

# The Total Economic Impact™ Of The Poppulo Employee Communications Platform

Cost Savings And Business Benefits Enabled By The Poppulo Employee Communications Platform

A Forrester Total Economic Impact™ Study  
Commissioned By Poppulo, April 2025



## Table Of Contents

Executive Summary	3
The Poppulo Employee Communications Platform Customer Journey	10
Analysis Of Benefits	14
Analysis Of Costs	24
Financial Summary	29

Consulting Team:

Roger Nauth

### ABOUT FORRESTER CONSULTING

Forrester provides independent and objective research-based consulting to help leaders deliver key outcomes. Fueled by our customer-obsessed research, Forrester's seasoned consultants partner with leaders to execute their specific priorities using a unique engagement model that ensures lasting impact. For more information, visit [forrester.com/consulting](https://forrester.com/consulting).

© Forrester Research, Inc. All rights reserved. Unauthorized reproduction is strictly prohibited. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change. Forrester®, Technographics®, Forrester Wave, and Total Economic Impact are trademarks of Forrester Research, Inc. All other trademarks are the property of their respective companies.

# Executive Summary

**Modern employee communications platforms are essential for organizations that are aiming to enhance their employees' digital experiences. These solutions provide powerful design and delivery tools that enable executives and leaders to better target information delivery to employee groups, reducing the signal-to-noise ratio and making communication more relevant. Organizations that adopt a data-driven mindset can better define program success and continually improve the information they deliver to employee audiences.**

Poppulo's employee communications platform is a comprehensive solution designed to support organizations' internal communications. It addresses key challenges such as lack of time, resources, and personalization needed to reach and engage diverse workforces meaningfully. Poppulo also makes internal communications measurable by providing advanced analytics that offer real-time insights into communication performance, engagement, and effectiveness. The platform enables businesses to optimize their communication strategies, improve employee engagement and retention, and demonstrate the impact of their communications programs through data-driven insights.

[Poppulo](#) commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying its employee communications platform.<sup>1</sup> The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Poppulo on their organizations.



Return on investment (ROI)  
**375%**



Net present value (NPV)  
**\$4.18M**

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four decision-makers with experience using Poppulo's employee communications platform. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single [composite organization](#) that is a global, multibillion-dollar corporation operating in multiple industries. It has approximately 100,000 employees and an annual revenue of \$40 billion.

## EXECUTIVE SUMMARY

Interviewees said that prior to using Poppulo, their organizations relied heavily on email and other disparate tools for internal communications, which were inefficient and unscalable. However, prior attempts to streamline communications yielded limited success and resulted in high-level process issues such as a continued need for manual effort, an inability to target specific audiences, and a lack of engagement metrics. These limitations led to fragmented communications efforts, reduced employee engagement, and significant administrative burdens.

After the investment in Poppulo's employee communications platform, the interviewees reported a significant improvement in communication quality and processes between leadership (including executives) and employee groups. Key results from the investment included enhanced targeting capabilities, increased employee engagement, and streamlined communication workflows, which collectively led to more efficient and effective information dissemination across interviewees' organizations. Additionally, the platform's advanced analytics provided valuable insights and allowed for continual optimization of internal communication strategies.

## KEY FINDINGS

**Quantified benefits.** Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Employee time saved due to increased reach worth \$2.9 million over three years.** Poppulo's system enhances communication reach and message clarity, ensuring employees receive a manageable volume of timely and relevant information. This improvement reduces the need for follow-ups and rework, saving substantial time. Clearly highlighting important messages, minimizing miscommunications, and reducing clarifications allows employees to focus on their core tasks, leading to increased efficiency and productivity.
- **Increased productivity from content creation time savings and efficiencies worth \$1.9 million over three years.** Poppulo's system streamlines the composite's content creation process through templates, automation tools, and collaboration features. These enhancements reduce the time and effort required to create and distribute high-quality content, boosting overall productivity and enabling the organization to achieve more with fewer resources.

- **Avoided hiring and training costs due to decreased turnover worth \$492,000 over three years.** Improved communication and engagement through Poppulo leads to higher employee satisfaction at the composite, which reduces turnover rates. When employees feel informed and that their time is valued — and they are not overwhelmed with constant messages — they are more likely to stay with an organization. This decreases costs associated with hiring and training new employees and contributes to organizational stability and continuity.

