrow.



Gene Phifer

Analyst, Gartner

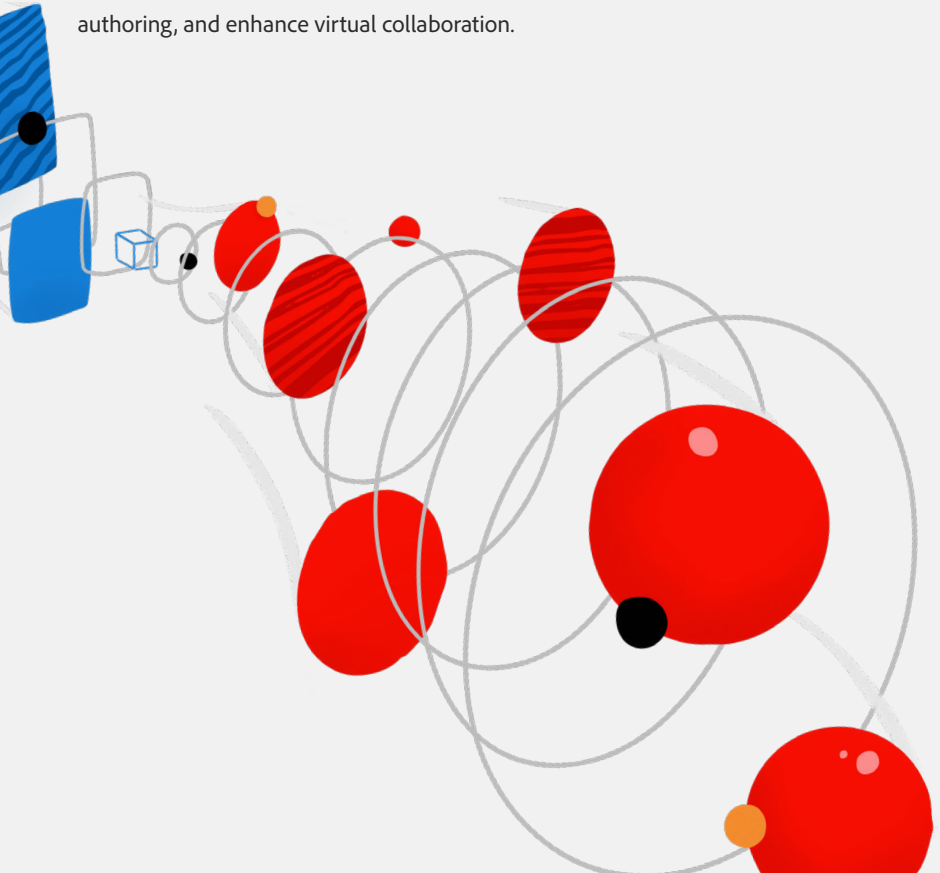
Cloud foundation

COVID-19 tested organizations' ability to scale their employee portal to meet a sudden rise in digital traffic. Organizations with portals in the cloud were able to scale more cost-effectively than those with on-premise solutions.

However, the cloud vendor you invest in to host your employee portal should do more than allow you to scale as needed. It should also be able to demonstrate security capabilities via certifications and recovery plans. Without these, your employee portal will be more vulnerable. If a cloud provider can't tell you how they offer core security capabilities or passes these responsibilities on to you, they could be setting you up for expensive breaches and crashes.

Taking your employee portal to the next level.

Once you've got the essentials down, here are some advanced capabilities you can add to supercharge the transformation of your employee portal. They can help you speed content governance, improve cross-channel authoring, and enhance virtual collaboration.



Artificial intelligence and machine learning

Tagging assets, resizing assets, rewording text—today it can all be done automatically and at scale, thanks to AI. Automating previously mundane manual tasks can greatly speed cross-channel content creation workflows.

Say you want to repurpose a long-form article from a website to render on digital signage, and you need it done in a hurry. Auto-summarization capabilities can recommend a shortened version of the article that doesn't lose the core message. AI can also be used to transform static forms into dynamic forms that adapt to user responses and include granular tracking. This allows you to evaluate points of abandonment and optimize the form-filling experience to increase completion rates. Maybe you need to ingest 100 new images and don't have the time to assign them unique keywords. AI and machine learning can “understand” the content in the image and create highly descriptive tags.

To keep the contributions of more than 2,000 creators organized and easy-to-find, the employee portal of the previously mentioned grocery retailer taps into AI to tag its content and assets. This augments, rather than replaces, any human-generated metadata and also builds in safeguards against manual errors that might creep in. The retailer also plans to use AI to add custom taxonomy to their documents to further improve search relevance.

