



Build a Business Use Case for Internal Communications Software



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1. Introduction

According to ContactMonkey's [Global State of Internal Communications Report for 2022](#), around 18% of respondents said that getting budget approval for internal communications is a top concern.

Even if you have a surefire plan for implementing a new internal communications software, it can be difficult to communicate the material benefits it will have for your business. This is where a business use case comes in handy.

Your business use case is a simple document that shows how your proposed project or product will improve the business.

We'll explore how you can build a business use case for internal communications software. We'll outline all the information you should include in your business case, including the many measurable benefits of internal communications software like:

- Time saved
- Net New revenue
- Increased productivity
- Increased employee satisfaction and lower turnover
- Improved net efficiencies per employee
- Employee Net Promoter Score (eNPS)
- And more...

A persuasive business case is your first step to [improving your internal communications](#). Not only will it help convince leadership of the value of internal communications, but it will also help map out how you implement your solution at your business.

2. How to Build a Business Case for Internal Communications Software

Your business case consists of different sections outlining the details of your proposal. We'll break down each section so you can build a persuasive business use case for internal email software.

2.1 Summary of business case

Your Business Case Summary outlines the goal of your use case. Not only should this section state the purpose and value of your proposed solution, but should also follow the same order as the rest of your use case.

The length of your summary will depend on the nature of your proposal. Some summaries have multiple subsections that outline everything that will be covered in the use case. Use discretion in choosing how much information to include in your summary and make every word count.

Description	Your Notes
As [your company] grows and hires more employees, effective internal communications will become essential for maintaining and scaling this growth. For [your company] to maintain high levels of employee engagement while minimizing turnover, an internal communications solution will be required to accommodate the ongoing growth of our business.	
ContactMonkey's internal communications tool will enable [your company] to maintain efficient employee communications and provide solutions for increasing employee productivity and well-being while reducing attrition and turnover. With an internal communications tool like ContactMonkey, [your company] will be able to take a data-based approach to improving our internal communications.	

2.2 Description of problem(s)

Use this section to elaborate on the issue/problem you identified in your summary. List the details of the issue(s) you're hoping to solve, and outline the consequences of not addressing these issues.

Describe your company's current internal communications process and costs, and estimate how this will be impacted by the ongoing growth of your business. Detail how not scaling your [internal communications](#) to match your company's growth can result in significant consequences like:

- Low employee engagement
- High turnover and the money/time spent on onboarding and offboarding
- Time spent creating emails for more employees
- Safety issues of uninformed employees
- Impact on trust in leadership
- Low email engagement

Try structuring your problem description into 3 sections:

- **Problem Statement** is a one or two sentence summary of the issue.
- **Description** outlines the details of the issue.
- **Risk** shows the consequences of not addressing the issue.

You can even include real-world examples to help describe what your proposal hopes to accomplish. For internal communications software use cases, be sure to highlight tangible metrics that you wish to improve.

Check out our example problem description:

Problem Statement	Internal communications not scaling with company growth.
Description	Internal communications tasks currently take X hours to complete for X number of employees. If [your company] continues to experience a steady and consistent rate of growth, internal communications will take longer to complete and analyze.
Risk	If internal communications isn't scaled according to [your company]'s rate of growth, internal communications will lag and result in lower employee engagement, higher turnover, and larger long term costs for the company.

2.3 Description of solution

This section can be structured similar to the previous “description of problem” section:

- **Solution** is a one or two sentence summary of your solution.
- **Description** outlines the specific features of your solution.
- **Benefit** details how these features will solve/mitigate the issues described in the previous section.

You can include images in this section if they help you outline the value of your solution. Be discerning and use images sparingly, using only those that best show how your solution will address the issues you described.

For the benefits section, do your best to estimate the specific improvements you foresee ContactMonkey helping with. For example, [Mettler Toledo](#) used ContactMonkey to save the equivalent of 25 days per year on their internal communications. [BASF](#) used ContactMonkey's email analytics to track improvements in their email engagement and pinpoint their best performing internal communications.

