

JANUARY 2026



ClearBoxCONSULTING



FLIP

INTRANET AND EMPLOYEE EXPERIENCE PLATFORMS

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.

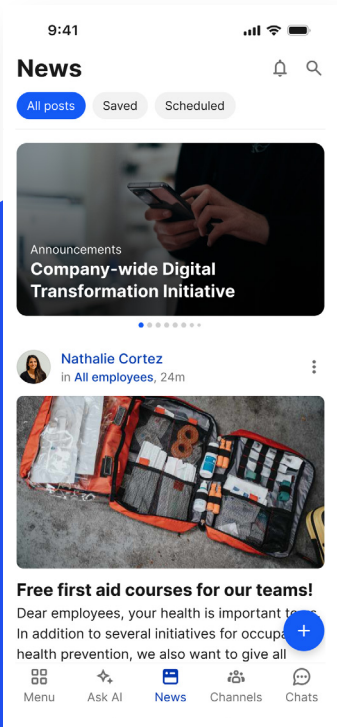
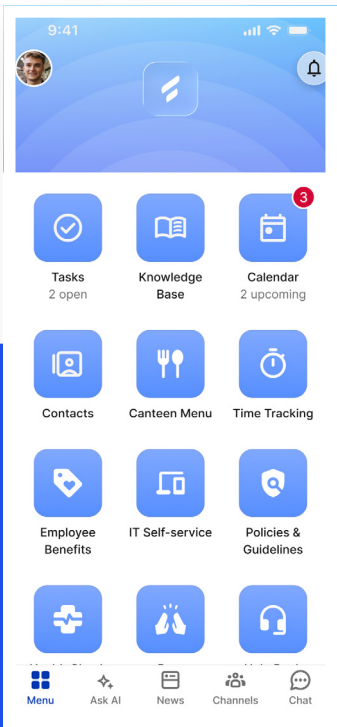
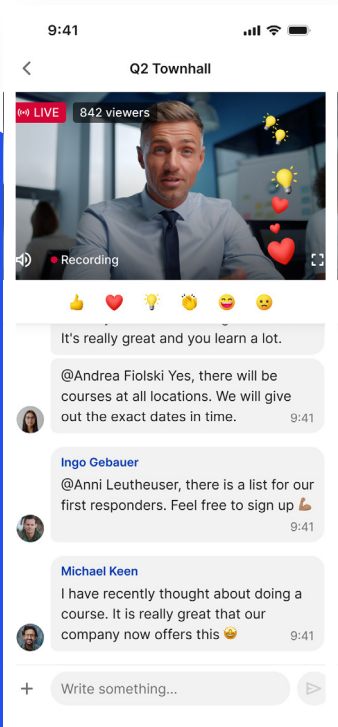
Download the [full report](#) for free - it's over 900 pages! 

Find out more [about ClearBox](#) and follow us on social media:
 

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

Flip

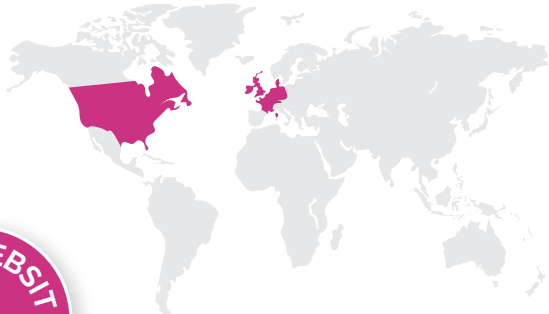
- FULLY STANDALONE
- REQUIRES SHAREPOINT
- FRONTLINE FOCUS
- OTHER



Typical deployment:

5,000 to 10,000

Company locations:



The product in a nutshell

Flip is a mobile-first platform unifying communication, AI-enabled workflows, and essential HR, Operations, and IT systems into one experience for the frontline.



SUMMARY

Flip is a mobile-first solution that was launched in 2018 and is primarily focused on serving the needs of a frontline workforce. The vendor is based in Germany, but also has a presence in the UK and USA as well as having global partners, meaning there is good customer support across the world. We've seen some exciting developments in the product in just the last year, so we think Flip will be one to watch in the longer-term.





The overall user experience on desktop and mobile is strong for both employees and admins, meaning it is very easy to use. Communicators will appreciate being able to reach people with news, while evergreen content is easy to access too. Completing tasks is supported by configurable 'Flows' and other helpful transactional integrations. Flip has taken its first steps towards

agentic AI through its AI-powered search and this provides a good foundation for what's coming next.

Given its purpose to primarily serve the frontline, organisations with strong requirements around traditional desk-based needs may find Flip limited in places. 'Knowledge Base' content for example may be too simplistic, particularly as there aren't governance and lifecycle features to support. Additionally, there are some tools that would benefit from enhancement to make them more robust, such as 'Tasks', while there are gaps in other places, such as a detailed surveying tool.

The large amount of customer feedback about working with the vendor was noteworthy in its volume and positivity. Overall, we think Flip serves its purpose well and it will appeal to organisations with a large number of frontline employees.

Pricing

PRICE BAND	PRICING MODEL	DISCOUNTS
1,000 users 	Subscription – price per user per month, subscription – price band based on number of users.	Charities and non-profit organisations, schools and educational institutes, multi-year commitments.
5,000 users 		
20,000 users 		
50,000 users 		
	COSTS TYPICALLY	PRICE INCLUDES
	Fairly evenly spread across three years.	Support packages include an individual Customer Success Manager person and customer support.

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

				
Manufacturing	Construction	Wholesale and retail trade	Hospitality	Transportation and storage



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:

The overall purpose of Flip was praised multiple times, as organisations appreciate being able to easily reach their mobile workers. For example, "My employees have the knowledge exactly where you need it, right on the floor!" The ease of use was also frequently praised, where one person said, "Very easy to use despite extensive features, simple administration." Customers repeatedly highlighted that "the product is constantly evolving" and one person added, "customers can actively participate in shaping the solution". Customisation, integrations with SharePoint, and ease of maintenance were also mentioned as positives. "The product delights us day after day," said one customer.

Requests for developments covered a variety of aspects within Flip but overall reflected a desire for greater flexibility within features. A few people asked for AI capabilities, some of which has been implemented since the customer survey, yet there is still room for improvement. There were a handful of requests to enhance the Knowledge Base, particularly around "design freedom" of pages and "structure" for storage options. There were requests to make the task tool, surveys (including introducing forms / questionnaires), analytics, and Flip Calls more robust. The "synchronisation of more than one language" was also highlighted as an issue.

We received a significant amount of feedback about Flip this year and it's noteworthy that all customers were pleased with the quality of service they have received from the vendor. The experience has been positive from implementation, where one person said there was "very quick response times for questions", right into long-term relationships, where one customer said, "The collaboration has been very positive from day one". "Personal contact and support" was a common theme around what works well. One customer summarised nicely: "The collaboration has been very positive from day one, and especially the development over the years has been remarkable."

9:41

News

All posts | Saved | Scheduled

Announcements
Company-wide Digital Transformation Initiative

Nathalie Cortez
in All employees, 24m

Free first aid courses for our teams!
Dear employees, your health is important to us. In addition to several initiatives for occupational health prevention, we also want to give all

Menu | Ask AI | News | Channels | Chats

9:41

Tasks 2 open | Knowledge Base | Calendar 2 upcoming

Contacts | Canteen Menu | Time Tracking

Employee Benefits | IT Self-service | Policies & Guidelines

Menu | Ask AI | News | Channels | Chat

9:41

Q2 Townhall

LIVE 842 viewers

Recording

It's really great and you learn a lot.

@Andrea Fiolski Yes, there will be courses at all locations. We will give out the exact dates in time. 9:41

Ingo Gebauer
@Anni Leutheuser, there is a list for our first responders. Feel free to sign up 9:41

Michael Keen
I have recently thought about doing a course. It is really great that our company now offers this 9:41

Write something...

9:41

Time of request

I want to book time off.

Got it! You're looking to take some time off, and I'm here to make that process smooth and easy. Here's a flow that will guide you step by step through booking your time off.

Time Off Assistant Flow

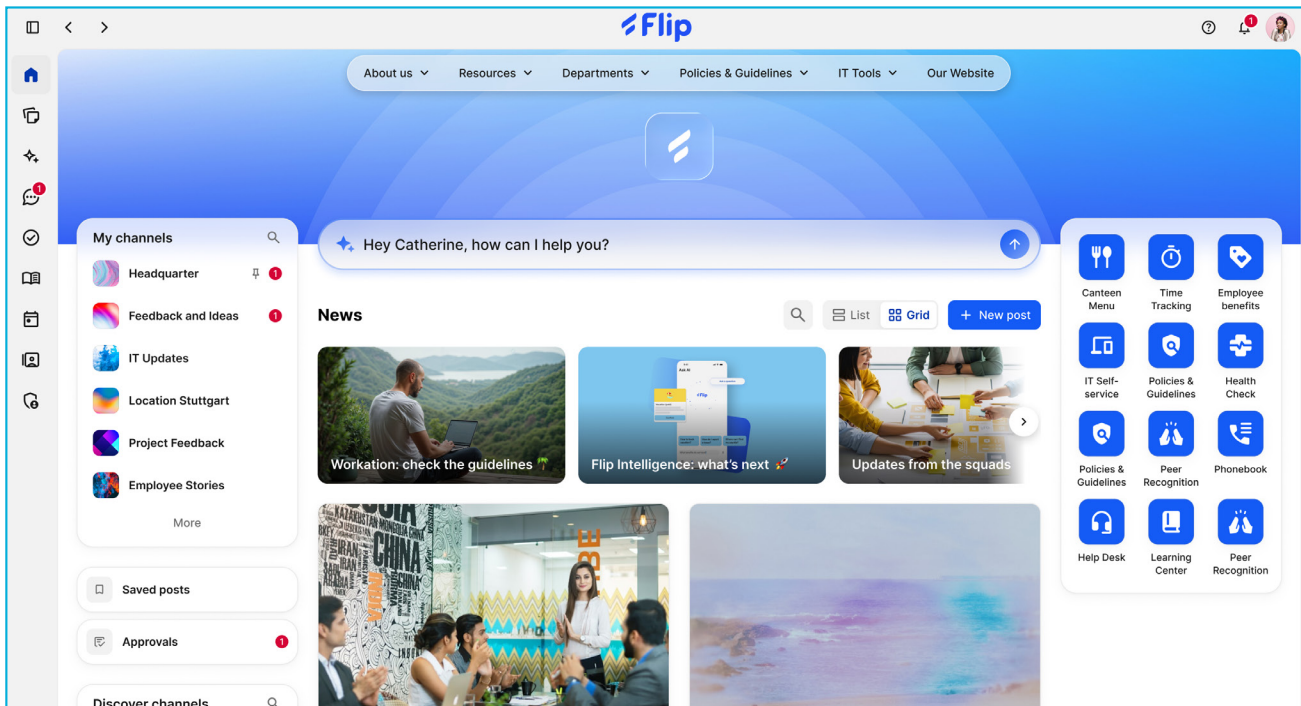
Results may be incorrect. Check important information.

