# Internal Comms Software: Buyer’s Guide

The decision-making process for implementing new software is not an easy one.

Everything from establishing the need, to buy-in from directors and then employees it is indeed a journey. You also need to make sure you’re investing in the right software to make sure that you’re getting the most out of your investment.

In our Buyer’s Guide, we will help you establish the different stages of the journey in purchasing your internal communications software.

Take a look at our 5 phase, 14 step guide:

** Phase 1: Assessment**

How do you know what you want from an internal comms platform if you don’t evaluate? Self-assessment is the first and an extremely important stage of the buying process.

**Step 1: ‘As-Is’**

Your current platform & tools

Make a list of the items, channels technology you use to communicate with employees

**Step 2: Evaluation**

What do they currently give you?

Decide on metrics of the current output of your channels and measure

**Step 3: ‘To-Be’**

Mapping out your internal comms aims

Set out SMART goals on what you want to achieve and when you want to achieve them

**Phase 2: Buy-In**



There will be an element of buy-in from different stakeholders at all stages of the process, but it is also an important phase in itself in order to move forward.

**Step 4: Business case**

Demonstrate the need and risk of not implementing to directors

Decision makers agree that investment in internal comms software is needed

**Step 5: Budget**

How much do you have to spend?

Agree on a suitable budget that will help achieve business aims

**Phase 3: Research**

Probably the most important phase of the process. To make sure you’re implementing the right software and the most out of your investment, you need to research in-depth. There’s a lot of SaaS products out there and some of them aren’t for you..

**Step 6: Product Research**

Research the company and map out products & features

Research existing products and map out features, pros and cons related to your aims

**Step 7: Customer Research**

How have they helped other businesses?

Look at case studies or customer stories to see how they’ve helped similar businesses with similar challenges

**Step 9: Final List**

List your preferred providers

Make a list of your preferred options based on your research and eliminate the rest

** Phase 4: Intent**

Now it’s time to start showing your intent and speaking to providers, finding out what they can truly offer you.

**Step 10: Initial Chat**

Talk to the provider

Speak to a representative about the solution they can offer you and the cost

**Step 11: Book a demo**

See the product for yourself

Book a demo and see what they can offer you

**Phase 5: Implementation**

Now the decision-making process is all but over, it’s time to get implementing and realising the benefits of your internal communications software.

**Step 12: Purchase**

The final decision

Agree on tender/contract with provider

Agree with internal stakeholders on decision

**Step 13: Implementation**

Implementing the solution

* Agree on timeframe with provider
* Establish timetable for training and demos for staff

**Step 14: Evaluation**

The output of your software

* Measure output over desired timeframes
* Evaluate the SMART objectives established earlier

What next?

Technology and business rarely stand still, so when the two are intertwined it’s important to realise it’s a continuous process.

Make sure you are constantly evaluating. If you aren’t meeting your objectives then you can make changes to the tech and processes. Don’t worry, you don’t have to go through the whole process again!

Touch base regularly with your provider contact and always be evaluating!

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