

IT marketing, communications, and readiness

Microsoft IT Showcase
Course

Get ready to be what's next.



Agenda



Opportunities and challenges
Leading change
Readiness channels
Case studies
Measuring success

Opportunities and challenges



Change management
opportunities and
challenges



Consider this

“Of the IT projects that fail, 80% are not because of poor deployment planning, but rather inadequate end-user engagement and readiness.”

Change management opportunities & challenges



Challenges:

- Low employee satisfaction on product roll-outs
- Inconsistent experiences
- Unproductive investments
- Uneven adoption

Opportunities:

- Inspire employees to take action
- Win the hearts and minds of employees
- Drive more rapid adoption and accelerate time-to-productivity

Summary

In the Marketing, Communications, and Readiness Team in Microsoft IT, we like to look at the opportunities we have to improve the work environment for our employees – we seek to inspire our employees and the industry

Leading change



Change management
model

Change impact
assessment

Planning strategy

Communications
approach

Channel management

Change management model

IT marketing,
communications &
readiness

Drive effective change management and inspire employees to adopt and use new technologies:



Change impact assessment

Planning strategy

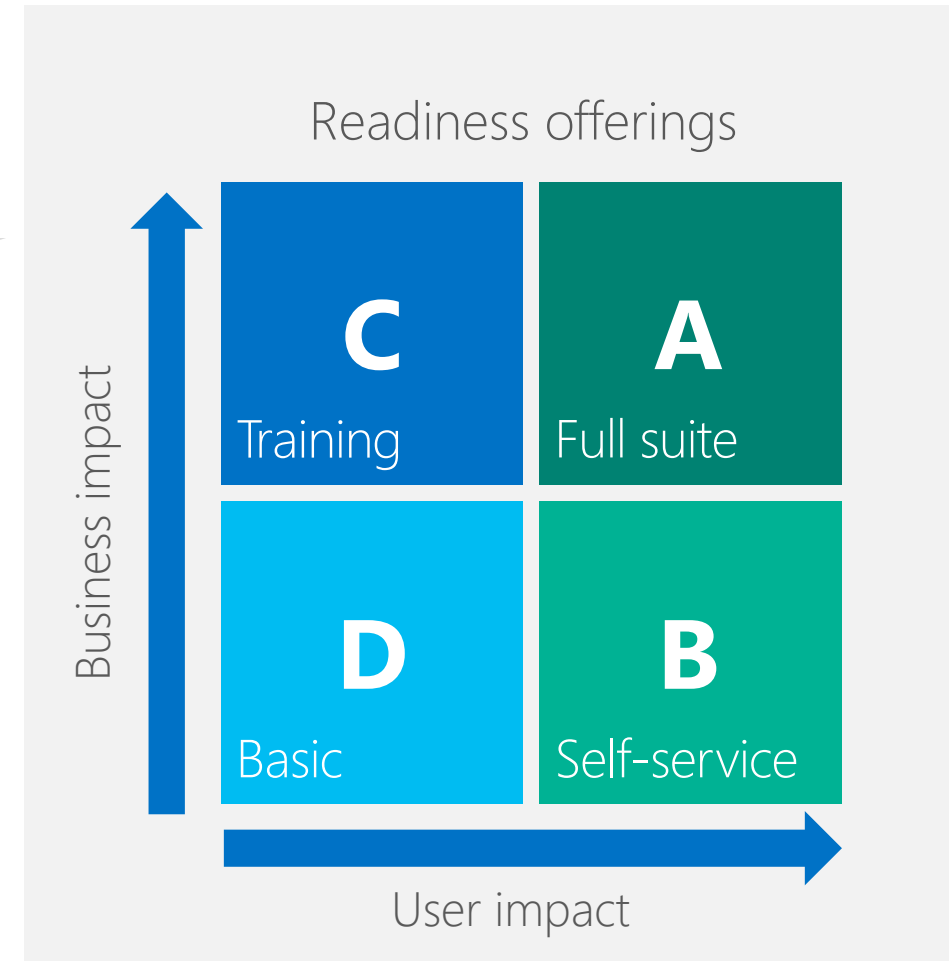
Communications approach

Channel management

Self-help resources

Change impact assessment

Engagement model



Planning strategy

Defining the solution

1. Define scope

3. Align to
business and IT
shared goals



2. Identify
stakeholders

4. Establish key
milestones

Communications approach

Designing the solution



Specific
language and
tone

Less jargon,
more friendly

Inspirational

Appeal to
audience
emotions

Channel management

Getting information to the right places at the right time



Developing
channels to
appropriate
audiences

Building channel
awareness

Taking advantage
of social networks

Building trust

Summary

Our team uses specific activities to drive effective change management, and to inspire our employees to embrace, adopt, and use our new technologies

