

JANUARY 2026



ClearBoxCONSULTING



WORKAI

# INTRANET AND EMPLOYEE EXPERIENCE PLATFORMS

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Reviews of the best products on the market

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## ABOUT THIS EXTRACT

You may have been sent this document by a software vendor, downloaded it from their website, or come across it via another route. Here's some background.


### ClearBox's Intranet and EX Platforms report

This is an extract from a much larger report, which includes reviews of the best intranets, employee experience (EX) platforms, apps, and internal communication solutions on the market. This extract is one product review – the remaining reviews and dozens of pages of introduction have been removed for ease of distribution by vendors.

### Vendor neutral assessment

ClearBox Consulting Ltd is a UK-based company that helps organisations of all shapes and sizes with their digital workplace needs, from strategy through to content life cycle. Importantly, ClearBox is entirely vendor neutral – this means any critiques in the reviews and client recommendations are based on significant experience and we don't have a product of our own to promote or get commission for any recommendations..

**ClearBox has been helping organisations for 18 years and has been reviewing this market for 11 years. We produce the most in-depth reviews of any analyst firm, and we're also a hands-on consultancy helping clients directly.**

Download the [full report](#) for free - it's over 900 pages! 

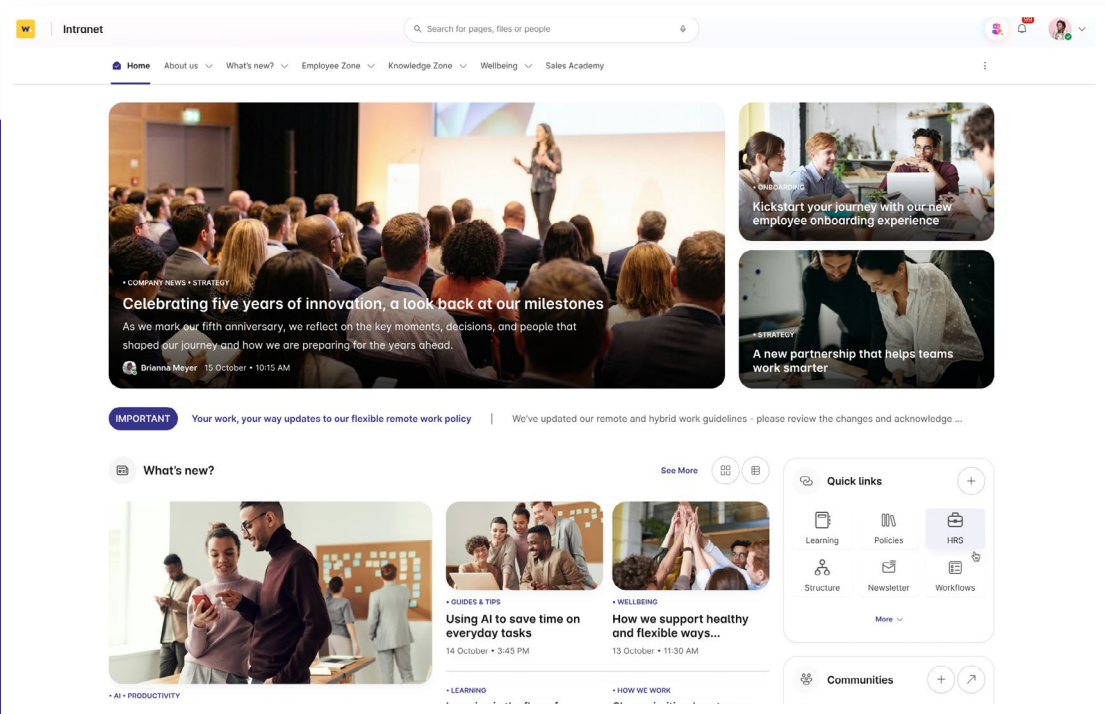
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Read industry news and thought-leadership pieces on the [ClearBox blog](#). 



# workai.

- FULLY STANDALONE
- REQUIRES SHAREPOINT
- FRONTLINE FOCUS
- OTHER



### Typical deployment:

5,000 to 10,000

### Company locations:



## The product in a nutshell

Workai is a versatile and highly modular product that offers many attractive features and will appeal to a wide range of organisations.



## SUMMARY

**Workai** was launched in 2016 by the Polish company Elastic Cloud Solutions, based in Białystok, Poland, with global partners. It's a fully featured and highly modular product that delivers strong functionality and a consistent user interface across many use cases.

Internal communicators and news editors will appreciate the excellent functionality for creating engaging news articles and managing effective campaigns. Features for information finding and social collaboration are equally strong, and the product includes well-designed modules for employee engagement, such as a fully featured learning and development area. The usage of AI in the product is thoughtful and effective, lifting the content creation and search experiences to a higher level, while also providing insights and smart recommendations in other areas. Organisations with many frontline workers will appreciate the flexible mobile app with several capabilities that work particularly well for a mobile workforce.

While there are no glaring gaps in functionality, we did come across

areas where further improvements are desirable, and some of these were also suggested by clients in the 'Voice of the Customer' section. For example, Workai's approach to integration with business systems is to focus on custom development, using the product's APIs to build bespoke integrations upon request, rather than offering standard widgets out of the box. Options for the multichannel publishing of content could be advanced too. Some clients have also asked for enhanced options for personalisation and content targeting, and we agree this is an area where Workai can further improve, although we do like the AI-powered personalisation that the product offers.

Overall, Workai is an attractive product that will appeal to organisations of all sizes and industries. It is worth noting that pricing for large organisations is in the higher brackets. Workai is modular though, and the pricing provided to us includes a range of modules that not every business will need, so making a sensible selection will help reduce cost.

## Pricing

PRICE BAND	
1,000 users	5 icons
5,000 users	5 icons
20,000 users	5 icons
50,000 users	5 icons

**PRICING MODEL**

Subscription – price per user per month, Subscription – price band based on number of users, One-off payment. One-off payment and ongoing maintenance fee.

**DISCOUNTS**

Charities and non-profit organisations, schools and educational institutes, frontline users, multi-year commitments, customers only pay for active users, volume discounts.

**COSTS TYPICALLY**

Slightly higher at the start of the term but generally spread.

**PRICE INCLUDES**

There are a number of optional modules included in the pricing provided: Knowledge, Connections, Forms & Tasks, Mobile, Learning, Spaces, Analytics, Intelligence.

These prices are indicative, offering a comparison of the products featured in this report only. Please contact the vendor for a bespoke quote.

## Product type



## Branding opportunities



## Base systems

Fully standalone	Requires SharePoint	Other

## Sectors

Financial and insurance activities	Manufacturing	Wholesale and retail trade	Utilities provision, management and remediation	Public administration and defence



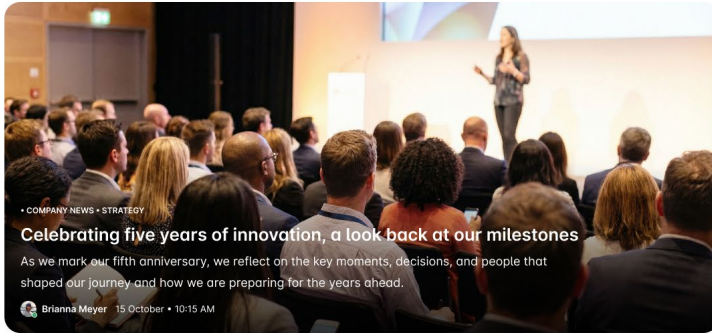
## Voice of the customer

*We asked the vendor's customers to share their thoughts and experiences of the platform via a simple survey. We collated the responses and have summarised the common things or stand-out feedback for you:*

What customers appreciated the most about Workai is its ease of use and intuitive interface. "It's extremely easy to use both for admins and publishers" according to one customer, and several others shared similar praise: "This product is easy to use and well made, its simple interface delivers quick, expected results" and "The platform is intuitive, easy to use, and there are constantly good innovations". Customers also liked "the multitude of possibilities we have with the product" covering "a wide range of use cases, from internal communications to learning and task management". One customer summed it up by saying: "It's a comprehensive, modern tool that brings together all company information in one easily accessible place".

A few improvement suggestions were made, covering different areas of the product. Some customers would like to see more features for personalisation and content targeting. "It would be beneficial if the portal offered personalisation options — for example, the ability to customise the homepage to suit individual user needs" said one customer, while another wanted to see "more focus on tailoring messages to specific audiences". Yet another customer asked for "more intelligent features, such as personalised content delivery or automated workflows". Other customers asked for AI-related enhancements: "One area where we see room for improvement is the broader integration of AI capabilities within the platform." We believe that these concerns are addressed in the latest version of the product, and this is confirmed by some customers who are currently testing the AI features that are part of the 'Workai Intelligence' module: "We are very excited about the AI bot that knows the content of our intranet and can answer any questions. We have already seen some initial tests, which are very promising".

Working together with Workai was unanimously praised. One customer was happy across the board: "Our cooperation with the vendor has been excellent. We have a dedicated account manager after implementation, bi-weekly status meetings, a dedicated platform for reporting issues, and reliable support." Other customers also had very positive feedback about Workai's support team: "Excellent support" and "I rate the implementation time and the support after installation as very high" are some of the comments we received. Other customers mentioned the professional and open communication: "Always good communication and a great willingness and ability to solve problems promptly". One customer wrapped it up nicely: "The vendor is as their product – professional, interactive and flexible".

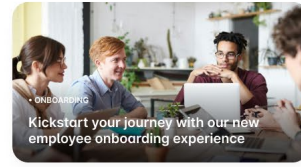


**COMPANY NEWS • STRATEGY**

### Celebrating five years of innovation, a look back at our milestones

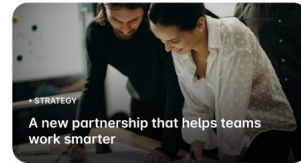
As we mark our fifth anniversary, we reflect on the key moments, decisions, and people that shaped our journey and how we are preparing for the years ahead.

Brianna Meyer 15 October • 10:15 AM



**ONBOARDING**

### Kickstart your journey with our new employee onboarding experience




**STRATEGY**

### A new partnership that helps teams work smarter

**IMPORTANT** Your work, your way updates to our flexible remote work policy | We've updated our remote and hybrid work guidelines - please review the changes and acknowledge ...

#### What's new?

See More



**AI • PRODUCTIVITY**

### Your daily catch-up, staying focused without information overload

15 October • 9:10 AM



**GUIDES & TIPS**

### Using AI to save time on everyday tasks

14 October • 3:45 PM



**WELLBEING**

### How we support healthy and flexible ways...

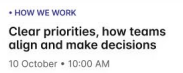
13 October • 11:30 AM



**LEARNING**

### Learning in the flow of work, small steps that.....

11 October • 2:15 PM



**HOW WE WORK**

### Clear priorities, how teams align and make decisions

10 October • 10:00 AM

**Quick links**

- Learning
- Policies
- HRS**
- Structure
- Newsletter
- Workflows

More >

**Communities**

**Brianna Meyer** 5 minutes ago • General

Don't miss our next #LunchAndLearn session, where we'll dive into the latest trends in digital marketing - bring your lunch and your curiosity! 🍴

12 33 5

**Tyler Prescott** 21 minutes ago • Bike Club

Join the ride, feel the freedom! 🚲 Whether you're a seasoned cyclist or just starting, our Bike Club is the perfect...

More >

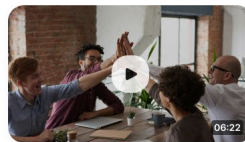
#### Popular videos

See More



10:18

12:40



06:22

**Behind the scenes of our latest product launch**  
Take a look behind the scenes and see how teams...

**Employee success stories from across the...**  
Meet colleagues who are making a real impact ...

**How we work, collaboration in action**  
See how teams collaborate, share knowledge...

#### Your day at glance

Manage

**Headquarters Building IV**  
Warsaw


90 / 112 28 / 56

4 / 18 56 / 200

See More

**UP-SKILLS: Build confidence with AI & your personalized learning path**

A new AI learning program tailored to your role and experience level. Short modules, practical examples, and real workplace scenarios you can apply immediately.



