Measuring ROI of Business Intranet Software:
Checklist for collecting benchmark data

Qualitative Data

Use anonymous and non-anonymous surveys to determine qualitative data including:

- Overall employee happiness or satisfaction
- Employee happiness within specific areas such as workplace culture, processes, or management
- Employee vs organization goal alignment
- How employees view their co-workers
- How comfortable they feel giving feedback
- How well equipped they feel to carry out their work
- Request feedback on how the company can improve
- How they view their future at the organization

You may also wish to hold one-on-one voluntary interviews with employees, or create an online suggestion box where staff can send ideas and thoughts anonymously.

Quantitative Data

Use existing business intranet data to determine quantitative data including:

- Current and historical email open rates
- Current and historical email click through rates
- Current and historical email response rates
- Employee social media engagement (impressions, clicks, likes, shares)
- Level of voluntary feedback
- Employee retention and identifying leaving patterns

Use pulse surveys as a quick and easy way to continuously gather employees’ feedback.