**Unquantified benefits.** Benefits that provide value for the composite organization but are not quantified for this study include:

- **Increased internal connection and employee engagement.** Personalized and relevant communication leads to a noticeable rise in employee engagement for the composite organization as evidenced by higher email open and click rates as well as qualitative engagement scores. This engagement helps build a more connected and motivated workforce.
- **Improved communication quality.** Internal communications are more visually appealing and professionally formatted, enhancing employee attention and the overall experience. The higher quality ensures that important messages are read, understood, and acted upon.
- **Better work-life balance.** Scheduling emails and automating tasks improves time management for teams and supports a healthier work-life balance. Employees can focus on their core responsibilities without the constant pressure of manual communication tasks.
- **Consistent messaging.** Poppulo provides tools that enable a unified communication strategy across departments and regions, ensuring all employees receive the same information and fostering a cohesive organizational culture. This consistency reduces the risk of misinformation and improves companywide goal alignment.
- **Effective support and training.** The composite appreciates Poppulo's comprehensive training materials and responsive support, which maximizes the platform's potential, ensures employees can use it effectively, and leads to its successful adoption. This support system empowers employees to troubleshoot issues independently and enhances their confidence.

- **Strong cultural inclusivity.** Multilingual communication capabilities promote inclusivity, allowing organizations to share important information in multiple languages and build a diverse workplace culture. This inclusivity ensures that all employees feel valued and understood, regardless of their linguistic background.
- **Efficient crisis communication.** During critical events, Poppulo helps the composite quickly disseminate crucial information to all employees. This capability is vital for maintaining operational continuity and ensuring employee safety during emergencies.
- **Enhanced professional development.** Automating routine tasks and improving communication efficiency allows teams to focus on higher-value tasks that support employee productivity and professional growth. This shift enables employees to develop new skills and take on more strategic roles within the composite organization.

**Costs.** Three-year, risk-adjusted PV costs for the composite organization include:

- **Poppulo license fees of \$547,000 over three years.** The composite incurs an annual license fee of \$220,000 for its workforce of approximately 110,000 employees.
- **Implementation and professional services costs of \$20,000.** The composite organization incurs a one-time cost of \$20,000 for implementation and professional services that cover all necessary setup and initial configuration activities.
- **Ongoing internal costs of \$548,000 over three years.** The composite organization allocates \$40,000 annually for internal training, ensuring employees remain proficient in managing and using the Poppulo platform. Additionally, it dedicates \$170,000 annually to internal management resources, which includes salaries and benefits for staff overseeing Poppulo's use and administration. These costs are predictable, allowing for stable budgeting of training and management resources.

The representative interviews and financial analysis found that a composite organization experiences benefits of \$5.3 million over three years versus costs of \$1.12 million, adding up to a net present value (NPV) of \$4.18 million and an ROI of 375%.

“Poppulo’s primary benefit is its ability to connect with our employee data to effectively target our audiences.”

SENIOR MANAGER OF INTERNAL COMMUNICATIONS, HEALTHCARE



Return on investment  
(ROI)

**375%**



Benefits PV

**\$5.30M**



Net present value  
(NPV)

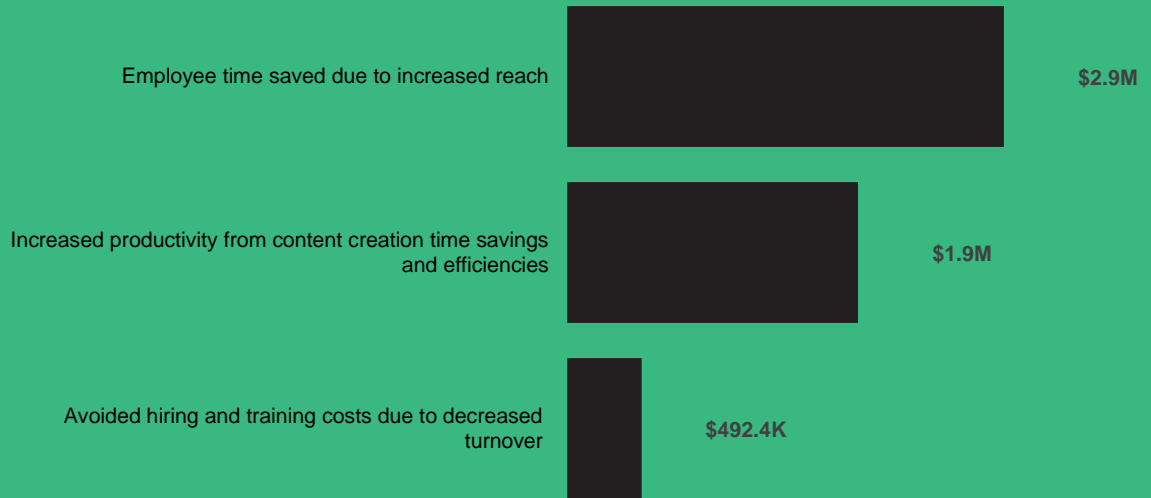
**\$4.18M**



Payback

**<6 months**

**Benefits (Three-Year)**





## TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Poppulo's employee communications platform.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Poppulo can have on an organization.

### DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Poppulo and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Poppulo.

Poppulo reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Poppulo provided the customer names for the interviews but did not participate in the interviews.

### Due Diligence

Interviewed Poppulo stakeholders and Forrester analysts to gather data relative to Poppulo's platform.

### Interviews

Interviewed four people at organizations using Poppulo to obtain data about costs, benefits, and risks.

### Composite Organization

Designed a composite organization based on characteristics of the interviewees' organizations.

### Financial Model Framework

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

### Case Study

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

# The Poppulo Employee Communications Platform Customer Journey

Drivers leading to the Employee Communications Platform investment

Interviews					
Role	Industry	Region	Revenue	Employees	Poppulo Users
Senior manager of internal communications	Healthcare	Global	\$28 billion	100,000	130
Senior communications business partner	Marketing and advertising	Global	\$19 billion	115,000	50
Global internal communications consultant, corporate affairs	Technology	Global	\$88 billion	120,000	130
Vice president, employee experience and internal communications	Packaging	Global	\$30 billion	100,000	40

## KEY CHALLENGES

Before implementing Poppulo's employee communications platform, interviewees' organizations primarily relied on email and other disparate tools for internal communications. They found these solutions inefficient, unscalable, and unable to provide effective targeting and engagement metrics.

The interviewees noted how their organizations struggled with common challenges, including:

- **Limited targeting capabilities.** All interviewees mentioned being unable to target specific audiences effectively, which resulted in generic messages and hindered the relevance and impact of their communications with different employee segments.
- **Inefficient communication processes.** The interviewees highlighted inefficiencies in their communication processes, often due to manual tasks and outdated email tools that were not designed for large-scale internal communications. This inefficiency led to significant time wastage and operational delays.

- **Inconsistent messaging.** Interviewees experienced a common issue of inconsistent messaging across platforms and teams, which contributed to an uncoordinated communication strategy and led to employee confusion. This inconsistency also undermined the credibility and effectiveness of the internal communications team.
- **Limited scalability.** The interviewees faced difficulties scaling their communication efforts, especially during acquisitions or when dealing with multiple platforms, which made it challenging to maintain a unified communication approach. This was particularly problematic for interviewees' organizations that were experiencing rapid growth or structural changes.
- **Minimal data-driven decision-making.** The lack of engagement metrics and analytics tools made it hard for interviewees' organizations to make informed decisions based on data and impacted the effectiveness of their communication strategies. Without insight into how messages were received, it was difficult to optimize content and delivery.
- **Significant time investment for basic tasks.** Interviewees noted spending a significant amount of time on basic tasks such as manual template recreation, email creation, and IT interventions, which could have been automated or streamlined with better tools. This time investment reduced their overall productivity and efficiency.

## SOLUTION REQUIREMENTS

The interviewees' organizations searched for a solution that could:

- **Enable targeted communication.** The ability to send targeted messages to specific groups within their organizations and ensure that the right information reached the right people without overwhelming others was critical.
- **Streamline communication processes.** Interviewees' organizations sought to reduce the time and effort required to create and send communications compared to previous methods like email.
- **Enhance engagement and analytics.** It was important to improve employee engagement by providing more relevant and personalized content and measuring communications effectiveness through detailed analytics.

- **Support scalability.** The solution needed to be scalable to accommodate a growing number of users and communications, especially in the context of mergers and acquisitions.
- **Offer multilingual support.** The ability to communicate in multiple languages for a diverse, global workforce was crucial to ensure all employees received information in their preferred language.
- **Ensure integration and usability.** The interviewees' organizations needed a user-friendly platform that integrated well with their existing systems and processes so new and experienced users could adopt and use it effectively.

“[Before Poppulo,] we just sent one version of employee news. [That] didn't really satisfy anybody.”

