

# Measuring ROI of Business Intranet Software:

Checklist for collecting benchmark data

## Qualitative Data

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.

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

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

## Quantitative Data

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

**Use existing business intranet data to determine quantitative data including:**

Current and historical email open rates	<input type="checkbox"/>
Current and historical email click through rates	<input type="checkbox"/>
Current and historical email response rates	<input type="checkbox"/>
Employee social media engagement (impressions, clicks, likes, shares)	<input type="checkbox"/>
Level of voluntary feedback	<input type="checkbox"/>
Employee retention and identifying leaving patterns	<input type="checkbox"/>