

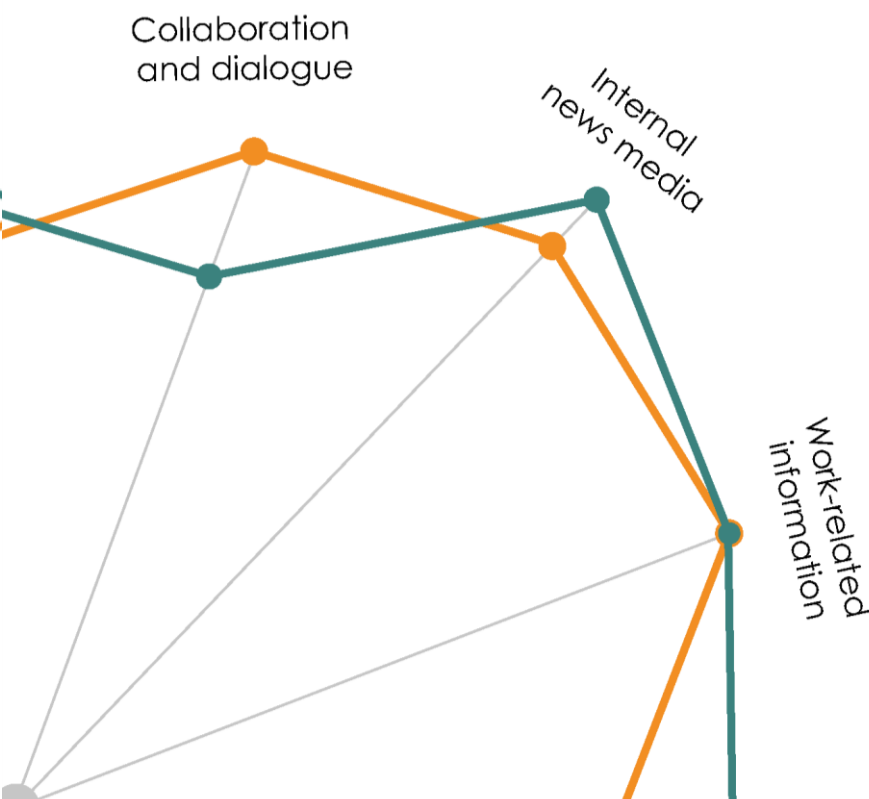
2018

Intranet User Survey Benchmark of selected key figures

Company X

COMPLETED XX.XX – XX.XX 2017

Report date – xx.xx



About the user survey

Company X has conducted an online survey about their intranet between xx.xx – xx.xx 2018.

A total of xxx employees have completed the survey.

Data from all questions is gathered in a separate report.

About the benchmark

This report includes the following benchmarks:

- 1. Time spent on the intranet**
Benchmarked with average for Danish companies
- 2. Frequency of using the intranet**
Benchmarked with average for Danish companies
- 3. Frequency of commenting or adding content**
Benchmarked with average for Danish companies
- 4. Assessment of business value**
Benchmarked with average and top 3 for Danish companies
- 5. General intranet satisfaction**
Benchmarked with average and top 3 for Danish companies
- 6. Assessment of 10 selected parameters**
Benchmarked with average and top 3 for Danish companies
- 7. Need for improvement**
Benchmarked with average and top 3 for Danish companies

Read more about benchmark data on www.intra2.com/IBBdata

1. Time spent on the intranet

Question:

“On average, how much time do you daily spend on the intranet?”

Survey answer options:

More than 2 hours; Between 1 and 2 hours; Between 30 and 60 minutes; Between 15 and 30 minutes; Between 5 and 15 minutes; Between 1 and 5 minutes; Less than 1 minute.