SENIOR MANAGER OF INTERNAL COMMUNICATIONS, HEALTHCARE

## COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees' organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

**Description of composite.** The composite organization is a global, multibillion-dollar corporation operating in various industries, including healthcare, technology, communications, and packaging. The organization has a strong brand presence, extensive global operations, and a large workforce of approximately 100,000 employees. It operates across multiple regions, including North America, Europe, Asia, and Latin America, with a diverse employee base that requires multilingual support. The organization prioritizes efficiency and productivity by leveraging Poppulo to streamline communication workflows and integrate with existing systems, which helps reduce manual tasks and improve overall productivity. The organization is

committed to maintaining a unified view of data, ensuring that information is synchronized across various platforms. This centralization helps provide accurate and consistent communication to all employees.

**Deployment characteristics.** The composite organization begins using the Poppulo employee communications platform in Year 1 following a multiweek implementation. The initial rollout covers 50% of the workforce, focusing on key regions and departments. By Year 3, the deployment scales to 100% of the workforce, encompassing all geographies and channels. The implementation includes integrating the platform with existing systems, such as its human resource information system and intranet, ensuring seamless communication and targeting capabilities. The organization leverages Poppulo's advanced analytics, AI-driven translation tools, and personalized communication features to enhance employee engagement and streamline communication processes.

### Key Assumptions

\$40 billion annual revenue

110,000 employees

110 Poppulo users

Streamlined workflows and improved productivity with system integrations

Unified data view synchronized across platforms

# Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Employee time saved due to increased reach	\$1,159,400	\$1,159,400	\$1,159,400	\$3,478,200	\$2,883,256
Btr	Increased productivity from content creation time savings and efficiencies	\$772,200	\$772,200	\$772,200	\$2,316,600	\$1,920,347
Ctr	Avoided hiring and training costs due to decreased turnover	\$198,000	\$198,000	\$198,000	\$594,000	\$492,397
Total benefits (risk-adjusted)		\$2,129,600	\$2,129,600	\$2,129,600	\$6,388,800	\$5,296,000

## EMPLOYEE TIME SAVED DUE TO INCREASED REACH

**Evidence and data.** This benefit focuses on how Poppulo's system enhances communication reach, leading to significant time savings for employees. Interviewees' organizations found that improved communication reach ensured employees received timely and relevant information, reducing the need for follow-up communication and rework. When employees effectively received important updates, it minimized the chances of miscommunication and the need for additional clarifications.

- The senior manager of internal communications at a healthcare company told Forrester: "We used Poppulo as our primary push vendor. Poppulo has been a huge asset in terms of its targeting capabilities."
- The senior communications business partner at a marketing and advertising firm told Forrester, "[Because of Poppulo,] our teams can now produce much higher quality and much more relevant messages."
- The vice president of employee experience and internal communications at a packaging company said: "Poppulo has now become our first international communications

channel. Our engagement scores grew 13 percentage points between two surveys when we really started using Poppulo.”

**Modeling and assumptions.** Based on the interviews, Forrester assumes the following about the composite organization:

- The open rate for corporate communications before deploying Poppulo is 31%.
- The open rate for corporate communications after deploying Poppulo is 62%.
- The composite organization targets 110,000 employees with its communications.
- The number of employees opening communications increases by 34,100 after deploying Poppulo.
- The fully burdened hourly rate for an employee is \$40.
- Fifty percent of employee time savings are reapplied to work tasks.

**Risks.** The value of this benefit can vary across organizations due to the following:

- **Variability in communication effectiveness.** Differences in organizational culture and employee engagement can impact how well employees receive and act upon information, affecting time savings.
- **Technological integration challenges.** Issues with data synchronization, compatibility, and the learning curve of new technology can reduce expected efficiency gains.
- **Employee adoption and usage.** Resistance to change, lack of training, or insufficient support can hinder widespread adoption, diminishing projected time savings and productivity benefits.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$2.9 million.

“Poppulo has empowered our internal communicators to be substantially more effective in their roles. ... It has unlocked capacity for our teams to focus on much more value-added work.”

SENIOR COMMUNICATIONS BUSINESS PARTNER, MARKETING AND ADVERTISING

Employee Time Saved Due To Increased Reach					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Employees targeted by communications	Composite	110,000	110,000	110,000
A2	Corporate communications employee open rate before Poppulo deployment (percentage)	Interviews	31%	31%	31%
A3	Employee open rate after Poppulo deployment (percentage)	Interviews	62%	62%	62%
A4	Increase in employees opening communications after Poppulo deployment	$A1 \times (A3 - A2)$	34,100	34,100	34,100
A5	Hours saved per employee for those that did not read communications before Poppulo but do now	Interviews	2.5	2.5	2.5
A6	Hours saved per employee for those that read communications before Poppulo and still do	Interviews	0.5	0.5	0.5
A7	Fully burdened hourly rate for an employee	Research data	\$40	\$40	\$40
A8	Percentage of time savings applied to work tasks	TEI methodology	50%	50%	50%
At	Employee time saved due to increased reach	$A4 \times (A5 - A6) \times A7 \times A8$	\$1,364,000	\$1,364,000	\$1,364,000
	Risk adjustment	↓15%			
Atr	Employee time saved due to increased reach (risk-adjusted)		\$1,159,400	\$1,159,400	\$1,159,400
Three-year total: \$3,478,200			Three-year present value: \$2,883,256		



