

Customer Communications Playbook

This guide will help you communicate the upcoming intranet changes to your team. Our goal is to help you minimize disruptions and maintain a positive experience. The overall impact should be minimal for your teams. Once upgraded, one big change is that your employees must access your intranet via an updated URL (on desktop). We'll cover the other key information below within the communications.

Key messages

What's happening? What do people need to know?

- We are upgrading our intranet to a new version
- Everyone should plan for an approximately 14-hour Upgrade Window overnight (US time). During this period, the platform will be put into a Read-Only Mode allowing users to log in and view content, but all create, edit and delete actions will be disabled.
- Everyone will need to update any bookmarks they have in their browser or links in external documents because our intranet URL is changing. There will be a redirect in place that will show you that you are clicking on an old link. You will have 60 days to update any links.
- You will be able to use the same mobile app.
 - We will reach out to individuals that are on an old version to request you to update your mobile app.
- After the upgrade, you will need to reconnect to Slack, MS team and Outlook (if using)

Why does it matter? Why are we doing it?

- Better performance, access to new features/innovation
- More ways to connect/communicate in the field (e.g. native messaging)
- More ways to integrate with apps used everyday (via App Tiles)
- Enhanced roles, permissions, and content creation

Title	Audience	Channel	Timing	Key Message
<u>Intranet platform upgrade announcement</u>	All company	Page on home carousel	2 weeks before	<ul style="list-style-type: none">• Expect around 14 hours of being in read-only mode during IST / overnight for the US• We will be sharing a new URL to access. Your same

				mobile app will continue to work
<u>Please Avoid Scheduling Communications</u>	Newsletter, Survey users	Newsletter / email	2 weeks before	<ul style="list-style-type: none"> Do not schedule communications in Simpplr during the upgrade window
<u>Update your [Intranet name] mobile app</u>	Mobile users on an old version	Newsletter / email	2 weeks before	<ul style="list-style-type: none"> Update your mobile app
<u>Intranet upgrade reminder</u>	All company	Newsletter / email	24 hours before maintenance mode	<ul style="list-style-type: none"> Reminder about upgrade window duration and Simpplr One upgrade
<u>Intranet upgrade - access it now</u>	All company	Newsletter / email	Morning of cutover	<ul style="list-style-type: none"> Here is your new URL Mobile you will just need to click "refresh", no need to re-login Update your bookmarks and any links with the old url Please reconnect to Slack / MS teams / ServiceNow (TBD). We have been upgraded to the new Simpplr One so expect some improvements to the navigation and performance throughout the platform.
<u>Reminder to update links</u>	All company	Page	45 days after cutover	<ul style="list-style-type: none"> Simpplr Classic is sunsetting, make sure to update bookmarks & links. The redirect will no longer work.

[Intranet name] platform upgrade announcement

We're thrilled to share that [INTRANET NAME] is getting an upgrade on [DATE/TIME]. This enhanced experience will bring improved performance and new features to simplify communication, foster connection, and drive engagement across our teams.

While [INTRANET NAME] remains familiar, we know that you may have questions about what to

expect from this upgrade.

Key Details:

- **Upgrade Window Duration:** Approximately 14 hours - during this process, the [INTRANET NAME] will continue to be available in read-only mode. You can view, search, and access all content - you just can't create, edit, or delete anything temporarily.
- **Timing:** Overnight on [DATE/TIME]
- **New Intranet URL:** After the upgrade, you'll receive a new URL to access our intranet. Please update any bookmarks in your browser and links in external documents to reflect this change. A redirect will be in place for 60 days that will alert you when you're using an old link, giving you time to update.
- There are no changes to how you access the mobile app. If you are using the mobile app, please ensure you are on the latest version of the [INTRANET NAME] app.

We can't wait for you to experience the new functionality. We will send you another reminder one day before the scheduled upgrade to remind you of the upgrade window. If you have questions, please comment below or reach out to [contact information].

Please Avoid Scheduling Communications in [Intranet name] on [INSERT DATE]

As we prepare for the upcoming upgrade to [INTRANET NAME], please avoid scheduling any communications, including newsletters and surveys, during the scheduled upgrade window at [DATE/TIME].

Thank you for your understanding! If you have any questions or need further assistance, please don't hesitate to reach out.

Update your [Intranet name] mobile app

As we prepare for the upcoming upgrade to [INTRANET NAME], we want to ensure you have a smooth transition. You are currently on an old version of the mobile app. Please update the app to the latest version to ensure you do not experience any issues after the upgrade.

[Intranet name] upgrade reminder

We want to remind you about the scheduled upgrade window for our [INTRANET NAME] happening [DATE/TIME]. We're improving our systems to ensure a better experience for everyone. Thanks for your patience.

Key Details:

- **Upgrade Window Duration:** Approximately 14 hours - during this process, the [INTRANET NAME] will continue to be available in read-only mode. You can view, search, and access all content - you just can't create, edit, or delete anything temporarily.
- **Timing:** Overnight starting on [DATE/TIME] and ending on [DATE/TIME]
- **New Intranet URL:** After the upgrade, you'll receive a new URL to access our intranet. Please update any bookmarks in your browser and links in external documents to reflect this change. A redirect will be in place for 60 days that will alert you when you're using an old link, giving you time to update.
- There are no changes to how you access the mobile app. If you are using the mobile app, please ensure you are on the latest version of the [INTRANET NAME] app.
- You will need to reconnect [based on what you use: Slack, MS Teams, Outlook & ServiceNow]. All other integrations will remain connected.

We appreciate your patience and understanding during this upgrade. We can't wait for you to explore the exciting new functionality once the update is complete!

[Intranet name] upgrade - access it now

We've upgraded to a new version of Simpplr for [INTRANET NAME].

You can access it here: [NEW INTRANET URL/LINK]

Important Notes:

- Old URLs will automatically redirect to the new intranet URL, and you'll see a notification letting you know the site has moved. Please update your bookmarks and links within the next 60 days—after that, the redirect will no longer be active.
- On mobile, simply click "refresh"—no need to log in again if you were already logged in.
- Reconnect [based on what you use: Slack, MS Teams, Outlook & ServiceNow]. All other integrations will remain connected.

This upgrade enhances the platform, bringing an improved experience! You might notice a few changes, like navigation and buttons in new places. We're here to help, so don't hesitate to reach out with any questions or feedback.

Reminder to update links

The redirect for our URL will be expiring in 2 weeks. If you still are landing on the redirect page for any links or bookmarks, please update the links to the new URL.