Readiness channels



Online channels
Productivity channels
Real-time alert channels
Social channels
Scaling the offering

Online channels

ITWeb

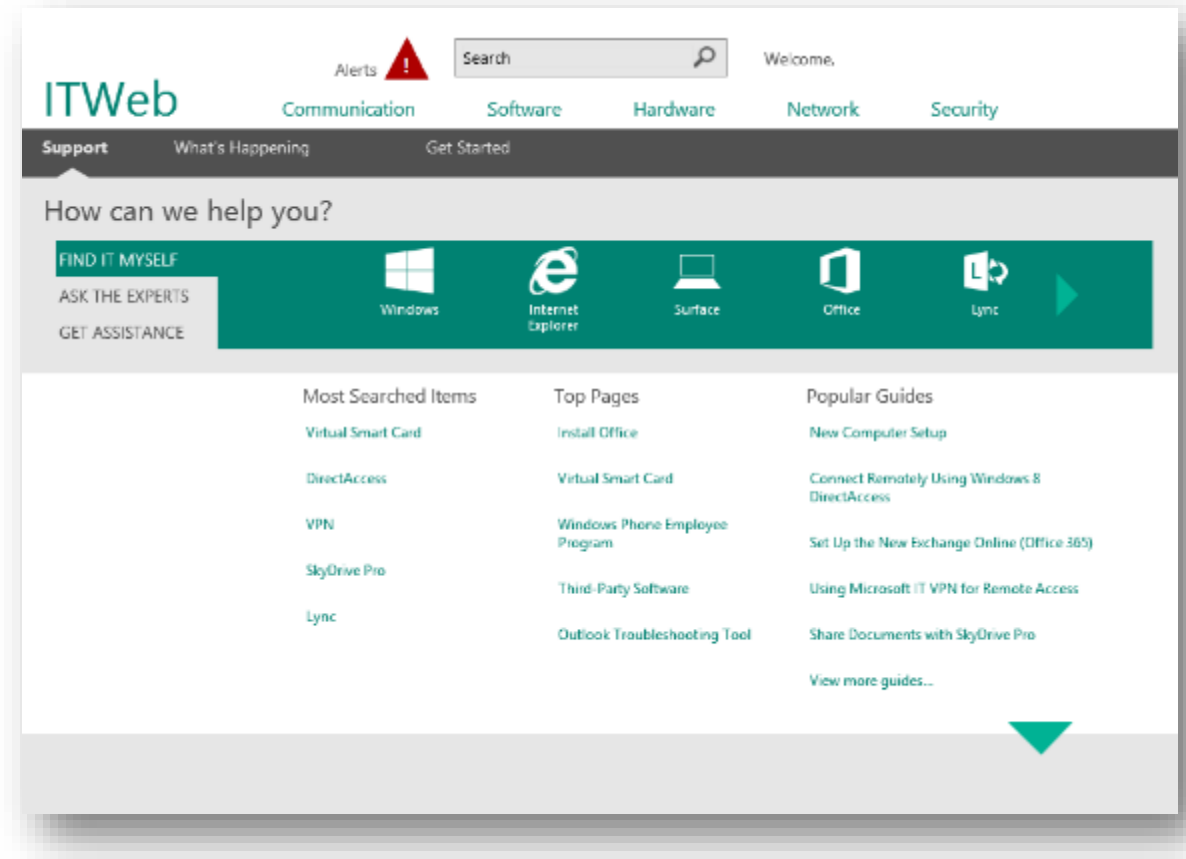
ITWeb is our “single source of truth”