**AI Digest**

**Your weekly #CATCHUP**  
Listen to a recap of the most relevant updates.

1:08 2:05

Friday, 24 October

**Warsaw, Poland** 16 °C Cloudy 18 °C Feels like

**Your focus today:**

- One important update that requires acknowledgment
- Two tasks waiting for your action
- One community item related to your role

# SCENARIOS AND SCORES SUMMARY

Please see the Scenarios section for more on each of these.

SCENARIO AND SCORE	KEY BENEFITS	IMPROVEMENTS / CONSIDERATIONS
 <b>1. Employee Experience</b> 	<p>Excellent user experience overall. Thoughtful use of AI features to make the platform more impactful.</p>	<p>Audience targeting and video management could be further improved.</p>
 <b>2. Communications Management</b> 	<p>'Block Editor' offers rich functionality to create engaging news articles. Helpful AI-powered content assistant.</p>	<p>No built-in solution for enabling employee advocacy and integrating digital signage screens.</p>
 <b>3. Community &amp; Engagement</b> 	<p>Rich functionality for community collaboration and gathering employee feedback.</p>	<p>Some inconsistencies between different Workai modules.</p>
 <b>4. Digital Workplace Integrations &amp; Services</b> 	<p>Two-way integration with other AI tools and content repositories.</p>	<p>No out-of-the-box integrations with major business systems.</p>
 <b>5. Knowledge &amp; Content Management</b> 	<p>Versatile 'Knowledge Base' area with various ways to present information. Innovative 'Content Vitality' dashboard.</p>	<p>Only basic functionality for mandatory reads.</p>
 <b>6. Information Finding &amp; Search</b> 	<p>Seamless integration between traditional search and AI assistant. Attractive people directory.</p>	<p>No employee-centred organisation chart. Search analytics dashboard could be enriched.</p>
 <b>7. Mobile &amp; Frontline Support</b> 	<p>Several features work particularly well for frontline workers. Flexible options for admins to design specific layouts.</p>	<p>AI assistant is currently not available on mobile.</p>
 <b>8. Platform Management</b> 	<p>Intuitive functionality for creating attractive landing pages.</p>	<p>Site management is spread over different Workai modules. Setting up sub-brands requires multiple Workai instances.</p>

The screenshot displays the Workai Intranet homepage. At the top, there is a search bar and navigation links for Home, About us, What's new?, Employee Zone, Knowledge Zone, Wellbeing, and Sales Academy. The main content area features a 'Suggested for you' widget with a 'See More' button and a 'Your topics' section with tags for Learning and Development, Productivity, AI, Wellbeing, Career, and How we work. Below this, there are several content cards: a large card for 'Level up your skills with practical AI learning' (Learning & Development), and smaller cards for 'AI at work, simple ways to save time every day' (Productivity), 'How teams share knowledge without...' (How We Work), 'Wellbeing that fits into busy workdays' (Wellbeing), and 'Growing your career through continuous...' (Learning & Development). Below the suggested content, there is a 'Your day at glance' section with a 'Manage' button, showing metrics for Headquarters Building IV (Warsaw) and weather for Warsaw, Poland. A 'Your focus today' section highlights important updates and tasks. Finally, there is a 'Your weekly #CATCHUP' section with a play button and a progress bar.

***One way to deliver personalised content to employees is through a widget on the homepage called 'Suggested for you'.***

Workai's user interface is clean and attractive, and is enhanced through a few thoughtful AI features. Even though the product is highly modular, Workai have succeeded in creating a consistent end-user experience across the entire platform.

Admins have a wide range of widgets and navigation elements at their disposal to build attractive pages and guide employees to relevant content. For end users, the experience is intuitive, and we like how a few subtle AI elements are integrated into the user interface. For instance, widgets that are powered by AI will have a 'stars' icon next to the title, so there is transparency to employees about how content is created and delivered to them. Other AI-powered features that help end users digest the intranet content are automatically generated page summaries and clickable tags (see Scenario 5 for more). Tooltips and a helpful tutorial are available to get novice users up to speed quickly.

Content delivery can be personalised, both by using audience targeting and by letting employees tailor their own experience, although we think the vendor could do more to further enhance this. User groups are managed within the Workai platform or can be imported from external systems, and these groups are then used as audiences during content creation. There are no mechanisms within Workai to create dynamic groups based on rules, which makes the functionality less flexible than in some other products in this report. However, there is a nice feature to apply specific targeting to only a subsection of a page, so certain audiences can see extra information.

Employees can influence which content they see by selecting their topics of interest from a predefined list. This will then determine which news stories will be grouped for them in the 'suggested for you' news area. There is also an AI-based feature to show employees news that they may be interested in, based on past behaviour. This works well, but Workai could take this one step further and offer more personalisation options, which is also something that customers requested (see the 'Voice of the Customer' section).

Notifications are particularly well handled, grouped under a familiar bell icon at the top of the page, where employees can consult them and take action. Here too, we like how Workai uses AI to enhance the experience by providing a 'catch up' summary of all unread notifications. Notifications are generated in different areas of the product and are managed in the 'Notification Centre'. It's also possible to integrate notifications coming from an external HR or IT system and display them within Workai.

The product also includes a mechanism to create urgent notifications by applying a predefined tag to a new piece of content, such as a news article. When published, this will trigger an urgent notification to be sent out through a choice of channels, including a banner that sits persistently at the top of the page, but also via email, Teams, the mobile app or as a web push notification for desktop users. Employees can control this to some extent, although admins can force certain channels centrally.

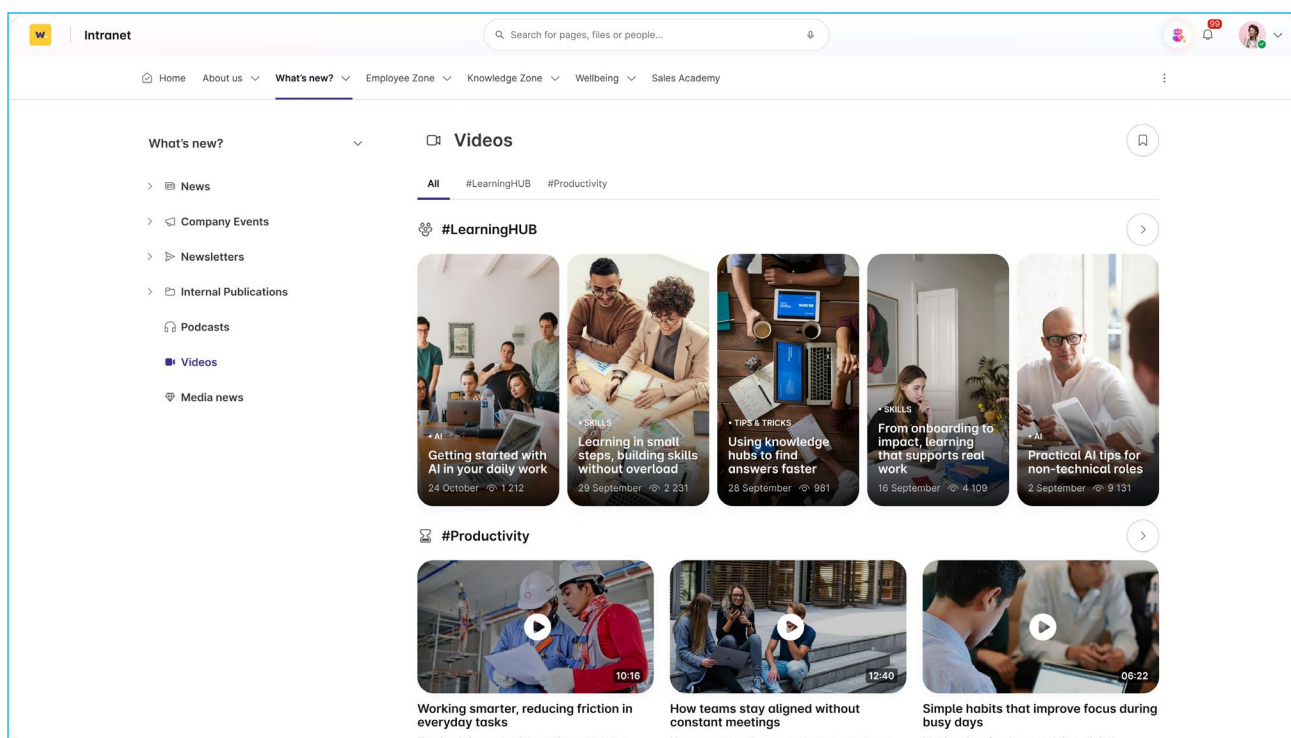
The screenshot shows the Workai Intranet interface. At the top, there is a search bar and navigation tabs for Home, About us, What's new?, Employee Zone, Knowledge Zone, Wellbeing, and Sales Academy. The main content area is titled 'Notifications' and includes a 'Mark all as read' button. The notifications are grouped into three sections: 'Newest' (3 new), 'Connections' (2 new), and 'Followed'. The 'Newest' group contains three notifications: one from Marta Lewandowska tagging the user in a question, one from James O'Connor publishing a post, and one from Anna Nowicka assigning a task. The 'Connections' group contains two notifications: one from Sofia Rossi publishing a post and one from Piotr Zieliński creating a poll. A 'Catch up' summary is shown in a separate panel on the right, highlighting key notifications from the 'Newest' group.

**Notifications are grouped under a bell icon, with details available in the Notification Centre. Note the AI-generated 'Catch up' feature that summarises unread notifications.**

Multilingual support is strong, with a smart combination of automated and manual translation. Content publishers create additional language versions as part of the creation workflow, with an automatic translation generated and stored separately for further manual editing. End users choose a default language in the system and have the option to switch back and forth to another language if they wish. There is no workflow or notification mechanism to keep translations in sync if one of the language versions is updated later; the vendor says that the standard publication workflow could be used to ensure that an updated version only gets published when all translations are confirmed. For comments and other user-generated content, automatic translation is available, so employees will see all content in their own language.

Multimedia support includes images, videos and podcasts. It's straightforward to embed multimedia content into pages and to set up a central video library. Similar functionality is available for podcasts, and there is an AI-based text-to-speech feature for listening to written news articles. The audio file is then saved to the page, so that subsequent visitors have the audio immediately available. We found the functionality in this area less rich than in some other products in this report, and we think that Workai could add more AI-related features to its video handling, for instance to generate translations.

Overall, Workai delivers a range of capabilities to make the user experience not only attractive, but also personalised and effective. The AI functionality, based on Microsoft Azure OpenAI, is integrated in a subtle but powerful way to help employees get the most value out of the platform.



**Videos are stored in a simple video library, where reactions and commenting on video can be enabled.**

The screenshot shows an intranet interface. At the top, there's a search bar and navigation links like Home, About us, What's new?, Employee Zone, Knowledge Zone, Wellbeing, and Sales Academy. The main content area features an article titled "How to create a culture of recognition?" by Tyler Prescott, dated 15 October at 9:10 AM. The article includes a video player, a sub-heading "The attitude employees have towards their jobs results in their willingness", and several bullet points under "Benefits of a culture of recognition". A side panel titled "Buddy" is open, showing a "Summarize this page" button and a "Here's the summary" section with a concise summary of the article's key points.

**How to create a culture of recognition?**

While many believe that salary matters most, one of the main factors making the job attractive is the a

**Tyler Prescott** • 15 October • 9:10 AM

**The attitude employees have towards their jobs results in their willingness**

That is why it is of high significance to create a **culture of recognition** that improves the effectiveness of the employees.

