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Building a Case for a Digital Workplace

Productivity, engagement, culture, and efficiency all suffer when a frontline-heavy workforce relies on digital tools that aren't built for their true needs.

Here's how you can fix it, and prove real ROI.

Sections

① Introduction

The digital tools at your organization dictate the impact each employee can have every day at work. The way information is shared, the way resources are stored, and even the number of times an employee must switch tools or login all sets a limit on the amount of productivity each employee can achieve, and the level of engagement they can offer.

That's before we even consider that half your employees are probably missing out. Workplace technology is typically designed for either frontline or, more commonly, office workers. One side or the other is left with tools that don't serve their needs, and leave them disconnected from the rest of the company. Work slows, and morale suffers.

Let's explore the ways your tech stack may keep employees from reaching their full potential, and how you can fix that.

② Reclaim Productivity & ROI

Administrators lose too much time duplicating engagement and communication efforts across both frontline and corporate employees. At many organizations, each of these cohorts requires a unique set of tools, and poses a unique set of challenges.

Communicating or managing HR priorities across the frontlines and offices will either happen on separate, tailored tools (which add costs and time commitments) or a single tool (which leaves one half of the organization disengaged).

This highlights the value of a solution that engages both halves of the organization in a single tool without compromising on either desked or frontline functionality. This approach ensures that every employee has access to the integrations, knowledge, policies, and communications they need in a format that's appropriate for their line of work. It also allows administrators to create personalization at scale with less effort.

8 Hours
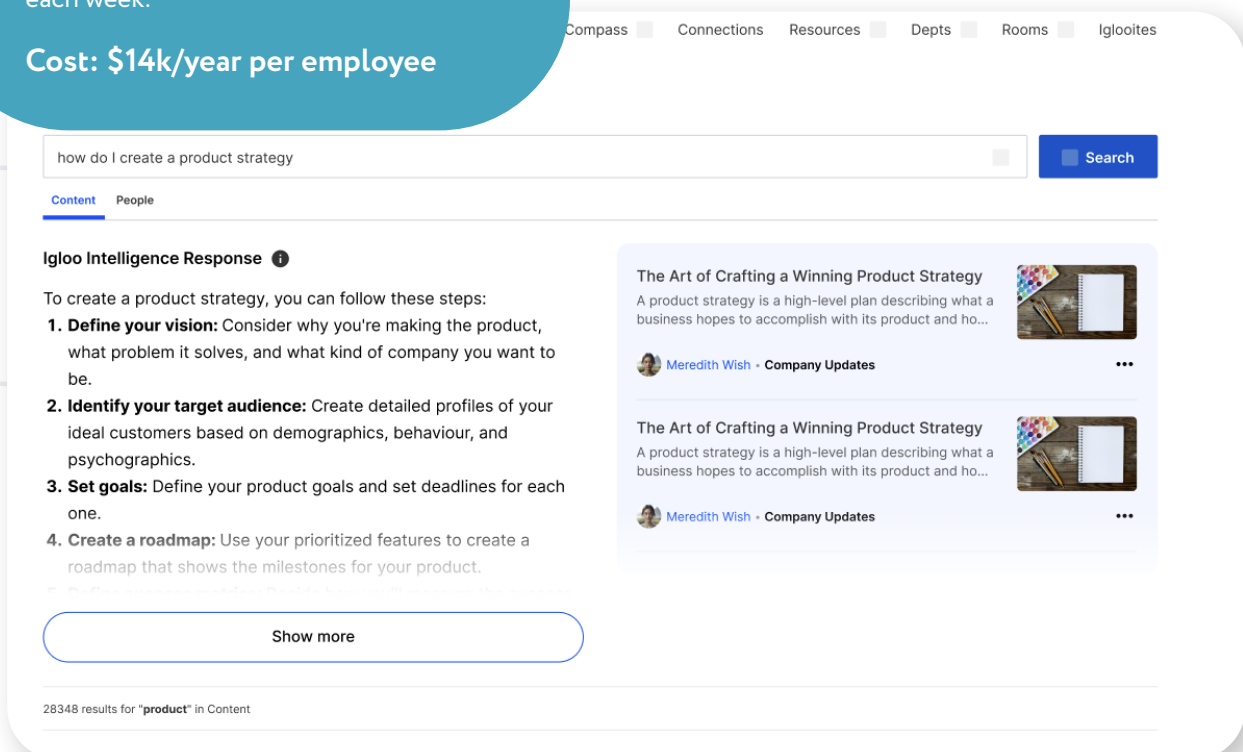communicating and meeting with teams per week[1]

Cost per employee:
$13K/year

9 Hours

The average time an employee spends searching for corporate information each week.

Cost: $14k/year per employee

The lack of a single, central platform costs organizations in three ways: the time it takes to manage multiple tools; the cost of implementing redundant business systems; and the engagement impact of sub-par experiences for at least half of the organization.

