

# The 'Why' of Workvivo

## Connecting your workforce

## 2023



# What is Workvivo?

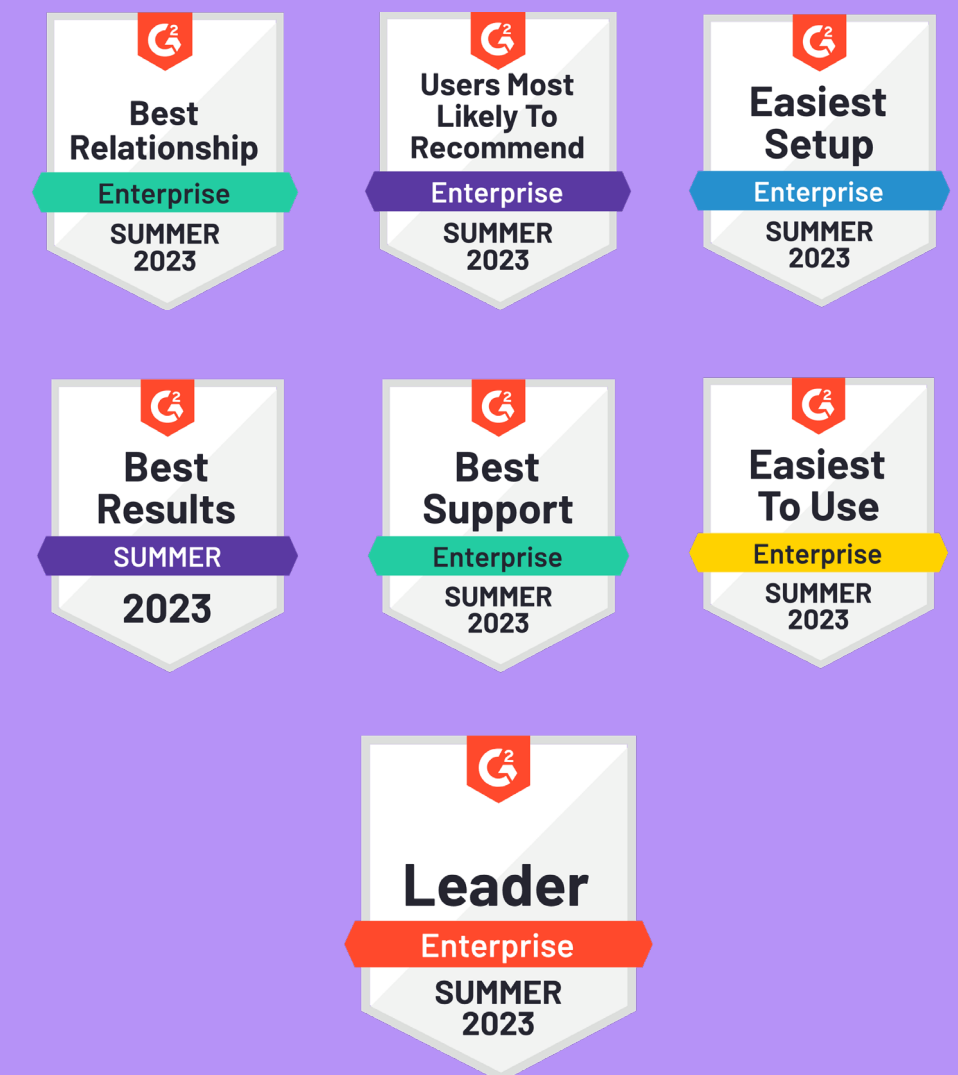
Workvivo is an employee experience platform (EXP) that simplifies internal communication and drives employee engagement.

Built for the digital-first workplace, our purpose is to engage and emotionally connect people by giving everyone a voice. We bring company culture to life digitally, helping everyone on your team feel included, appreciated, and engaged, no matter where they work.

[LEARN MORE](#)

We are the number-one rated Employee App globally, as voted by G2 users.