Channel-agnostic content for web, email, or digital signage

To ensure that employees work safely during COVID-19, you'll need to deliver guidelines in a way that is agile, contextualized, and location-specific—while maintaining messaging consistency for on-site and remote employees across email, digital signage, and the intranet.

With channel-agnostic content and headless content delivery models, you can publish website content to other channels fast. For example, you can add a copy block to a web page, then send it in an email or deliver it to digital signage—without creating any additional content. And when you edit the web page, the edits will automatically update everywhere the content is rendered.

Using these capabilities, the Adobe intranet can display content across 150 screens across 35 different Adobe locations. That means they can bridge online and offline channels and get more eyes on the content. This can be important when communicating critical safety messages and guidelines.



We're getting content in front of employees in hallways, break rooms, cafes, and other areas where they work.



Ray Brulotte

Product Manager, Inside Adobe

Optimized forms

Adding advanced features to digital forms that live in your employee portal makes them easy to use—from creation to completion. Building out forms with content fragments makes it possible to edit once and apply everywhere. For example, when a regulation requires your organization to add a line to an address, instead of making that change to thousands of forms, the change is made to one address fragment and the rest conform to match.

Adding metadata tagging and taxonomy to your forms can improve search results so employees can quickly zero in on the one they need. Enabling auto-fill populates forms with known data, like name, phone, and address, saving employees a few extra steps. And adding legally compliant e-signatures lets employees and approvers sign documents digitally on any device.

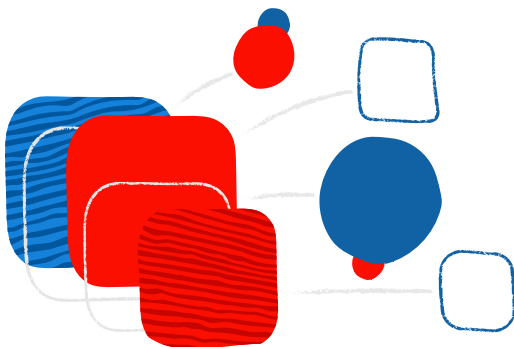
Centralized digital asset management

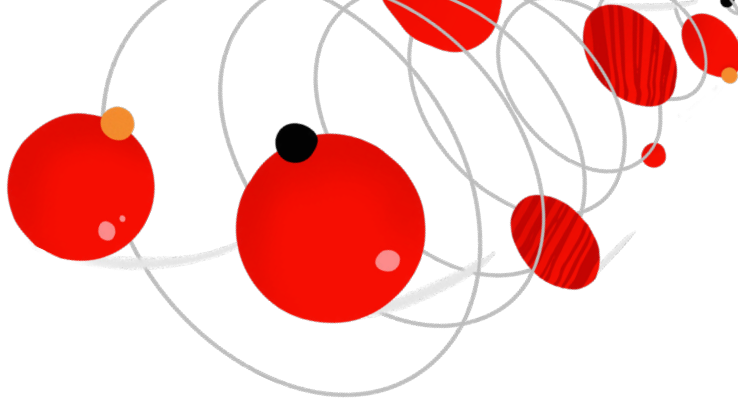
Large organizations with global teams can inadvertently end up creating silos for branded assets, such as imagery, videos, and documents. This can be a huge detriment to productivity as it could lead to duplication of effort—from ideation to design to finished asset.

Centralizing asset management can eliminate silos, and, more importantly, enhance virtual collaboration which is now the new normal. Creators anywhere within the organization can search and find what they have at their disposal before creating new assets reducing duplication. And with one centralized technology, multiple stakeholders such as creatives, designers, and content authors can collaborate via digital workflows and speed asset creation.

“ By centralizing their digital asset management, a leading grocery retailer significantly enhanced collaboration workflows and tripled asset production capacity in just one quarter.

Source: Adobe Customer Story





Support employees with a more supportive portal.

For now, working at a distance, whether on-site or off-site, is a reality. And that makes your employee portal a critical point of connection. If your organization's employees can't get the information they need, where and when they need it, it's time to consider a CMS that can help you build an intranet that can meet the needs of this moment—and beyond.

Adobe Experience Manager is an industry-leading content management solution that offers out-of-the-box tools with enterprise-level flexibility to help you quickly deliver personalized employee experiences across channels. It leverages artificial intelligence and machine learning—powered by Adobe Sensei—to supercharge content workflows. It also offers a scalable, secure cloud foundation with a blueprint for faster implementation to accelerate time to value.

[Learn More](#)

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