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Incremental Intranet Improvements vs The Big Bang Approach

Introduction

Implementing incremental improvements to an intranet has been highlighted as a key factor in achieving long-term success. By comparison, the big bang approach usually happens after a significant time period where no improvements have been introduced and usually entails major change.

Incremental Intranet Improvements

With the introduction of incremental intranet improvements, new functionality or content is constantly being added with pain-points systematically being resolved. This minimises resistance to change and reduces inefficiencies associated with end-users being overwhelmed by large changes.

The Big Bang Approach

On the other hand, the big bang approach attempts to eliminate employee pain-points whilst solving business problems in one go. This is often an unrealistic expectation due to the limited availability of time and resources. Once the intranet has been launched, employees soon find that their pain-points are in fact still present. With no incremental plan in place to address these issues and to evolve the intranet in line with changing business needs, users become disillusioned and intranet usage declines.

Step 1: Prioritise significant business needs and pain points

The initial intranet launch should attempt to address significant, or well-known employee pain-points and business needs. This is the reason why a firm establishment of the current intranet situation within your organisation is required when selecting a new intranet software platform. It's also necessary to gain feedback from each department to match their particular needs with the functionality on offer from various intranet vendors. It's also important to be aware of evolving and future business needs, and to discover future product development plans before selecting a intranet vendor.

Step 2: Listen to post launch feedback and work through your prioritised list

You've launched your intranet, it's been a few months, what's next? This phase should incorporate employee feedback to identify some 'quick wins' from the initial launch. Often minor changes to navigation are implemented at this stage, perhaps to the menu bar to help employees quickly locate information or fulfil tasks. Your prioritised list of business needs and pain-points should be revised and worked upon to ensure you're continually progressing the intranet and introducing helpful changes.

Step 3: Make regular ongoing incremental changes

Regularly introduce minor changes to your intranet and let users know the changes you've made along with the reasons why. This will solidify the intranet as being both dynamic and current. Continuously listen and act upon user feedback in addition to incorporating evolving business needs, advancements in technology and pain-point resolution.

What's next?

If you're planning to launch a new intranet, you can try our [intranet demo](#), [request a quote](#) or [get in touch with a member of our team](#). We'd love to hear from you!

Working With Claromentis

We have almost 20 years of experience in building, designing, and deploying digital workplaces for both large and small organisations, across a wide range of industries.

Our extensive experience, coupled with outstanding technical support and custom development, ensures that we meet and surpass all of your diverse needs and expectations. We pride ourselves in our consultative approach; creating a holistic environment which supports your business through continual growth and development.

Working closely with our customers and viewing every organisation as a unique entity sets us apart from the competition. Actively listening to your precise business needs and requirements allows us to deliver exactly the software you need.

REL needed a platform that allowed us to share information and knowledge with all our colleagues in an engaging way securely. Claromentis has provided us with a solution that matches our needs exactly and we are delighted with the uptake from our people and the flexibility of service provided.

- Stephen Gordon, Managing Director

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