Benchmark with Danish companies

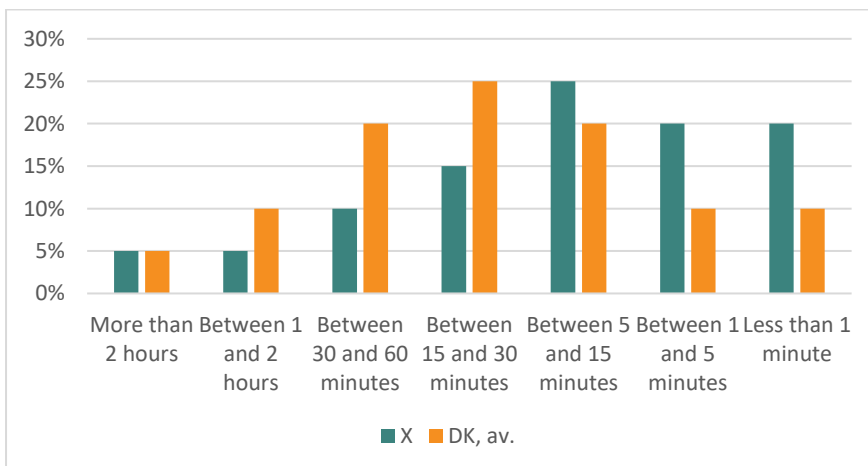
Average

Benchmark: Time spent on the intranet per employee

	Min. per day
X	23
DK, average	33

Benchmark: Distribution of answers

	X	DK, av.
More than 2 hours	5%	5%
Between 1 and 2 hours	5%	10%
Between 30 and 60 minutes	10%	20%
Between 15 and 30 minutes	15%	25%
Between 5 and 15 minutes	25%	20%
Between 1 and 5 minutes	20%	10%
Less than 1 minute	20%	10%



Methodology

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The respondents have been asked to assess how much time they spent on the intranet on an average daily basis.

The results have been recalculated to show the average time used per employee.

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2. Frequency of using the intranet

Question:

”On average, how often do you use the intranet?”

Survey answer options:

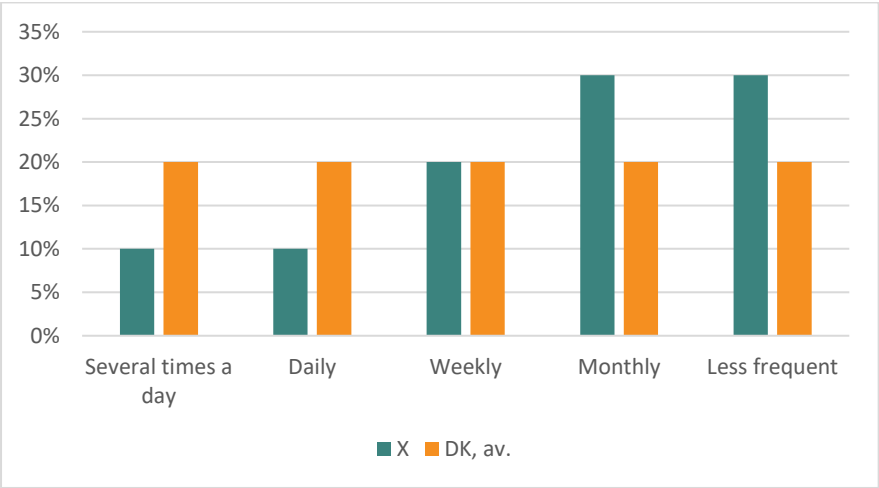
Several times a day; Daily; Weekly; Monthly; Less frequent

Benchmark with Danish companies

Average

Benchmark: Distribution of answers

	X	DK, av.
Several times a day	10%	20%
Daily	10%	20%
Weekly	20%	20%
Monthly	30%	20%
Less frequent	30%	20%



Methodology

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The respondents have been asked to assess how often they use the intranet.

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3. Frequency of commenting or adding content

Question:

“How often do you like, comment, update or publish content on the intranet?”