- ▶ **What is **Employee recognition**?**
- ▶ **Why is it worth implementing a **Culture of recognition**?**
- ▶ **How to implement a **Culture of recognition**?**

**What is employee recognition?**

**Employee recognition** simply means that the values, efforts, and successes are appreciated by the employer. Each of the employers should take this into consideration as working is not only about the mechanical fulfillment of duties.

When people feel valued as humans they are more willing to cooperate and their level of productivity increases. Position based on gratitude, appreciation, and trust, which in turn improve the engagement of employees.

**Why is it worth implementing a culture of recognition?**

Increased engagement

**Buddy**

Summarize this page

**Here's the summary**

A culture of recognition improves employee performance by increasing their engagement and sense of purpose. Employee recognition means appreciating their value, efforts, and achievements, which boosts productivity.

**Benefits of a culture of recognition:**

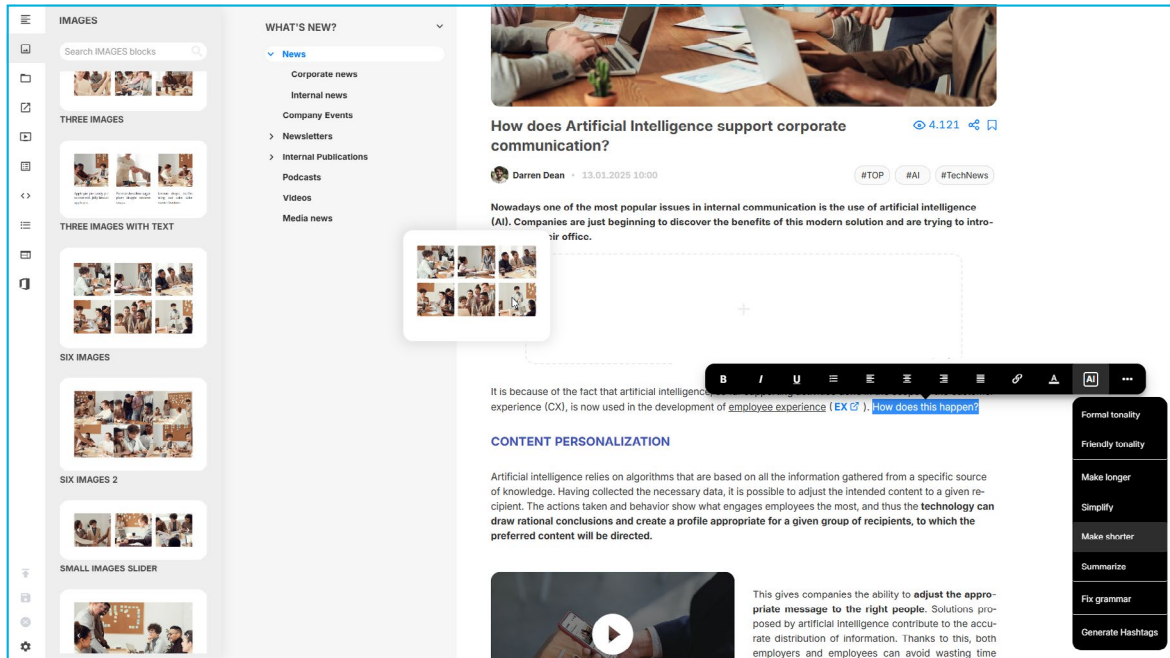
- **Increased engagement:** Employees feel more satisfied and are more willing to perform their duties.
- **Sense of purpose:** Recognizing employees' actions gives them the feeling that they are an important part of the company.
- **Friendly atmosphere:** Positive relationships among employees enhance collaboration.

**How to implement a culture of recognition:**

- Celebrating important employee milestones.
- Acknowledging employee contributions during meetings.
- Promoting openness to feedback.

Summarize Related content What's new?

*Long pages can easily be summarised by clicking an icon next to the title, which opens an AI assistant in a side panel.*



***Workai's powerful 'Block Editor' allows content creators to drag and drop preconfigured Blocks from the left column into the main content area.***

One area that we found particularly strong is the functionality for internal communicators to create engaging and effective news articles. These are created in the same attractive front-end environment where end users will consume them.

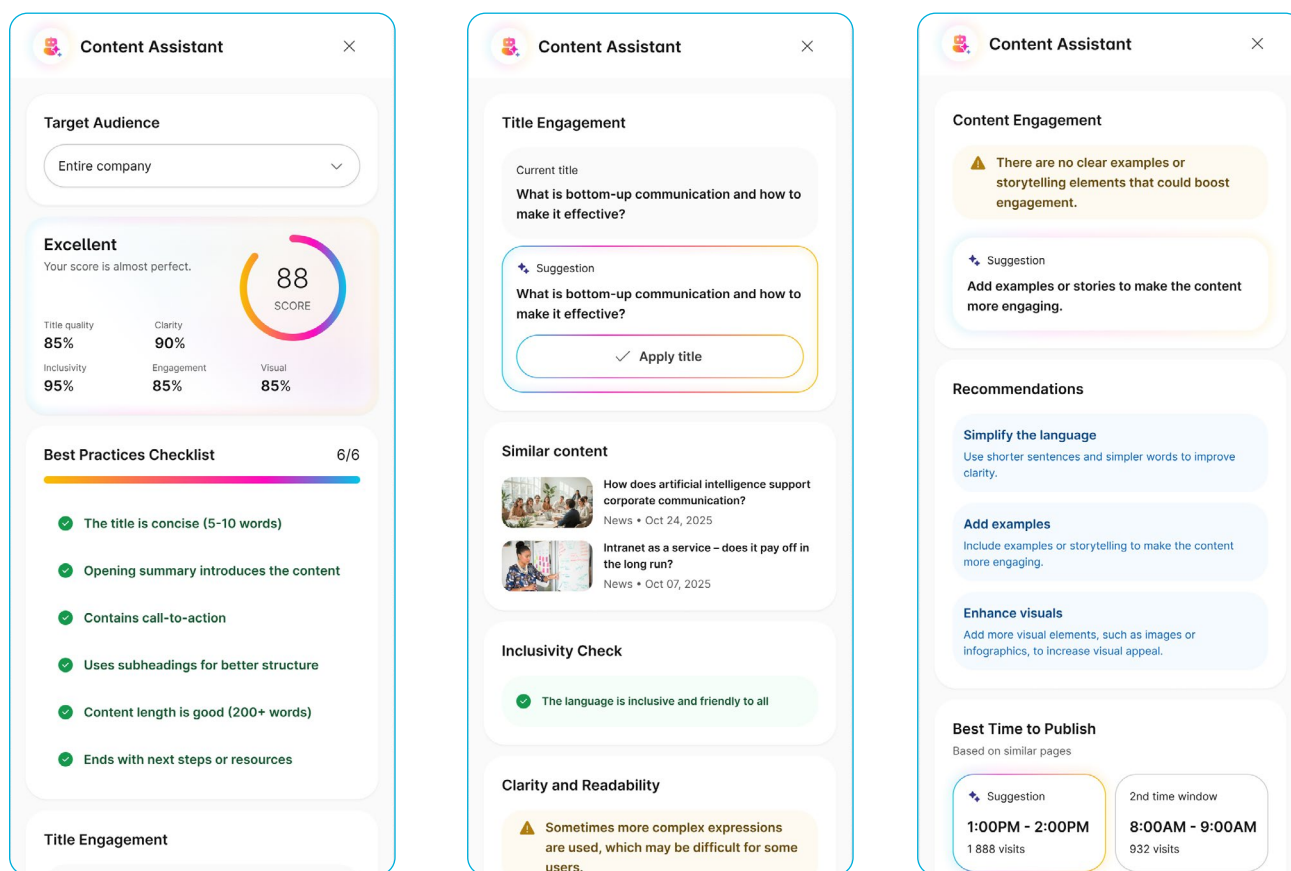
When creating an article, predefined 'Blocks' are easily dragged and dropped into place from a left-hand overview area. Blocks are configured in a detailed right-hand side panel, where various aspects of the Block are fine-tuned and audience targeting can be applied. We found the overall experience intuitive and very powerful, making it easy to create rich and engaging pages, even by non-technical content publishers.

When writing content, authors are assisted by a number of AI-powered features based on Microsoft's Azure OpenAI. There are simple options to suggest a title or change the tone of voice, but Workai goes well beyond these with its AI-powered 'Content Assistant'. While creating a news article, this Content Assistant is available in a right-hand side panel to guide the author with advice and best practices. The Assistant calculates a quality score for the article based on elements such as a configurable best practices checklist, an inclusivity check, and suggestions for clarity and readability. The Assistant also suggests an optimum time to post the article, based on experience with similar pages. We found the AI Assistant very valuable and can clearly see how it will improve the effectiveness of internal communication.

Photos and other visuals are well handled. There is a back-end interface where admins can set up an asset library with approved images, and these are easy to select and upload into the front-end content Blocks. Alternatively, there is an AI assistant to generate images according to a chosen style, or to link to online stock photography databases. The product comes with a built-in photo editing tool and a feature to design images, which is useful although the functionality is limited compared to separate commercial products. For more professional designs, we like the integration with Canva, where content creators can access company templates to design their visuals, without leaving the Workai context.

To schedule news articles, a publication date can be set, and an approval workflow is available if needed. News editors have access to a combined content calendar and analytics dashboard, which is designed to help them with the publication process but also with tracking content performance. The calendar gives a visual overview of when content is scheduled to be published, and is enhanced with AI functionality to report potential issues such as possible duplicates or an overlap of campaigns. There are also useful improvement suggestions based on past content performance.

There is also a list view of all calendar items, with filters at the top for narrowing down, for instance on items that are waiting for approval. The analytics part of the dashboard gets its data from the integrated Matomo platform (see Scenario 8) and covers mainly search and campaign analytics, while other aspects of analytics are covered elsewhere. We think it's unusual and somewhat confusing to mix an editorial calendar together with analytics data, but we can also see the value of bringing all content-related information together in one place. For instance, the AI assistant will use the search analytics to suggest new content on topics with no search results.