### INCREASED PRODUCTIVITY FROM CONTENT CREATION TIME SAVINGS AND EFFICIENCIES

**Evidence and data.** This benefit focuses on how Poppulo's system streamlines the content creation process and leads to significant productivity gains. Interviewees noted that Poppulo's system provided tools and features that made content creation more efficient. Templates, automation, and collaboration features reduced the time and effort required to create and distribute content, allowing employees to produce high-quality content more quickly and with fewer resources.

- The senior manager of internal communications at a healthcare company told Forrester: "Poppulo has been a huge asset in terms of targeting capabilities. [Our previous efforts] would probably take three to four times longer than what we do in Poppulo. We definitely are more efficient as a result of it."
- The senior communications business partner at a marketing and advertising firm said: "Poppulo has empowered our internal communicators to be substantially more effective. It has unlocked capacity for our teams to focus on much more value-added work."
- The global internal communications consultant for corporate affairs at a technology organization told Forrester: "Poppulo allows us to streamline and target our internal communications. It just has saved so much time. Our analytics show we are kicking butt across our peers and the industry as far as our engagement."
- The vice president of employee experience and internal communications at a packaging company said: "Poppulo has now become our first international communications channel. ... It allows us to target our folks by language. We used to spend about €200,000 a year just having notes translated. ... Our engagement scores grew 13 percentage points between two surveys when we really started using Poppulo."

**Modeling and assumptions.** Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization has 110 employees actively using Poppulo for content creation tasks.
- Each Poppulo user saves 260 hours per year on messaging and other content creation tasks.

- The total hours saved per year for content creation tasks is 28,600 hours.
- The fully burdened hourly rate for an internal communications employee is \$60.
- Fifty percent of employee time savings are reapplied to work tasks.

**Risks.** The value of this benefit can vary across organizations due to the following:

- **Variability in content creation needs.** Differences in the complexity and volume of content required by various departments can impact the time savings achieved.
- **Technological integration challenges.** Issues integrating Poppulo's tools with existing content creation workflows and systems can affect efficiency gains.
- **Employee adoption and usage.** Resistance to change, lack of training, or insufficient support can hinder full utilization of Poppulo's content creation features, reducing the expected productivity improvements.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$1.9 million.

“Poppulo has allowed our teams to produce much higher quality and much more relevant messages through change and transformation initiatives that historically was not achievable.”

SENIOR COMMUNICATIONS BUSINESS PARTNER, MARKETING AND ADVERTISING

## ANALYSIS OF BENEFITS

Increased Productivity From Content Creation Time Savings And Efficiencies					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Poppulo users	Composite	110	110	110
B2	Time saved per Poppulo user for messaging and other content creation tasks (hours)	Interviews	260	260	260
B3	Total time saved for content creation due to Poppulo (hours)	B2*B1	28,600	28,600	28,600
B4	Fully burdened hourly rate for an internal communications employee	Research data	\$60	\$60	\$60
B5	Percentage of time savings applied to work tasks	TEI methodology	50%	50%	50%
Bt	Increased productivity from content creation time savings and efficiencies	B3*B4*B5	\$858,000	\$858,000	\$858,000
	Risk adjustment	↓10%			
Btr	Increased productivity from content creation time savings and efficiencies (risk-adjusted)		\$772,200	\$772,200	\$772,200
Three-year total: \$2,316,600			Three-year present value: \$1,920,347		

## AVOIDED HIRING AND TRAINING COSTS DUE TO DECREASED TURNOVER

**Evidence and data.** This benefit addresses the financial impact of reduced employee turnover for internal communications teams due to improved engagement and satisfaction with Poppulo's system. Interviewees noted that better communication and engagement with internal communication team members led to higher employee satisfaction and reduced turnover rates. Employees that felt informed and valued were less likely to leave, reducing costs associated with hiring and training new employees. The senior manager of internal communications at a healthcare organization said: "If we were using our old method, we'd need a lot more staff. Poppulo has resulted in more communications with more value."