4.9 ★ ★ ★ ★ ★ 



NETGEAR



amazon



motherson



RSK

TELUS  
International

Bupa

RYANAIR

The digital heart of the world's biggest brands

Bringing company culture to life for over 3 million users every day



# How Workvivo Is Different

## Unrivaed Adoption & Fastest Time-to-Value

### You and your employees will love us!

- Built to delight end-users, so they feel excited to start their workday
- Intuitive consumer-grade design means no change management headaches
- Familiar social feel that's easy to use and naturally adopted by all
- Our mobile app is highly rated with a delightful user experience that is second to none
- Workvivo is human-centric, no dedicated IT resource required



"Workvivo gets our message straight into the hands of our employees immediately. No fuss."  
- [Tanya Waldron, Head of Internal Communications at Bus Éireann](#)

## Open, Community-Led Communications

### A direct line between leaders and employees, with no gatekeepers

- Centralized comms regardless of where your employees work - from an office, remotely, or on the front line
- Leaders can communicate from their mobile, in a click, directly to their employees
- Modern, dynamic communications through live streaming, videos, news articles, and podcasts
- Cultivate inclusion and a sense of belonging by giving employees a voice



"Embracing a more open way of communicating has been transformative for our employee engagement." - [Judy O'Brien, Internal Communications Manager at Staffordshire](#)

## Fewer Tools and One Clear Center of Gravity

### The beating heart of your digital workplace

- Easily connect everyone on desktop, tablet, mobile, and TV devices
- One app uniting all of your desktop AND front line employees
- Seamless integrations with almost any productivity, engagement and HR tool, giving you freedom to choose
- A modern intranet your IT department will thank you for  
- easy set up, document storage, landing pages and more



"Workvivo is driving our town hall meetings, it's driving our Wellbeing Wednesdays, it's driving internal, hybrid events that are being published on there. So for me, Workvivo is my starting point, and then everything else trickles out from that." - [Caz Meech - Global Head of Internal Communications and Employee Engagement at Keyloop](#)



# How Workvivo Is Different

## Massively Improve Engagement, Productivity and Retention

Bring your company culture to life digitally

- Give employees a voice so they feel included and appreciated
- Achieve alignment by tagging goals and values to content
- Establish a culture of recognition through shout-outs, badges, and awards
- Measure engagement through employee surveys and polls



“Workvivo has transformed our #OneTeam culture and at a time where it was truly tested, it enabled us to evolve in a way we didn’t even know was possible!” - [Rachael O'Shea, Head of Employee Experience at CluneTech](#)