Compass   Connections   Resources   Depts   Rooms   Iglooites

how do I create a product strategy   Search

Content   People

Igloo Intelligence Response ⓘ

To create a product strategy, you can follow these steps:

1. **Define your vision:** Consider why you're making the product, what problem it solves, and what kind of company you want to be.
2. **Identify your target audience:** Create detailed profiles of your ideal customers based on demographics, behaviour, and psychographics.
3. **Set goals:** Define your product goals and set deadlines for each one.
4. **Create a roadmap:** Use your prioritized features to create a roadmap that shows the milestones for your product.

Show more

The Art of Crafting a Winning Product Strategy
A product strategy is a high-level plan describing what a business hopes to accomplish with its product and ho...
Meredith Wish • Company Updates

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28348 results for "**product**" in Content

3 Using SharePoint?
It's not an Intranet.

SharePoint O365

Igloo Software

UI/UX ✕ SharePoint is difficult to navigate and offers limited customizability, slowing access to knowledge.

✓ Igloo has a vibrant and highly configurable design that makes it easy to share knowledge within a workspace built to the needs of your office and frontline teams.

Accessibility ✕ The fragmented, desktop-based experience requires a corporate email account and leaves frontline and mobile users without a good way to access important information.

✓ Mobile users get a dedicated app designed from the ground-up for ease-of-use on the frontlines, even for employees without corporate login credentials.

Scalability ✕ SharePoint is costly to build by IT and complicated to expand both to new employees and new use cases.

✓ Igloo's user friendly design is easy to update and expand by non-technical admins and content creators as your needs change and your business grows.

Transparency ✕ SharePoint lacks the tools to understand the usage and impact of the content stored within.

✓ Igloo offers a comprehensive analytics dashboard that offers actionable insights into the usage and engagement metrics of your content.

Communications ✕ SharePoint is not a communications platform.

✓ Internal communications is one of Igloo's core features, with a multichannel campaign manager and an AI writing assistant that simplifies the task of engaging with the workforce.

Content Lifecycle Management ✕ SharePoint lacks strong content lifecycle management tools.

✓ Igloo not only offers clear content version control, but also allows for deeper lifecycle management including automated notifications to content owners when content is at risk of becoming outdated.

Learn more now →

④ Streamline Your IT Department

Your IT department is hit hard by the task of managing a tech stack made of duplicate, overlapping software to cater to frontline and office workers. They're also on the hook for all the questions that come with confusing technology, and all the security concerns that accompany an overload of different logins.

Centralizing all your systems in a single platform like Igloo significantly reduces the burden on your IT team, and allows them to scale IT operations more securely and cost-effectively. Single-sign-on through Igloo grants frontline and office teams instant access to every relevant policy, document, and tool they need day-to-day, and it does so in an environment with easy permission controls.
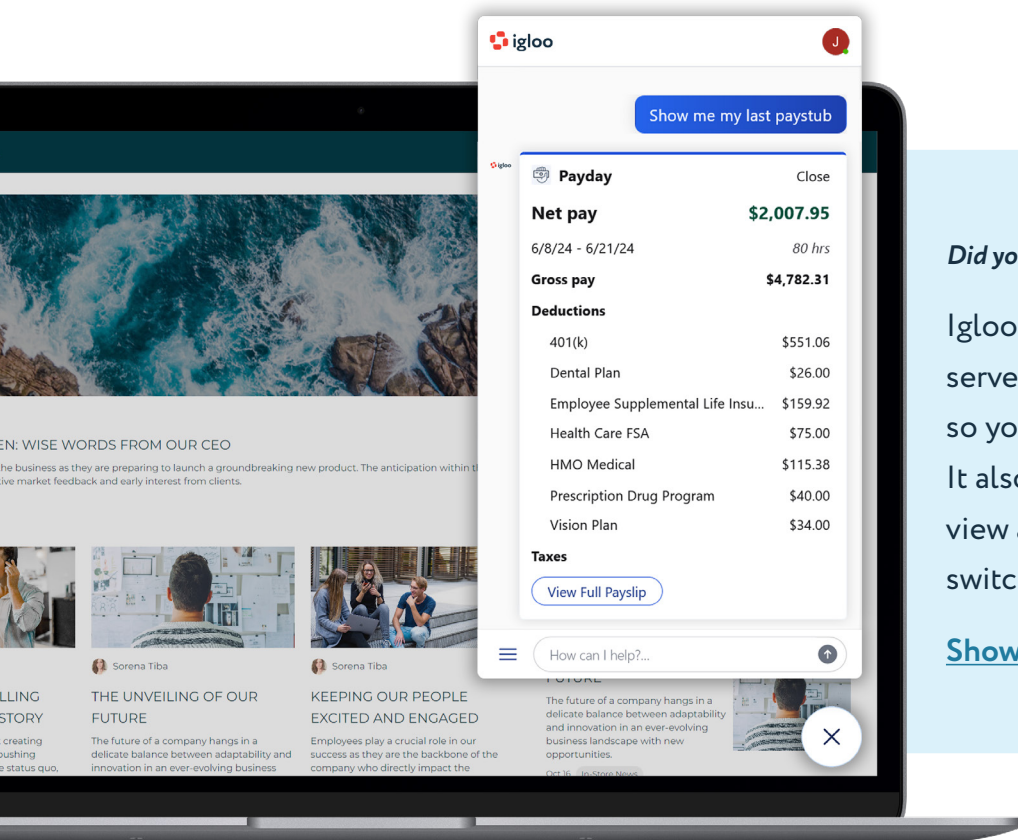
3 - 5 Hours