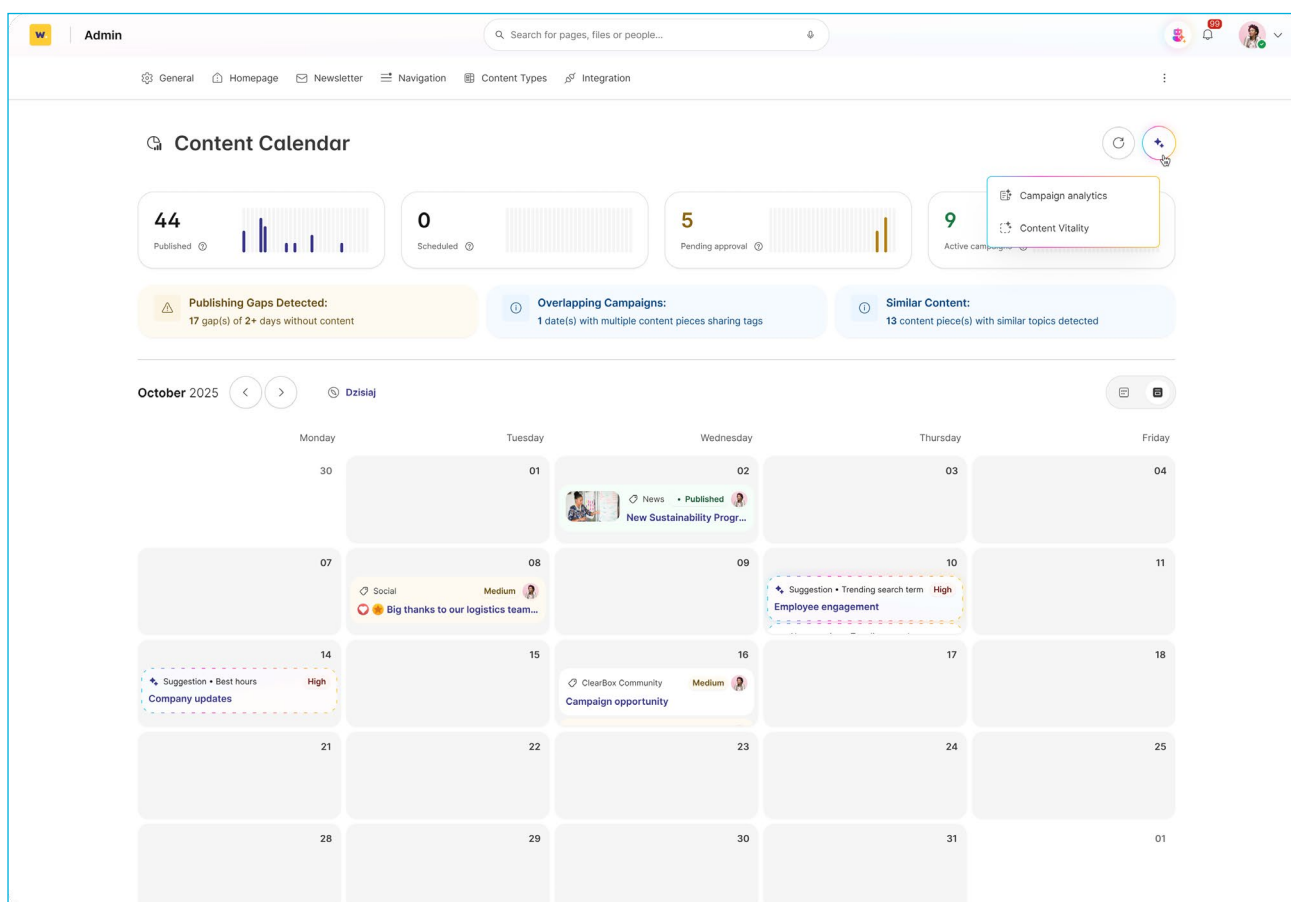


***An AI-powered content assistant helps authors with a best practice checklist, an inclusivity check, and suggestions for clarity and readability.***

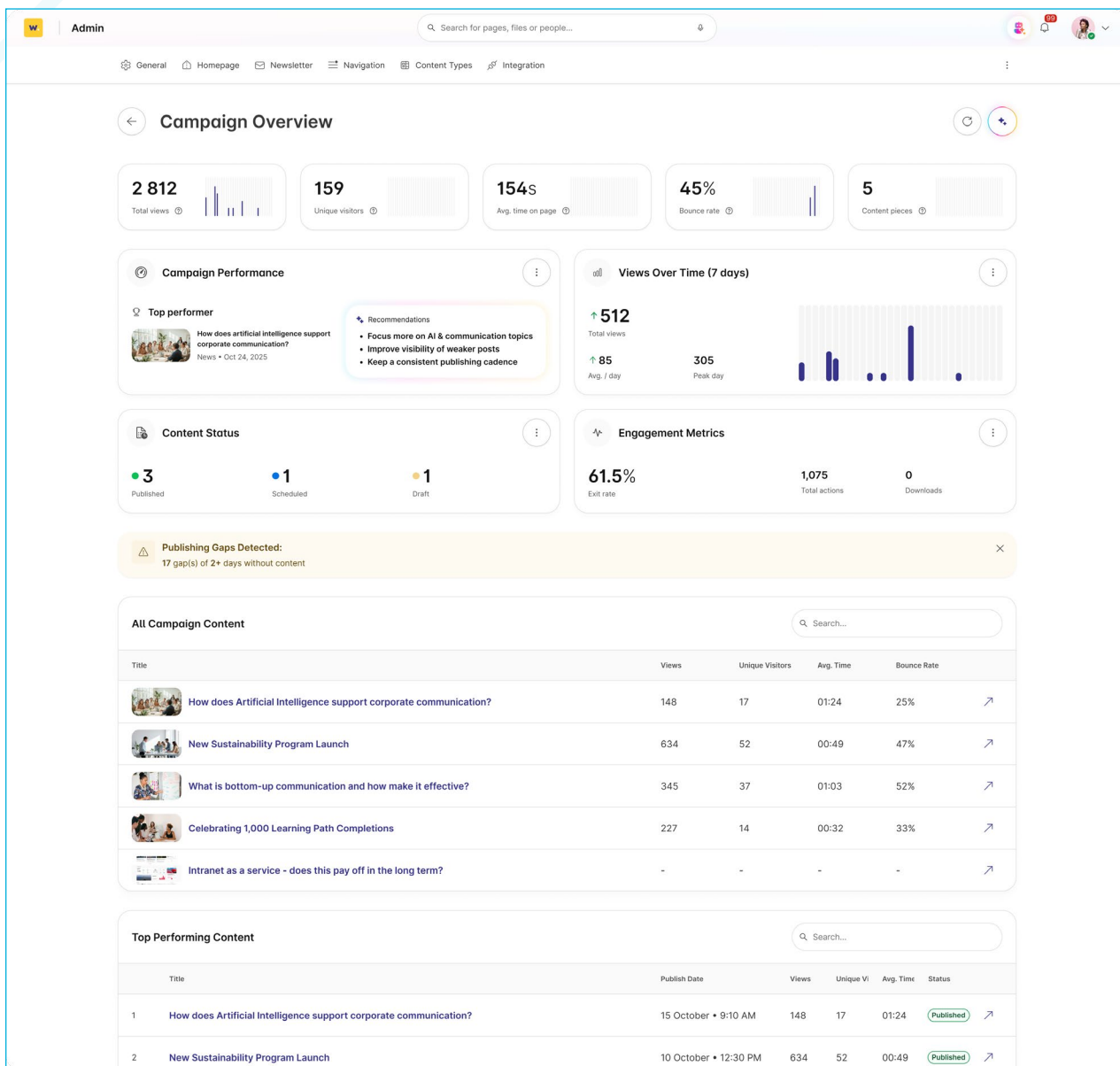
The product also includes a versatile and powerful newsletter builder. Editors can either hand-pick relevant news articles from a recent list, or they can set up a fully automated weekly or monthly digest. Additional content can be added to the list of news articles, which uses the same Block Editor functionality. Content cannot be posted directly into a Teams channel, but notifications about new content can be sent to Teams and will appear under the Activity icon. There are no built-in solutions to support employee advocacy on external social media, or for integration with digital signage screens.

Communication campaigns are supported in Workai by applying the same campaign tag to all related messages. These tags will be shown in the editorial calendar where they are used to generate performance reports. For each campaign there is a well laid-out report that shows the performance of the campaign over time, top performing messages within the campaign, and engagement statistics. There is also an AI-generated campaign performance summary, with helpful suggestions to improve the campaign's effectiveness. More detailed statistics are available within the Matomo platform.

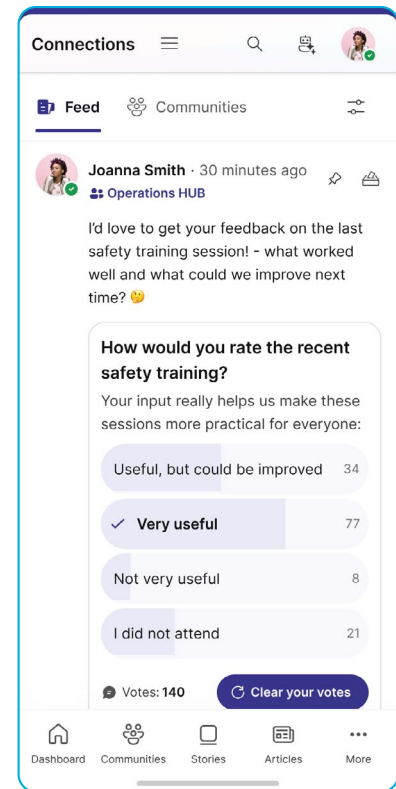
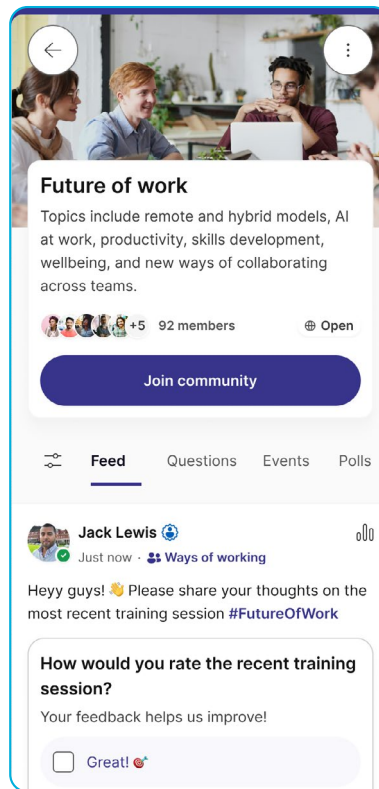
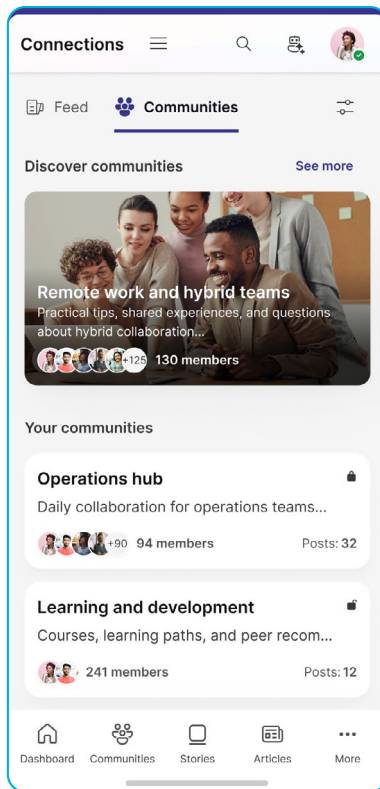
Overall, Workai offers rich functionality to meet most needs of internal communicators and editorial teams. While its multichannel offering is less broad than in some other products in this report, we like the power and intuitiveness of the Block Editor, and especially the helpful integration of AI in the content creation process and the editorial calendar.



***A comprehensive content calendar helps with the editorial process and is enhanced with AI to report potential issues.***



*For each campaign there is a well laid-out report with key statistics and an AI-generated performance summary.*



***Workai's 'Connections' module offers communities and a social feed, and works particularly well in the mobile environment.***