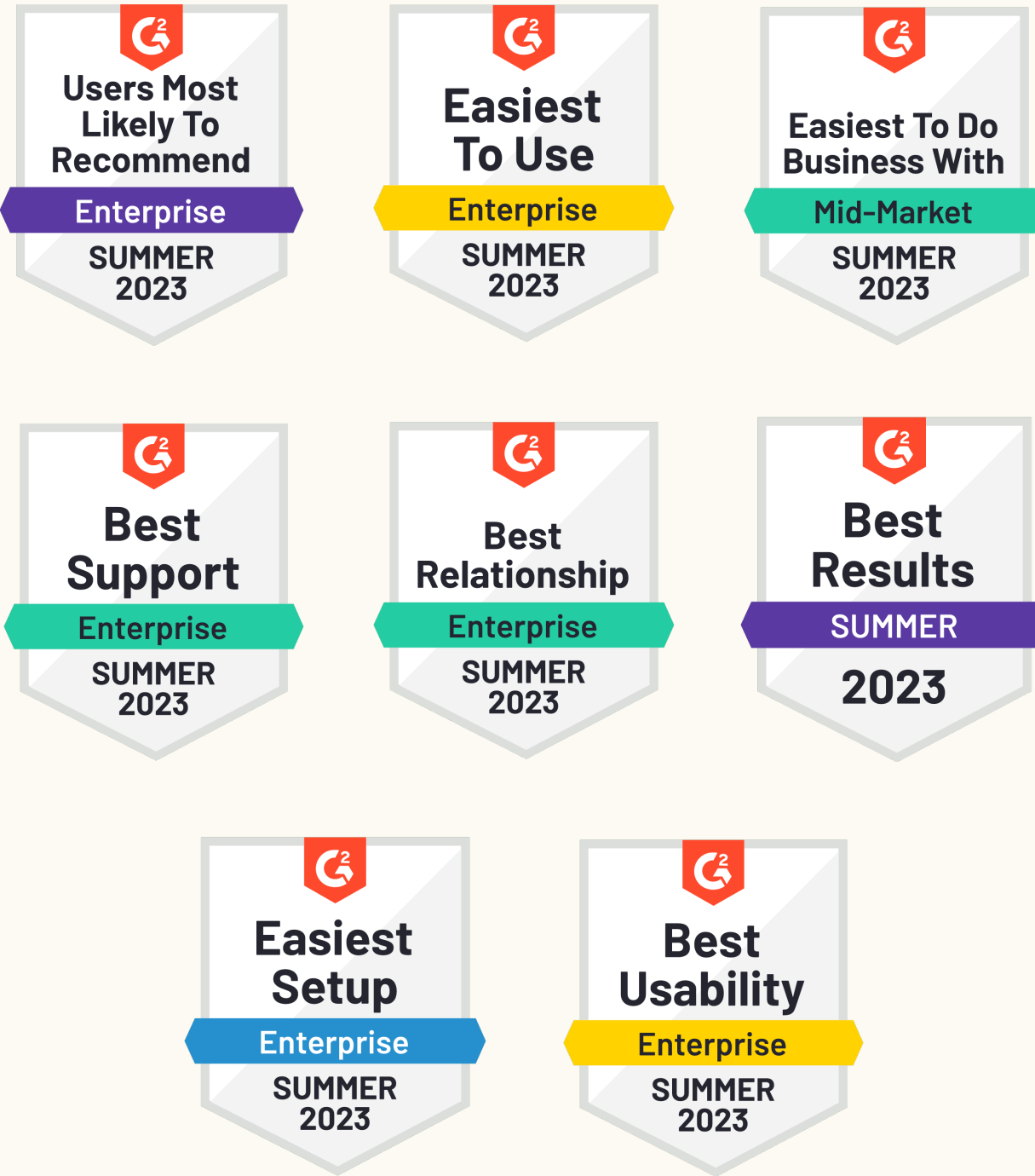
## Future Proof and Enterprise Ready

An Employee Experience Platform you can trust

- Fastest road map innovation and a clear vision for the future
- Ensure high adoption and maximum engagement with our dedicated customer experience team
- Robust, secure, and scalable EXP features that enterprises can trust
- People-first companies like Bupa, Amazon, Motherson, Mercedes, and Ryanair trust us to be their Employee Experience Platform
- Align your workforce on the company’s go-to-market strategy to help execute targets



“I know I have a direct line of communication to 1,400 people, and I can use that to steer certain directions that I want to steer within the organization.”- [Declan Ronayne, Former CEO - Woodie's](#)



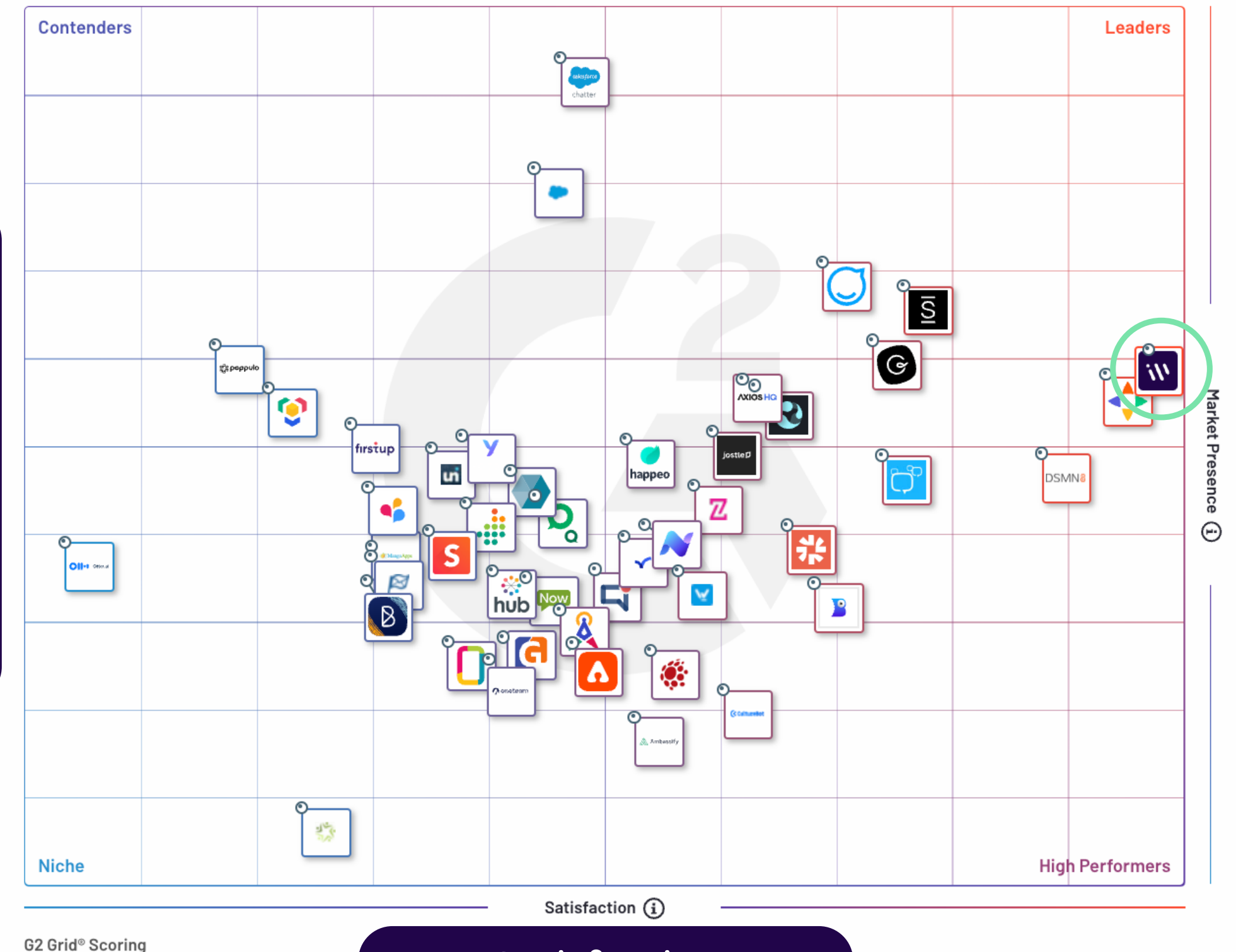
# Why Workvivo?

