



Understanding Social Intranets

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Is your social intranet up to date from a technical and content perspective and running smoothly? Great! Then your company is well ahead of the pack and in a strong position. Social intranet analytics makes your work easier, more efficient, and, above all, more effective. Are you ready for more success? For continuous optimization, Netmind Core is a powerful analysis tool that will help you to improve all areas of your intranet. As versatile and dependable as a digital Swiss Army knife, you will never want to be without it again.

To obtain information regarding the use and acceptance of your social intranet that is both of value and compliant with data protection regulations, you simply merge KPIs from the following four core areas:

1. Content Means Dialog

The social intranet is dramatically changing employee communication, as traditional sender–receiver communication is being replaced by dialog. This also means learning to understand what content is well received by employees and what content is not! How long are topics of interest? Which search queries for specific content came to nothing without any useful results? Does the content resonate differently in the different locations? Netmind Core provides the answers you need to improve your content over the long term.

2. Strengthening Collaboration

Collaboration in a company is increasingly taking place online nowadays. But have all the old silos really gone away? Digitization needs analysis and precise measurement to ensure that it does not

stand still. This data serves as a road map to help you find your future path in an agile way. With Netmind Core, you can keep track of which topics are being worked on across different locations and which blogs, wikis, and communities are actually being used, especially during times of dynamic change. This will enable you to speed up information flows, identify bottlenecks, and improve communication across national borders.



Social intranet analytics dashboards provide answers:
When is the intranet being used (day, hour, month)?
What are the top contents that have been read, liked, shared?
Which locations are the most active?

„Versatile and dependable as a digital Swiss Army knife!“

3. Optimizing Processes

Approval processes, material orders, vacation requests, and more and more processes are being provided for on your intranet. This ensures savings in resource and costs. But are your digital processes really all running smoothly and efficiently? In what places are repeated cancellations and stumbling blocks occurring? With Netmind Core, you can analyze how your internal processes are actually being used and thus identify areas of potential optimization – this applies to each individual process step. Improved usability means greater employee satisfaction and this is only possible with continuous, precise analysis of the current situation.



Knowing which processes need to be optimized:
Which processes have been started and completed – which ones have been canceled? Which help & error texts were displayed?

4. Understanding User Profiles

Smartphone, laptop, tablet – how are individual employees in different roles, locations, and departments using your social intranet? With Netmind Core, you get a clear view of all the relevant key indicators in accordance with data protection regulations. No monitoring or performance checks are possible in connection with the anonymized user data. Nevertheless with a deep analysis of your social intranet you fully understand how this platform is being used in all areas of your business. This creates the basis for continuous improvements and fine tuning.

Do You Have Questions?

Encouraging the transfer of knowledge, improving communication, cost savings – there are many strong reasons for social intranet analytics. With Netmind Core, you have a tool that analyzes the actual usage of your intranet in your company in accordance with data protection regulations and thus provides you with the data you need for all optimization work. We hope that this white paper has given rise to many questions for you, as we look forward to answering all of your questions about social intranet analytics. Our experts would be happy to explain to you with a demo how you can make your social intranet even stronger – simply and reliably. No matter if it is on SharePoint, Confluence, Connections, Coyo or on any other platform.



Which articles are popular with employees and have been most liked, shared, commented? Start analyzing in detail considering the reading duration and text position on the website.

Don't hesitate to get in touch:

You can contact us by telephone: **+49 (0)711 / 365 50 350**

Or if you want to find out a little more beforehand, then please visit our website: **www.mindlab.de/en/social-intranet**



Your reliable partner

Founded in 1999 as a spinoff of the Fraunhofer Institute of Industrial Engineering (IAO), Mindlab is among the leading specialists in Social Intranet Analytics and, as a German company, meets the highest standards in data protection. Sharing knowledge and best practices, interdepartmental collaboration, quickly locating documents – by professionally analyzing your social intranet, we want to help you tackle every challenge you face in this arena. Every company depends on its employees for its success, which makes your staff a key target group, as their dedication makes the difference between your success or failure. - www.mindlab.de

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