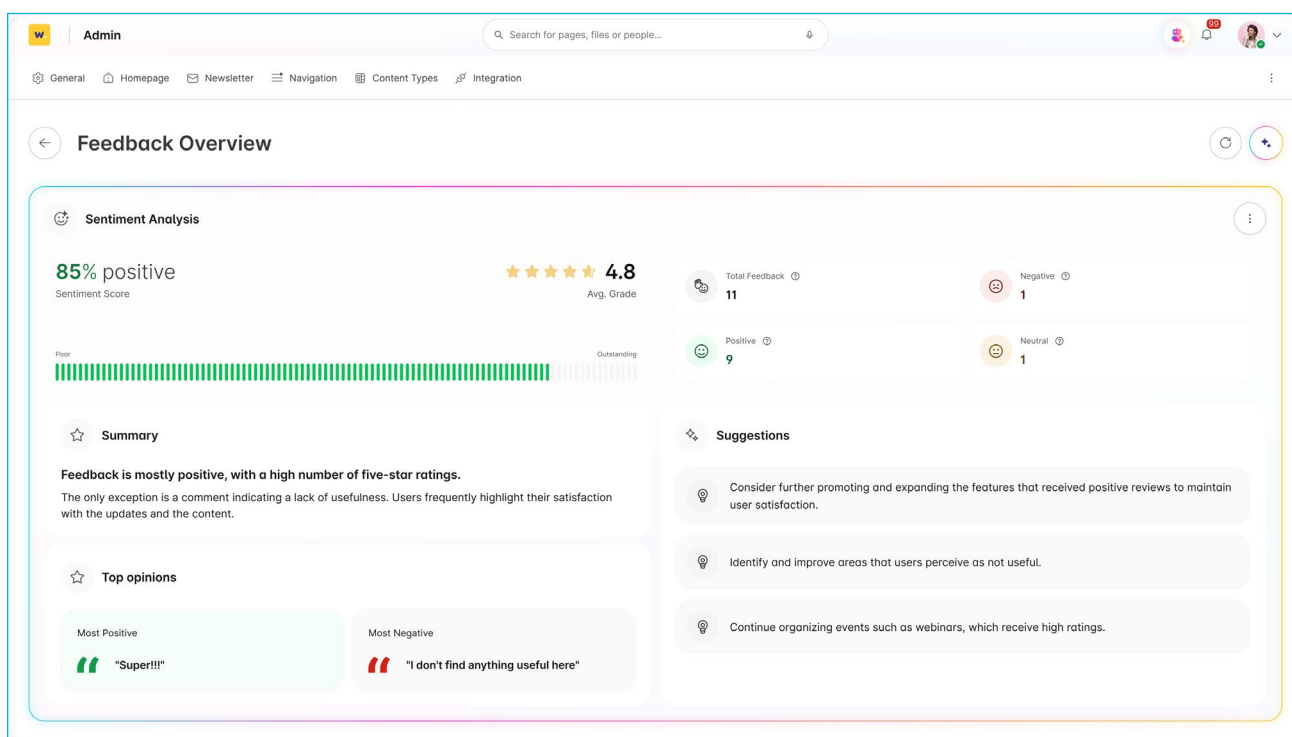
Workai has a separate module called 'Connections' which is dedicated to communities and social collaboration. The module is included in the pricing that was provided to us, and we found it to integrate well with the other Workai modules. For instance, it's straightforward to embed an activity feed from a 'Community' anywhere in the intranet. There is also an aggregated feed with content from all Communities that an employee belongs to, and this could be placed prominently on the homepage.

Communities can be closed (members are predefined), open (employees can request to become a member) or private (upon invitation only). They are easily created through a standard form where an image for the Community is uploaded and Community owners specified. Each Community has its own activity feed with the familiar social interaction features, including the use of emojis, GIFs, hashtags and labels. Similar to the 'Catch up' feature for notifications discussed in Scenario 1, there is also an AI-generated 'Catch up' box displayed at the top of the activity feed. Other AI-supported features are trending topics and top comments.

Next to the community-related social features, reactions and comments on news articles and other content pages are also supported. AI-based moderation is available for comments on news articles and content pages, by blocking employees from adding a comment that contains abusive language. Helpfully, acceptable alternatives are proposed for the user to consider. In the Community feed, this type of moderation is not available, which we find inconsistent. Instead, labels are applied to posts and comments, only visible to admins, to indicate a positive, neutral or negative sentiment.

Employee feedback is collected in different ways. On every page, there is a persistent 'Submit Suggestion' button that opens a simple dialogue box where employees can leave a comment or improvement idea. There is also an option to ask users for explicit feedback when they have read an article, such as 'Was this article useful?' with configurable answers to choose from, or a star rating to be applied. All this feedback is brought together in a back-end dashboard where admins can review the content, and a sentiment analysis is performed. However, the sentiment labels applied to social posts and comments are not integrated into this report, which reduces its usefulness, as it gives only partial information. This is an area where the vendor can further improve the integration of the 'Connections' module with the rest of their offering.

Other options for gathering feedback are through quick pulse surveys, for which the product includes a few intuitive widgets, as well as through longer surveys. A fully featured forms builder is part of a separate 'Forms and Tasks' module, for which the cost is included in the pricing provided to us. It offers a choice of many question types and layouts, and comes with conditional logic to support more complex scenarios. We found the resulting forms straightforward to use; they work particularly well on mobile devices in support of frontline use cases (see an example in Scenario 7). Survey results are presented in a simple layout, but we like the AI-generated 'Survey Insights' section at the top of the report. This includes key findings, top strengths and areas for improvement, as well as recommendations for survey owners to consider.



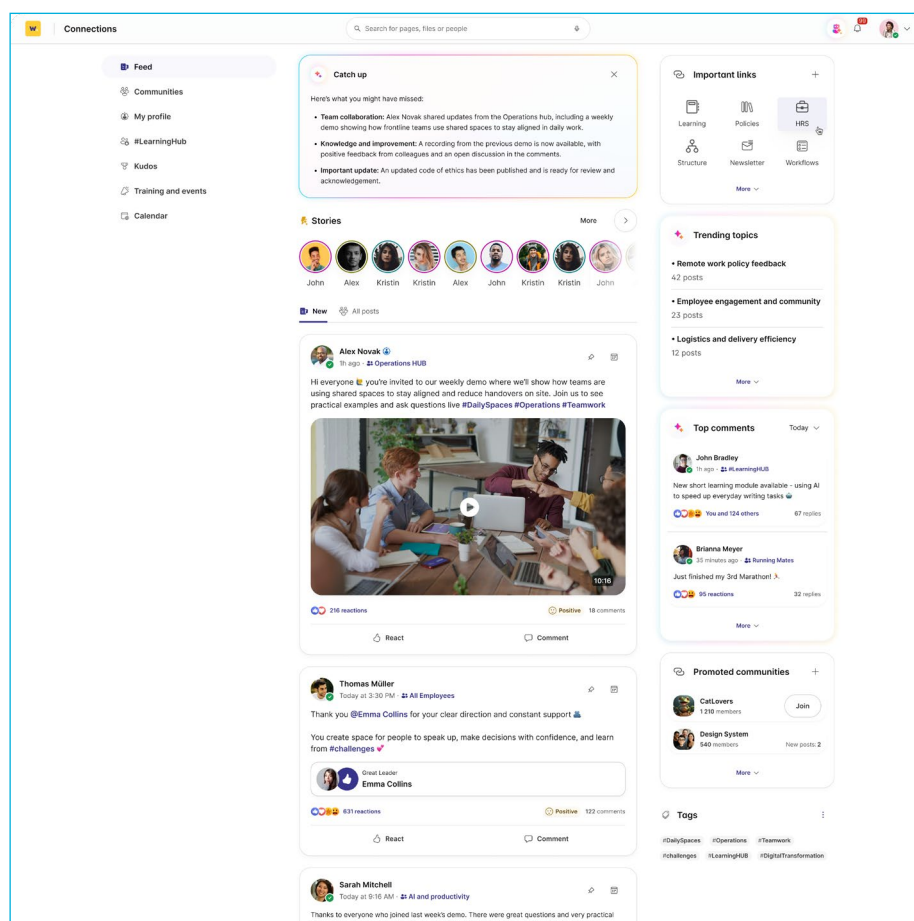
***All feedback is brought together into a dashboard, enriched with AI-powered sentiment analysis.***

Workai has a few options for supporting employees throughout their life cycle, such as functionality around events. There is a nice 'Kudos' option to give praise to colleagues, with configurable stickers to reflect the company values and branding. Ideation is supported through a simple but effective idea list, where employees can add their ideas and upvote those of others. Gamification elements are included in the Learning module, but it would be a nice addition to expand these to other product areas.

The most impressive and complete employee life cycle offering is the 'Learning' module, which is also at additional cost but included in the pricing for this report. Online courses can be set up and grouped into programmes, with specific paths to follow by the employee based on their seniority level. Certificates can be awarded to those who complete a full programme, and there is an extensive admin area to manage the module.

Although the look and feel is attractive and consistent with other Workai modules, the Learning module is not fully integrated. For instance, the module has its own menu that is separate from the main intranet navigation. Still, 'Learning' has many of the features that you would otherwise only find in dedicated LMS platforms, and we think that many organisations will be interested to explore it further.

Overall, community and employee engagement is an area where Workai has solid functionality on offer, with 'Connections' and 'Learning' as standout modules. There are a few inconsistencies to address and areas to improve, but the features on offer are strong and will likely appeal to many community owners and HR managers.



**Each employee has an aggregated activity feed where all social content comes together. The screenshot illustrates various features such as the use of tags, trending topics, and top comments.**

Learning Search for pages, files or people...

Home Catalog Events Hall of Fame Reports Certificates

Program

## AI for Work with Workai Intelligence

Productivity

This program helps employees understand and use AI confidently in everyday work. It focuses on practical scenarios, responsible use, and small improvements that save time and improve quality without changing existing workflows.

Show full description

Duration: 4h 11min Paths: 0/5 Courses: 0/24

Start Program

**Program description:**

AI is becoming part of everyday work, not a separate skill. This program is designed for non-technical employees who want to use AI tools responsibly, efficiently, and with confidence.

**You will learn how to:**

- Use AI to save time on routine tasks with Workai Buddy
- Write, summarise, and analyse information more effectively with Workai AI CMS
- Find knowledge faster using natural language with Workai AI Search
- Work responsibly with AI and company data
- Build habits that improve productivity without overload

You will learn how AI supports communication, knowledge discovery, decision-making, and collaboration, while understanding limitations, ethics, and data protection. **Each module focuses on practical use cases that fit naturally into daily work.**

**Program contains:** 5

- AI fundamentals for everyday work**

A practical introduction to AI concepts, limitations, and responsible use. Designed to build confidence and set realistic expectations before using AI at work.

Duration: 49 min Courses: 9/10

Continue
- Using AI to improve productivity**

Learn how Workai Intelligence supports writing, rewriting, summarising, and adapting content for different audiences, channels, and languages, directly within everyday workflows.

Duration: 1h 10min Courses: 12

Locked
- Finding answers and knowledge faster**

Discover how natural language search and AI-assisted discovery within Workai Intelligence help employees find reliable information faster, reduce repeated questions, and trust ...

Duration: 1h 10min Courses: 5

Locked

  - 3.1 Asking the right questions with Workai Buddy (10 min) Locked
  - 3.2 Getting reliable answers, not just search results (20 min) Locked
  - 3.3 Discovering related content and experts with Buddy (15 min) Locked
  - 3.4 Using Buddy to summarise long content and discussions (15 min) Locked
  - 3.5 Turning answers into action with Workai Buddy (10 min) Locked

Hide
- AI support in collaboration and communities**

Explore how AI supports collaboration by summarising discussions, highlighting relevant contributions, and helping teams stay aligned without information overload.

Duration: 55 min Courses: 4

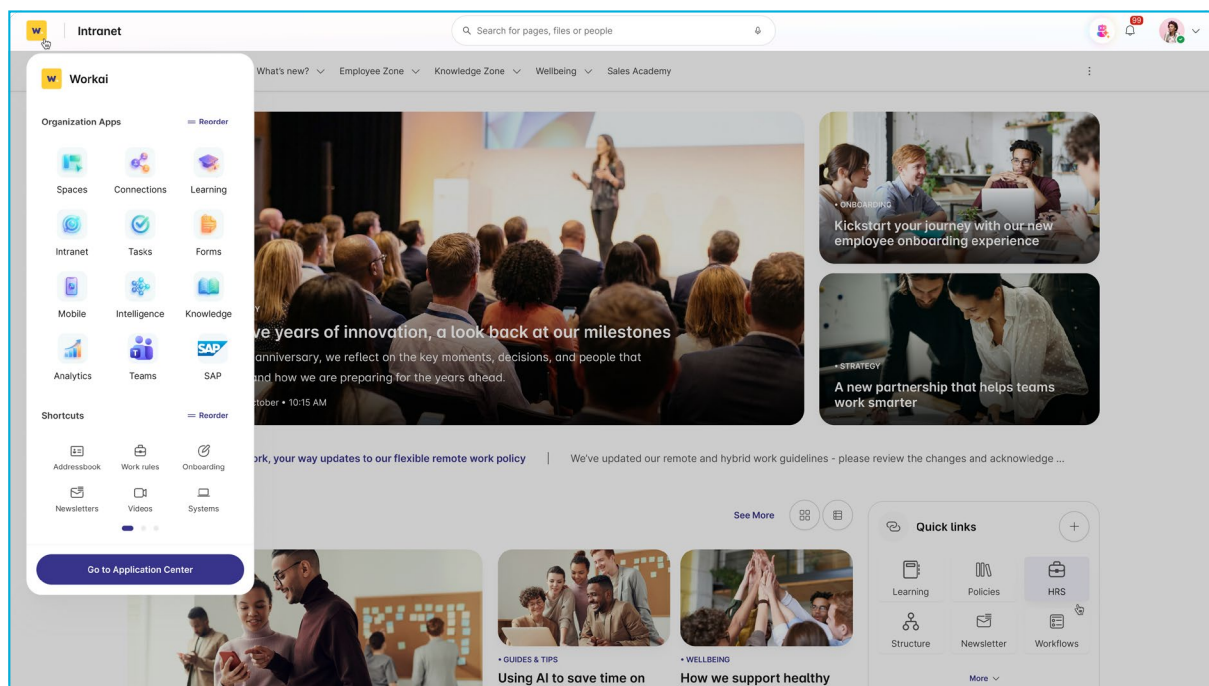
Locked
- Insights, feedback, and continuous improvement**

Learn how AI-supported insights help teams understand engagement, feedback, and behaviour, so communication and learning can continuously improve.