#1 Rated Employee App –  
Fastest Trending Globally

## G2 Grid® for Employee Communications

Check out the G2 Grid® for the top Employee Communications Software products. G2 scores products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. Together, these scores are mapped on our proprietary G2 Grid®, which you can use to compare products, streamline the buying process, and quickly identify the best products based on the experiences of your peers.

Momentum



G2 Grid® Scoring

Satisfaction



Leader

Enterprise

SUMMER  
2023

# Looking for more reasons to choose Workvivo?

## Empower every team

Build a more connected and engaged workforce with Workvivo – from HR and comms, to IT and leadership, and every employee in between.



### For Employees

Workvivo’s simple, consumer-grade design and familiar social experience is loved and naturally embraced by employees who use it because they want to, not because they have to.

### For Comms

Easily manage campaigns and get maximum engagement on your communications with all the tools you need to reach your entire organization, wherever they are.

### For Leadership

One platform to rule them all, with the oversight and insight you need to build a truly engaged and connected workforce.

### For HR

Everything you need to boost employee engagement which will quickly translate to higher retention, more employee referrals, lower absenteeism and greater productivity.

### For IT

Workvivo’s API and integrations allow for smooth collaboration with any tool, and our intuitive easy-to-use platform means no strain on IT resources.





# Functionality

## Features

### Communications

- Personalised Activity Feed
- News Articles
- Podcasts
- Featured and Pinned Content
- Newsletters
- Live-Streaming
- Campaigns
- Scheduled Posts
- Push Notifications
- Scheduled Posts
- Read & Acknowledge
- Article Approval
- Content Expiration
- Auto-Translate to 90 Languages

### Security

- Single Sign-On
- ISO 27001
- SOC 2
- Access Control Oversight
- Powered by Amazon Web Services (AWS)

### Engagement

- Peer Recognition
- Employee Insights
- Community Spaces
- Q&A
- Polls
- Surveys
- Awards
- Badges/Gamification
- Events
- Organizational Goals and Values
- Media Gallery
- Emoji Reactions

### Analytics & Insights

- Employee Analytics
- Governance Analytics
- Content Analytics
- Platform Usage Analytics

### Add-Ons

- Chat
- Advanced Analytics
- Workvivo TV (Digital Signage)

