



ROI REPORT

Adopting A Modern Digital Work Hub

INTRODUCTION

How do you measure the ROI of a change like adopting a modern digital work hub?

It's not easy. If you look at how industry analysts and our competitors think about this, you'll notice a wide variety of approaches. These often rely on assumptions, such as treating employee work hours as a zero-sum game or brushing over inextricable external factors.

There is no good way to measure the complexities of company culture and work productivity. So how do you decide whether the return on a platform like MangoApps is worth the investment?

Instead of trying to wow you with big numbers that sound great until you read the fine print on their origins, we're going to take you through a few examples of ways in which implementing MangoApps has created value for our customers by:

- 1 Reducing reliance on email
- 2 Improving the speed with which people find information
- 3 Consolidating your tech stack
- 4 Improving knowledge transfer and reducing duplicated work
- 5 Reducing onboarding and training costs
- 6 Reducing strain on IT
- 7 Digitizing and automating business processes
- 8 Creating a culture of sharing and empowerment

In this report, we're going to look at a hypothetical company, which we will call ACME. They have 2,500 employees, 500 of which are in corporate roles. The rest are frontline workers. The company generally uses Microsoft 365 for their desk workers to communicate and collaborate, and has a SharePoint intranet that their employees find frustrating to use.

The desk workers are drowning in notifications and struggle to stay focused on a task without being interrupted. They have a hard time getting a clear sense of priority, because they get bombarded with emails by a wide variety of colleagues and leaders.

The deskless workers, on the other hand, are more or less left to their own devices. They hardly get anything from corporate aside from the occasional poster hung in the break room, and a daily slew of irrelevant all-company emails.

The digital tools don't work well on mobile, so even for basic information like benefits, they have to either find a computer and navigate a dense maze of security, or email someone in HR or IT in the hopes that their query finds its way to the right person.

TOTAL SAVINGS

ACROSS A TEAM OF 2,500 (2,000 FRONTLINE, 500 DESK) EMPLOYEES:



Desk workers
Save 7,232
hours per week



Frontline workers
Save 5,985
hours per week



Annual licensing
fees save
\$696,000

1. REDUCING RELIANCE ON EMAIL



For desk workers
Save 1,250
hours per week



For frontline workers
Save \$96,000 on
annual licensing fees

2. REDUCING TIME SPENT SEARCHING FOR INFORMATION



For desk workers
Save 1,750 hours
per week



For frontline workers
Save 1,500 hours
per week



3. CONSOLIDATING TECH STACK & ELIMINATING POINT SOLUTIONS

Save \$20/user/month & \$600,000/year in licensing fees

4. REDUCING TIME SPENT ON DUPLICATED WORK



For desk workers
Save 4,000 hours
per week



For frontline workers
Save 3,200 hours
per week

5. REDUCING ONBOARDING COSTS



For desk workers
Save 77 hours per week



For frontline workers
Save 770 hours per week

40
HOURS

6. REDUCING STRAIN ON IT

Save 40 hours per week for the IT team
or one specialized full-time hire

7. DIGITIZING AND AUTOMATING BUSINESS PROCESSES:



For desk workers
Save 115 hours
per week



For frontline workers
Save 115 hours
per week

8. CREATING A CULTURE OF SHARING



By giving your team a space
to create new connections:
Priceless

1. Reducing Reliance on Email

Far too many companies rely on email for all of their internal collaboration. This usually results in a cascade of productivity issues, as it creates a firehose effect. Employees receive so many emails that it becomes very difficult to create a sense of priority. Furthermore, email clients have poor search functionality, and files and conversations can become difficult to find.

“We used to overwhelm employees with information that did not apply to them. With MangoApps, our internal communication is more targeted and intentional. If it’s out there, it applies to you and you need to read it.”

-Cheryl Olson, Employee Program Manager, Great Western Bank

According to Harvard Business Review, the average professional spends 2.6 hours a day on email.¹ Research from Forrester and other analysts has shown that implementing a tool like MangoApps can reduce your corporate email by 20%, just at a baseline. That equates to about 30 minutes per day for desk workers. For ACME (our 2,500 employee example company), that means 1,250 hours per week in newfound productivity.