Ask a question... GIF

SCENARIOS AND SCORES SUMMARY

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

SCENARIO AND SCORE	KEY BENEFITS	IMPROVEMENTS / CONSIDERATIONS
 1. Employee Experience 	Simple and friendly interface that should be easy to adopt for most employees.	Desktop experience is comparatively basic. More multilingual capabilities would be welcome.
 2. Communications Management 	Effective Post creation tools, including a helpful AI. Scheduling works well.	Lacks robust campaign and multi-channel options.
 3. Community & Engagement 	Users create and join topic-based Channels to collaborate and chat.	Polls and feedback features are simplistic. 'Flows' offer impressive automations but require effort to set up.
 4. Digital Workplace Integrations & Services 	Good range of transactional integrations via a friendly interface.	Microsoft integrations are basic. Mix of Flows and Mini-Apps might get confusing.
 5. Knowledge & Content Management 	Good support for urgent comms. Useful integrations with knowledge tools such as SharePoint.	May be overly simplistic for those who need robust content and knowledge management.
 6. Information Finding & Search 	The AskAI search is a strong information finding tool that provides conversational responses.	There is no global traditional search. AskAI is relatively new and there are gaps.
 7. Mobile & Frontline Support 	The entire experience is designed for frontline workers.	Elements covered in other scenarios might still be too simplistic.
 8. Platform Management 	Simple administration that can be managed by non-technical teams.	Configuration of elements important to desktop users is limited.



While Flip is focused on the mobile experience, the desktop environment works well too.

Flip provides users with a simple and friendly interface that should be easy to adopt for most employees. The mobile interface reflects experiences in consumer-facing products, with clear interactive buttons for important actions such as accessing the 'Knowledge Base', contacts, 'Tasks' and more. A menu nested at the bottom helps people navigate to key sections of the platform like the 'Chat', Newsfeed and 'AskAI' – a series of AI-powered searches and assistants (see Scenario 6 for more). The home screen has a profile button to access your settings and preferences, where you can change the appearance to light or dark mode.

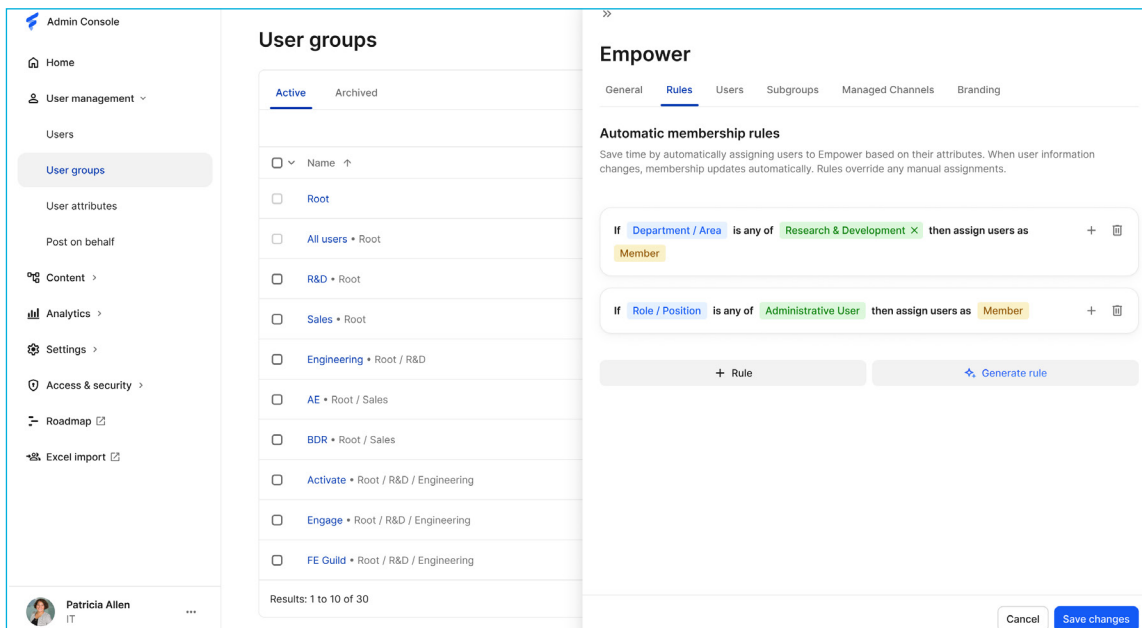
Flip leans heavily on connecting the frontline workforce to information via the mobile experience, but the desktop environment is also pleasant to use. However, at times it can feel overly simplistic in its design and layout, especially compared to leading desktop-based platforms. We explain more in relevant scenarios but, overall, everyone should have no problem adopting the platform.

Once a new employee joins, their profile is populated with attributes like department, role, location and more. These are then utilised within 'User Groups', which can be dynamic and built using logic. Alternatively, User Groups are populated via a CSV upload. Administrators can also create custom attributes directly in the admin console for advanced targeting and permissions.

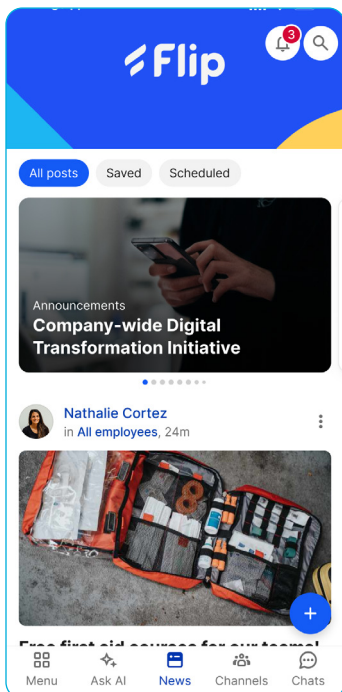
User Groups control the experience across Flip, which is particularly important for 'Channels' where all news, social and similar content is posted. Some Channel content is displayed in dedicated homepage widgets, while most appears in a consolidated 'Newsfeed'. Employees can tailor their Newsfeed by opting into open Channels and can also mute Channels to reduce noise and notifications. There aren't options for employees to personalise elements such as the homepage layout, which would be a nice addition for the desktop environment.

Notifications are managed in two ways: via mobile push notification and via a bell icon in the navigation. Push notifications can be managed in the user settings profile and easily switched on or off, although urgent Channels or Chats could be exempt from this setting. Activities across Flip trigger notifications into the bell icon, such as calendar invites, task reminders, if someone comments on a post you make in a Channel, or if you receive a Chat message.

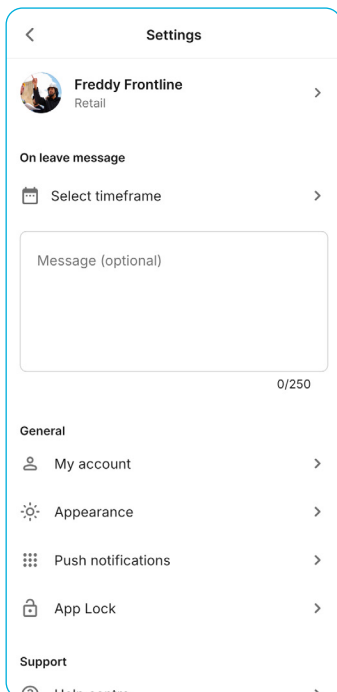
Helpfully, Flip allows administrators to set 'quiet hours' so push notifications are paused during holidays or after-hours, this reflects local time zones but is a blanket setting. We think it would be helpful to give some further notification controls to employees. However, we like the 'On leave message' capability that mimics an automatic reply in email accounts; it displays the message to those viewing your profile or wanting to send you a message.



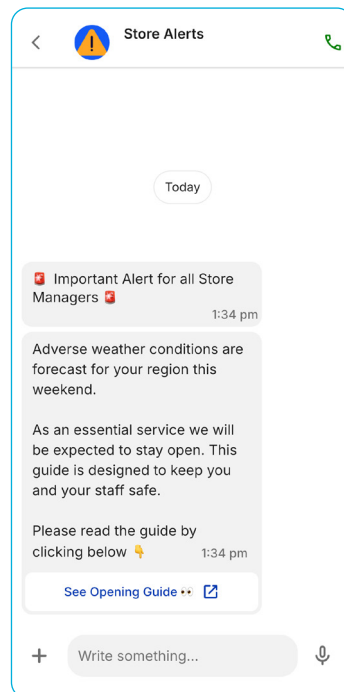
User Groups can be populated using rules, meaning they will dynamically update.



Notifications are clearly displayed via the bell icon.



There's a handy 'on leave message' setting.



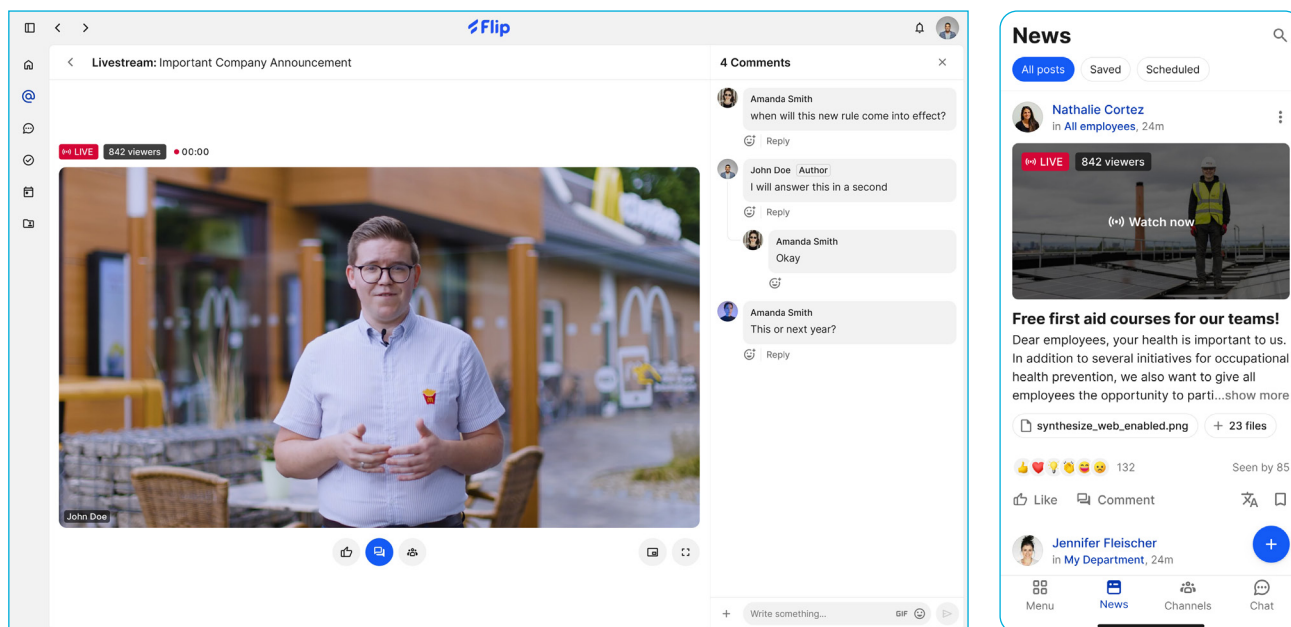
Some Chat or Channel messages can push through to employees regardless of mute settings.