**Modeling and assumptions.** Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization has 110 employees actively using Poppulo.
- Poppulo helps reduce the corporate communication group's turnover rate by 5%.
- The cost of hiring a new corporate communications employee is \$40,000.

**Risks.** The value of this benefit can vary across organizations due to the following:

- **Variability in turnover rates.** Differences in turnover rates across departments and regions can impact the overall cost savings achieved.
- **Employee engagement and satisfaction.** The effectiveness of Poppulo in improving employee engagement and satisfaction can vary, affecting turnover rates.
- **External market factors.** Economic conditions and industry-specific trends can influence turnover rates and hiring costs, impacting the realized savings.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$492,000.

Avoided Hiring And Training Costs Due To Decreased Turnover					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Poppulo users	B1	110	110	110
C2	Average employee turnover for corporate communications group before Poppulo (percentage)	Composite	15%	15%	15%
C3	Average employee turnover for corporate communications group after Poppulo (percentage)	Composite	10%	10%	10%
C4	Cost of hiring new corporate communications employee	Composite	\$40,000	\$40,000	\$40,000
Ct	Avoided hiring and training costs due to decreased turnover	$C1 \cdot (C2 - C3) \cdot C4$	\$220,000	\$220,000	\$220,000
	Risk adjustment	↓10%			
Ctr	Avoided hiring and training costs due to decreased turnover (risk-adjusted)		\$198,000	\$198,000	\$198,000
Three-year total: \$594,000			Three-year present value: \$492,397		

“Our [employee] engagement scores grew 13 percentage points between two surveys when we really started using Poppulo.”

VICE PRESIDENT, EMPLOYEE EXPERIENCE AND INTERNAL COMMUNICATIONS,  
PACKAGING

### UNQUANTIFIED BENEFITS

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **More employee engagement.** Interviewees noted a significant increase in employee engagement due to more relevant and personalized communications. This engagement was particularly evident in higher email open and click rates, which indicated more effective message reach and resonance among employees.
- **Improved communication quality.** Internal communications quality improved with more visually appealing and professionally formatted messages. Interviewees noted that this enhancement helped capture employees' attention and convey messages more effectively, leading to a better overall employee experience.
- **Better work-life balance.** The ability to schedule emails and automate tasks significantly improved time management for the interviewees' teams using Poppulo. This feature allowed them to plan and execute communication strategies without needing constant manual intervention, thereby supporting a better work-life balance.
- **Consistent messaging.** Interviewees noted that Poppulo facilitated a unified communications strategy across departments and regions. This consistency ensured that all employees received the same information, which reduced the risk of miscommunication and fostered a cohesive organizational culture. It also helped maintain a consistent communications tone and style.
- **Effective support and training.** Interviewees appreciated the support and training resources provided by Poppulo. Their teams could access comprehensive training materials and responsive support, which was instrumental in maximizing the platform's potential.
- **Strong cultural inclusivity.** Poppulo's multilingual communication capabilities fostered inclusivity within interviewees' organizations. Enabling communication in multiple languages ensured that their employees, regardless of location or language, received and could understand important information. This inclusivity was vital for building a diverse and supportive workplace culture.

- **Efficient crisis communication.** Poppulo enabled interviewees' organizations to quickly disseminate crucial information to employees during critical times and proved invaluable for effectively managing crisis situations.
- **Enhanced professional development.** Interviewees noted that automating routine tasks and improving communication efficiency allowed their organizations' teams to focus on higher-value tasks and strategic initiatives. This shift enhanced productivity and supported professional development by enabling employees to engage in more meaningful and impactful work.

"The professional formatting and visual appeal of our internal communications have significantly improved, capturing employees' attention more effectively."

INTERNAL COMMUNICATIONS DIRECTOR, HEALTHCARE

## FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Poppulo and later realize additional uses and business opportunities, including:

- **Enhanced multilingual communication.** Interviewees appreciated how Poppulo's AI translation tool significantly improved their organizations' ability to communicate with employees in their preferred languages. This feature unlocked new opportunities for more inclusive and effective communication across diverse global teams.
- **Seamless scalability and integration.** Leveraging Poppulo's employee communications platform with other Poppulo solutions, such as digital signage and employee apps, enhanced the scalability of interviewees' organizations by ensuring consistent messaging and communication across various platforms.