### Digital Workplace

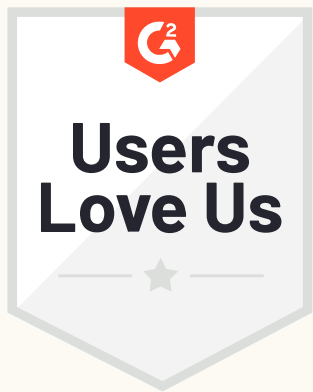
- Custom Widgets
- App Launcher
- Pages/Knowledge Base
- Document Storage
- People Directory & Org Chart
- Search
- Customizable Mega Menu
- SSO / Provisioning
- External Contributor Login
- API Framework
- HR Integrations (Workday, Merge.dev, etc.)
- Platform Integrations (Zoom, ServiceNow, etc.)
- Productivity Integrations (Google, Microsoft 365, etc.)
- Mobile and Desktop App

### Enterprise Features

- Dedicated Account Manager
- Enhanced Support and SLA's
- Branding and Customization Options
- Custom-Built Reports

# So, what is the ROI of Workvivo?

As you consider internal communication software, the cost of the software itself likely comes to mind. While the cost of the platform subscription is a key component to the decision-making process, you should also consider the return on your investment.



## Reduced absenteeism

Did you know that [engaged employees spend 41% less time off work](#) than their disengaged counterparts? This not only means they have more time to make valuable contributions to your organization, but it also means you're yielding a better ROI.

## Improved HR efficiency

Save time on HR tasks every week by hosting policies, forms, and payslips all on Workvivo. Plus, our intelligent search tool, and Q&As, make answers easy to find, so expect less back and forth answering repetitive questions. Workvivo customer [Nordell](#) saves 3 hours every week on admin and onboarding new joiners.

## Improve employee retention

Once you've built a strong workforce, you'll naturally want to keep them to save on recruitment costs, and higher levels of engagement lead to greater company loyalty and more reasons for your employees to stick around. Replacing an employee can [cost between 6 to 9 months' salary on average](#).

## Attract talent organically

The best hires want to work for the best companies, and highly engaged teams get more employee referrals and inbound applications. This can save you up to [22% in reduced recruitment fees and up to 50% on cost-per-hire](#).

## Raised revenue through increased productivity

According to various studies, employees typically spend around [20% of their work time](#) searching for and collecting information required to perform their duties efficiently. Workvivo significantly reduces this wasted time, by becoming your centralized digital workplace.

Engaged employees are more likely to work harder. According to [Gallup](#) engaged employees are highly involved in and enthusiastic about their work and workplace. They are psychological "owners," that drive high performance and innovation, and move the organization forward.

A circular image showing three people (two women and one man) looking at a tablet together.

A circular icon containing a bar chart.

A circular icon containing a pie chart.

A circular icon containing a star.

A circular icon containing a line graph with an upward arrow.

### Workvivo User Ratings

9.5	<b>Ease of Use</b> Employee Communications Average: 9.1
9.7	<b>Quality of Support</b> Employee Communications Average: 8.4
9.4	<b>Ease of Setup</b> Employee Communications Average: 9.2