<p>Solution</p>	<p>ContactMonkey is an all-in-one internal communications software that works with our existing Outlook email setup.</p>
<p>Description</p>	<p>ContactMonkey will help us create, send, and track our internal communications better than we currently do:</p> <ul style="list-style-type: none"> • Email creation is optimized via a drag-and-drop email template builder. • HTML templates allow our internal communications to be viewed over every device and email service without error. • Outlook and Gmail integrations decrease the amount of time it takes to send our newly-created communications, and use your existing servers which avoids a lengthy migration process.. • Personalization and scheduled sending increase email engagement. • Employee feedback can be gathered via email, which can help increase employee engagement, identify problems, and provide insight for future internal communications. • Email analytics can inform data-based KPIs for your internal communications. Identify overall trends, track progress, prevent employees unsubscribing, compare email campaigns, and identify problem areas using benchmarked data specific to your industry.
<p>Benefits</p>	<p>By adopting ContactMonkey, [your business] and employees will benefit in the following ways:</p> <ul style="list-style-type: none"> • ContactMonkey's all-in-one internal communications tool removes the need for multiple email tools, which helps save us money from unnecessary software subscriptions. (List current software subscriptions, prices, and compare with CM over time). This also helps us streamline our internal communications across multiple departments to reduce creation and sending time. • ContactMonkey's integration with our existing email system and team collaboration features helps us save an average of 4 minutes per email designed and sent. • Average open rate for a company-wide email is currently X. With ContactMonkey we will aim to increase this average by X% through email personalization, scheduled send times, engaging content, and interactive internal communications. These are options unavailable to those using an external communications tool. • Create an employee survey program to gain better insights into employee engagement and gather employee feedback to improve our engagement initiatives. • Email analytics will help determine how different departments or employees engage with our internal communications, so we can send more relevant information to them.

2.4 Project Plan

The project plan section of your business case provides a brief overview of how you plan to implement ContactMonkey to improve your business. Discuss everything that will be needed including:

- Personnel and responsibilities
- Training or operational resources
- Estimated implementation schedule
- Areas that will be impacted by the change

For an in-depth breakdown of change management best practices, we recommend following the International Organization for Standardization (ISO) standard for change management. Their all-encompassing approach is a rich source of information for what you should consider when implementing change at your organization.

Project Plan	ContactMonkey is an internal communications tool that will enable [your company] to maintain effective internal communications and high employee engagement as we grow and hire more employees. This project plan outlines how ContactMonkey will be implemented, used, and maintained at [your company].
Scope	<i>Employees/Roles</i> Tasneen Ali - Internal Communications Manager, [your company] John Bockner - Head of IT department Teresa Chow - CEO <i>IT Assets</i> Microsoft Office 365 ContactMonkey [your company]'s network Internal communications team devices: <ul style="list-style-type: none">• laptop/desktop computer
Implementation Procedure	The following steps outline what's required for ContactMonkey to be fully integrated into [your company]'s internal communications approach:

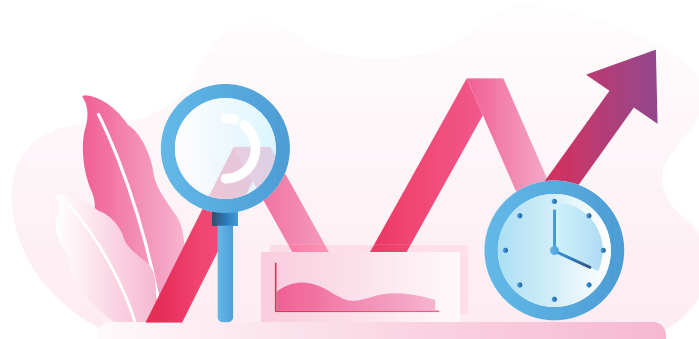
Implementation Procedure

1. Demo
2. Trial
3. Set-up
 - a. Integration with Microsoft Office 365
4. Creating emails
 - a. Email template builder
 - i. Brief overview of features
5. Sending emails
 - a. Importing via sidebar
 - b. Selecting recipients
 - c. Personalization
 - d. Set tracking settings
 - e. Scheduling
6. Tracking emails
 - a. Navigating the dashboard
 - i. Segmented email stats
 - b. Downloading report, using info for future goals
 - c. Collecting employee feedback
 - i. Viewing anonymous survey responses
 - d. Measuring engagement
 - i. Interpreting survey/eNPS results