- **Improved targeting and personalization.** Poppulo's ability to personalize employee attributes such as name, country, and language reduced barriers to effective communication among interviewees' organizations. This targeted approach led to higher engagement rates and more relevant messaging for employees.
- **Futureproofed communications strategy.** Poppulo's ongoing innovation and feature development, such as its AI translation tool and AI recommendations, ensure that the platform remains relevant and effective. This futureproofing allows organizations to continually evolve their communication strategies and adapt to changing needs.
- **Cost-effective expansion.** The ability to expand the use of Poppulo across a growing organization proved cost-effective for interviewees' organizations. The platform's scalability and affordability made it a valuable tool for large organizations looking to enhance internal communications.

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Appendix A](#)).

"Poppulo's AI translation tool has unlocked new opportunities for inclusive communication across our diverse global teams."

VICE PRESIDENT, EMPLOYEE EXPERIENCE AND INTERNAL COMMUNICATIONS,  
PACKAGING

# Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Dtr	Poppulo license fees	\$0	\$220,000	\$220,000	\$220,000	\$660,000	\$547,107
Etr	Implementation and professional services costs	\$20,000	\$0	\$0	\$0	\$20,000	\$20,000
Ftr	Ongoing internal costs	\$0	\$220,500	\$220,500	\$220,500	\$661,500	\$548,351
	Total costs (risk-adjusted)	\$20,000	\$440,500	\$440,500	\$440,500	\$1,341,500	\$1,115,458

## POPPULO LICENSE FEES

**Evidence and data.** Interviewees' organizations paid an annual subscription fee for Poppulo licenses. Pricing may vary, so it is recommended to contact Poppulo for additional details.

**Modeling and assumptions.** Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization pays an annual subscription fee of \$220,000. This cost remains constant over the three-year period.
- The composite organization has a stable workforce of 110,000 employees throughout the three-year analysis period. This assumption is based on the organization's historical data and projected growth, which did not indicate significant changes in employee count.

**Risks.** The value of this cost can vary across organizations due to the following:

- **Employee count changes.** Changes in employee count can impact the total license fees. Annual costs may vary according to significant growth or reductions in the workforce.



## ANALYSIS OF COSTS

- **Negotiated rate variability.** Variability in negotiated rates, such as license fee renegotiation or pricing structure adjustments, can affect costs.

**Results.** Forrester assumes a 0% risk adjustment for this cost, yielding a three-year total PV (discounted at 10%) of \$547,000.

Poppulo License Fees						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
D1	Annual license fee for Poppulo	Composite		\$220,000	\$220,00	\$220,000
Dt	Poppulo license fees	D1	\$0	\$220,000	\$220,000	\$220,000
	Risk adjustment	0%				
Dtr	Poppulo license fees (risk-adjusted)		\$0	\$220,000	\$220,000	\$220,000
Three-year total: \$660,000			Three-year present value: \$547,107			

## IMPLEMENTATION AND PROFESSIONAL SERVICES COSTS

**Evidence and data.** Interviewees reported that their organizations incurred a one-time cost for implementation and professional services, which was quoted at a fixed amount. The organization completed all necessary setup and initial configuration activities during the initial period, with no additional costs in subsequent years. One interviewee mentioned that the upfront implementation cost was well-defined, and they did not face unexpected expenses during the process.

**Modeling and assumptions.** Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization incurs a one-time cost of \$20,000 for implementation and professional services.
- It incurs all implementation and professional services costs in the initial period, with no additional costs in Years 1, 2, or 3.

**Risks.** The value of this cost can vary across organizations due to the following:

## ANALYSIS OF COSTS

- **Scope of implementation.** The complexity and scale of the implementation can significantly impact costs. Organizations with more extensive requirements or customizations may incur higher expenses.
- **Variability in service providers.** Different service providers may offer varying levels of expertise and efficiency. Choosing a provider with less experience or lower quality services can lead to increased costs due to extended timelines or additional corrective work.
- **Unexpected challenges.** Unforeseen technical issues or integration challenges can arise during implementation, necessitating additional resources and time. These unexpected challenges can result in higher costs than anticipated.

**Results.** Forrester assumes a 0% risk adjustment for this cost, yielding a three-year total PV (discounted at 10%) of \$20,000.

Implementation And Professional Services Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
E1	Implementation and professional services costs	Composite	\$20,000			
Et	Implementation and professional services costs	E1	\$20,000	\$0	\$0	\$0
	Risk adjustment	0%				
Etr	Implementation and professional services costs (risk-adjusted)		\$20,000	\$0	\$0	\$0
Three-year total: \$20,000			Three-year present value: \$20,000			

## ONGOING INTERNAL COSTS

**Evidence and data.** Interviewees reported that their organizations allocated annual internal training budgets to manage and use Poppulo, ensuring employees remained proficient with the platform. They also consistently dedicated resources to internal management, covering salaries and benefits for staff responsible for overseeing Poppulo's use and administration. One interviewee noted that their ongoing internal costs were predictable, allowing them to maintain a stable budget for training and management resources.