Global companies will find the language translation features simple yet helpful in reaching a multi-lingual workforce. The app language reflects the system language of the employee's smartphone or browser. On-the-fly translation of comments, posts, chat and events is also available. Admins can control language versions of Knowledge Base content and menu items, but notably not news. Admins choose languages from a platform-wide tick list of languages, which content owners select from to generate language variants for editing during the content creation process. Any updates to the source language are automatically translated and should be visible to users a short time after publication. Note this may incur additional cost if a large number of languages are used frequently.

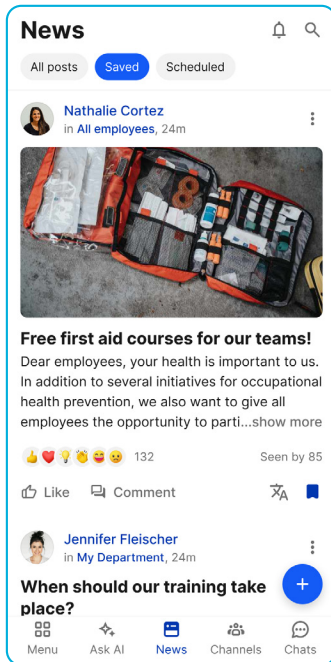
Flip supports common multimedia formats, including images, videos, documents, gifs and short polls. Audio files can be sent in Chat or used in comments, which is helpful for those who prefer communicating in this format. Videos will embed in the Newsfeed and display well on mobile; however, videos are largely associated with Channel posts or Knowledge Base articles. For organisations seeking to build a central repository of video content, they may find Flip basic.

A less common media format supported in the platform is native livestreaming. These are created like any other Post (see Scenario 2) but have a 'go live' date and time, to allow the livestream to be promoted in the Newsfeed before it begins. Live commenting is available to encourage engagement during the livestream and conversations can continue once it's over too, allowing whoever was featured in the broadcast to respond at their leisure. We like that an AskAI bot can be configured to accept livestream questions in advance too, meaning if someone will miss a live town hall their question will still be posed. For companies with leaders or executive champions eager to communicate in a less scripted, more authentic manner, Flip may be a compelling vehicle to do so.

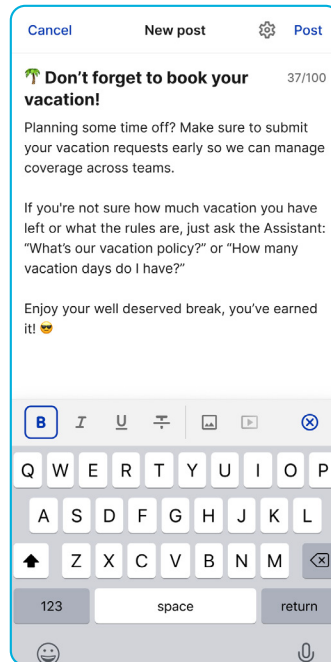
Overall, the experience feels clean, intuitive and places an emphasis on quickly connecting frontline employees to the information they need most.



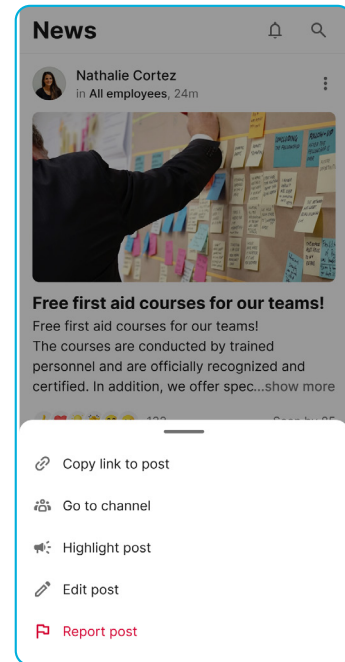
The livestreaming capabilities are strong on desktop and on mobile.



News is displayed as a series of attractive Posts on mobile.



Creating news is simple, following familiar social media approaches.



Communicators can pin Posts to make them easier to spot.

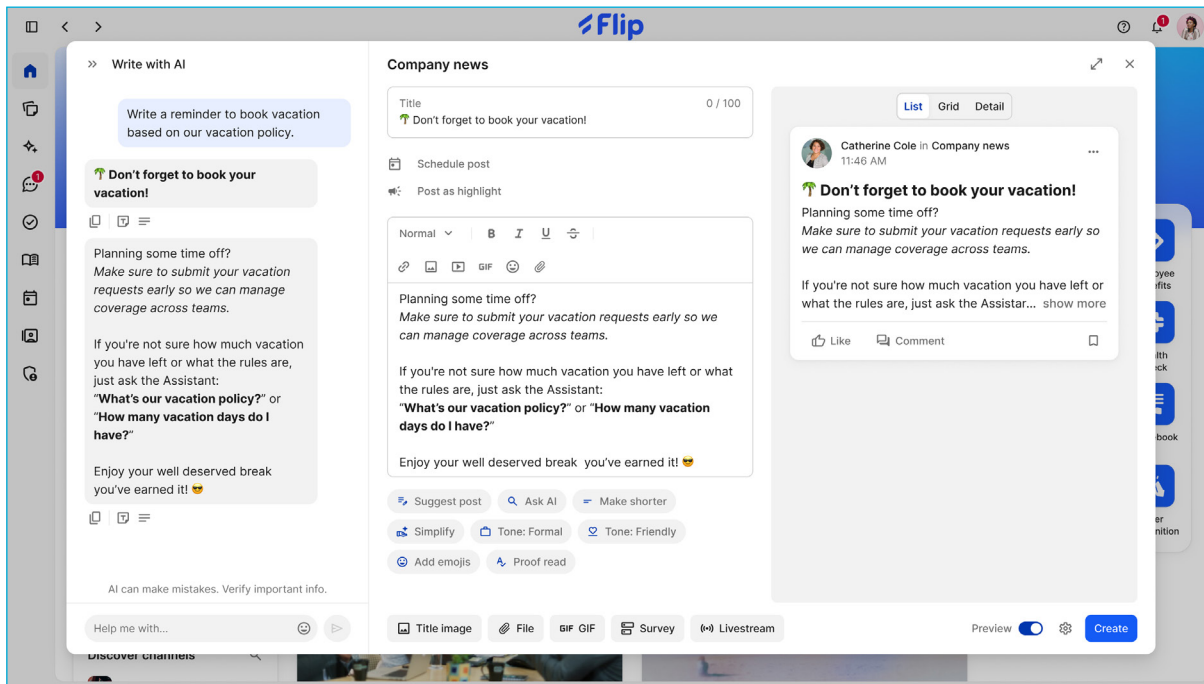
For communications content creation, planning and publication, Flip provides the basics for internal communications teams. The mobile and desktop experience homepage both default to a Newsfeed that lists articles and posts chronologically, based off the channels that the user has joined or been placed into. Mobile users tap the 'News' icon on the menu to access the Newsfeed on their device.

Creating content, called 'Posts', is straightforward. On mobile, publishers access the Newsfeed and tap the blue + button to create a new Post that is shared to a specific Channel. Content creators are prompted to add a title and use a text editor with simple formatting elements, like bold, italics, bullets, and headers, to create the Post. Publishers can also add multimedia here, including images, documents, videos, gifs, and polls. Admins can highlight a Post, which pins it to the Newsfeed for a period to promote visibility.

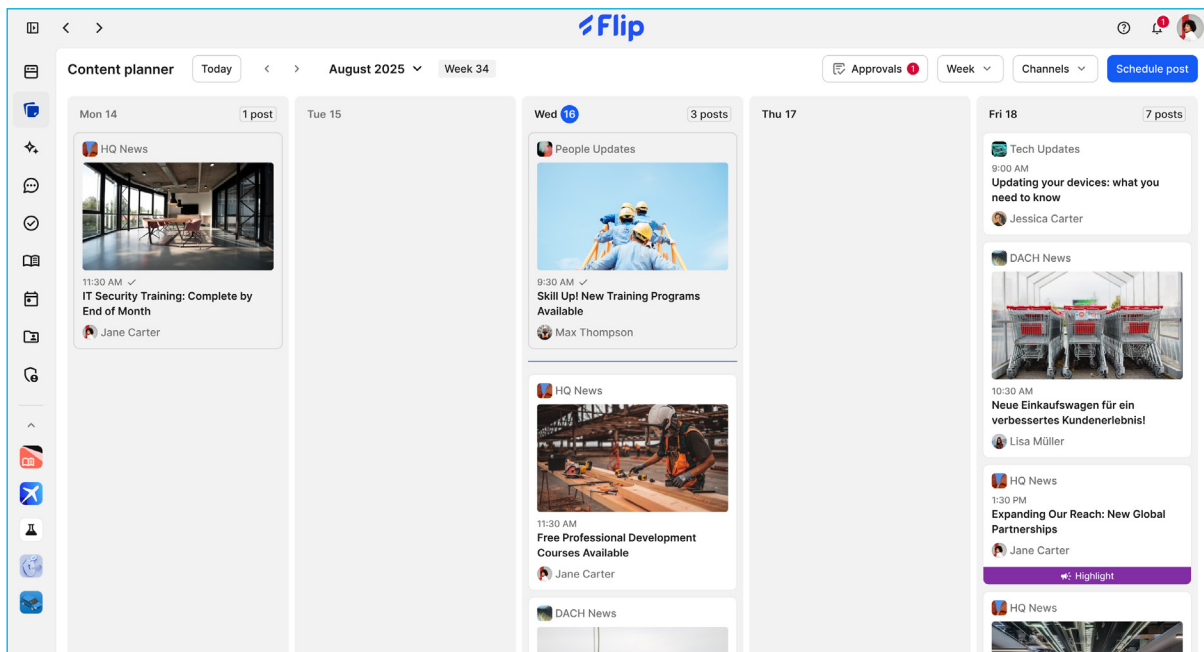
The desktop editor offers a few additional features, most notably the 'Write with AI' tool. Using a natural language interface, publishers can create and rework their Post. See Scenario 6 for more on AI settings. We like the preview to the right of the screen that shows publishers how their Post will appear in the grid or list format. Overall, content creation is simple, but effective, and encourages the creation of short and easily consumable content. For internal communications teams who are primarily focused on sending short and simple messages to frontline staff, these features should meet their needs.

Channel administrators have access to the 'Content Planner', which provides a weekly or work week view of planned Posts across all Channels. Content can be created or moved directly in the Planner, allowing internal communicators to shift publication dates easily to avoid overwhelming users with too much news on a specific day. Admins can filter the planned Posts by Channel to see a more granular view of upcoming content. We think this interface is easy to navigate and helps manage the scheduling of content.

Channel admins can also require approval before a Post is published. When this feature is turned on, admins receive a notification in the Content Planner that a Post is ready to be reviewed. From there, admins can edit the Post or approve it, which moves it into the Content Planner. Finally, to support the Planner we like that Flip will draw on analytics and Channel choices to recommend the best date and time to schedule a Post. Overall, scheduling and managing the flow of news is robust and better than approaches we've seen in some desktop tools.



The generative AI feature supports communicators well.



The Content Planner works well and helps communicators manage the flow of news.

There are options to post content to other channels outside of Flip, but the offerings are limited here. For instance, there is no native newsletter or email digest feature in the platform. However, news from Flip can be integrated into SharePoint.

