



WM REPLY

LAUNCHING M365 FOR FRONTLINE WORKERS

Office 365



AGENDA

1. About us
2. Our approach to frontline roll out
3. Case studies



10

ABOUT US

130+ CONSULTANCIES WORKING AS ONE



10,000
PEOPLE



€1BN+
2019 REVENUE



38
OFFICES



250+
ACTIVE CLIENTS

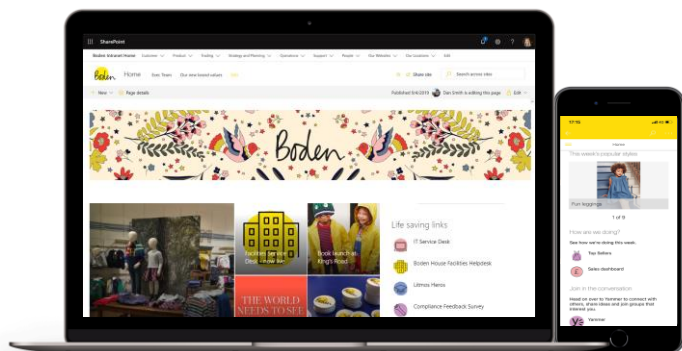


OUR SPECIALISMS

HOW CAN WE HELP AT WM?

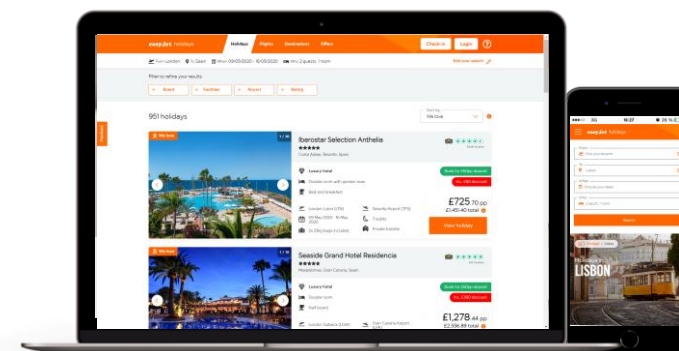


OFFICE 365



DIGITAL WORKPLACES

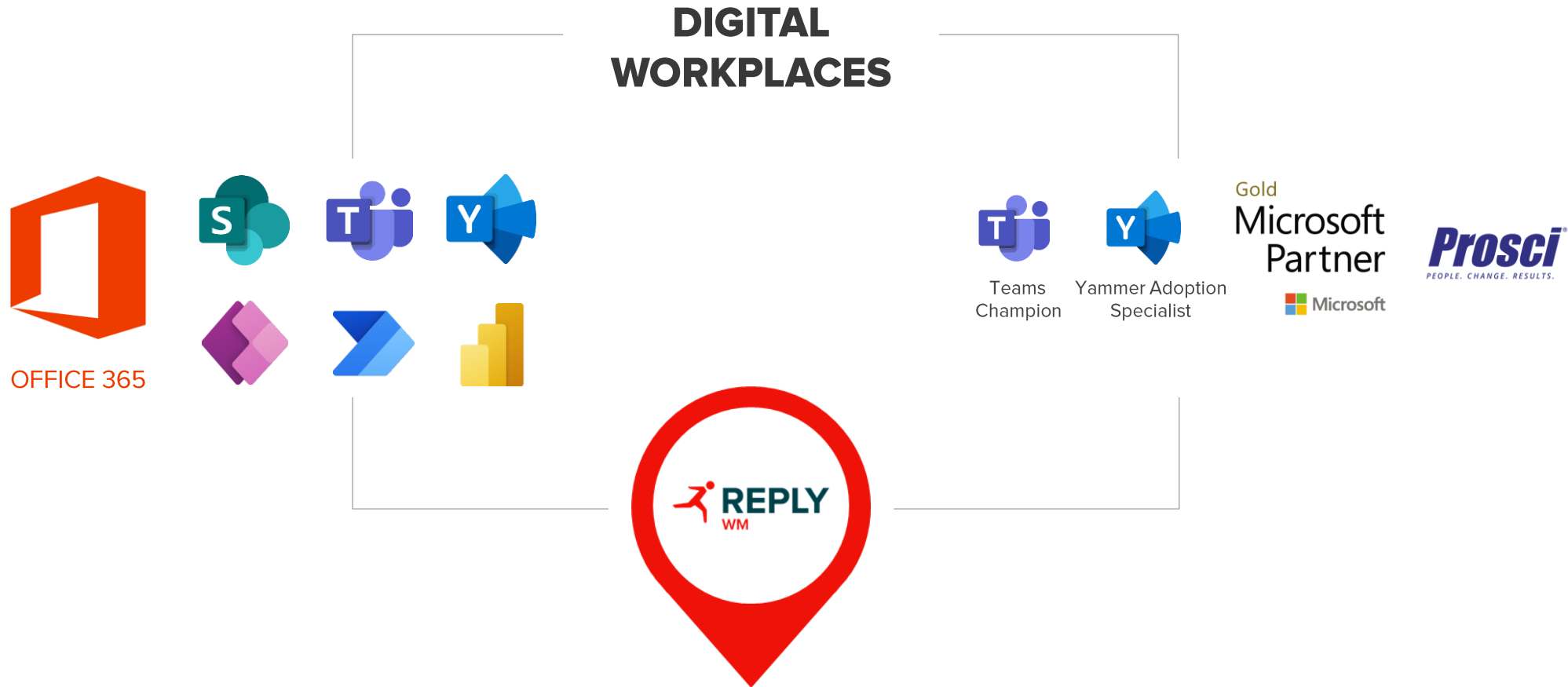
SITECORE



WEBSITES



HOW CAN WE HELP AT WM?



HOW CAN WE HELP AT WM?



175

SPECIALISTS



6

OFFICES
(UK, MINSK, USA, NZ, AUZ)



1 of 13

UK MICROSOFT FAST
TRACK PARTNERS



1st

MICROSOFT ADOPTION
SPECIALIST PARTNER
IN THE UK



0

SALES PEOPLE






DISCOVERY & STRATEGY

Microsoft Teams
Help Guide

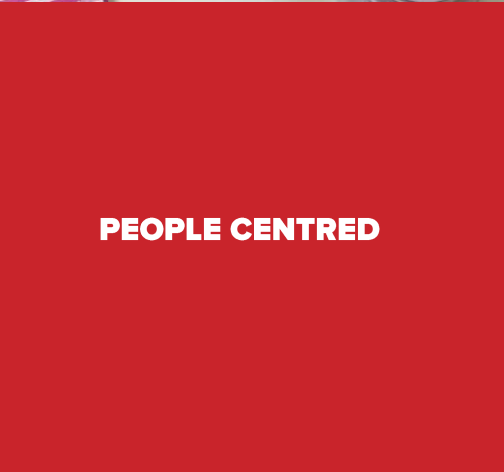


CHAMPIONS & STAKEHOLDERS

Targets 

ADOPTION WITHIN 12 MONTHS

	FIRST LINE STORE COLLEAGUE	STORE/ DEPOT MGR Regional	HEAD OF OFFICE SSO	Senior Leaders (PA)
SFB	✓	70%	35%	—
SP	✓	✓	40%	20%