Insightful guidance

Frequent updates

Responsive

Facilitates crisp, friendly, real-time alerts



Productivity channels

Work Smart

A complete readiness system

Guidance

Training sessions

Training presentations

Video channel

Social

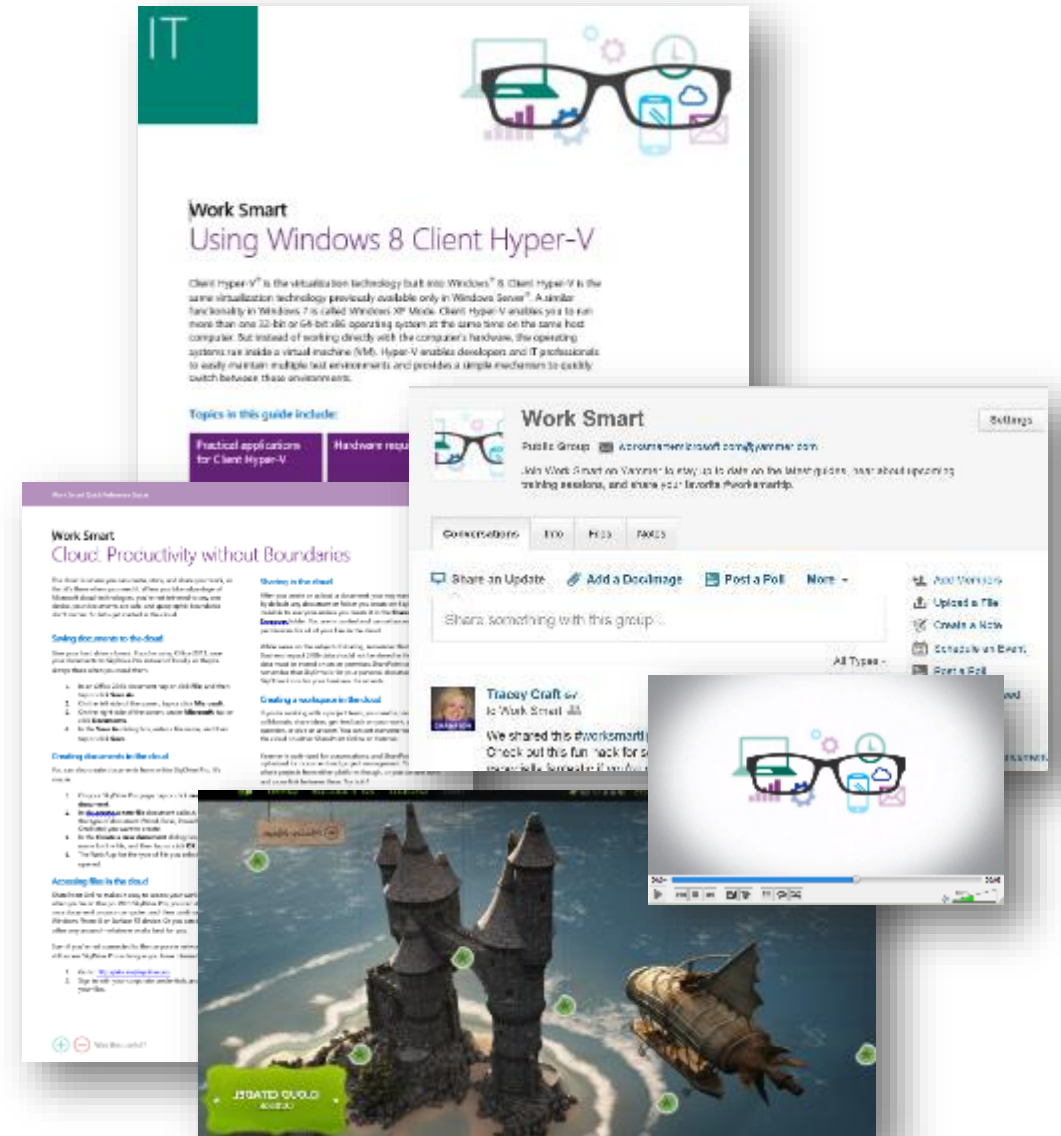
Quick tips

Field kits

Customer-ready guides

Scenario-based learning

Gamification



Real-time alert channels

Email communication system

Notification emails

- Announce or promote a new product or service
- Announce changes to an existing product or service
- Ask for feedback about a product or service
- Ask people to join a program or pilot