As previously mentioned, employee time is not a zero-sum game—especially for information workers. ACME won’t see the equivalent of 1,250 paid person-hours in cash savings. However, by any measure, 1,250 hours per week is a lot. That’s a major opportunity for their people to do something more productive than sift through their inboxes.



MangoApps can **REDUCE** your corporate email by 20%



On the frontline workers side, the ROI equation is much more straightforward. Many companies we talk to have Microsoft 365 accounts set up for their frontline employees. These employees send a few emails a month, and receive a litany of email blasts that don’t affect their jobs, which they largely ignore. On the rare occasion that they do need something that was sent by email, they have to dig through the noise to find where it is buried.

“The ability to reduce the amount of clutter and emails has been big for us. People can fill out a form and then have that department reach back out to them with the person who needs to fulfill their request. It cuts down on a lot of ‘Who do I call for this or that?’”

-Rebecca Stone, Internal Communications Coordinator, Ram Tool

Having to dig through emails creates not only a bad experience, but an expensive one. For the majority of these frontline employees, replacing their email account with a mobile app for intranet and communications will provide a more relevant, useful experience. There’s not much research on the time savings associated with this, but in our experience, you’re usually looking at a reduction in per-user licensing fees in the neighborhood of \$4/user/month (sometimes more than double that). For ACME, that’s \$96,000 per year in hard savings.

1. REDUCING RELIANCE ON EMAIL



For desk workers
Save 1,250 hours
per week



For frontline workers
Save \$96,000 on
annual licensing fees

2. Improving the Speed with Which People Find Information

How much of your week is spent searching for information or files?

According to IDC research, for desk workers, it's something like 14 hours per week, and for frontline workers, three hours.² These numbers can vary wildly from company to company and industry to industry. For example, a nurse or doctor is likely to need to reference policies more frequently than a retail store associate.

When you implement a modern intranet like MangoApps, this dynamic can change dramatically. You'll no longer have to waste time sifting through static intranet drives and months-old email attachments to figure out which version of a file is the most recent.

“MangoApps’ search capability has been critical. It brings back so much information that would have been lost on our old intranet. The content is fresh and current. It’s been really, really nice to have.”

-Cheryl Olson, Employee Program Manager, Great Western Bank

With MangoApps, you get a single search bar that returns everything—including files and conversations from other employees that could be relevant—and organizes the results with filters that quickly get you to the right item.

Reduce time

spent searching for information by up to 80%

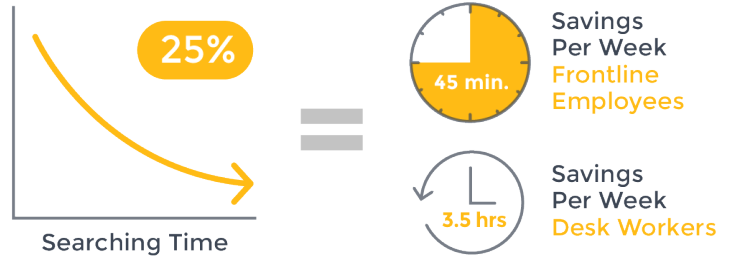


Industry research states that a modern intranet reduces time spent searching for information by 25%. We estimate that this is a conservative figure for the types of companies we work with, as we have seen some cases where the paths to information were so convoluted that we reduced this number by up to 80%.

“MangoApps saves us 10-15 man hours per week just in the ability to snapshot information. When I come in on Monday morning, I don’t know what happened yesterday. In the five seconds it takes me to login to MangoApps, I now have a snapshot of incidents that may require follow-up at an administrative level.”

-Captain Adam Geissenberger, Pinellas Park PD

Taking the more conservative figure, a 25% reduction in searching time for Acme works out to a time savings of 45 minutes a week per frontline employee and 3.5 hours a week per desk worker. That's a total of 3,250 hours per week across the organization.



2. REDUCING TIME SPENT SEARCHING FOR INFORMATION



For desk workers
Save 1,750 hours
per week



For frontline workers
Save 1,500 hours
per week

3. Consolidating Your Tech Stack

As we alluded to above, your employees lose a ton of time searching for information. One major contributing factor is the fact that files, information, and conversations are spread across numerous platforms with separate logins, interfaces, and search bars.