Flip does provide a way of broadcasting content into digital signage, however. Communications teams can share a slideshow version of a Channel or highlighted news onto devices that have an internet browser. Each page has a QR code so employees can find out more. Overall, the intention is clearly to keep employees in the Flip app; serving as the central source of communications. There's value in simplicity, however, internal communications teams looking for a true omnichannel experience may need to pull in other tools to reach employees outside of the app experience.

For internal communicators looking for robust communications campaign features, Flip is lacking here. There is no way to roll a series of Posts into a single theme or use tags or metadata to track a collection of Posts together. However, publishers can leverage the 'Flows' feature to simulate a campaign, see Scenario 3 for more details. While Flows offers a lot of potential, communicators may desire a simpler way to develop campaigns. The vendor says enhancements are on the roadmap.





There are helpful analytics to track engagement with Posts, including percentage of users reached, total interactions and the total number of Channel members who saw a Post. At the Channel level, you can track daily, weekly, and monthly active users to better understand how often employees are accessing a Channel.

Overall, Flip provides enough features for internal communications teams to effectively communicate to employees via the mobile or desktop experience. Comms teams requiring sophisticated capabilities, such as more multi-channel options or campaign support, may find Flip too simple.

Grand Reopening - You're invited!



Hey Everyone,
Great news — our Downtown Market Street Store is officially reopening, and we can't wait to welcome you back!

-  **Where:** 214 Market Street, Downtown
-  **When:** Friday, February 2nd at 5:00 PM
-  **Kickoff:** Grand reopening celebration with refreshments and giveaways
-  **Highlight:** Fresh new layout, expanded product range, and faster checkout

Come celebrate with us, enjoy the atmosphere, and be among the first to experience what's new. We're looking forward to seeing you there!



Read more in the Flip-App



Posts display well on a large screen and include a QR code for people to see more.

Admin Console

- Home
- User management >
- Content >
- Analytics >
- Usage
- Channels
- Posts
- Features
- Settings >
- AI assistant
- Apps >
- Access & security >
- Roadmap
- Excel import

AA Alex Admin

[About the dashboard](#)

Channel(s) Previous 30 Days

273

Total Posts Published

89.3%

Avg Post Reach

9.621

Total Post Interactions

7.4%

% Posts highlighted

12.7%

% Posts with Attachment

8.1%

% Posts with Survey

POST PERFORMANCE [P]

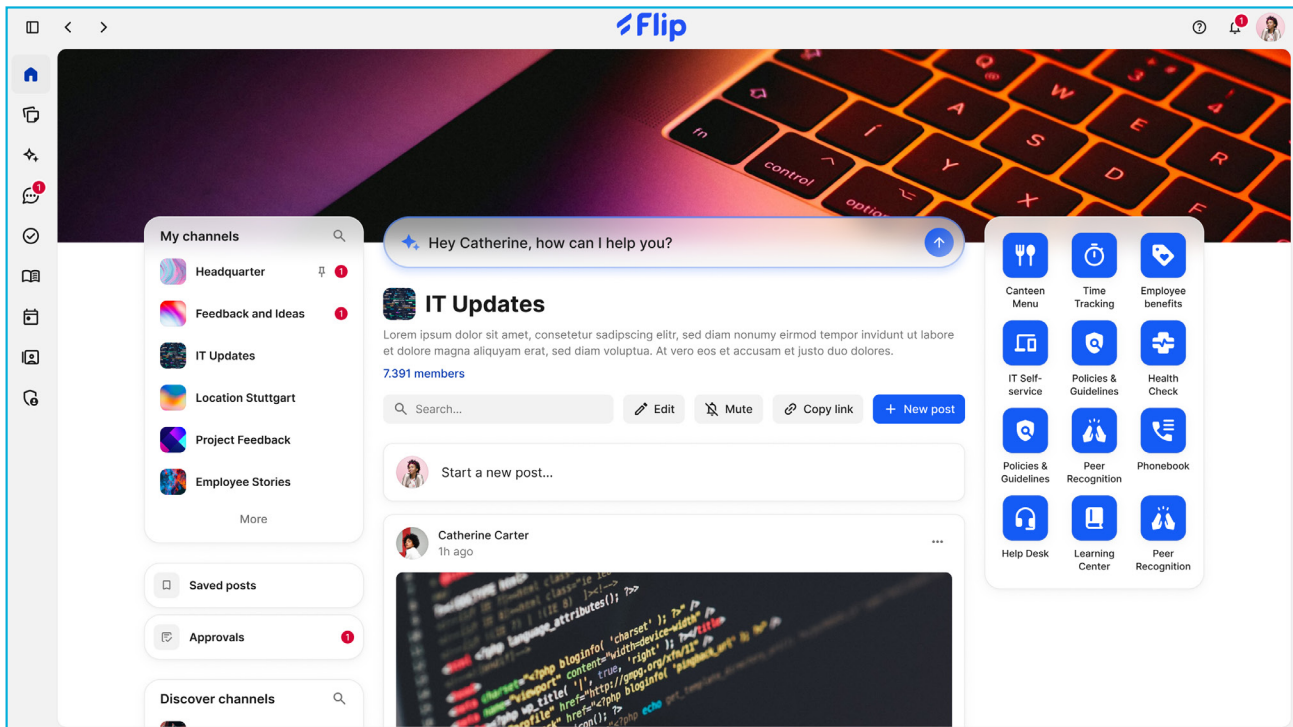
Post Title	Link to Post	Link to Channel	Channel Name	Published Date	Weekday
How to Pour the Perfect Pint at a Local Beer Shop	-	-	Local News	Jan 6, 2026	Tue
A team member has just nominated a colleague for exemplifying the value of Customer First!	-	-	All Stars	Jan 6, 2026	Tue
The local beer shop now offers snacks and energy drinks.	-	-	Company Updates	Jan 6, 2026	Tue
Celebrating a dedicated team member: 2025 Safe Driver Award Recipient.	-	-	Company Updates	Jan 6, 2026	Tue
30th Annual Charity Golf Scramble: A Day of Community and Support.	-	-	Company Updates	Jan 6, 2026	Tue
A team member has just nominated another colleague for exemplifying the value of Customer...	-	-	All Stars	Dec 22, 2025	Mon
A designer has launched a new campaign for a luxury fashion brand.	-	-	Company Updates	Dec 22, 2025	Mon

Rows 1-7 of 30

POST INTERACTIONS HEATMAP [P]

weekday	6	8	9	10	11	12	13	14	15	16	17	20	21
Fri	-	-	-	-	-	-	-	6	2	-	4	-	-
Mon	-	-	2	-	5	-	-	-	-	-	-	-	-
Sun	-	-	-	-	-	-	-	-	-	-	-	-	5

There are helpful analytics for Posts and Channels.



Channels have their own feeds showing top-down and user generated content.

Social activities take place in Channels: topic, location or department-based communities that employees can join to connect with colleagues. Channels are displayed in the app and desktop view as single column Newsfeeds, with a chronological listing of Posts. Channels can be either private or open. Open Channels are accessible to all employees, who can join or leave as they choose. Private Channels are only open to the members that have been added by the Channel's administrator.

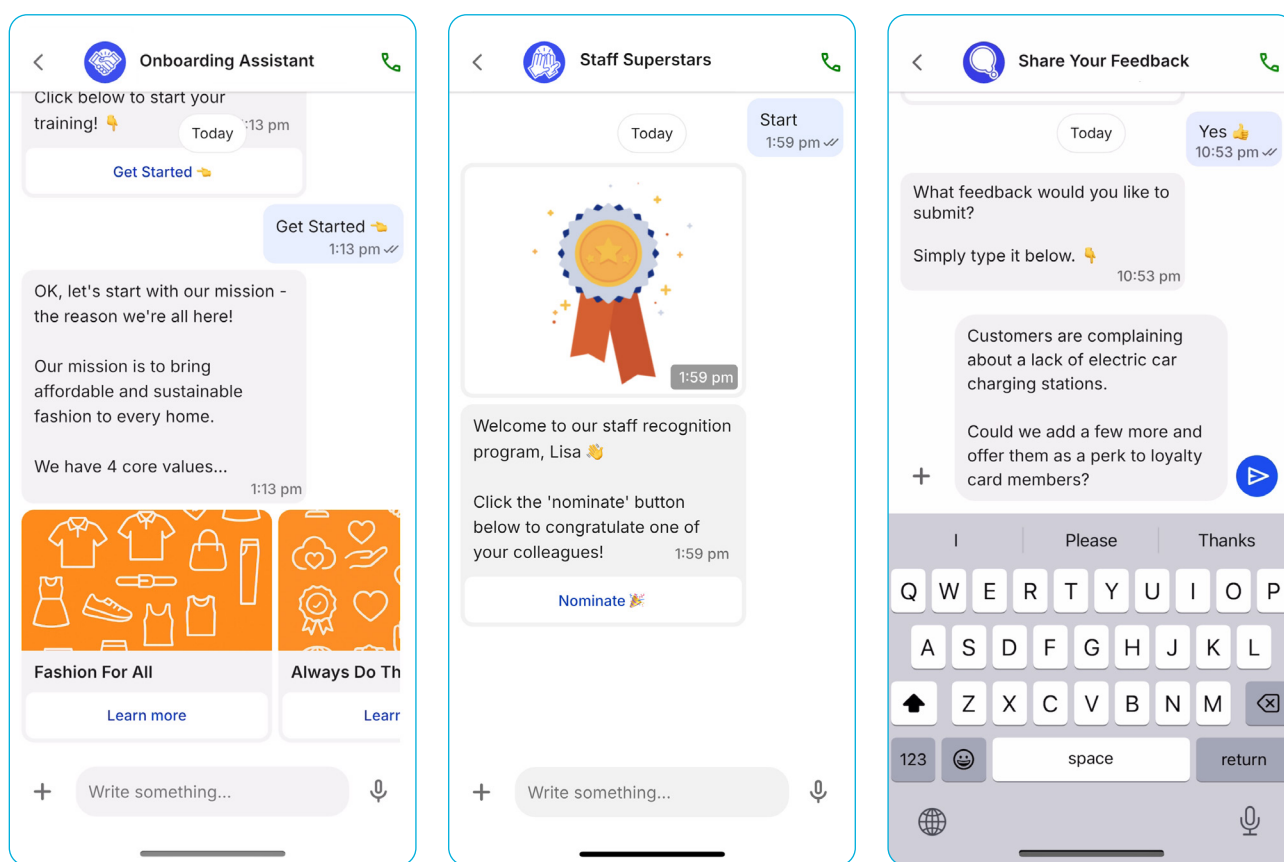
Posts are created in the same way as discussed in Scenario 2; if allowed by the admin, any member can Post to the Channel, not just communicators. Channel members can react to Posts with likes, comments or by saving a post. A long tap on the 'like' icon provides users with a set of six out-of-the-box emoji reactions they can choose from; on the roadmap is a greater range of emoji reactions. Users can add standard text, images, files, videos and gifs in the comments section. You can also quickly create a conference call link and drop it in the comment section, for other members to click and join a call.