Awareness emails

- Inform affected users of scheduled planned maintenance
- Raise awareness of an unplanned outage
- Let users know when an unplanned outage is resolved

Action required emails

Let users know they must complete some mandatory action to:

- Avoid work impact
- Avoid a negative experience
- Be compliant



Social channels

Social learning and emerging innovations

We use emerging innovations to engage with different audiences

Social media solutions engage with internal audiences to:

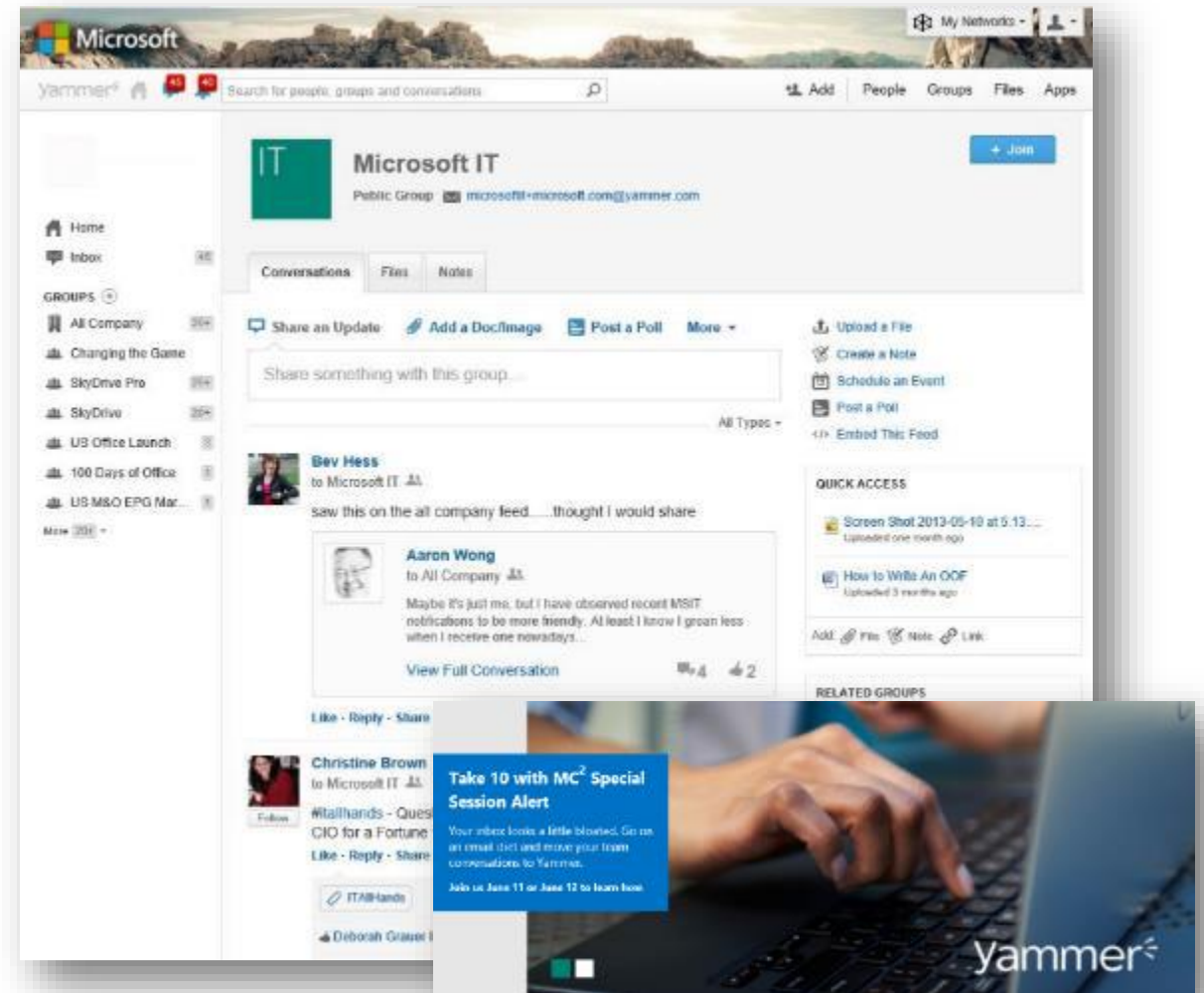
Share an update

Add a document or image