Workvivo to similar products

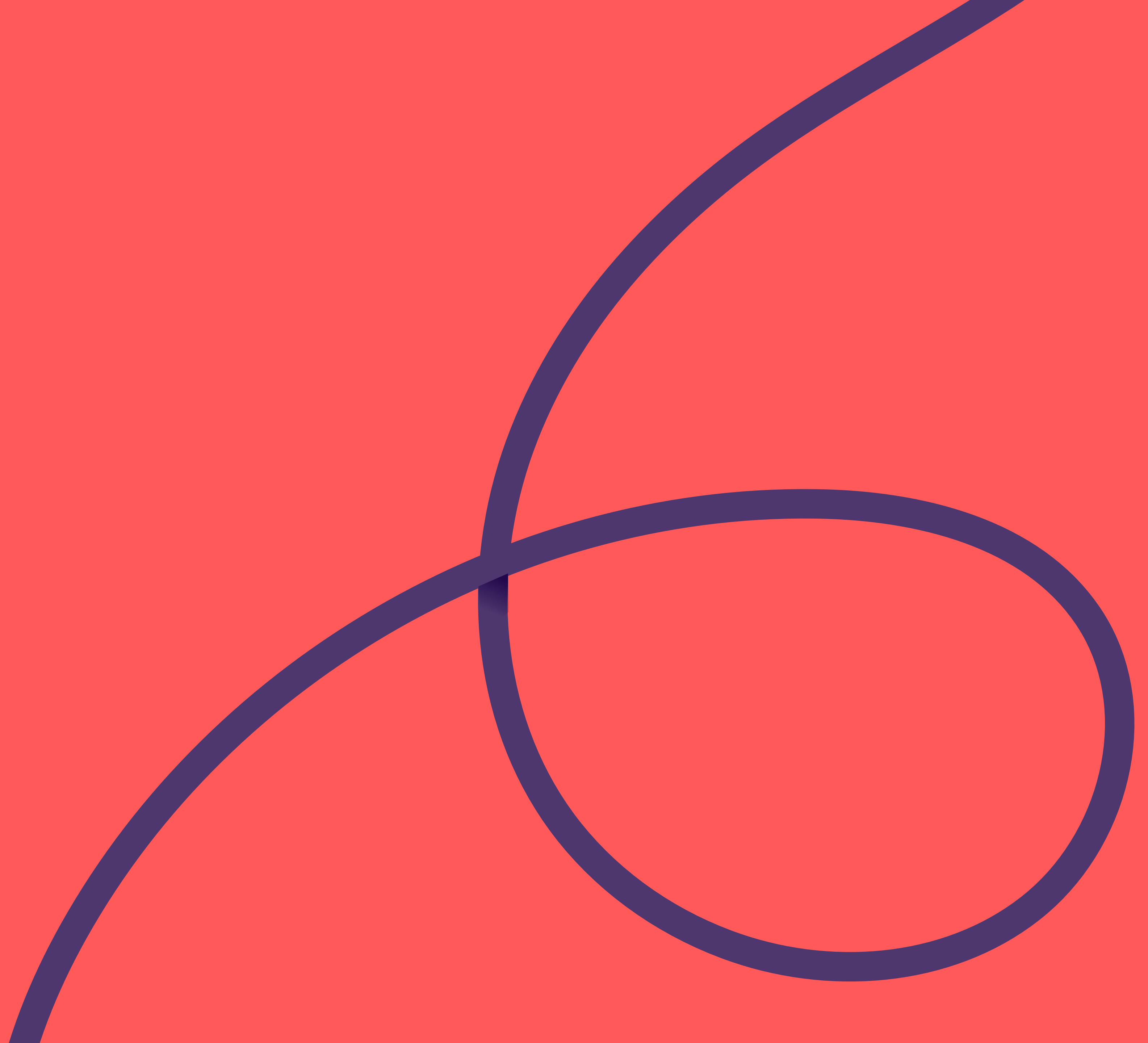
### Current Satisfaction Ratings ⓘ

	Workvivo
Ease of Use	9.5 ★
Ease of Admin	9.6 ★
Ease of Setup	9.4 ★
Quality of Support	9.7 ★
Meets Requirements	9.1 ★
Ease of Doing Business With	9.8 ★
Product Direction (% Positive)	10.0 ★

workvivo  
a ZOOM company



Essential  
Features



# Essential Features

## Compatibility

- Web Browser (Chrome, Firefox, IE, Safari, Edge)
- Mobile Application (Android & iPhone)
- iPad Application
- Desktop Application

## Branding & Customization

- Custom URL
- Company Logo
- Login / Background images
- Favicon
- Application Launcher Images
- Color Scheme Support
- iPhone App Icon Customization
- Email Notification Branding
- Label Customizations

## Integrations

- SSO Systems for User Authentication
  - User Provisioning through SCIM API
  - User Provisioning through Files
  - News Article API for Intranet Integration
  - Workvivo Feed API for Intranet Integration
  - 3rd Party Photo Management API for Avatars
  - Workday API for Shout Outs
  - Twitter, Instagram, YouTube and LinkedIn
  - OneDrive (browse and upload documents)
  - Box (browse and upload documents)
  - Slack Chat Integration
- Slack Share to Channel Integration
  - MS Teams Chat Integration
  - MS Teams Share to Channel Integration
  - Zoom Meeting + Webinar Integrations
  - Additional APIs available on Request
  - O365 Integration for Calendar, Email
  - Google Workspace Integration for Calendar, Email, Drive
  - SharePoint Search Integration
  - Notification Integration Framework
  - HR Integration Framework for Leave & Balances