Duration: 36 min Courses: 3

Locked

***In the Learning module, courses can be grouped together into programmes with different paths for employees to follow, based on their level.***



***From the top menu bar, employees access a personalised set of shortcuts to other intranet areas or to external systems.***

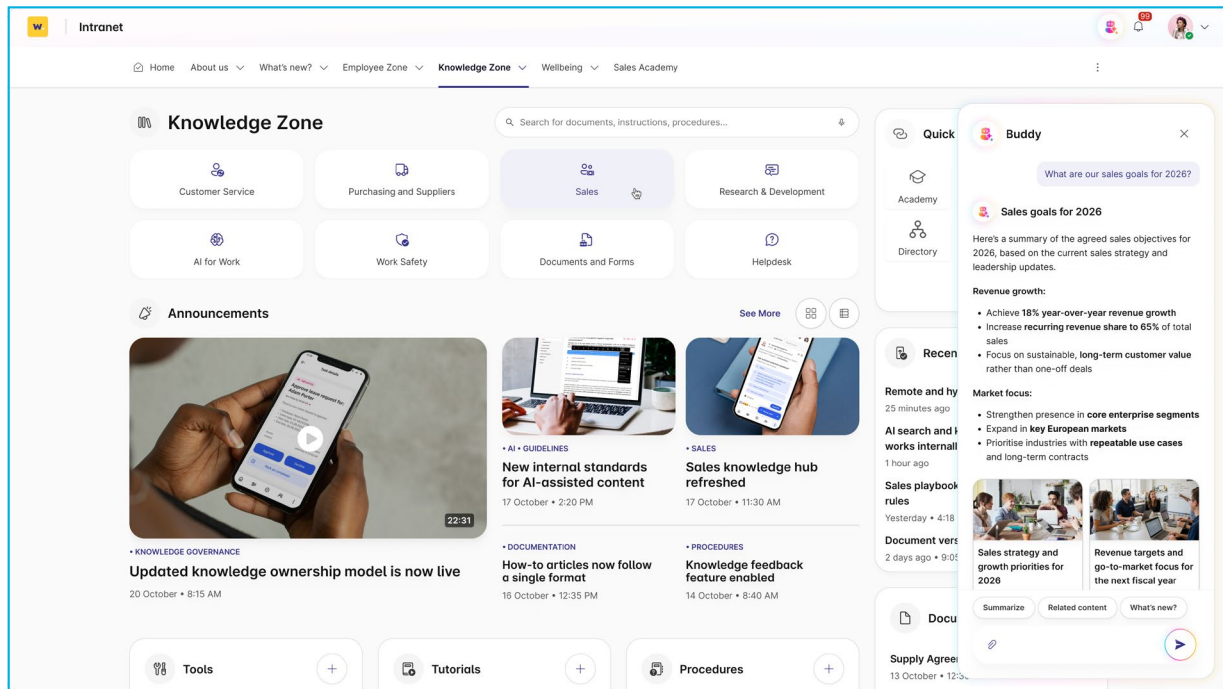
Workai's approach to integration with major business systems is to focus on custom development to meet specific client needs, rather than offer generic out-of-the-box solutions. The product includes a development framework with APIs that are used by the vendor and their partners to build integrations upon request. This is a different approach than many other products in this report, and it means that additional time, effort and costs will be required. Organisations that are looking to integrate their intranet with business software such as Workday, SAP or ServiceNow should take this into consideration.

Simple links to business systems are grouped in two places. A 'Shortcuts' widget is typically placed on the homepage and contains a set of icons pointing to other areas in the product or to business applications. As an alternative, there is also an 'Applications' icon in the top menu bar with a configurable set of links. Both areas can be personalised by employees, and clicks are tracked, so admins can see which links are most often used.

When it comes to Microsoft applications, Workai includes several ready-to-use integrations. Notifications can be sent to Teams and will appear under the Activity icon. Teams is also integrated into the event functionality and the people directory, and the entire product can be run as an app in Teams. Widgets are available to embed SharePoint libraries and Outlook calendars.

Two-way integration with other AI tools and content sources is an area of focus for Workai, and they have implemented industry-standard solutions to enable this. For instance, the database used by the AI assistant can be extended with SharePoint content, but also with content coming from other relevant repositories. Conversely, it's also possible to discover Workai content using Microsoft Copilot or any other AI assistant that may already be in use in the organisation, such as Gemini or Claude.

Overall, there is a lot of potential, but we've not seen many integrations in action to be able to truly gauge the user experience. Additionally, we believe clients find it helpful to see a marketplace or similar so that they understand the art of the possible user experience.



***The 'Knowledge Base' module is a central preconfigured area where content such as tutorials and FAQs can be stored and managed.***

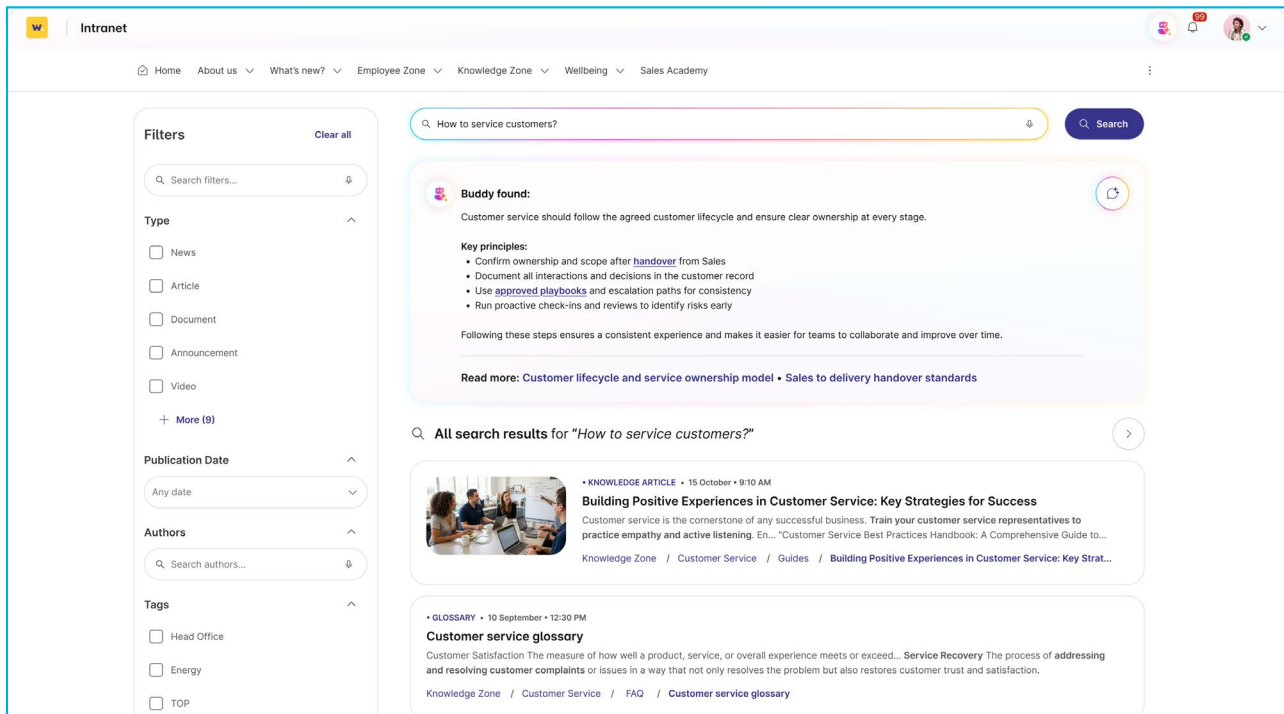
Workai offers flexible approaches to store and present knowledge in a structured way. The product includes a rich 'Knowledge Base' module with templates for various use cases, including a customer service area and a procurement portal. Information can be presented in an accordion layout, with options to include FAQ sections and a glossary of terms. Documents such as manuals or procedures are nicely integrated, and we like how different versions of a document, including upcoming and archived, are managed in an intuitive way. A contextual search window and AI assistant complement the structured approach very well.

Knowledge is made digestible for employees through AI. Consistently across the platform, an AI-powered 'Summarise' icon sits next to the title of articles and other content types. A more significant feature is an auto-tagging mechanism, whereby recurring topics are automatically detected and made clickable where they appear in any text, with a link to a description within the AI assistant panel.

Urgent communication is typically handled by creating urgent notifications (see Scenario 1). Communicators can also use a ticker bar that runs across the top of the screen and includes clickable and trackable links. There is no mandatory read feature with tracking and reporting capabilities, but there is a simple mechanism to put content into a modal pop-up window with a button to confirm and close. The vendor says that improvements are on the roadmap.

Analytics is presented at two levels. Each individual page includes a button to access an AI-enhanced 'Page Insights' panel that presents data about page visits, bounce rates and engagement. This will be useful for infrequent content publishers, tracking the success of a limited number of items.

For a broader overview of all content, the analytics dashboard (discussed in Scenario 2) is the place where the content lifecycle is managed and performance tracked. There are no built-in reports to manage expiring content or make bulk updates such as a change of content owner. However, we like the innovative 'Content Vitality' dashboard where content is analysed for freshness and reach of intended audiences, with AI-generated improvement suggestions. More traditional and detailed analytics is available in the Matomo platform (see Scenario 8).



***The search results page contains an AI summary on top of the list of search results, and has filtering options in a left-hand side column.***

The search experience for end users is powerful, with seamless integration between the traditional search and the AI assistant called 'Workai Buddy'. The traditional search uses powerful features such as semantic ranking and natural language processing, so users can ask questions instead of entering keywords. A global search icon is placed logically in the top navigation bar, which opens a large search window when clicked.

The search results page has a clear and intuitive layout with a list of results prominently displayed, an AI-generated summary at the top, and filters on the left-hand side of the page. From the AI summary, it's easy to switch to the AI assistant via one click and start an interaction in a side panel. The same behaviour also applies to contextual searches and AI assistants, for instance in the Knowledge Base discussed in Scenario 5. The AI assistant will only use company information and respects user permissions, so content is not used where an employee does not have access.

Search extends its reach into other content sources, such as into SharePoint and through other AI systems. Content stored in SharePoint can be indexed, and search results are presented in a single list and the vendor has implemented [industry standard solutions](#) for connecting with existing AI agents and data repositories (see also Scenario 4).

Workai includes a people directory with data coming from Entra ID and an organisation's HR system. Various dynamic filters are available, and clicking on a person's picture leads to a profile page with useful information such as skills, expertise, hobbies and languages. We like that colleagues can report incorrect data in the profile; this is sent to an admin for follow-up. There is a contextual search box at the top of the page where employees can search for any information contained in the profile data.