Post a poll

Praise someone

Post an event



Scaling the offering

Self-help tools and online resources for IT teams

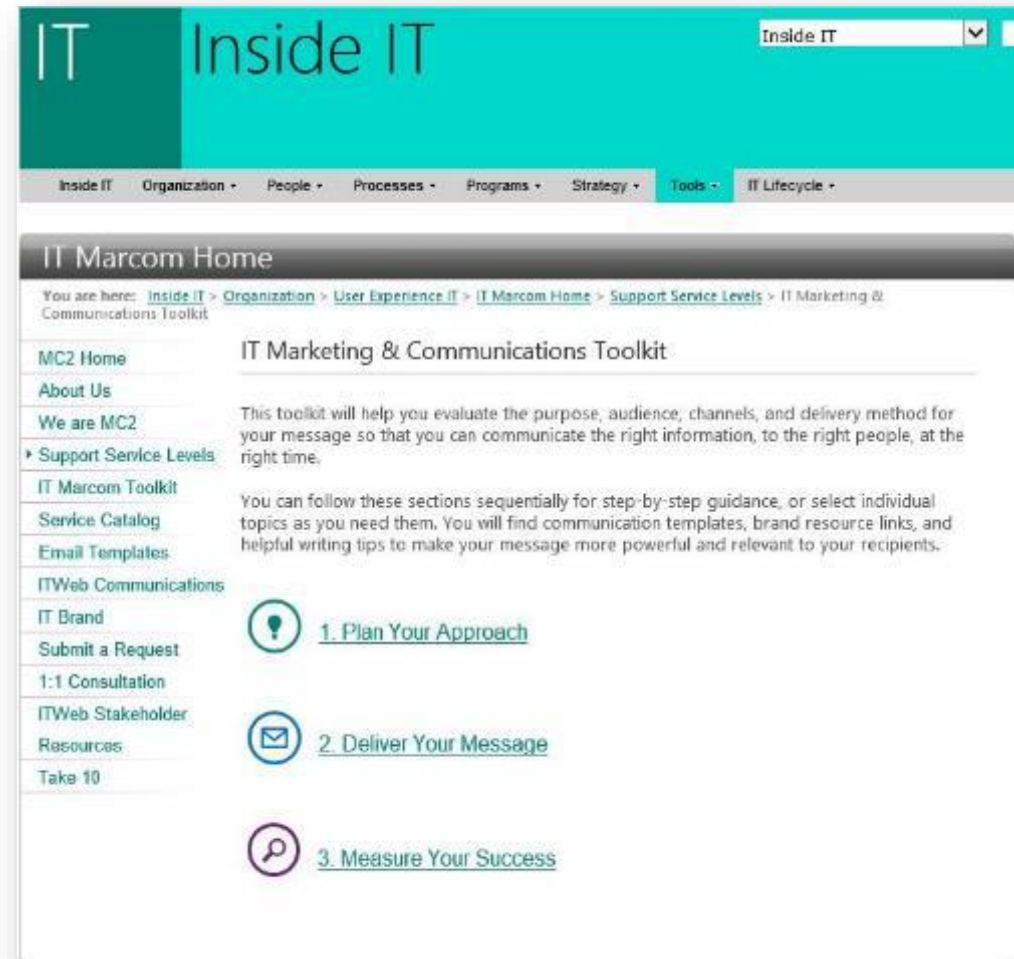
Marketing Readiness Toolkit

Scalable guided vs. managed projects model

Guidance and templates

30-minute “drop-in” sessions about marketing and communications principles

Facilitates localized content and delivery



Summary

- There are multiple channels for conveying information to our customers and employees
- In addition, we have comprehensive marketing for IT teams to use in their local markets