To ensure comment sections remain work appropriate, there is a feature allowing users to report Post comments and Chat messages. This will send an email notification to the designated administrator(s), prompting action to review the comment or message. If it is deemed inappropriate, the administrators can delete it. Once taken down, it will display as "this comment has been removed" to others. Alternatively, 'Flip Protect' is an integration that shares data and analytics with a Flip partner and allows keywords (such as "bomb") to send an alert notification to administrators. Channel Posts can be moderated, but through the Post approval feature rather than through reporting after publication.

Employee lifecycle engagement using 'Flows' is a real product strength. Administrators create custom workflows that guide employees through certain key journeys, like onboarding or praising a colleague. Flows appear in the Chat menu for relevant targeted employees based

on triggers (such as a start date) or are permanently available (to award praise, for example). For instance, if a company has a Flow dedicated to soliciting product feedback ideas, employees can search for 'Ideas' and activate the Flow on their own. Where employee-driven, Flows step them through a process with a series of prompts in a chat-style interface.

Flows can include text, media, buttons, delays, surveys and quick replies, where users can select pre-populated answers. Results could be published into a Channel as a Post, downloaded as a CSV, or integrated into a source system. Admins will want to familiarise themselves with Flows, as this is one of the more powerful features in the platform. The key to a good Flow is identifying the common tasks or use cases that would benefit from automation and mapping out the steps first. Flip provides detailed guidance to admins on how to plan, build and test Flows before they are deployed. While some Flows can be set up quickly using out-of-the-box templates, others - such as onboarding new starters - require more work to create.



Example Flows in action – onboarding a new employee, awarding praise, and submitting an idea.

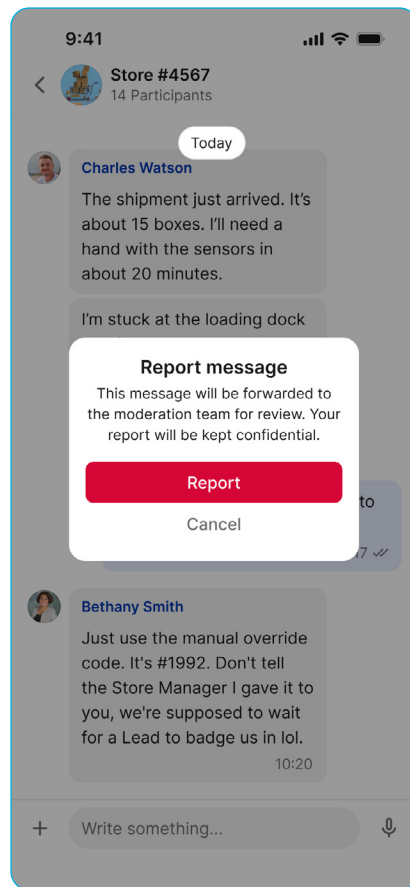
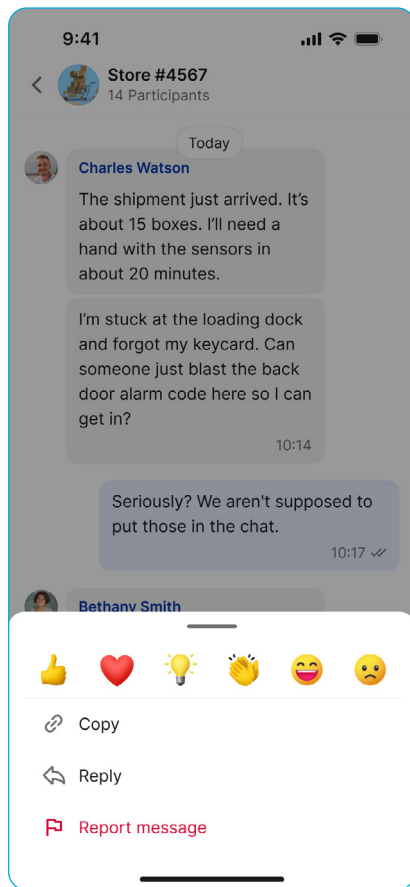
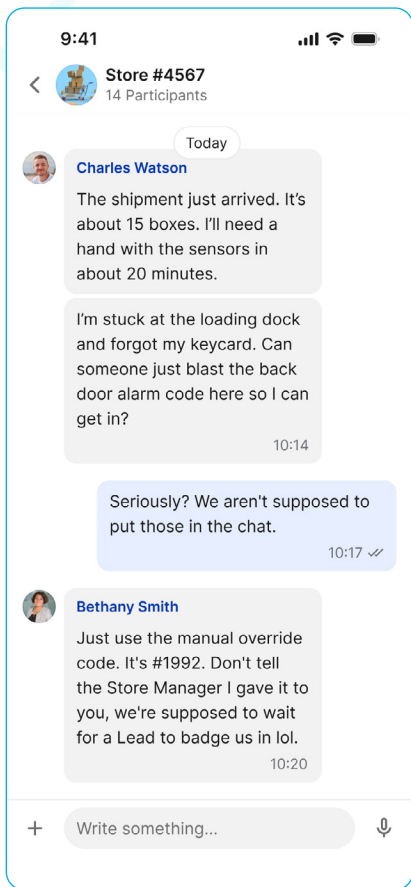
We can see a variety of scenarios where the development of Flows could help automate processes and communications, removing the need for the manual management of recurring events. Flip provides a robust set of analytics to accompany Flows, so that admins can track where engagement is highest or lowest and target tweaks needed to the automation lifecycle. We think admins will need to take care they don't overwhelm the Chat with so many Flows it becomes unwieldy. Additionally, the vendor says this is their first step towards agentic AI and further automation, so we look forward to seeing how this develops.

To measure engagement or collect feedback, there is a simple polling feature that can be deployed in Channels. Polls only support very basic questions though and only in a multiple-choice response format. There is no branching logic or Likert scale that you might expect in other polling or surveying tools. Alternatively, the Flows feature would allow administrators to build an automated survey / feedback mechanism with more sophisticated if / then branching logic. This requires some upfront work to build the logic and sequencing but can be a powerful way of collecting feedback. Customers have requested developments in the area of feedback collection, and we think something more robust, yet simpler to set up than a Flow, would be a good addition.

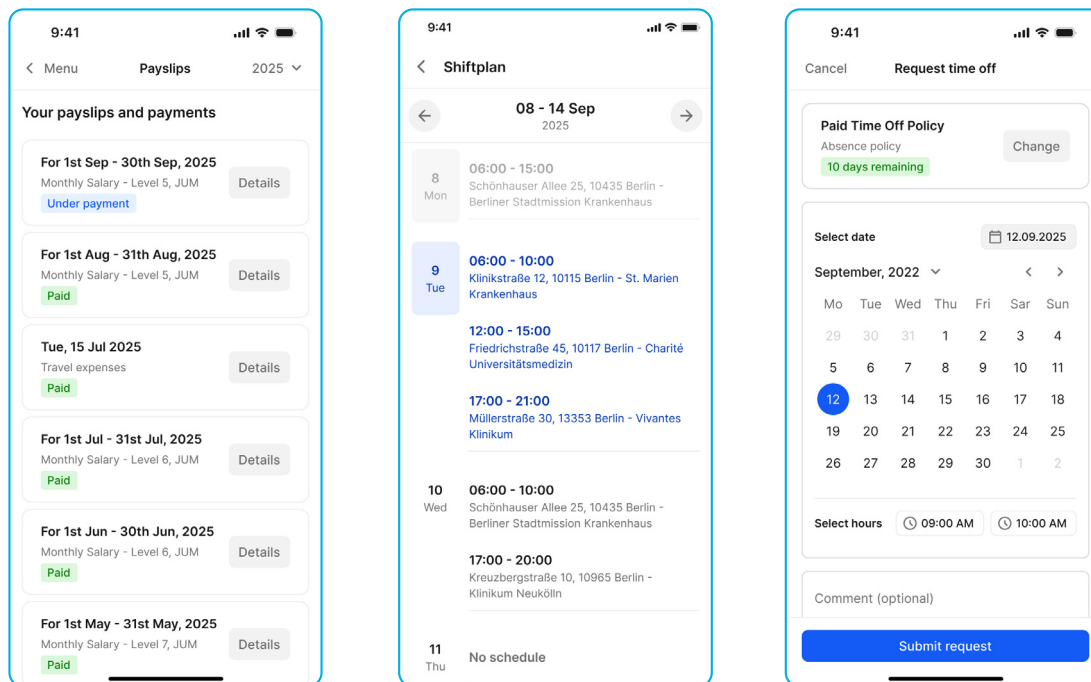
Overall, Flip offers a strong community experience through channels and Flows. Employees can join channels that match their interests, and admins can create complex automations personalised to each user at every phase of the employee lifecycle.

The screenshot displays the Flip Onboarder interface. At the top, there's a navigation bar with the Flip logo, 'Onboarder', and links for 'Your Flows', 'Settings', 'Help', and 'Log Out'. A left sidebar lists various features like Dashboard, Favourites, Messages, Broadcasts, Keywords, Analytics, and Channel triggers. The main content area is titled 'Add one or more categories and a title to your message. This will make it easier to find later.' It includes a form for 'Set message title' (with 'Welcome Message Trigger' entered) and 'Add categories' (with 'Introduction' selected). A 'Create category' button is visible. Below this, there's a preview of a message card with a 'WELCOME' header and a 'Get Started' button. To the right, an 'Add message part' menu lists options like Media, Text, Carousel, Delay, Q&A, Quick Reply, Attributes, Segments, External spreadsheets, Jump, Follow-up, Post to Channel, and Send message to user. A '+ Create new variation' button is also present.

Technical admins can build Flows, with help from Flip where wanted.



It's easy for people to comment on content, but also to report anything they feel is inappropriate.



Mini-Apps present integrated information natively within Flip and allow employees to complete activities without leaving the platform.