We've already covered the amount of time that's wasted navigating a dense array of tools. But what about the licensing fees?

When you set up 20 different point solutions for individual use cases, unit economics do not work in your favor. Every tool has a separate development team, server array, customer service team, and other costs that your payment has to cover. Like anything else, the more you can consolidate this, the better.

That equation is at the core of MangoApps' business model—working with us allows you to sunset a variety of other tools and work with a single consolidated vendor. This is a better experience—our customers consistently rave about our support teams—but more importantly, it saves a lot of money.

WITH MANGOAPPS, **TEAMHEALTH HAS REPLACED:**

- Two expensive file sharing tools
- SharePoint
- A company chat solution
- Email licenses for the bulk of their employees
- A custom-built learning management system

[Learn More >](#)



Based on our experience with customers who have a variety of cumbersome, expensive tools, weighing MangoApps against these contracts can save upwards of \$60 per user per month. On top of their intranet, MangoApps has the built-in capabilities to replace a Learning Management System (LMS), file sharing solutions, chat programs, email/SMS senders, team collaboration platforms, employee recognition services, and department sites, among other things.

\$60 per user per month may seem like pie in the sky numbers. It's true that this is a bit of an edge case. A more typical customer has a smaller, leaner set of tools for their employees, but they're still likely to be overpaying for a handful of platforms that we could easily replace.

Companies like this who switch to MangoApps usually save roughly \$20 per user per month simply by rolling out our product and sunsetting 3-4 other platforms for some or all of their workforce. For Acme, that's a total of \$600,000 per year.

To be clear, we aren't the "dollar store" equivalent of these services—the experience our product provides to our customers' employees is as good or better. Our development efforts over the years have been focused on creating a digital work hub that is user-friendly and comprehensive, and our pricing model is built to make sense for frontline-oriented companies.



3. CONSOLIDATING TECH STACK & ELIMINATING POINT SOLUTIONS

Save \$20/user/month or \$600,000/year in licensing fees

4. Improving Knowledge Transfer And Reducing Duplicated Work



Knowledge transfer is an important area in which the most successful companies quietly excel.

Every single one of your employees has knowledge sitting in their heads that is hyper-specific to doing their particular job well.

When several people are in similar roles at different locations, they each have to figure out the idiosyncrasies of their job in a vacuum. Furthermore, when someone leaves a role, they don't always do a good job of passing that information along to their replacement.

Along similar lines, in any large distributed company, you can bet that there are projects being executed that have either been done before or are also happening in different locations or departments at the same time. When these people are not aware of each other's work, time is wasted and project quality doesn't reach its full potential.

All of these are examples of duplicated work. According to IDC research, the average desk worker spends 10 hours a week on duplicated work² and we estimate that a typical frontline employee spends two hours a week. To state this a little more plainly, your employees are spending hours doing work that somebody else has already done elsewhere in the company, simply because they aren't aware of each other.

One of the most valuable aspects of MangoApps is its ability to bring team collaboration into public collaboration spaces that promote visibility, without overwhelming everyone with notifications. Content becomes discoverable, and by simply storing the content within the platform, it becomes a searchable record.

It is difficult to quantify the full scope of value generated by this type of knowledge capture. Within the frame of duplicated work though, we have found that the time spent on duplicated work can be reduced by about 80% with the implementation of software like MangoApps.

The YMCA has created a space within MangoApps where employees can ask questions about issues they're struggling with. Employees from other locations can chime in with their advice based on their own experience. This has not only reduced duplicated work, but also helped them create a sense of community and mutual support.

For example, one of the YMCA's locations began organizing a food drive for local schools during the COVID-19 pandemic, but they didn't have a branded van. This led to confusion at the school drop-offs, so they posted to MangoApps asking for advice. An employee from another state sent them specifications they used for the vans at their location and connected them to a provider that made branded decals. This saved hours of design work, as well as vendor outreach, and allowed them to move directly to purchasing needed materials.

Knowledge management is larger than just duplicated work, but a lot of what it entails is either difficult to quantify, or folded in with training, creating a culture of sharing, and improving the speed with which people find information. In the interest of not double-counting benefits, we have elected to refrain from including any other figures in this section.