Survey answer options:

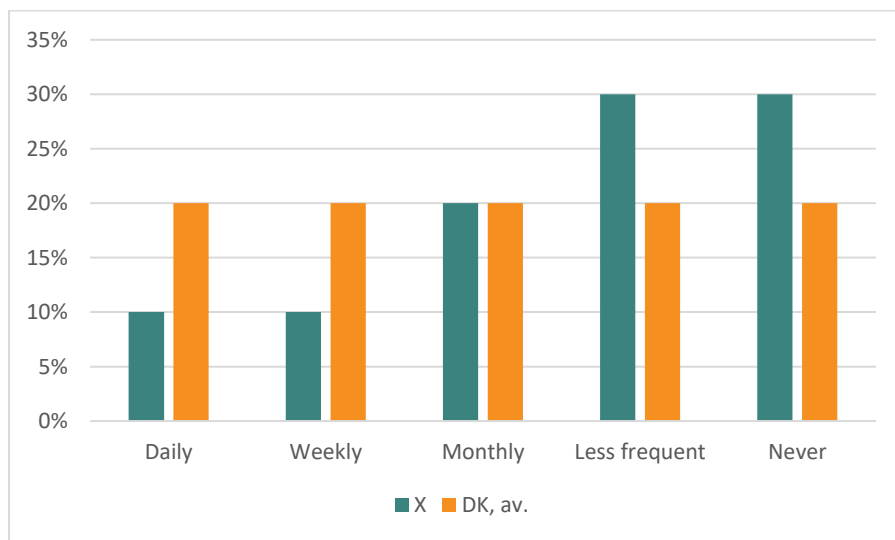
Daily; Weekly; Monthly; Less frequent; Never

Benchmark with Danish companies

Average

Benchmark: Distribution of answers

	X	DK, av.
Daily	10%	20%
Weekly	10%	20%
Monthly	20%	20%
Less frequent	30%	20%
Never	30%	20%



Methodology

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The respondents have been asked to assess how often they comment or add content to the intranet.
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4. Assessment of business value

Question:

”How valuable is the intranet for you?”

Survey answer options:

Indispensable; Very useful, Useful; Neutral or unimportant; Not useful at all.

Benchmark with international companies

Average and top 10

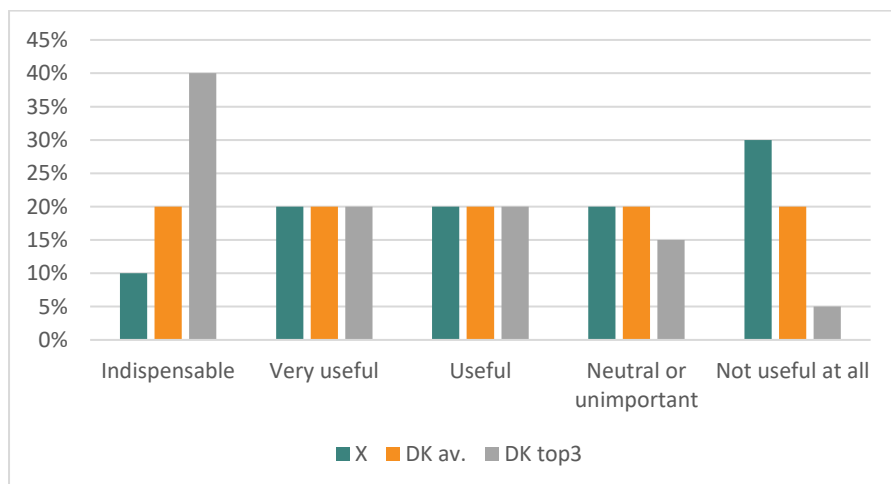
Benchmark: Overall assessment of intranet value

On a scale of 0 to 4.

X	2,3
DK, average	2,6
DK, top 3	3,3

Benchmark: Distribution of answers

	X	DK av.	DK top3
Indispensable	10%	20%	40%
Very useful	20%	20%	20%
Useful	20%	20%	20%
Neutral or unimportant	20%	20%	15%
Not useful at all	30%	20%	5%



Methodology

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The respondents have been asked to assess the value of the intranet.