Alternatively, Workai Buddy can be used to find people in the organisation. The AI assistant understands the intent of a user request such as 'I need help from someone responsible for marketing' which is a more intelligent approach than just keyword-based search. There is no

organisation chart as part of the product, but Workai includes a way for organisations to visualise their company structure by department. Each node in the tree is linked to a separate page, where the department or team can introduce itself.

Admins have a range of options at their disposal to manage the search experience. They can decide to exclude specific content types or file extensions from the search results, or to disable the AI suggested answers at the top of the search results page. Promoted search results are easy to setup by linking search keywords to specific content. Content creators too can influence the findability of their pages by adding keywords that will boost them in the search engine's ranking. These keywords are also used by the AI assistant to increase the relevance of the content for a particular topic.

A simple feedback form is shown at the bottom of the search results page, allowing employees to comment on the quality of the search experience. In the back end, there is a comprehensive feedback report that allows admins to review and take action. This is a combined report for all types of feedback across the platform, and admins can filter and drill down as required.

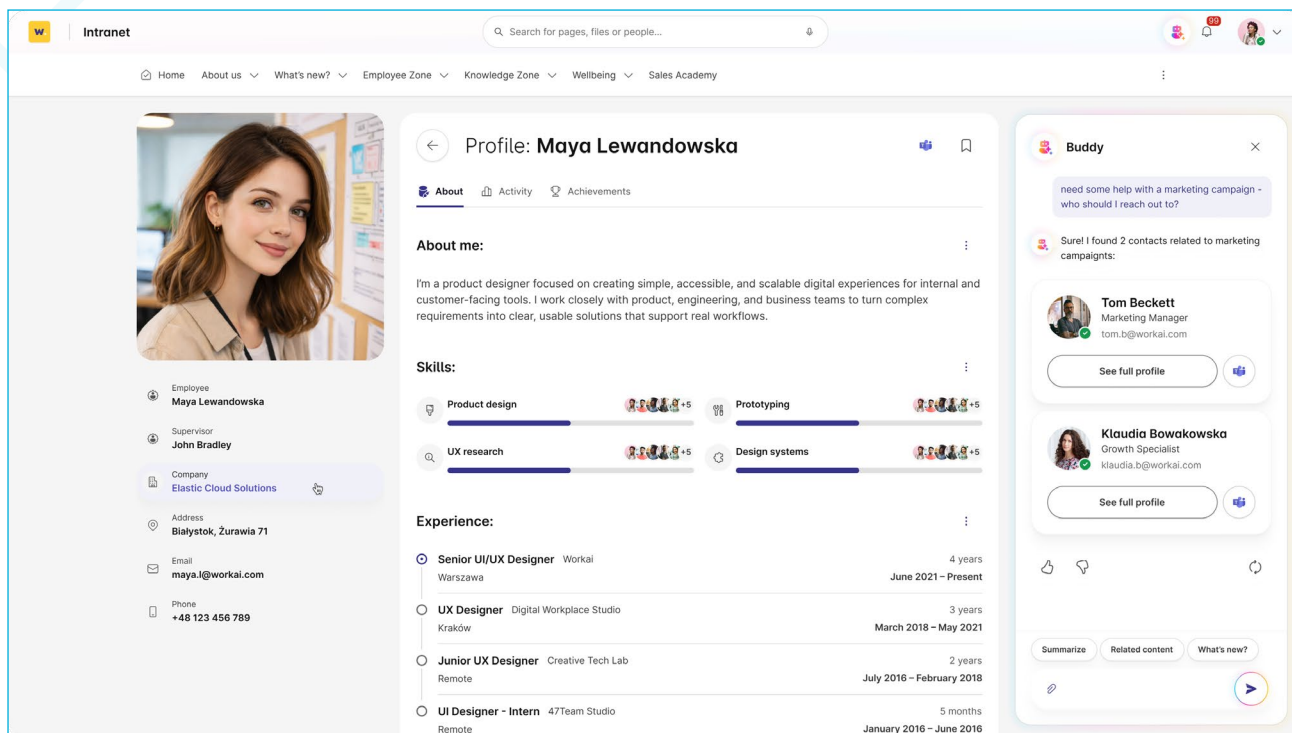
Search analytics are part of the same 'Content Calendar & Analytics Dashboard' that was discussed in Scenario 2. The dashboard has a useful but only high-level overview of most popular search terms and searches with no results. More detailed information, for instance about the success of promoted search results, is not included but can be found using the Matomo platform (see Scenario 8). We think it would be useful to bring more search-related insights from Matomo into this dashboard. There are also no analytics on the usage and success of AI-driven search, which would be a useful addition going forward.

Overall, information finding and search are handled well in Workai. The traditional search approach is strong, although there are a few gaps that we think should be addressed. This is complemented by a powerful AI assistant and an industry-standard integration framework with other AI tools that organisations may already have in place.

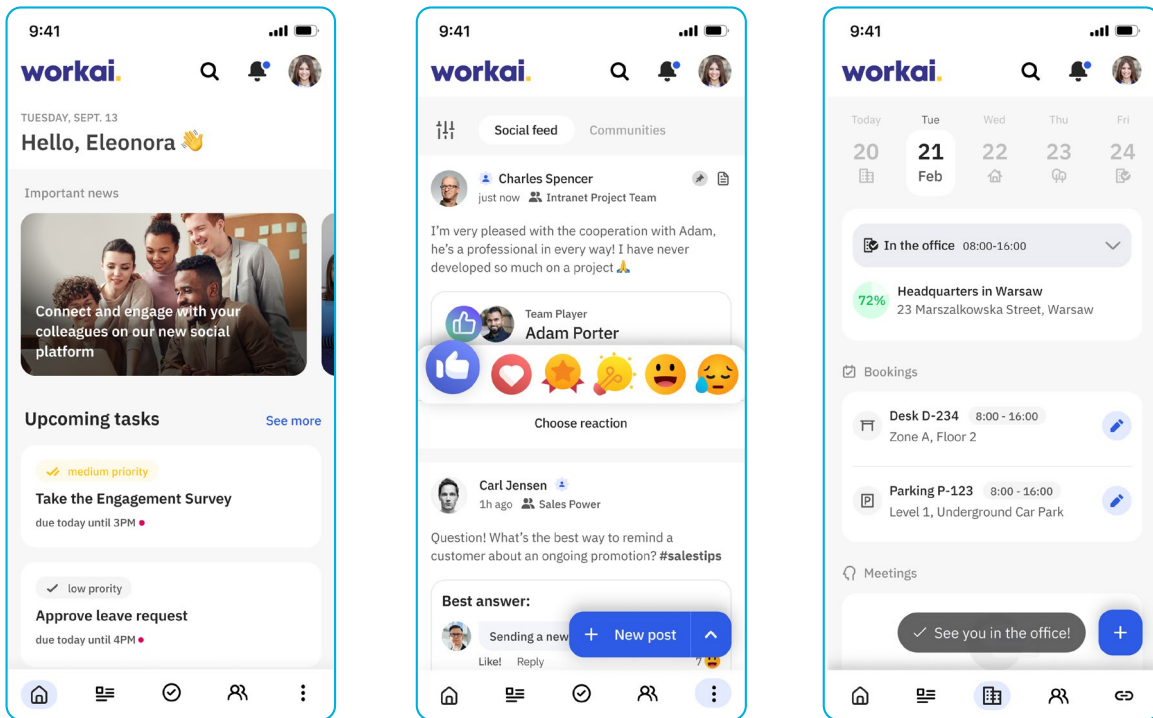
The screenshot shows the 'Address Book' interface in the Workai Intranet. The top navigation bar includes 'Home', 'About us', 'What's new?', 'Employee Zone', 'Knowledge Zone', 'Wellbeing', and 'Sales Academy'. A search bar is present for pages, files, or people. The left sidebar contains filters for City (Białystok, Głogów), Location (Poland, Germany), Organizational Unit (Elastic Cloud Solutions), Job Title (Chief Growth Officer), and Street (Żurawia 71). The main content area shows a list of employees under the heading 'Address Book', with a search bar for people and a list of names and contact information.

Name	Role	Department	Address	Contact
Tom Beckett	Chief Growth Officer	Elastic Cloud Solutions	Żurawia 71, Białystok, Poland	tom.b@workai.com, +48 730 123 456
John Bill	UX/UI Designer	Elastic Cloud Solutions	Żurawia 71, Białystok, Poland	john.b@workai.com, +48 730 123 456
Sofia Rossi	Software Engineer	Elastic Cloud Solutions	Żurawia 71, Białystok, Poland	sofia.r@workai.com, +48 730 123 456
Klaudia Bowakowska	Digital Marketing Manager	Elastic Cloud Solutions	Żurawia 71, Białystok, Poland	klaudia.b@workai.com, +48 730 123 456
John Bradley	Head of Engineering	Elastic Cloud Solutions	Żurawia 71, Białystok, Poland	john.b@workai.com, +48 730 123 456

***A well-designed address book allows searching in a contextual search box, from an A-Z list, or by applying filters to drill down further.***



**Information about employees is presented in a clear and attractive layout, and the AI assistant 'Workai Buddy' is a useful alternative to traditional search for finding employees.**



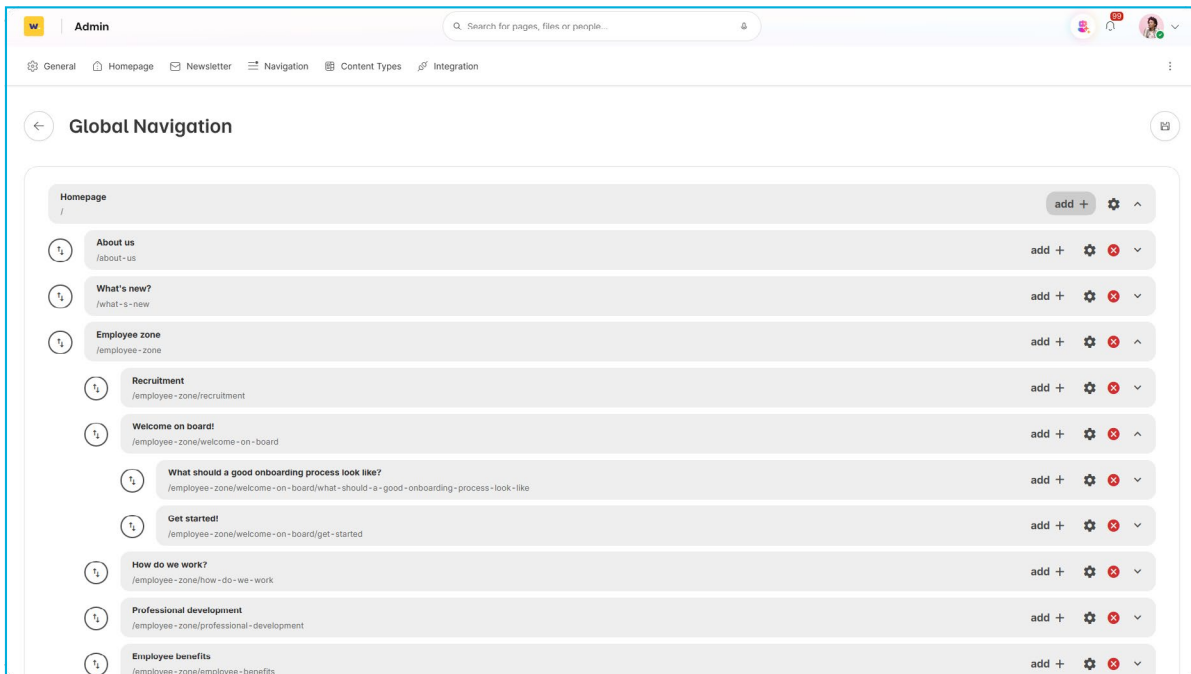
**Many features work particularly well on mobile: upcoming tasks on the homepage, the 'Connections' social feed, and the 'Spaces' module to reserve an office desk and parking.**

Workai comes with a fully featured mobile app for iOS and Android. A generic version can be downloaded from the public stores, or a company-specific branded version can be created and then made available in various ways, including through MDM solutions. Users must be previously defined in Workai though; there are no mechanisms to enrol frontline workers by scanning a QR code or through manager approval. The vendor says that this is handled by the organisation's identity provider.