**Modeling and assumptions.** Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization allocates \$40,000 annually for internal training to manage and use Poppulo, which covers training sessions, materials, and other associated expenses. The organization prioritizes continuous education to ensure employees are proficient in using the platform.
- The composite organization dedicates \$170,000 annually to internal management resources, which includes salaries and benefits for staff responsible for overseeing Poppulo's use and administration. The organization maintains a consistent level of management resources to ensure effective platform use.

**Risks.** The value of this cost can vary across organizations due to the following:

- **Fluctuating training needs.** Changes in the organization's workforce, such as high turnover rates or introducing new roles, can lead to increased training costs. This variability can impact the annual budget allocated to internal training.
- **Evolving platform requirements.** As Poppulo introduces new features or updates, organizations may need to invest additional resources in training and management to stay current. This can result in higher ongoing internal costs than initially anticipated.
- **Shifting resource allocations.** Changes in organizational priorities or restructuring can affect management resource allocation. If an organization requires more staff to manage and use Poppulo effectively, there may be increased internal management costs.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$548,000.

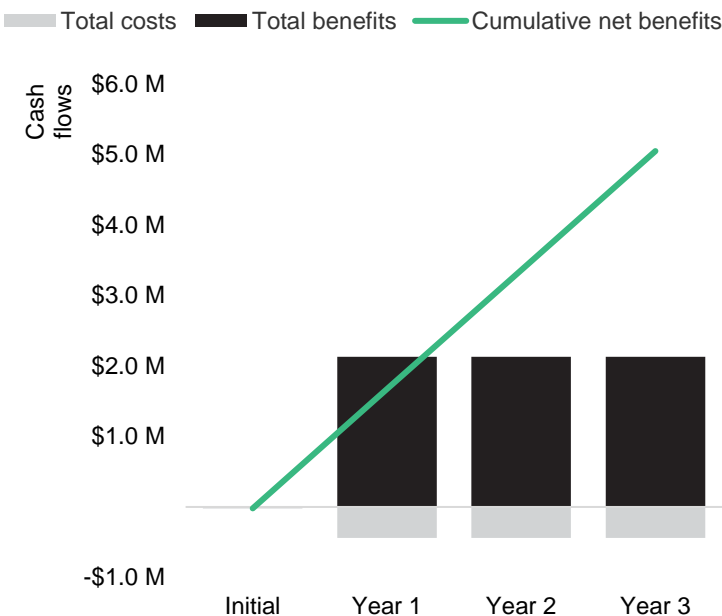
## ANALYSIS OF COSTS

Ongoing Internal Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Annual internal training costs to manage and use Poppulo	Composite		\$40,000	\$40,000	\$40,000
F2	Ongoing internal management resource costs	Composite		\$170,000	\$170,000	\$170,000
Ft	Ongoing internal costs	F1+F2	\$0	\$210,000	\$210,000	\$210,000
	Risk adjustment	↑5%				
Ftr	Ongoing internal costs (risk-adjusted)		\$0	\$220,500	\$220,500	\$220,500
Three-year total: \$661,500			Three-year present value: \$548,351			

# Financial Summary

## Consolidated Three-Year, Risk-Adjusted Metrics

Cash Flow Chart (Risk-Adjusted)



The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Analysis (Risk-Adjusted Estimates)						
	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$20,000)	(\$440,500)	(\$440,500)	(\$440,500)	(\$1,341,500)	(\$1,115,458)
Total benefits	\$0	\$2,129,600	\$2,129,600	\$2,129,600	\$6,388,800	\$5,296,000
Net benefits	(\$20,000)	\$1,689,100	\$1,689,100	\$1,689,100	\$5,047,300	\$4,180,542
ROI						375%
Payback						<6 months

## **APPENDIX A: TOTAL ECONOMIC IMPACT**

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

### **Total Economic Impact Approach**

Benefits represent the value the solution delivers to the business. The TEI methodology places equal weight on the measure of benefits and costs, allowing for a full examination of the solution's effect on the entire organization.

Costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

### **PRESENT VALUE (PV)**

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

### **NET PRESENT VALUE (NPV)**

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

### **RETURN ON INVESTMENT (ROI)**

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

## **DISCOUNT RATE**

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

## **PAYBACK PERIOD**

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

The initial investment column contains costs incurred at “time 0” or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

## APPENDIX B: ENDNOTES

---

<sup>1</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.





FORRESTER®