The results have been recalculated to show the value on a scale of 0 to 4.

0 is the lowest score, 4 is the highest score.

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5. General intranet satisfaction

Question:

” Choose THREE statements which best describe your present experience with the intranet.”

Survey answer options:

24 statements: 12 positive and 12 negative.

Benchmark with Danish companies

Average and top 3

Benchmark: Total score

Out of the 12 positive and 12 negative options, the respondents have chosen as follows:

	X	DK av.	DK top3
Positive statements	50%	70%	90%
Negative statements	50%	30%	10%
Total score	0%	40%	80%

Benchmark: Distribution of answers and difference

	X+	X-	Diff.	DK av	DK top3
Homepage	10%	0%	10%	5%	10%
Content is relevant	10%	0%	10%	5%	10%
All needed information	10%	0%	10%	5%	10%
Content is updated	5%	5%	0%	5%	10%
Easy to read and understand	5%	5%	0%	0%	5%
Navigation	5%	5%	0%	0%	5%
Search	5%	5%	0%	0%	5%
Colleagues' contact info.	0%	5%	-5%	0%	5%
Easy to publish content	0%	5%	-5%	5%	5%
Easy to comment on content	0%	5%	-5%	5%	5%
Supports my daily work	0%	5%	-5%	5%	5%
Good tool for collaboration	0%	10%	-10%	5%	5%
Total score	50%	50%	0%	40%	80%

Methodology

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The respondents have been asked to choose three out of **24 statements** which address **12 central factors** for a successful intranet. For each factor there is a positive and a negative statement.

If all respondents chose three positive statements, the total score will be 100%.

If all respondents choose three negative statements, the total score will be -100%.

If the number of positive and negative statements chosen are even, the score will be 0.

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The highest possible score for each category is 33 %. The lowest is -33%.

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If the difference between positive and negative statements is below 0, the overall result is negative.

If the difference between positive and negative statements is over 0, the overall result is positive.

6. Assessment of 10 selected parameters

Question:

” Which statements do you agree with?”

Survey answer options:

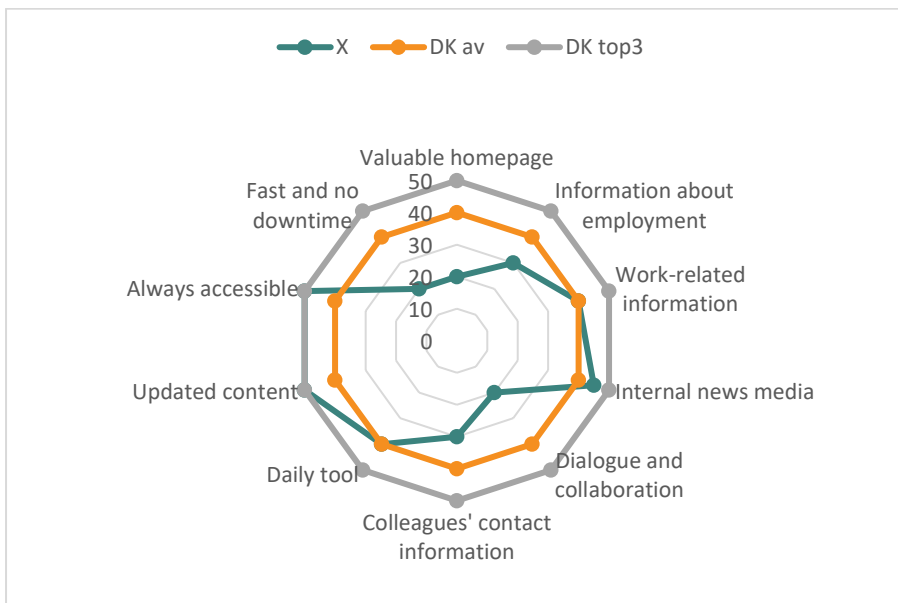
Fully agree; Agree; Do not agree; Don’t know.