All desktop functionality is available within the app, but admins can hide certain parts or create specific layouts. We were shown a simplified homepage with a reduced set of widgets, and a separate news feed where frontline employees can browse and select news for later offline reading. We especially like the shortcuts that can be placed on the homepage; these are large mobile-friendly buttons in a tiled layout, linking to the most often-used content and applications. The 'Connections' module for social interactions works very well on mobile and feels like a commercial social media app. The traditional search experience works as on desktop; the AI assistant 'Workai Buddy' (see Scenario 6) is not available on mobile, but is on the roadmap.

The Forms builder tool (see Scenario 3) and a module for managing tasks also work particularly well for frontline users. Forms make it easy for people in the field to fill out a survey or checklist. Tasks are especially useful for frontline workers, for instance to assign tasks to a colleague on the next shift. 'Spaces' is a module for managing office assets such as desks and meeting rooms in a hybrid work environment, and this too works intuitively on mobile. Employees can share their hybrid work schedule and reserve workspaces and parking spots. We especially like that employees can use their phone with the Workai app as an access badge to enter the building, which is a creative feature.

There is great flexibility and many options to consider for admins when configuring the mobile app. This means that there will be time and effort required to investigate what's desirable and make sensible choices. If done correctly, the reward will be an attractive and powerful mobile experience.



***The top-level navigation in Workai is straightforward to manage through a drag-and-drop interface.***

Site-wide management is brought together in a Customer Portal, where site admins will manage users and licences, configure platform integrations, and customise branding. More configuration options are available in each Workai module, with a slightly different user interface. Some settings, such as the selection of Blocks that will appear in the Content Editor (see Scenario 2), cannot be changed through the admin user interface but is configurable by the vendor during the initial setup. While there are useful tutorials and step-by-step guides available, we found the overall experience less intuitive than in other products in this report.

It's easy to build attractive landing pages in Workai, using a grid system and a rich collection of widgets that are dragged and dropped into place, just like the Block Editor. Widgets are then configured, for instance by applying audience targeting. Some widgets get their configuration from a central admin area; for example, the colours used in the calendar widget to distinguish between different types of events.

Site-wide navigation is straightforward to manage through a simple drag-and-drop interface. The menu may be configured as a megamenu or as a traditional cascading menu, and items can be audience targeted. Support for images in the menu system would make it visually more attractive. Options for branding and managing the appearance of widgets are available, but they focus mainly on changing the overall colour scheme and are less advanced in other areas. For instance, there are no options for giving communities a separate visual identity. Sub-brands are possible but require a setup with multiple Workai instances, which increases the complexity.

Analytics is based on Matomo, which is a comprehensive product that has been integrated well. Many of the reports discussed earlier, such as the campaign performance summary (in Scenario 2) or the 'Page Insights' panel (in Scenario 5), draw data from Matomo and present it in a user-friendly ways, including additional AI insights. For those that want to dig deeper, the full Matomo user interface is available, and the vendor has created several custom dashboards that present relevant information. Large or complex organisations are likely to appreciate the rich functionality offered here, while smaller companies are well served through the built-in reports.

# THINGS TO BEAR IN MIND

Workai is a fully featured product with a highly modular approach, covering many different use cases well. While there are no glaring gaps in functionality, we did come across areas where further improvements are desirable, and some of these were also suggested by clients in the 'Voice of the Customer' section.

The vendor's approach to integration with business systems is to focus on custom development, using the product's APIs to build bespoke integrations upon client request. This means that additional time and effort will be required, and additional costs involved, to create these. Organisations that want to integrate their intranet with products such as Workday, SAP or ServiceNow should take this into consideration.

The options for multichannel publishing of content include a powerful newsletter builder, but the offering could be further enhanced, such as with features for employee advocacy and integration with digital signage screens. In the 'Voice of the Customer' section, clients are asking for enhanced options for personalisation and content targeting, and we agree this is an area where Workai is less rich than some other products in this report. However, we do like the AI-powered personalisation features that are included in the 'Workai Intelligence' module.

Administration of Workai is spread over different areas, with slightly different user interfaces, reflecting the modular structure of the product and the broad range of scenarios covered. As a result, we found the overall experience for admins less intuitive than in other products in this report. Helpfully, online tutorials and step-by-step guides are available for admins to get started, and the vendor provides training as part of the initial setup process.

It is also worth noting that pricing for large organisations is in the higher brackets. The pricing provided to us includes a range of modules that not every business will need or will only be useful for a subset of employees. We recommend that organisations carefully analyse which Workai modules are bringing the most value, and make a sensible selection.

## Why choose this product

Workai is a versatile and highly modular product that delivers strong functionality across many use cases. It will appeal to organisations of all sizes and industries with its rich features for content publishing, information finding and social collaboration. Organisations with many frontline employees will appreciate the flexible mobile app with features that work particularly well for a mobile workforce. The usage of AI in the product is thoughtful and effective, lifting the content creation and search experiences to a higher level. Overall, Workai delivers a strong employee experience through a modular approach that allows businesses to choose the functionality that's right for them.

## Vendor roadmap

Please [see their website](#) for details.

## You may also be interested in...



# COMPANY AND PRODUCT



## Company

Elastic Cloud Solutions



## Company founded

2016



## Product launched

2016



## ISO 27001 certified

Yes



## Data residency

Global – at the client's discretion



## Typical client size

5,000 to 10,000



## Company locations

Białystok, Poland (HQ)



## Partner locations

Please [see their website](#) for details.



## Customers

Clients include: PKO Bank Polski, T-Mobile, Żabka, CANAL+, Decathlon, DVAG, PGNiG, Ministry of Infrastructure, Ringier Axel Springer, Ewals Cargo Care. Please [see their website](#) for more.



## Largest deployment so far

55,000 employees in 2 countries.



## Environmental / sustainability certifications

The vendor does not currently hold a dedicated environmental or sustainability certification, they say their approach focuses on efficient-by-design operations and digitalisation rather than paper processes. Workai is delivered using platform services and auto-scaling to avoid over-provisioning; this reduces idle infrastructure compared to self-hosted stacks. The vendors says they continuously review market standards and customer requirements, and are evaluating formal environmental certifications as part of their roadmap and would align with a client's sustainability policy where requested.

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## Product and technical details

### Name of product

Workai

### Deployment

Client on-premises	Client private cloud	Microsoft Azure	Amazon Web Services	Vendor-hosted	Microsoft 365 tenant	Google Cloud	Other
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### Authentication supported

Entra ID	ADFS	Okta	Open ID	Oauth	Google Workspace	SAML 2.0	Other
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### App deployment

Google Play store	Apple store	MDM	MAM	Other
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### Accessibility

WCAG 2.1 AA conformant

### Document library sources integrated

Box	Dropbox	Google Drive	SharePoint	OneDrive	ServiceNow	Other
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## Optional integrated enterprise search engines

Coveo	Elastic	Microsoft	Sinequa	Open API available	Other
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## User interface multi-language

Machine translation	Pre-configured	Editable	Right to left script supported	Other
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## Content multi-language

Machine translation for publishers	Machine translation for end users	Editable machine translation for publishers	Manual creation for publishers	Right to left script	Other*
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\*AI-powered translations

## Set-up and support

### Set-up process for new clients

Workai provisions a client's tenant and runs a setup wizard to connect SSO, apply branding, and load starter templates. Most customers are installed and configured within hours; an enterprise onboarding project typically runs about 1-3 months. Activities include kick-off and information architecture, role/SSO mapping, content migration, integration enablement (e.g., Microsoft 365), editor/admin training, a pilot, then phased rollout. A dedicated Customer Success manager supports adoption.

### Product updates

Major updates every quarter, minor updates weekly.

### Product update process

SaaS tenants receive automatic quarterly releases applied to all customers at once; critical patches can't be opted out of. For dedicated deployments, customers schedule when to take non-critical updates and select features to align with change windows. All updates ship with release notes and can be validated in a staging/UAT environment before production. Workai's Customer Success team runs update workshops to brief admins and editors. In addition to quarterly drops, Workai delivers minor updates weekly.

### Reverse-out options

If a Workai contract ends, clients can download all their data before the service is discontinued. For subscribed clients, all data remains accessible for export, ensuring no loss of important information. In bespoke contracts, the system continues to operate in an unsupported state, allowing clients to maintain access to their data.

## Technical support

Email support	Phone support	Chat support	Online portal	24/7 support	Office hours only
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## User community

Currently, there is not an official active user community such as a user conference or online forum. The vendor does provide webinars, user manuals and access to a knowledge base to ensure ongoing user support and education.



## Voice of the vendor

Elastic Cloud Solutions says: "Workai is a unified Employee Experience Platform that brings every key touchpoint of the employee journey into one secure, scalable, and user-friendly environment. Modular by design - Intranet, Mobile, Connections, Knowledge, Forms & Tasks, Analytics, Intelligence, Learning, and Spaces - it lets organisations start where value is highest and expand without re-platforming. Built on Microsoft Azure and deeply integrated with Microsoft 365 (while remaining fully stand-alone), Workai combines ease of use with enterprise rigor.

Platformability: Workai covers the full lifecycle: structured onboarding (welcome spaces, checklists), everyday communications (targeted news, campaigns, notifications across web/Teams/email/mobile), trustworthy knowledge (drag-and-drop CMS with versioning), social engagement & knowledge exchange (communities, recognition), fast feedback loops (polls, surveys), process automation (forms, approvals, tasks), and learning & development (pathways, micro-courses). All in a consistent UX for employees and clear governance for admins, with multi-brand theming, multilingual UI & content, and WCAG 2.1-aligned accessibility.

- Workai Intelligence - AI as an in-flow layer. AI is woven into everyday workflows, so people don't leave the tools they use.
- Find & answer: natural-language search returns suggested, source-aware answers with conversational follow-up.
- Create & publish: AI assists authors with transformations, summaries, translations and on-brand assets inside the editor. Assist & automate: an embedded assistant (Buddy) offers one-click actions - summarise, explain, related content, Q&A - and can hand off to tasks or forms.

- Discover & personalise: role- and intent-aware recommendations surface relevant content and learning.
- Translate & govern: on-demand translation plus AI-supported moderation and lifecycle prompts keep content inclusive and compliant.
- Measure & improve: insights turn engagement and search signals into next-best actions for Comms, HR and Operations.
- Measurable outcomes: Workai Analytics tracks campaign reach and engagement, acknowledgements for mandatory reads, adoption trends by audience/device, and search behaviour - including zero-result insights - so teams iterate with evidence and demonstrate impact.
- Enterprise-grade by default: Azure hosting with global data residency, ISO 27001, encryption in transit/at rest, role-based access and audit logging. SSO options include Entra ID/ADFS/Okta; open APIs enable integration beyond Microsoft 365. SaaS updates are automatic (with schedule control for dedicated deployments). Reverse-out/export ensures data portability at exit. Small and large enterprises across finance, retail, logistics, manufacturing, healthcare, energy and the public sector use Workai to empower every employee - from HQ to frontline - to communicate clearly, find answers fast, complete tasks consistently and develop skills in one place."

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# ClearBox: taking your digital workplace from good to great

An underperforming digital workplace isn't just frustrating  
— *it's holding your business back.*

**ClearBox** helps take your digital workplace to the next level,  
driving **growth**, **collaboration**, and **efficiency**.

## Our services include

- Intranet strategy
- Expert intranet review
- Digital workplace software selection
- Digital workplace strategy
- SharePoint & Microsoft 365 optimisation
- Knowledge management

MAKE YOUR INTRANET WORK – CONTACT US TODAY:

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