“ With MangoApps, I know what's going on nationally all the time. When problems arise with the 18 Ys in Florida, I can go and say, 'Oh, the Chattanooga YMCA in Tennessee is dealing with the same thing. Let's connect you to them and figure out how to solve this. ”

-Scott Fahrney, Chief of Staff, Florida State Alliance of YMCAs

4. REDUCING TIME SPENT ON DUPLICATED WORK

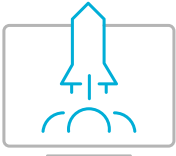


For desk workers **Save 4,000 hours** per week



For frontline workers **Save 3,200 hours** per week

5. Reducing Onboarding and Training Costs



At many organizations, onboarding is a massive time suck. There is no organized system where all of the information that needs to be reviewed with each new employee lives, so managers have to track it all down and go through the process on an ad hoc basis.

Beyond that, new employees have to figure out how to do their jobs and be successful, which takes time. If you don't have a good repository of knowledge, this requires a ton of hands-on training. However, with a solid repository of knowledge in MangoApps, the new employee learning curve is dramatically shortened.

“ Any time a new user starts, you go over 2-3 hours of information between HR, IT, and Finance, and they're not going to remember everything. With MangoApps, after onboarding is done, if you ever need a refresher on any of that information, you can refer to the library and answer most of your questions yourself. ”

-Marcel Tabor, Director of IT, Integral Group

With MangoApps, an organized program of training materials and courses can be created, and employees can get access from day one. This reduces the time spent by managers or other employees showing new hires the ropes, and also gives them materials to refer back to, reducing errors and follow up questions.

Furthermore, MangoApps serves as a repository of company knowledge, where new employees are added to the collaboration spaces their teams use to share ideas and help each other. Having access to a searchable database of these past and current conversations empowers new employees to get deep context and advice and get to a point where they excel at their jobs much, much faster. This applies to both desk and frontline workers.



For frontline roles, turnover averages around 50% across industries, so ACME has to hire about 1,000 new employees every year. Desk worker turnover is more like 20%, so that's another 100 hires each year.



The time savings associated with MangoApps works out to about 40 hours per new employee, split between the new employee having access to more material and getting up to speed faster, the manager having to spend less time on training, and support employees in HR and IT benefitting from more efficient processes.

Our platform also has capabilities around ongoing employee training, which is a huge area of opportunity for any organization. By having training available in the same platform where collaboration happens, you open up the ability to learn new skills in the flow of work. However, we haven't found a reliable way to put numbers on this idea, so we haven't included it in the calculation below.

5. REDUCING ONBOARDING COSTS



For desk workers
Save 77 hours
per week



For frontline workers
Save 770 hours
per week

6. Reducing Strain on Your IT Team

Many of our customers came to MangoApps from a legacy intranet that could only be updated by the IT team or a cumbersome SharePoint deployment. This was a source of frustration for everyone involved.

“ Think about the cost of supporting SharePoint infrastructure, servers, and developers. I don't have to have developers for MangoApps. ”

-Marcel Tabor, Director of IT, Integral Group

Outside the IT team, it meant delays in content being posted and reduced the amount of trust employees had in the freshness of the content on their intranet at any given time. In many cases, it caused business users to shy away from updating the information on the intranet because they didn't want to inconvenience IT.

Within the IT team, it was simply a drain on already strained resources, especially for companies who elected to do extensive custom SharePoint development.

At ACME's size, a legacy intranet or SharePoint implementation likely requires a full-time IT person's attention, or the equivalent hours spread across a team. That doesn't even factor in the cost of custom SharePoint development projects, which can be staggering.

With MangoApps, departments can handle their own content, and the upkeep is handled by our team internally. That means the IT department at the customer doesn't have to do much of anything once the platform is up and running—they might put in a few hours a month at most, working with our team to roll out product updates or resolve small issues.



6. REDUCING STRAIN ON IT

For the IT team
Save 40 hours per week, or one specialized full-time hire

7. Digitizing and Automating Business

HR&IT

Company resources like HR and IT requests are often absurdly difficult for frontline workers to access.