Case studies



Windows 8 and 8.1
Volume Licensing Service
Center (VLSC)
CRM deployment

Windows 8 & Windows 8.1

Marketing, communications, and readiness

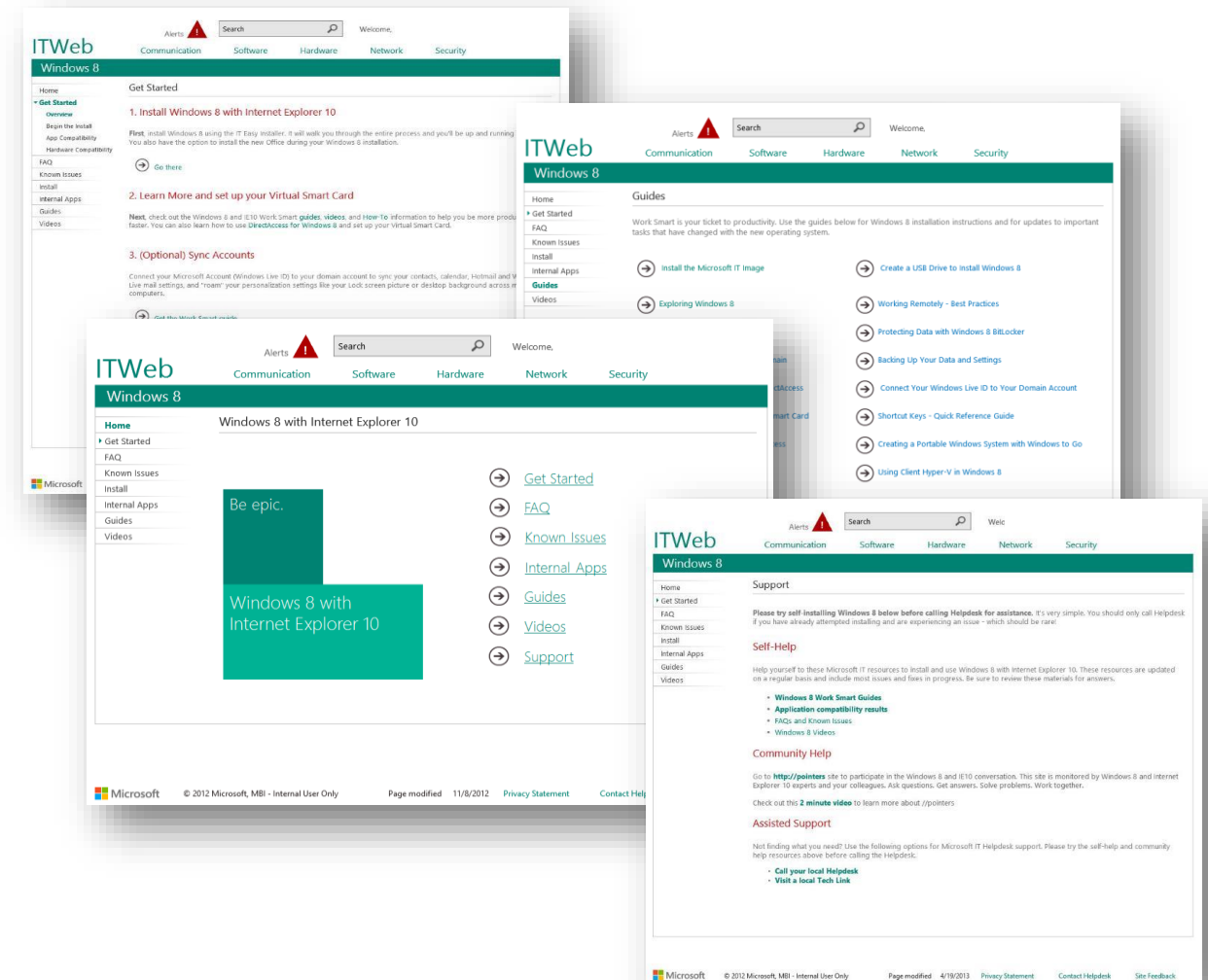
A
Full suite

Readiness program included:

- Embedded real-time guidance
- Self-serve multimedia content anytime
- Facilitated training workshops at peak times

Key performance results:

	Windows 8	Windows 8.1
Email sentiment (target 75% positive)	88% positive	73% positive
ITWeb traffic	499.9K views (20% of all site traffic)	558.1K views (22% of all site traffic)
Work Smart downloads	10.6K (28% of all downloads)	27.9K (57% of all downloads)
Adoption	95% FTE adoption in 8 months	95% FTE adoption in 3 months

