



Driving Engagement with your End-Users (Post Site Launch)

This article is a guide for Intranet Administrators who have recently launched their site, and are considering how best to train and engage their end-users as part of the Claromentis Onboarding process. Please find the Knowledgebase article containing a [Pre-Site Launch Checklist](#) and [Launch Templates](#) via the attached links.

Introduction

Building and launching your intranet is a significant milestone, and you've laid the foundation for a more connected and collaborative workplace. With the site in place, the focus now shifts to ensuring your end-users are able to embrace it as an essential part of their daily work routines.

This article offers inspiration to help you train, drive engagement and encourage adoption among your team. From interactive activities like scavenger hunts and quizzes to gamification features and feedback surveys, these ideas are designed to spark interest and excitement.

Ultimately, it's up to you to tailor these approaches and train your end-users in a way that reflects your organisation's unique culture and goals. With the right approach, your intranet can transform into a thriving hub for communication, connection, and collaboration.

Homepage Survey or Poll

Involve users straight away by including a [fun survey component](#) immediately on your homepage as users log in. We've seen it work well with clients before whereby they've asked end-users to come up with a suitable name for your site. This creates initial engagement while also builds a sense of ownership.

Make use of the Badges Application

Celebrate end-users in any way you like by creating virtual "badges" that can be awarded to end-users on their profile. In addition to your work within your organisation, you may want to reward certain-users for intranet-specific contributions, such as creating news articles, logging in frequently, or making use of the thank you application. For more information about how to do this, refer to this [Badges Knowledgebase article](#). Recognition not only motivates users to participate but also helps build a sense of community within the platform.

Scavenger hunt

Encourage users to explore different features of the intranet with a fun and interactive scavenger hunt. This activity can guide users to discover hidden "easter eggs" across various sections of the platform, or you can ask them to take screenshots of different parts of the intranet to send to you. The prize could be something as simple as a badge or points towards a gamified system, motivating users to learn more about the intranet's features while having fun.

Recorded Video Demo

Create a video walkthrough of the intranet to provide a clear and accessible guide for your team. The video can include:

- A guided tour of the homepage
- An overview of key features

- FAQs and top tips for navigation

For inspiration, refer to our [Site Launch Templates](#) Knowledgebase article here. This video can be recorded by your team or outsourced, offering a valuable resource for onboarding and ongoing reference.

Up to 3 Short Training Sessions

Host up to three short training sessions to focus on specific applications or functionalities. These sessions can help users become comfortable with the system and address any immediate questions. For ideas on which applications to highlight and their sequence, consult our [Site Launch Templates Knowledgebase](#) article here.

Quiz (For those with access to LMS)

If your organisation has access to the Learning Management System (LMS), you can create interactive quizzes to test users' knowledge of the intranet. Quizzes can include multiple-choice questions on topics like:

- Navigating the homepage
- Locating specific documents
- Submitting forms or polls

Implement “User ranks” to gamify the system

There is a way to configure the system so that administrators can see who has logged in and used the intranet the most out of your end-users, via a manually configured ranking system. You can utilise this to boost engagement by configuring the platform to display user ranks based on activity levels, encouraging healthy competition and sustained participation. For more details, visit our [Knowledgebase article here](#).

Feedback Surveys/Polls

Leverage the “[Polls & Surveys](#)” application to collect feedback from users. These tools allow you to:

- Identify areas where users may need additional training
- Gather questions or concerns about the intranet

Launching a survey after the initial rollout gives users a chance to share insights once they've explored the system. Use this feedback to plan future training sessions, create new demo videos, or make platform improvements. Acknowledging and implementing user suggestions will demonstrate your commitment to their experience and enhance overall satisfaction.

Conclusion

By implementing some of these strategies, you may be able to drive engagement, increase and ultimately ensure your intranet becomes a valuable and well-loved tool for your team. With a bit of customisation and creativity, our hope is that the full potential of your site can be realised.

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