The amount of time each week IT teams are estimated to spend answering questions about confusing tech stacks.[8]

Cost: $12k/year per employee

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Show me my last paystub

Payday   Close

Net pay   **$2,007.95**

6/8/24 - 6/21/24   80 hrs

Gross pay $4,782.31

Deductions

401(k) $551.06

Dental Plan $26.00

Employee Supplemental Life Insu... $159.92

Health Care FSA $75.00

HMO Medical $115.38

Prescription Drug Program $40.00

Vision Plan $34.00

Taxes

View Full Payslip

How can I help?...

EN: WISE WORDS FROM OUR CEO
he business as they are preparing to launch a groundbreaking new product. The anticipation within t
ve market feedback and early interest from clients.

THE UNVEILING OF OUR FUTURE
The future of a company hangs in a delicate balance between adaptability and innovation in an ever-evolving business

KEEPING OUR PEOPLE EXCITED AND ENGAGED
Employees play a crucial role in our success as they are the backbone of the company who directly impact the

FUTURE
The future of a company hangs in a delicate balance between adaptability and innovation in an ever-evolving business landscape with new opportunities.

Oct 16 · In-Store News

Did you know…

Igloo Digital Assistant is a self-serve AI tool that solves problems so your IT team doesn't have to. It also gives IT an easy way to view and action tickets without switching between apps.

Show me how →

Engage & Inform Employees

(5)

Employees have a lot to gain from a centralized digital workplace. More relevant and personalized information enables employees across the organization to get more work done to a higher standard. Easier, role-specific access to that information lets everyone spend less time searching for and validating knowledge, and more time putting it to good use.

All of this helps employees feel more engaged not only with their work, but also with their peers and with their organization's values. The time most employees currently lose to sub-par knowledge tools could be much better spent, and the work employees do with more accurate, personalized information could be done at a higher standard.

For example, SharePoint users likely know the struggle of finding the right versions of files that vanish into the ether, or seem to duplicate at random. Although a powerful tool, it creates headache for employees looking to find information quickly when they need it the most. It also lacks the flexibility needed to address any of the most common frontline engagement and communication challenges, as it just wasn't built with those teams in mind.

To succeed, organizations need a central platform that organizes and tailors information to ensure it is always relevant, findable, and accurate. Here's how Igloo helps every employee—frontline, office, or remote—achieve more with better information:

Improve Information Delivery

Multichannel Campaign Manager: Craft, schedule, and deliver personalized information at scale, and get it directly to those who need it in on the channel they're most likely to engage with.

Engagement Engine: Increase engagement using an AI editor that optimizes communications for maximum engagement with your intended recipients.

Mobile Alerts: Stop struggling with ignored emails, and start engaging the frontlines with tailored, relevant notifications directly on their mobile devices.

Increase Information Findability

Intelligent Search: Find instant answers to all your questions with 94% accuracy using an AI search that can access information across your integrated business systems.

Igloo Digital Assistant: Get instant access to answers and action items with an AI chat bot that can handle common, routine tasks while you focus on the work that matters.

Igloo Mobile App: Give frontline workers the same access to relevant information as their corporate counterparts with a mobile app built from the ground-up for frontline work.

$44K/year
in lost revenue per employee due to insufficient digital tools[3,4]

Calculation based on retail industry averages

The Cost of Employee Disengagement

$10K/year
in turnover and hiring costs per employee[2]

Calculation based on hospitality industry averages

$4.8K/year
in costs associated with workplace safety incidents[5]

6 Get the Right Support & Adoption

Even with the best tools, adoption and ROI won't materialize out of thin air. The more a piece of software can achieve, the more work it requires to reach its potential. Software like SharePoint may require substantial investments and large, dedicated internal teams to ensure it meets expectations.

Intranets, too, require work to ensure they meet the needs of all employees, especially in frontline-heavy organizations. This is where Igloo's support and service offerings really shine; by working closely with organizations to design, develop, and implement purpose-built digital workplaces, Igloo succeeds where most other platforms fail.