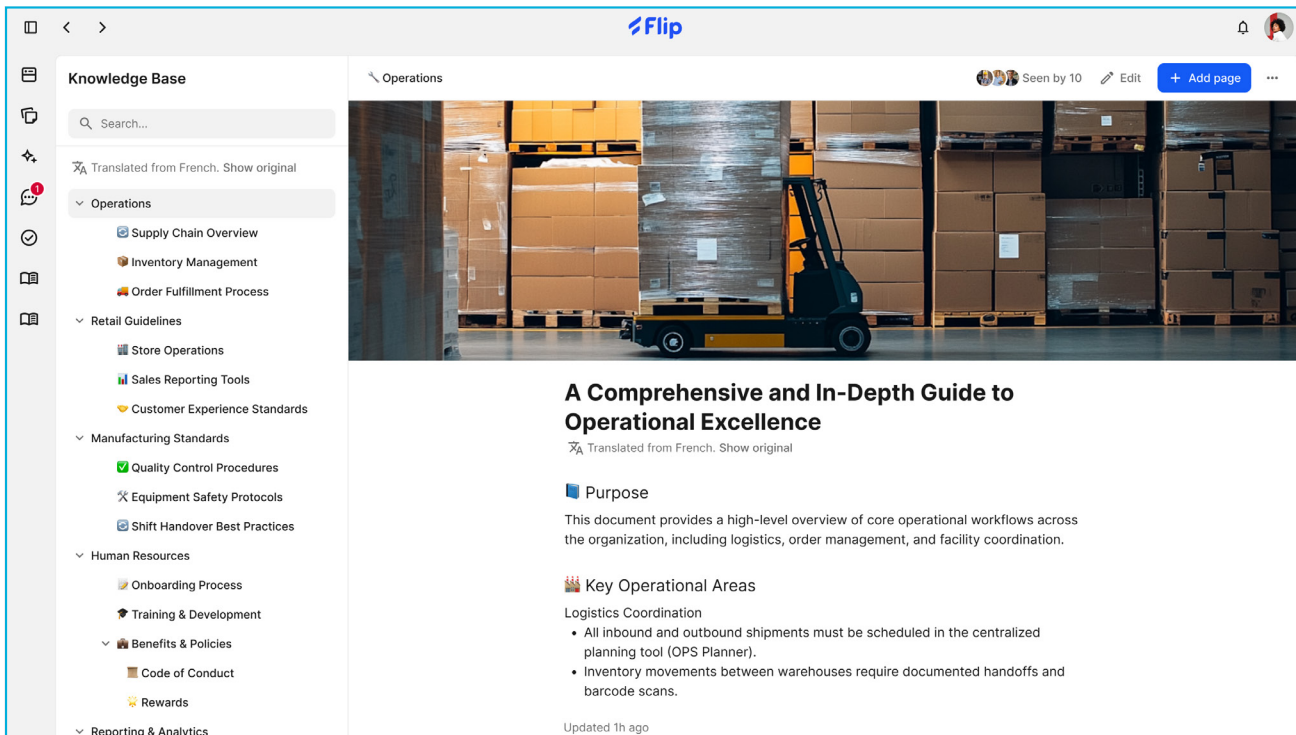
Inside the main menu are 'Mini-Apps' buttons, which offer transactional integrations with commonly used systems like Workday, SAP SuccessFactors, and UKG, for activities such as absence requests, vacation balance, shift management, payslips and more. For example, the 'Payslip' Mini-App allows employees to view current and past pay stubs, download a PDF of a payslip and receive notifications for when pay has been deposited into their account. These display natively within Flip via a consistent interface – i.e. a Workday customer will see the same interface as a SuccessFactors one. The vendor says these integrations have a low code approach via APIs, so aren't tricky for technical admins to set up, but Flip are on hand to help if needed.

Flows, covered in Scenario 3, are another way administrators can set up integrations but via a conversational or prompt-driven interface. For example, when requesting time off employees are guided through steps to capture all relevant information and pass along for approval. Notifications associated with Flow and Mini-App activities are displayed in the Flip notification bell. Links to non-integrated systems are also available, these support single sign-on and are presented as a simple menu of items.

Microsoft 365 integrations are basic. Helpfully, Flip is available as an app inside Teams and if news is published inside SharePoint it can be integrated into a Flip Channel. SharePoint (and other third-party) libraries can also be integrated into the Knowledge Base.

Beyond integrations, there is a helpful native 'Task' feature where employees create a Task they can assign to colleagues, a User Group or Channel. Tasks include a due date, title, description and the ability to attach various media, such as images. Recipients tick off when the task is complete and the assigner can see who has read a Task, but would have to follow up manually.

Overall (and excluding Microsoft), Flip addresses this scenario well and we're pleased to see transactional integrations available via a friendly interface. We wonder whether the mix of Mini-Apps, Flows and AskAI (see Scenario 6) might get confusing, given they are similar but positioned in different places and with different interfaces. The vendor's plans to explore agentic AI further may smooth over these bumps.



The Knowledge Base is where evergreen content is stored as a series of Pages.

Evergreen resources are managed in the Knowledge Base. This consists of main- and multiple sub-'Pages', allowing admins to create a parent-child structure. Configuration of the navigation requires thought, as it can become cumbersome to navigate with too many levels.

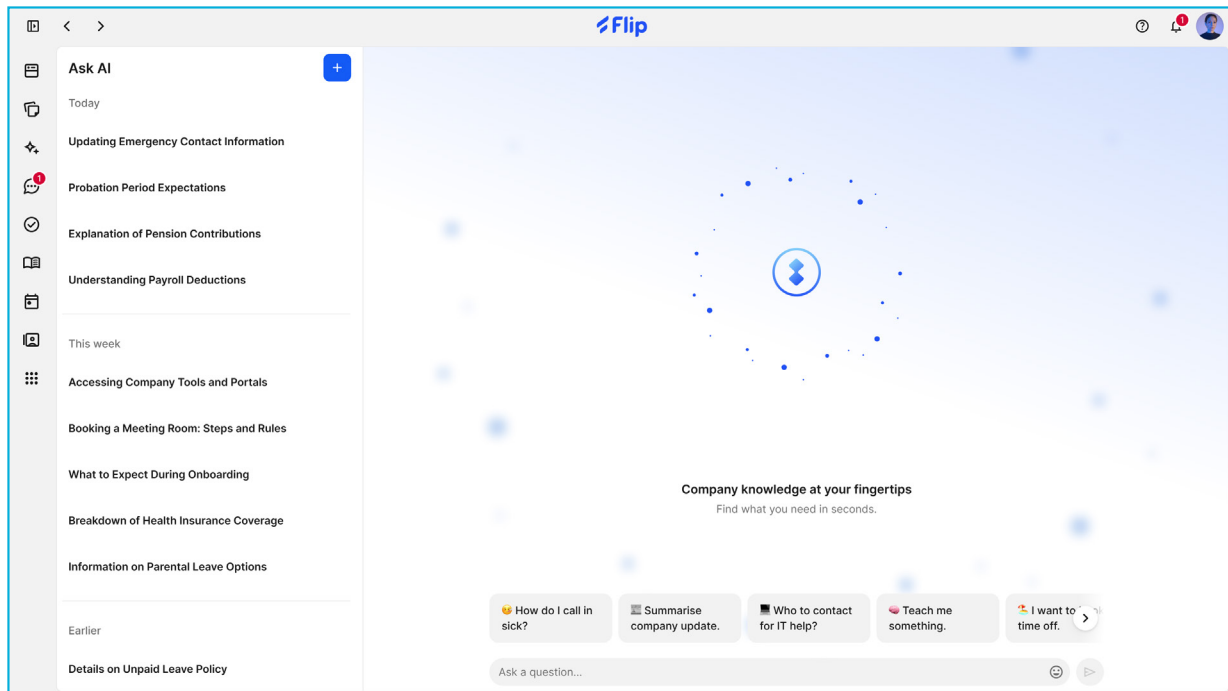
Pages are built in the same way as Posts (see Scenario 2), although without AI support which we think is a shame. Pages include a banner and other media can be embedded, but there isn't support for simplifying the display of lengthy content. Admins can manage their content in desktop and mobile, with the ability to save drafts, delete Pages and rename the entire Knowledge Base.

There is no native document library or similar, as most documents are attached to Pages. A helpful integration allows admins to pull in content from a company's SharePoint environment to avoid manually managing content in two places. An API is available for other storage tools too. This creates a single source of truth and one central place where content needs to be maintained, allowing Flip to be used effectively alongside other tools.

There is a Knowledge Base section within the 'Admin Console' (see Scenario 8), where admins drag to reorder the structure of Pages. This table shows the publication status, plus when a Page was created and last updated. There aren't any further lifecycle or governance features. Page stats will show who has visited, but further insights into performance aren't provided.

Flip does a good job of supporting communicators with urgent messages via Flows (see Scenario 3) where admins can send Chat messages to individuals or groups. These messages are un-mutable and can also include a prompt, such as asking employees if they are safe during an emergency. Recurring follow-ups are possible within the Flow, to encourage users to complete or acknowledge the task. This is a nice feature that can cut through the noise and reach employees directly.

Overall, Flip's approach to this scenario is simple and organisations with strong knowledge-related requirements may find it too limited. Given Flip's purpose as a mobile-first tool however, its approach may work well enough for frontline employees.



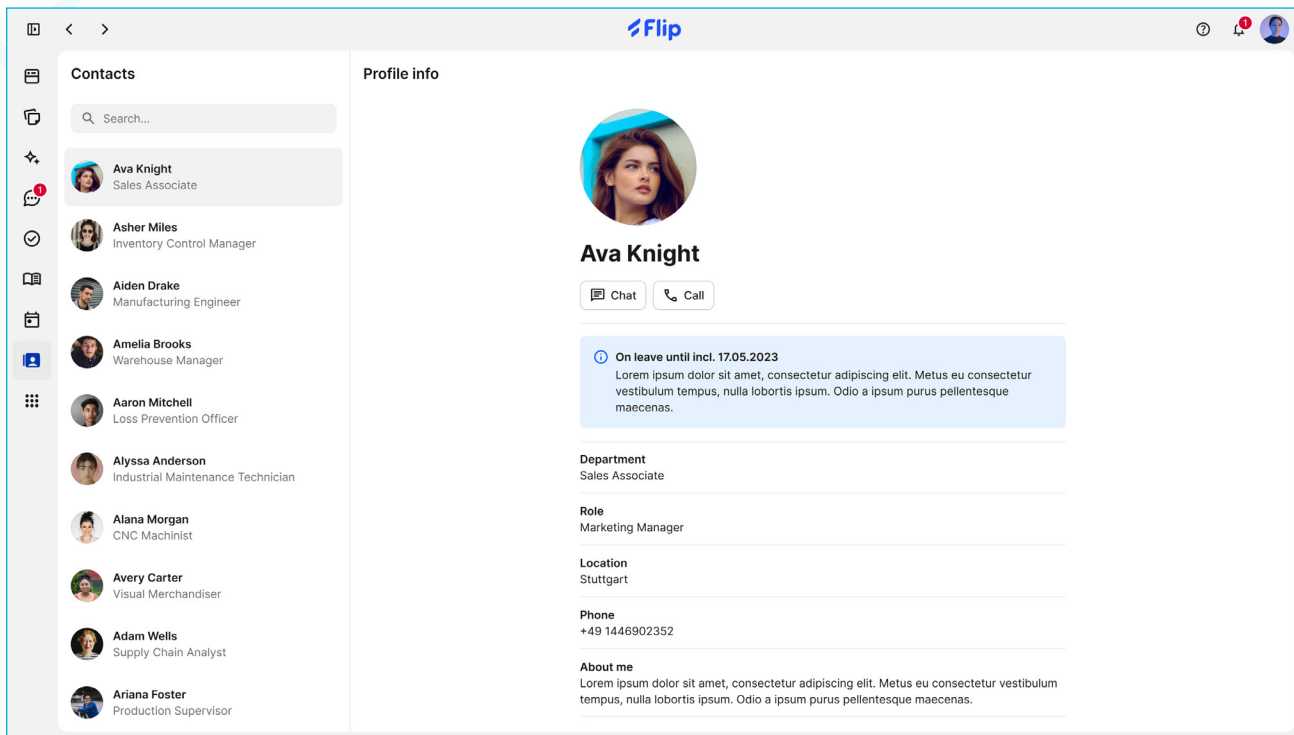
'Ask' is Flip's first steps into agentic AI for search and other activities.

Flip has invested heavily in its search experience, introducing AskAI functionality (see below) as the global search approach. Employees can still search content in a more traditional way within specific sections, such as Channels, Chats, news, and Knowledge Base Pages, via a local search experience that indexes titles and content. We think it's a shame that a platform-wide standard search experience isn't offered for those employees who want a non-AI approach.