# Essential Features

Colleague Data – Key Attributes	Name (Required) Email Address (Required) Teams / Department Location Profile Photo Job Title	Start Date Time Zone Profile Photo /Avatar Frame Personal Pronouns
Colleague Data – Additional Attributes	Office Location Hyperlink Employee Type (used for Workday Integration) Employee ID (used for Workday Integration) Phone Numbers (Direct, Mobile, Office) Time zone Date of Birth My Websites, Twitter, LinkedIn, Skype Accounts Biography	Interests Education Values Focus Areas Work Experience Areas of Expertise
External Users	Name (Required) Email Address (Required) Password Profile Photo	
Homepage	My Profile My Teams My Spaces Launch Application Launcher My Links Multiple Activity Feeds Filter Content Featured News Article Upcoming Events	Twitter Widget Instagram Widget LinkedIn Widget YouTube Widget Space Navigator Latest Survey Featured Podcasts Managed pinned posts

# Essential Features

User Engagement	<div>Posting Content</div> <div>Linking Content to Company Goals &amp; Values</div> <div>Shout-out</div> <div>Uploading Images</div> <div>Posting Videos</div> <div>Attaching Files &amp; Documents</div> <div>Embedded Images, Videos, Tweets etc.</div> <div>Bookmarking Posts</div> <div>Like &amp; Commenting</div> <div>Resharing Content (to other audiences in Workvivo)</div> <div>Sharing to Social Channels (LinkedIn, Facebook etc.)</div>	<div>Posting Questions and Answers</div> <div>Posting Links to External Content</div> <div>@ Mentioning</div> <div>Markdown Supported</div> <div>Scheduled Posts</div> <div>Preview Posts</div> <div>Hashtags</div> <div>Trending Hashtags</div> <div>Giphy Integration</div> <div>Rich-Text Editor</div> <div>Post content with Read/Acknowledge Feature</div>
Personalized Activity Feed	<div>Company Wide Updates, Articles, Events, Shout-Out Posts, News &amp; Content from Spaces</div> <div>Posts linked to Company Values / Goals</div> <div>Team News and Updates</div> <div>Work Anniversaries and New Hire Messages</div> <div>View Image Galleries</div>	<div>Watch Videos</div> <div>Click on links to 3rd Party Sites</div> <div>Posts from people you follow</div> <div>Polls &amp; Reports</div>
Organizational Goals & Values	<div>Dedicated Page outlining Company Goals &amp; Values Goal &amp; Value Icon, Description</div> <div>List of Posts linked to Each Goal &amp; Value</div> <div>Top Contributors</div>	
Application Launcher	<div>Links to External Systems</div> <div>Customized by Department / Location</div> <div>Access to Documents &amp; Forms</div> <div>Access on Web, Tablet &amp; Mobile</div>	



# Essential Features

Content Promotion	<div>Pinned Posts</div> <div>Featured News Articles</div> <div>Push Notifications</div> <div>Featured Podcast</div> <div>Automated Content (Anniversaries / Birthdays / Welcomes)</div>	
Spaces & Communities	<div>Community &amp; Corporate Collaboration Spaces</div> <div>Public &amp; Private Spaces</div> <div>Hidden Spaces</div> <div>External Spaces</div> <div>Space Customized Banner / Icons</div> <div>Space Description</div> <div>My Spaces</div> <div>Favorite Spaces</div> <div>Enable Space Notifications</div> <div>Space Categories</div> <div>Creating Spaces</div> <div>Joining / Leaving Spaces</div> <div>Posting Updates, Polls, Shout-Outs, Q&amp;A to a Spaces Posting to Multiple Spaces</div> <div>Promote Space News and Posts to Main Feed for Members</div>	<div>Space Widgets</div> <div>Space Activity Feed</div> <div>Space News Articles</div> <div>Space Events</div> <div>Useful Links</div> <div>Space Documents</div> <div>Manage Space Users</div> <div>Manage Join Requests</div> <div>Connect Space to Slack Channel</div> <div>Invite Members</div> <div>Space Usage Analytics</div> <div>Enroll Members</div> <div>Featured News Articles</div> <div>Space Search</div>
News Articles	<div>Creating / Managing Articles</div> <div>Promoted News Articles</div> <div>Like &amp; Comment on News Articles</div> <div>Article Cover Image</div> <div>Ghost Publishing</div> <div>Article Scheduling</div> <div>Article Translations</div>	<div>Post to Audience</div> <div>Mark as Private</div> <div>Share With Collaborators</div> <div>Add Read/Acknowledge Feature</div> <div>Preview Article</div> <div>Archive Article (manually or automatically)</div>