When you don't sit at a computer and all of your company's tools are designed for people with computers, even getting simple answers to HR questions can require going through several complicated steps and talking to multiple people.

Even worse, some companies still handle these requests with paper, requiring employees to track down a physical form, fill it out, and make sure it gets into the hands of the right person.

“Benefits, paystubs, 401k information—there used to be a million places you'd have to go. With all of that in MangoApps, our drivers can go to one place and type in health insurance, and figure out how to view their insurance card.”

-Kati Deason, Marketing Manager, Ram Tool

With a mobile app that allows frontline teams to get self-serve access to forms, requests, and company files, you save a great deal of time for both those workers and the people in HR and IT who used to have to respond to these requests.

Digital forms remove pen and paper from the equation, reduce confusion, and automatically route each request to the proper person who can handle it. This ensures that inquiries are handled promptly, and nothing slips through the cracks. Down the road when you need it, it's also much easier to track down a digital file than a paper form someone signed three years ago.

“Having everything in electronic format makes it a lot easier. It makes it easier to track, easier to keep down the road. When you look at the people who have come and gone, you're talking about thousands in just the years that I've been here. It's impossible to keep track of that many pieces of paper.”

-Marcel Tabor, Director of IT, Integral Group



6HRS

SAVE 6 HOURS EVERY YEAR

We estimate that automating simple business processes in this way can save ACME about 3 hours per frontline employee every year, by creating a more streamlined experience. Support employees in HR and IT also save about 3 hours per frontline employee every year, by spending less time doing data entry and fixing mistakes incurred by manual data manipulation.

7. DIGITIZING AND AUTOMATING BUSINESS PROCESSES:



For desk workers
Save 115 hours
per week



For frontline workers
Save 115 hours
per week

8. Creating a Culture of Sharing and Empowerment

Having a strong culture is not an easy thing to quantify. A strong company culture is priceless and will pay dividends over time that will seep into every other measure of your company's value.

When your employees have a voice and a space where open discussion is encouraged and rewarded, they will forge new connections and find new ways to create value.

To give a concrete example from our customer Ram Tool, one of their salespeople in South Carolina discovered a new digital tape product and found some success selling it to customers in his area. Prior to MangoApps, this might have come up at their national sales meeting a few months later.

“If you use this tool effectively, you can open up your ability to get answers to problems faster. If you're sitting in Austin, Texas, you may not know that there's this brilliant fire engineer in Brisbane, Australia. But if you search for fire protection in the directory, there's 30 people who can answer your question. That's really powerful from a learning and sharing standpoint.”

-Marissa Clark, Global Communications Manager, Integral Group

Instead, he posted a brief summary to MangoApps, resulting in a big national sales push and a lucrative partnership with the vendor. Without MangoApps, this would have been delayed by several months if it happened at all.



8. CREATING A CULTURE OF SHARING

By giving your team a space to create new connections: **Priceless**

“The interaction went crazy, and it became this really constructive feed. It was an idea hub around this one product that one branch manager talked to one guy about, and all of a sudden, all 40 branches knew about it.”

-Kati Deason, Marketing Manager, Ram Tool

Costs

To give these numbers some context, here's how much a company like Acme could expect to pay for MangoApps.

Depending on several factors, a company of their size could expect to pay \$3-5/user/month for a typical MangoApps deployment, or \$100-150k per year, plus a small one-time onboarding fee the first year.

That includes the best onboarding, implementation, and ongoing customer support in the industry. You'll get a dedicated support project space with 24/7 response from our extremely active team of experts. We pride ourselves on our ability to resolve issues quickly, and offer guidance to ensure that our customers are successful.

\$3-5 /user
/month

OR \$100-150k per year

Conclusion

As stated at the beginning of this report, it's not easy to make quantitative statements about ROI in our sector. Implementing a digital work hub is a big change to the way your company thinks and acts, and every company is unique and has different aims.

The numbers listed in this report are by no means representative of everyone. The real intention is to get you thinking and give you some concrete data to discuss with your team. To really understand how MangoApps can help you, there's no better avenue than talking to our sales team. We would love to learn about your business, and offer a deeper, more personalized idea of what we might be able to accomplish together.

[Schedule A Demo](#)

Sources

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