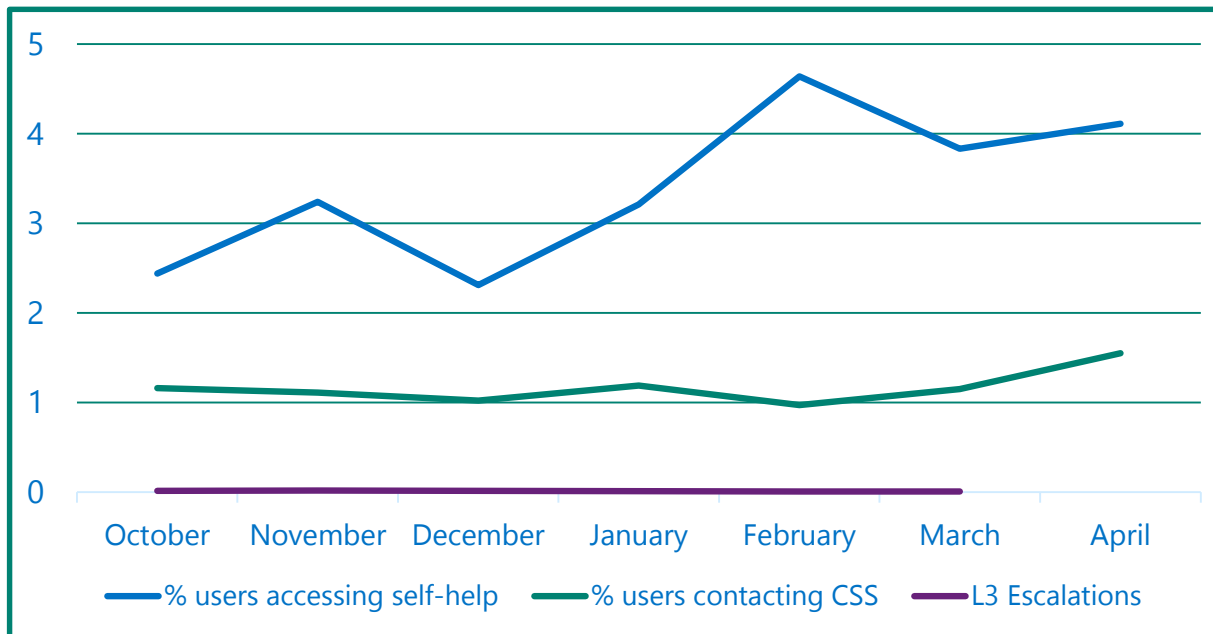


Volume Licensing Service Center (VLSC)

B
Self-service

Embedded, self-service readiness had a measurable impact on customer service call volume and resulting escalations