# Essential Features

Events	Creating / Managing Events Upcoming Events on Desktop Like & Comment on Events Event Cover Image Event Start / End Time	Export Image to Personal Calendar Event Reminders Event RSVP Link to Virtual Attendance (Zoom, Livestream) Schedule Event Publication
My Profile	Profile Avatar My Hobbies & Interests Contact Details Social Media Accounts Teams & Location	Avatar Frame Personal Pronouns Delegated Users Following / Followers Skills and Value Endorsements
People Directory	Interactive People Directory Browse by Teams, Departments, Locations, Badges Presence Indicator (from instant messaging integration) User Profile view including Avatar & Profile Details Organizational Chart	
Live Streaming	Broadcast Livestream Target Broadcast by Team / Space Recorded Live Stream on Activity Feed	User Engagement with Hearts & Comments Add Co-hosts Schedule Livestream on an Event
Pages	Creation / Management of Pages Sub Pages & Featured Pages Page Templates	Advanced Rich Text Editor Formatting Embed External Content
Podcasts	Create / Maintain Podcasts Featured Podcasts Create a Podcast Series on Workvivo	Import Podcasts through an RSS Feed Podcast Analytics



# Essential Features

Social Media	Twitter, Instagram, YouTube, and LinkedIn Widgets Sharing / Posting to Twitter Sharing content to LinkedIn, Facebook Posting to Workvivo & Twitter Simultaneously Social Advocacy - sharing content to Social Channels	
Surveys	Creation / Scheduling of Employee Pulse Surveys Question Categories Multiple Response Types Supported Push Notification on Release of Survey	Summarized & Detailed Survey Analytics Complete on Web, Desktop and Mobile Export Results to Excel File
Search	Advanced Search Filter Results by Type (Update, Article, Space etc.) Filter Results by Person Summarized & Detail Survey Analytics Complete on Web, Desktop and Mobile	
Additional Features	Content Calendar Campaigns Media Library Billboards Accessibility Reported Posts Managing / Reviewing Reported Posted Terms & Conditions on Onboarding	Multiple Terms & Condition Policies Supported Avatar Update Maintain My Profile Delegate System Access View & Customize Notifications Multi Language and Localization Support Content Moderation
Per Content Analytics	Analytics Per Post, Article, Page, Document or Podcast Post Reach by Department/Location Post Engagement by Type (Opens, downloads, etc.)	Reshares Plays, Watched / Listed, Percent Completed etc.) Post Impressions by Device Type Export results to Excel File

# Essential Features

Usage Analytics	Usage over 7 Day to 1 Year Periods Usage Comparison of Current Period V's Previous Period Usage by Posts, Activity, Likes, Comments	Usage by Device, Browser, Operating System Usage by Time of Day Usage by Location, Team, Department
Employee Awards	Creation / Scheduling of Employee Awards Link Awards to Organizational Goals / Values Multiple Nominees Supported	Nominate People / Teams / Locations Voting on Nominees Complete on Web, Desktop and Mobile
Administration	Maintain User Accounts Maintain Roles and Access Privileges Maintain Teams & Avatars Delete Updates & Shout-Outs Maintain Application Launcher Review / Delete Reported Posts and Comments Administer Surveys Maintain Delegate Access	Assign Managers Maintain Content Moderation Add Avatar Frames Add Skills for User Endorsement Review Acknowledgements Configure Default Article Translations Maintain Workvivo TV Dashboards
Data Retention	<p>Option 1: Standard Retention Logic (as outlined in Workvivo's Document: Data Storage, Security and Confidentiality)</p> <ul style="list-style-type: none"><li>When a User becomes inactive their content is removed from Workvivo immediately (with the exception of News Articles)</li><li>This content is hidden for the first 30 days &amp; permanently deleted after this period from the database</li></ul>	<p>Option 2: Alumni Logic</p> <ul style="list-style-type: none"><li>When a User becomes inactive their content is retained on Workvivo but it's anonymized</li><li>The author of the content is changed from their name to 'Alumni Colleague'</li></ul>



# Thank you

Workvivo is an employee experience platform (EXP) that simplifies communication and increases engagement by empowering employees to be heard and helping everyone feel included, no matter where they work.