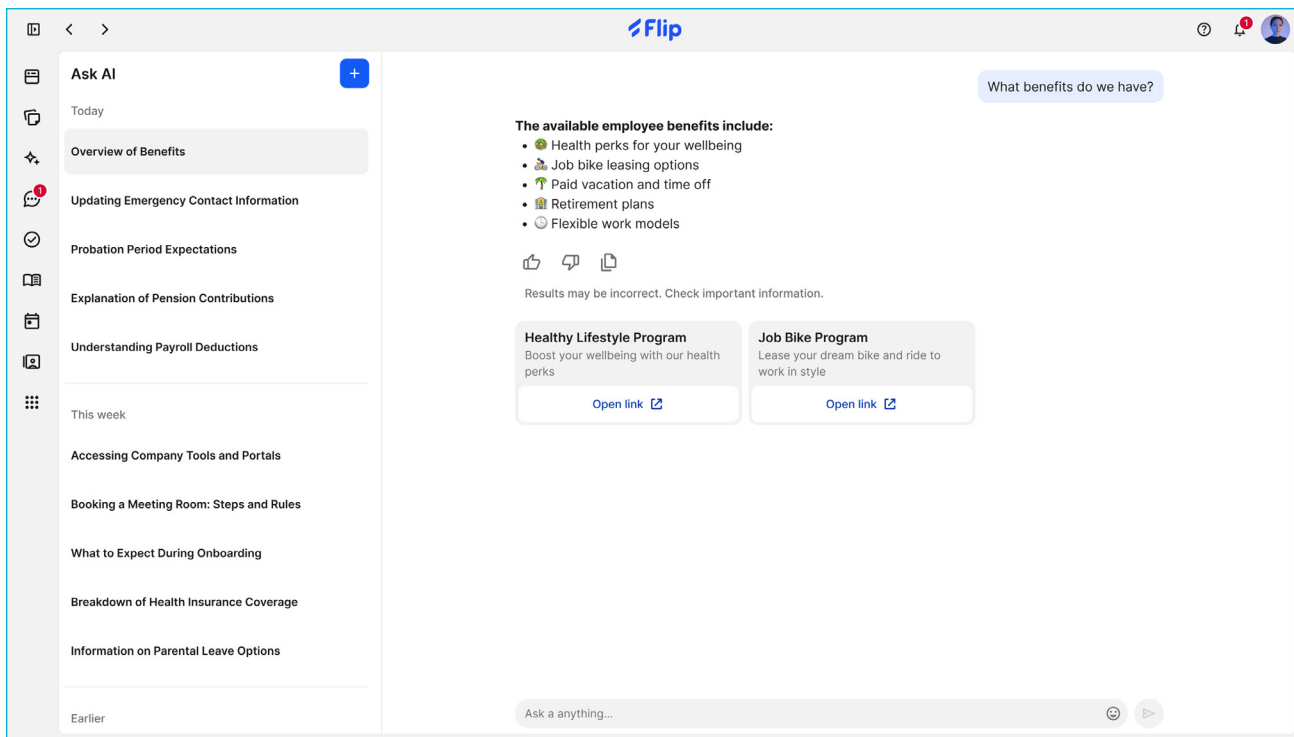
'Contacts' includes a local search to help employees find their colleagues. However, the search only indexes people's names and there aren't any sorting options or refiners. Profile pages are relatively basic, you can't see what open Channels someone belongs to for example, but we like the option to call someone via Flip even if there isn't a number displayed. We also like the simple org chart, which people can explore and click through to find individuals. Richer profiles would enhance the AskAI search and we hope to see people search introduced there soon.

The primary search experience is via the AskAI feature from a prominent homepage bar or via a menu item. Employees type a natural language question or may speak the prompt instead, which is unusual in the industry to date and works well for a mobile-first solution. Employees receive a conversational response in return, which are concise and often link to the related resource, which you can interact with directly in the AskAI interface, which is a nice touch. Important to note is that the search results respect any permissions and privacy settings of content, so you will only see content in AskAI that is accessible to you and your permission level.

At present, Ask retrieves information from the Knowledge Base, Posts and Chat. External content repositories and systems aren't federated, although any content synced from SharePoint is indexed and searchable. Ask relies on Flow for completing tasks, although the vendor has plans to expand into a full agentic AI experience. Hopefully other content types will be integrated into this functionality soon so that users have a one-stop-shop for searching all content on the app. Also, while the functionality has been included in the pricing provided to us organisations should be aware there might be additional costs associated with scale of usage.



'Contacts' is a people directory with a local search for finding colleagues.



Ask provides answers from Flip content, including sources.

There is a good range of configuration features for Ask and all other AIs too, where administrators can provide a custom name, context about the organisation, as well as style and tone of responses to reflect company culture. You can also provide it guidance around sensitive topics and the types of questions to refuse to answer, or materials it can't generate. Admins can also add 'Quick Suggestions' to the AskAI main screen, providing employees with easy access to frequently searched-for resources, like "book absence" or "sickness policy". There aren't other ways for admins to influence what is returned in the results, however.

The AskAI functionality is a promising addition to the platform and if more content types are included in the AskAI, it has the potential to become a powerful federated search experience. As with any AI-powered tool, there is some trial and error required to ensure the proper calibration, but we found it helpful with quickly surfacing information in the Knowledge Base.

To better understand how users are interacting with search, Flip provides administrators with the following data: search terms with no results, top search terms and associated pages, usage of AI-driven search and reliability of result, success and failure rates. This data should provide admins with a baseline understanding of how search is being used so they can make some adjustments to improve the experience.

Overall, the search experience is heading in the right direction but at the time we saw it there were a few gaps. The vendor has clear development plans however and we look forward to seeing the future developments of the AskAI feature.

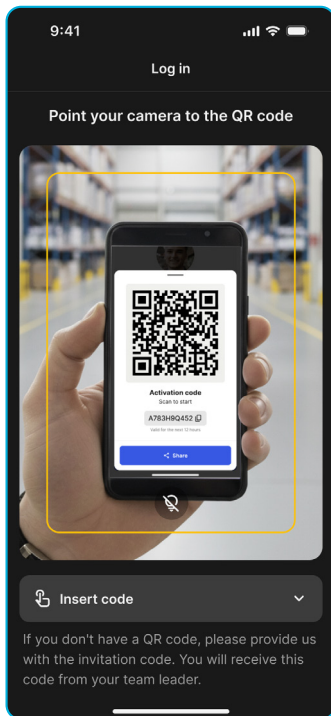
The screenshot displays the 'AI assistant' configuration page in the Admin Console. The left sidebar contains navigation options: Home, User management, Content, Analytics, Settings, AI assistant (selected), Apps, Access and security, and Roadmap. The main content area is titled 'AI assistant' and has two tabs: 'General' and 'Triggers'. Under 'AI assistant setup', there is a sub-header and a brief instruction: 'Provide company information to help the AI give more accurate, relevant responses aligned with your organization's needs and policies. [Learn more about AI customization.](#)'

The configuration fields are as follows:

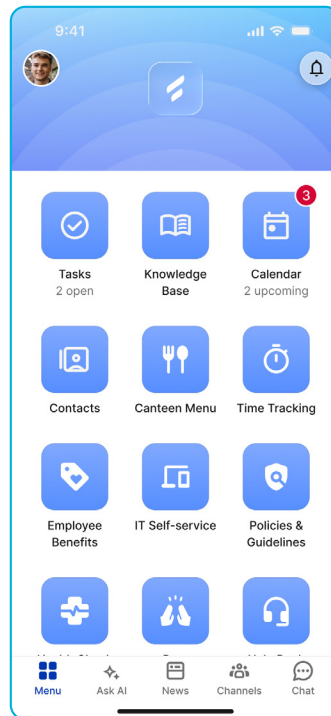
- Assistant name:** Ask AI (6 / 8 characters)
- About your company:** (Empty field)
- Response guidelines:** Answer in only english, always. (85 / 800 characters)
- Topics to avoid:**
 - Sensitive Topics: Avoid discussing politics, religion, or personal beliefs.
 - Controversial Issues: Steer clear of debates or polarizing subjects.
 - Sexual Content: Do not engage in discussions about explicit or adult content.
(228 / 800 characters)

A 'Save changes' button is located at the bottom right of the configuration area. The user profile 'Patricia Allen' is visible in the bottom left corner of the console.

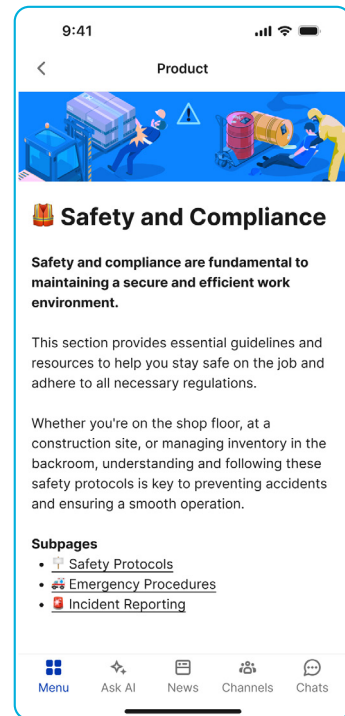
There are controls in the Admin Console to adjust the AI assistant.



It's easy for people to access Flip.



The experience feels like a consumer-grade app.



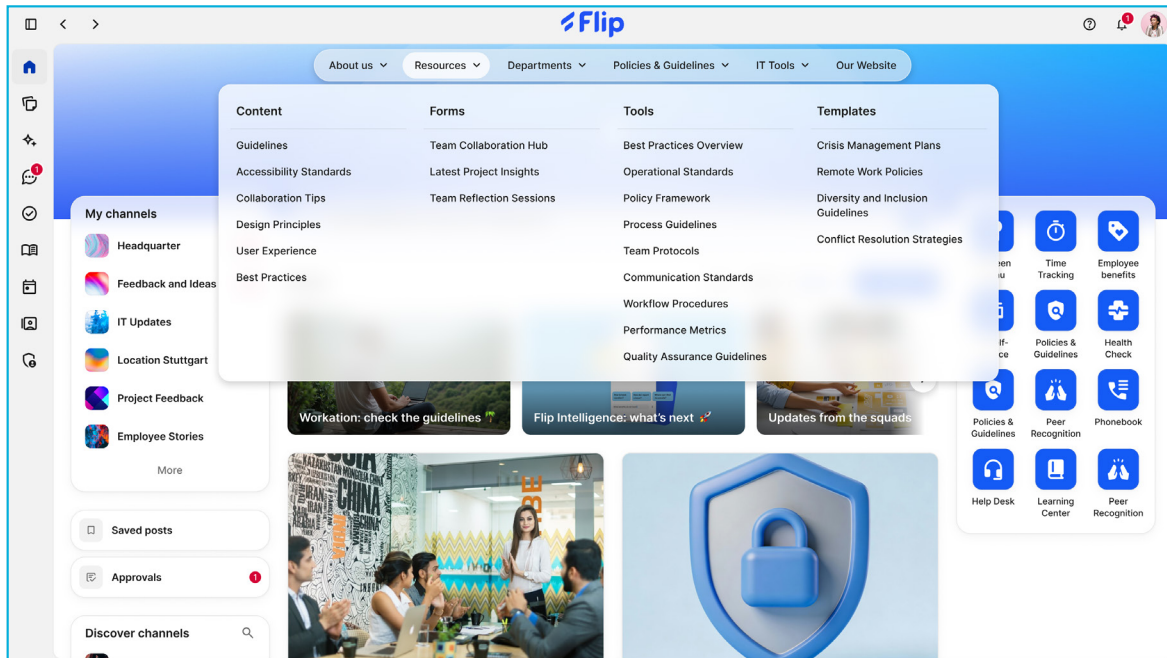
Knowledge Base pages are displayed attractively on a small screen.