Benchmark with Danish companies

Average and top 3

Benchmark: Distribution of answers

	X	DK av	DK top3
Valuable homepage	20	40	50
Information about employment	30	40	50
Work-related information	40	40	50
Internal news media	45	40	50
Dialogue and collaboration	20	40	50
Colleagues' contact information	30	40	50
Daily tool	40	40	50
Updated content	50	40	50
Always accessible	50	40	50
Fast and no downtime	20	40	50
Average	35	40	50



Methodology

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The respondents have been asked to assess how strongly they agree or disagree with the following ten statements about the intranet:

- 1) The intranet homepage is a valuable starting page for me
- 2) The intranet contains valuable information about my employment
- 3) The intranet is my primary source for work-related information
- 4) The intranet is my most important internal news media
- 5) The intranet is a daily tool
- 6) The intranet is the best tool for finding my colleagues' contact information
- 7) The intranet is an important tool for dialogue and collaboration
- 8) The content on the intranet is always updated
- 9) I always have access to the intranet when I need it
- 10) The intranet is fast and no downtime

If the respondents reply 'Fully agree' to all the statements the score will be 100.

If the respondents reply 'do not agree' to all the statements the score will be 0.

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7. Need for improvement

Question:

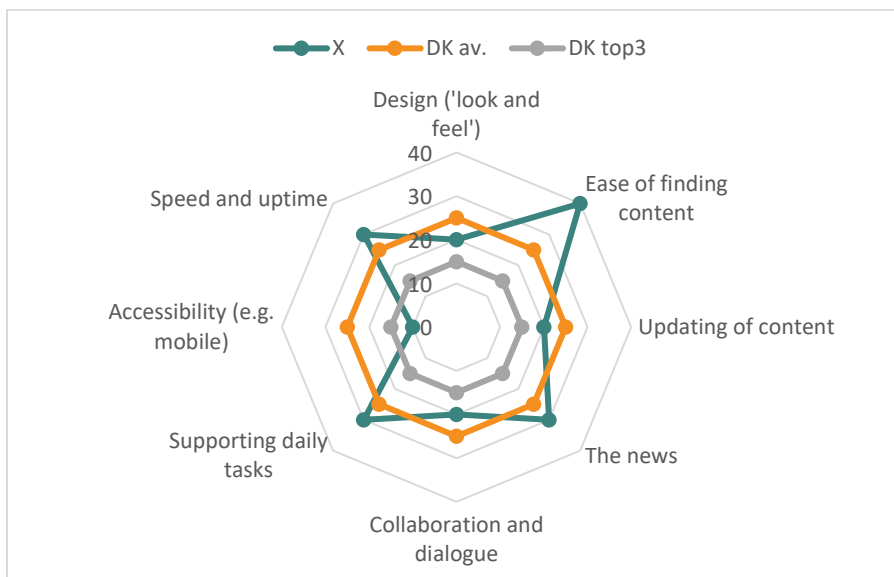
"Which three things are most important to improve on the intranet?" .

Benchmark with Danish companies

Average and top 3

Benchmark: Distribution of answers

	X	DK av.	DK top3
Design ('look and feel')	20	25	15
Ease of finding content	40	25	15
Updating of content	20	25	15
The news	30	25	15
Collaboration and dialogue	20	25	15
Supporting daily tasks	30	25	15
Accessibility (e.g. mobile)	10	25	15
Speed and uptime	30	25	15
Total	200	200	120



Methodology

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The respondents have been asked to choose and prioritise three of the following options:

- 1) Design ('look and feel')
- 2) Ease of finding content
- 3) Updating and maintaining of content
- 4) The news
- 5) Collaboration and dialogue
- 6) How the intranet supports my daily tasks
- 7) Accessibility (e.g. on mobile device)
- 8) Speed and uptime

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1st priorities get three points, 2nd priorities get two points and 3rd priorities get one point. The total of the summarised points represents 200%. If all users give 1st priority to one category, the score becomes 100.

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The higher the score is, the higher the need for improvement is.

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