Self-service help usage increased by 224% in one year



CRM deployment

A

Full suite

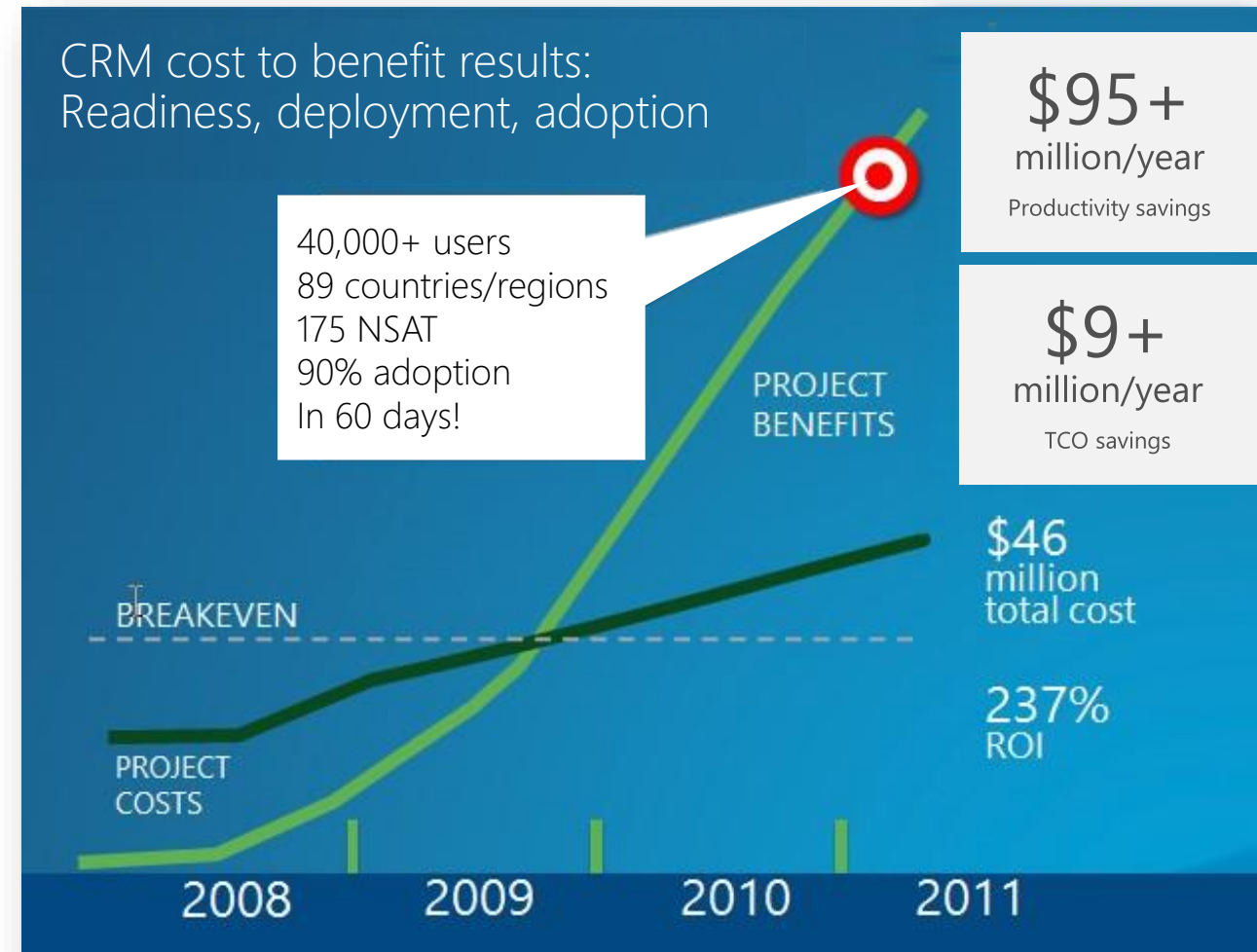
Full suite readiness in support of CRM helped drive down project costs while increasing projects benefits, resulting in a 237% ROI

Readiness program included:

- Embedded real-time guidance

- Self-serve multimedia content any time

- Facilitated training workshops at peak times



Summary

Through our case studies, we have identified areas that were effective in launches and rollouts; we continue to fine tune based on our findings

Measuring success



Measuring success
Best practices and lessons
learned

Measuring success

Driving employee satisfaction

Employee NSAT:

- Communications

- (Comms NSAT is the top driver of overall IT satisfaction)*

- Content

- Dogfood programs

- ITWeb

- Work Smart

Business group NSAT

Transactional survey results

ITWeb solve rate



Meeting business objectives

- Adoption by life cycle stage against target

- Adoption velocity

- Campaign ID clicks

- Page views/dwell time

- Page ratings

- Social media activity

- Helpdesk call volume

Best practices and lessons learned



Gain agreement across IT on a change management operating model

Measure deployment and communication satisfaction

Create the value proposition around the end user

Build the capability infrastructure: people, brand, tools, process

Define marketing and communication success metrics; priority framework

Build a marketing and communications calendar

Identify a marketing and communication stakeholder per program

Identify channels to distribute marketing and communication deliverables

Build audience segmentation for improved targeting

Additional resources

How Microsoft does IT

www.microsoft.com/itshowcase

www.facebook.com/MicrosoftIT

www.twitter.com/MicrosoftIT

http://aka.ms/IT_LinkedIn

Microsoft IT YouTube Channel: www.youtube.com/user/BeITReady