Flip really shines when it comes to the mobile experience. Built with frontline employees in mind, the onboarding and authentication reflects this through simple processes. Provisioning can be handled through standard processes like SCIM or even by importing an Excel document. Once employee attributes are in Flip, users can authenticate via Flip Identity - Flip's own identity provider that can support passwordless authentication via passkey and SSO. Users can authenticate by identifying their own attributes within Flip too. Overall onboarding and activating new users / employees into the Flip platform is painless and user-friendly.

Flip is designed with mobile users in mind. The app is welcoming, simple and has a clean, uncluttered interface. Upon logging in, you are greeted with a Newsfeed from the Channels that you are a member of. The menu section lists key applications and tasks via clear and large buttons. In some cases, these applications may be accessing data and information from external resources (like a payroll provider), but Flip aims to keep users in the app, to avoid the disjointed experience of bouncing around different browsers and applications. Connecting Flip to these external tools means users can perform certain key actions, like requesting time off, giving kudos to a colleague, or accessing a payslip, within the Flip app.

Other features are clearly geared to companies with frontline workers. The platform has a Chat tool that allows users to have 1:1 or group conversations with coworkers, directly in the mobile or desktop experience. The AskAI feature is prominently located in the main menu, prompting users to "Ask me anything" and offering quick suggestions based off frequently accessed information like "book time off". Flip also offers a simple task management tool that allows managers to assign tasks to colleagues, along with a due date, description and built-in comment functionality.

Overall, the transition from desktop to mobile is seamless. The 2-3 column desktop layout neatly collapses into single column, mobile-friendly format, without the user losing access to key features or information. Admins can also tailor the mobile experience, by selecting which applications should appear on mobile versus desktop.



The configurable mega menu is a nice addition for desktop users.

Flip is managed in a simple back-end structure, with clearly labelled menus and settings that are easy to tweak. Controls for branding and colours are strong for a mobile-first solution. Admins can set primary and secondary colours, contrast ratio, company logo, section icons, and banner image, so that the app feels familiar to employees. We like that dark and light modes can have different settings. Multi-brand companies are supported through targeting branding to User Groups.

Admins have some useful controls for configuring the navigation too. A structured drop-down menu is available from the homepage and takes people to Flip content or out to third-party platforms. Administrators can create items with custom icons, names, unique visibility settings, and configure the settings of the menu item to integrate with business systems, then dictate whether the app should keep users within Flip or navigate them to the external source. Admins will want to establish clear governance around navigation, as the number of menu items can easily proliferate and create a messy experience for users.

Administrators can also tweak the navigation structure of the Knowledge Base. It's easy to change the hierarchy of Pages and the parent / child structure of main- and sub-Pages. The nested menu at the bottom of the mobile app is not configurable, however, and neither is the left-hand menu that takes people to content areas such as Contacts and Chat.

There are helpful analytics to track adoption of the app and engagement with content. Adoption metrics help administrators understand which employees have onboarded, logged in and are active on the tool; allowing for potential targeted outreach to those that have not yet onboarded or aren't very active.

Overall, administrators will find the management of the platform straightforward. Most communications and HR teams will find they can administer the site without the need for much – or any – IT intervention, once the initial setup is complete. Given its purpose as a mobile-first solution, there are some gaps. For example, the desktop homepage layout isn't configurable; for those leveraging the desktop experience, the inability to customise the homepage to prioritise certain content may feel like a limitation.

THINGS TO BEAR IN MIND

It's clear that Flip has been built with frontline employees in mind, making it generally easy to use and with a particularly strong mobile environment. This means that features primarily aimed at knowledge or desk-based workers can feel limited at times when compared to other solutions in our report. The Knowledge Base is a good example, as it serves simple needs, but more could be done to make Pages more engaging and more detailed – sentiment echoed in customer feedback. By extension, governance and lifecycle tools, plus more in-depth analytics would be helpful for content owners. Alternatively, Flip could be used alongside dedicated tools for desk-based workers (such as SharePoint) and serve as the communications / community layer alongside.

We think the new AskAI tool is a great first step towards agentic AI and look forward to seeing what comes next. The fact the search respects permissions isn't standard in the industry at present, so it's noteworthy that Flip delivers this. There are gaps in the search experience though that we feel should be addressed sooner rather than later. We also think it's a shame there is no traditional global search experience, as we believe it should be down to individual choice whether to use AI. Note too that AI features are included in the pricing provided in the review, but there might be additional costs if usage is high.

Agentic AI will likely also replace or smooth the Flows functionality. While Flows is a great way to step employees through processes and provides a friendly interface for completing tasks, we felt having multiple places to complete tasks could get frustrating. Having to set up each Flow was also a fiddlier approach than other solutions that already have agentic AI.

Flip is at the higher end of our pricing scale for organisations over 20,000 people, yet we think it's worth exploring for those with a large community of frontline employees. The developments we've seen in the past year have been exciting too, so we're sure there is more good stuff to come.

Why choose this product

Flip has been designed with the frontline in mind. The user experience in the app is top-notch and there are plenty of tools and integrations to effectively support frontline workers. There is an effective AskAI search that provides a strong foundation for future agentic AI developments. For employees, they'll be able to easily participate and create a sense of community that's also reflected in good communication tools. Flip will appeal to organisations of any size that have a large number of frontline or mobile workers, and the amount of positive feedback we received is noteworthy.

Vendor roadmap

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

You may also be interested in...



COMPANY AND PRODUCT



Company
Flip



Company founded
2018



Product launched
2018



ISO 27001 certified
Yes



Data residency
N/A



Typical client size
5,000 to 10,000



Company locations
Stuttgart, Germany (HQ), UK, USA



Partner locations
Australia, New Zealand, Singapore,
UK, Ireland, Canada, USA, Peru,
Mexico, Brazil, Argentina, Chile



Customers
Clients include: Ben & Jerrys, Bosch,
EDEKA, GLS, Magna, McDonald's Germany,
[REWE](#), Rossmann, Porsche, Sixt



Largest deployment so far
400,000 - Global rollout across 12 countries
(Germany, Portugal, Romania, Spain, US,
Brazil, Costa Rica, Chile, China, Philippines,
India, Vietnam).



Environmental / sustainability certifications
None.

Product and technical details

Name of product

Flip

Deployment

Client on-premises	Client private cloud	Microsoft Azure	Amazon Web Services	Vendor-hosted	Microsoft 365 tenant	Google Cloud	Other*
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*EU hosting providers (non-US operated)

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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*Via a special link

Accessibility

WCAG 2.1 AA conformant, WCAG 2.2 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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Set-up and support

Set-up process for new clients

Flip supports one-click installation for initial setup, followed by a consulting phase that typically spans up to 3 months. This phase includes detailed integration, customisation, and onboarding to align the platform with the client's specific requirements.

Product updates

Minor updates daily, minor updates weekly, major updates every month. Mobile app and web app are both updated every sprint (2 weeks) and can also be updated more regularly (daily for web) depending on need.

Product update process

Product updates are rolled out to customer environments 1-2 weeks after deployment to Flip's staging environment. Customers are informed monthly about upcoming new features and releases. They can view major updates on roadmap.getflip.com and subscribe to specific functions for regular updates. Customers can activate features and functions for test user groups and independently test them. If needed, a second test environment can be provided. Updates are applied in a 2-week cycle, but bug fixes can be deployed asynchronously in case of significant issues. Customers cannot opt-out of updates but can test them before full deployment.

Reverse-out options

Upon contract termination, Flip's default data deletion policy ensures all client data is deleted within 2 weeks, unless otherwise agreed. This applies to both Flip and any subprocessors, who are contractually required to comply with this data deletion policy. In addition, data return and data transfer options can be offered to the client before deletion, if specified in the contract. This ensures that client data is handled securely, either by deletion, return, or transfer, as agreed upon during the contract's exit process.

Technical support

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

Flip has an active user community. An annual in-person customer conference, Flip Forward, brings users together to connect, learn, and share insights. Flip also has a Customer Advisory Board, ensuring direct feedback influences the roadmap. Additionally, Flip hosts regular webinars and sessions showcasing customer success stories and best practices, helping users maximise value from the platform.



Voice of the vendor

Flip says: "With Flip, companies don't just connect employees - they create a business-critical system of action for the frontline that unifies communication, AI-enabled workflows, and essential HR, Operations, and IT systems into one seamless experience.

It's time to empower, engage, and elevate your workforce with an AI-powered employee interface that's built for the frontline. Because it's frontline employees who keep the world moving, yet often they're the least connected part of the workforce. Traditional workplace tools are built for desk-based staff, leaving frontline teams without access to the information, systems, and services they need. Flip was created to bridge that gap. At its core, Flip is simple: connect every employee to everything they need, in one touch.

Flip unites Digital Identity, Communication, HR Services, Operations and AI enablement into one secure, branded employee app - purpose-built for frontline teams. With Flip, companies can instantly reach their entire workforce, ensure no one is left out and transform disconnected ways of working.

What Flip does:

- Digital Identity: Single Sign On, Profiles, Content Access, User Attributes. Safe, secure and frontline friendly.
- Communication: Newsfeeds, Channels, Knowledge Base, Chat, Voice and Video Calls, Livestreams - all GDPR-compliant and targeted by role, location, or team.
- HR Services: Mini Apps, employees can check payslips, request time off, swap shifts, and track hours directly in the app. No multiple logins, no IT tickets.

- Operations: Integrations, Task Management, Process Automation and Workflows powered by Flip Flows reduce manual work and keep operations running smoothly. All running with Flip Intelligence and AskAI to accelerate communication, translate content, surface knowledge instantly, and supercharge productivity.

Why It Matters:

- Flip turns disconnected frontline teams into engaged, empowered contributors.
- A new hire can receive their welcome messages, onboarding tasks and training automatically.
- A manager can push out urgent updates in seconds.
- An employee can AskAI about the sick leave policy, get the right answer
- Everyday moments become everyday wins.

Built for the Frontline Unlike intranets or productivity suites designed for office workers, Flip is built specifically for employees on the frontline. It works seamlessly on any device, scales securely across thousands of employees, and keeps everything aligned with enterprise-grade security standards. Trusted Worldwide Enterprises like Bosch, Porsche, McDonald's, REWE, and Magna already rely on Flip to engage their teams, strengthen communication, and drive productivity. Millions of employees across retail, logistics, manufacturing, and hospitality use Flip. With Flip as your AI-powered employee interface, you won't just be connecting your team. You'll be transforming how work gets done."



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:

+44 1244 458746 | hello@clearbox.co.uk

www.clearbox.co.uk