"

Igloo really seems to understand our business and our people, and they use that to offer insightful advice that gets us more out of Campfire, which of course means that we're able to offer more to everyone who uses it.

Gildan | Igloo manufacturing customer | **Read full story →**

Igloo intranet experts work closely with customers to build complete and ongoing digital workplace strategies that include implementation planning, change management, adoption road maps, custom branding, and ongoing engagement support towards the specific goals of the organization. This deeply involved partnership ensures that customers continue to accomplish goals as the businesses grow.

"

Igloo is always ready to roll up their sleeves, regardless of how simple or complex my question might be; whether it's a quick fix, or whether it's a strategic conversation.

Saje Natural Wellness | Igloo retail customer | **Watch interview →**

+25%

year-over-year active hours on their digital workplace

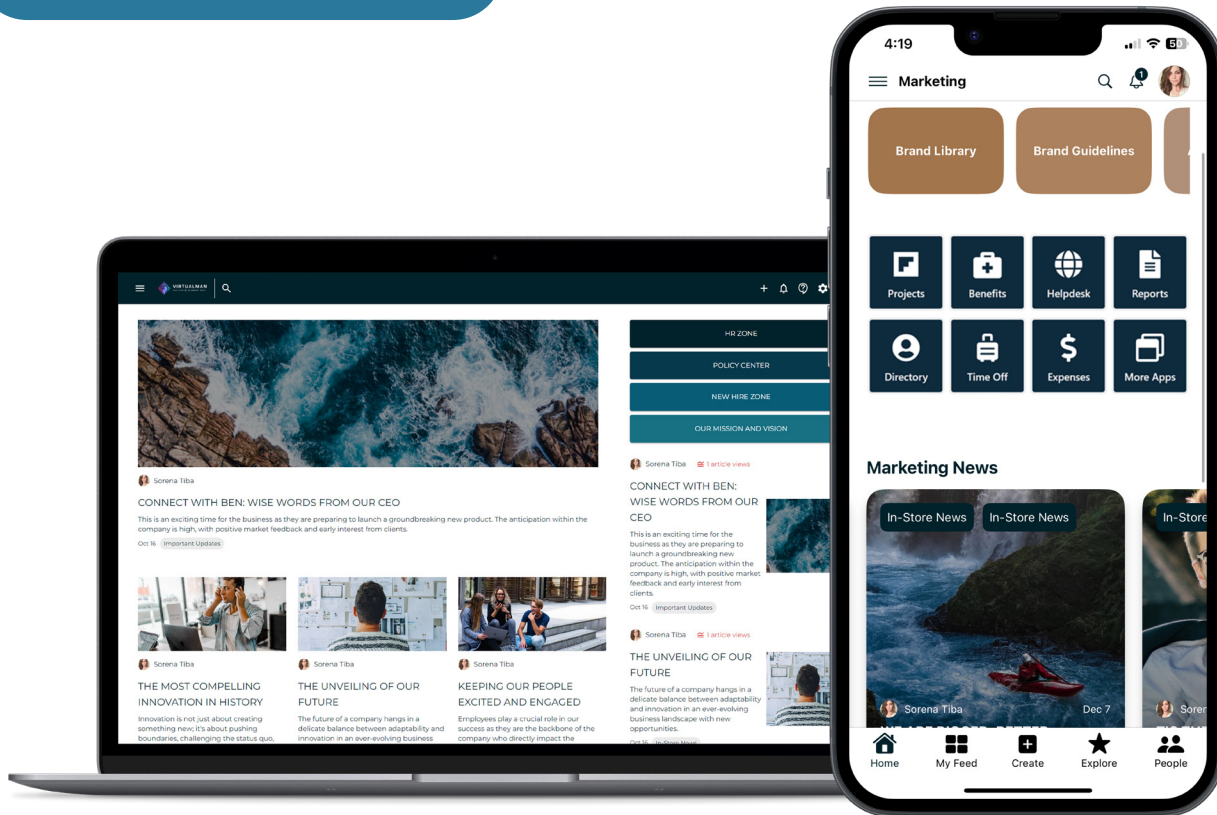**Parkland** | Igloo oil & gas customer
Read full story →

⑦ Put an End to Wasted Time & Budget

Stop letting your digital tools limit your workforce. There's real ROI to be found with digital tools that live up to your organization's needs by personalizing the tools your employees rely on. See why Igloo customers are so loyal to the digital workplace that helps them meet goals and exceed expectations.

GET DEMO NOW

Sources:

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Igloo Software is the only digital workplace platform that enables a truly connected, collaborative, and engaged frontline and desked workforce. With an unwavering commitment to customer success, Igloo makes life better at work for millions of users. Learn more at igloosoftware.com.

igloosoftware.com

info@igloosoftware.com

1 877 664 4566