Review Process

Ensure that ContactMonkey's integration and use at [your company] has not inhibited the operation of other software or systems. Consult your lead IT manager for specific information about internal IT assets affected by ContactMonkey.

If any errors with ContactMonkey itself are detected, contact ContactMonkey's 24 hour Support Team and consult resources in their [Help Centre](#).



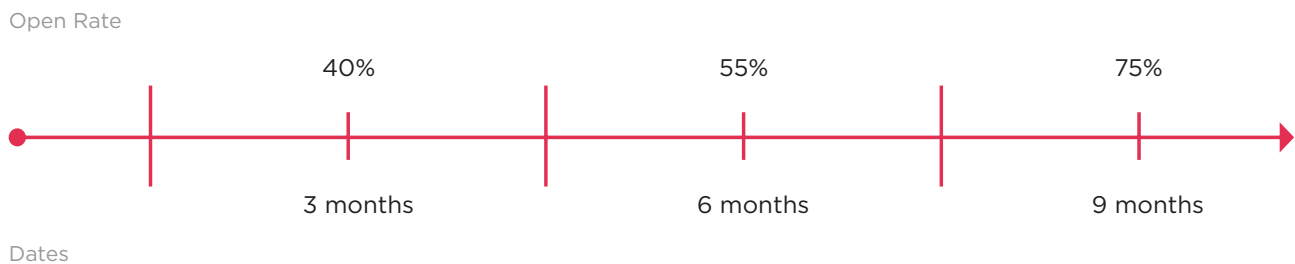
2.5 Estimated ROI Schedule

In this section, use the information you provided in the Description of Solution and Project Plan sections to estimate a timeline when your proposal will return a benefit.

List the steps needed to set-up and operate ContactMonkey, as well as the key performance indicators (KPIs) you'll use to measure your success. These can include:

- Open rate
- Click-through rate
- Read time
- Clicks per unique open
- [Employee Net Promoter Score](#)
- Total number of survey respondents
- Positive employee feedback

These KPIs are how you'll demonstrate the ongoing success of ContactMonkey. Use these KPIs in conjunction with an estimated timeline (yearly, quarterly, etc.) to inform management/leadership expectations about your proposal.



3. Building a Persuasive Business Use Case

Use our template to build an effective and concise business case for your internal communications software proposals. Feature real data to show the material benefits of your proposed solution; this tangible data is the best way to get buy-in from management for your proposal.

If your proposal does not succeed at first: revise, refine, resend. Sometimes it takes just the right presentation of data to sway someone's opinion, so don't give up in the face of rejection. Begin tracking your current email metrics to create a clear picture of your company's current internal communications landscape. This will help you emphasize how ContactMonkey will specifically benefit your business' internal communications processes.

To learn more about creating a strong Business Use Case for ContactMonkey, don't hesitate to book a free demo with one of our friendly team members. They'll be happy to answer any and all of your questions.





About ContactMonkey

ContactMonkey is an internal communications and employee engagement tracking solution that integrates into Outlook and Gmail inboxes. We built our tool to help internal communicators transform employee newsletters into a two-way communication channel.

Use ContactMonkey to create, send, and track internal emails, collect employee feedback, measure the effectiveness of your corporate communications. Build beautiful employee newsletters with the easy-to-use template builder, manage company events from your inbox, gather honest employee feedback with various surveys and eNPS, and measure internal communications ROI with comprehensive metrics.

**Ready to Elevate Your Internal
Communication Strategy?**

[Book a Demo](#)