Ys	25%	35%	35%	40%



PEOPLE CENTRED

TARGETTED COMMUNICATIONS



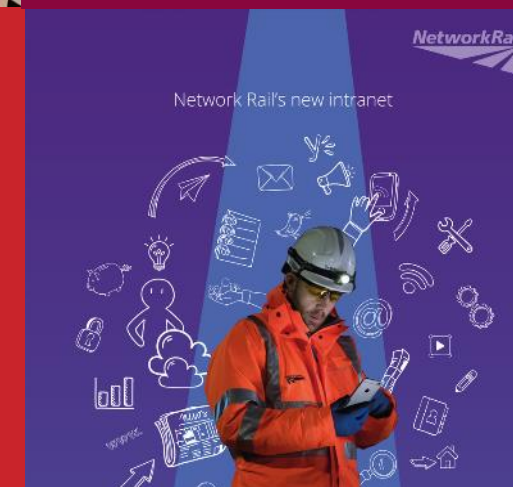
REINFORCEMENT



ENGAGING TRAINING



MAKING IT STICK





2.

**OUR APPROACH
TO A FRONTLINE
ROLL OUT**

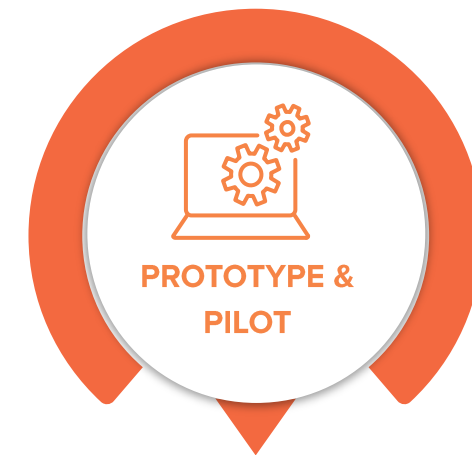
FRONT LINE TODAY

We get to know your people, their use cases and build personas that hone in on the 'what's in it for me'. This allows us to consider the most meaningful elements of Teams for them.



We work with sponsors and stakeholders to define success criteria and build up a roadmap and narrative.

From technical readiness, through to governance, solution development, deployment and adoption and change management - we can support across all areas.



We take a 'fail fast' approach and quickly implement learnings before rolling out to the wider business.



TEAMS FOR THE FRONTLINE

Frontline roles are complex – they have totally different roles, ways of working and often work across mobile devices. Therefore, our approach to the frontline needs to reflect their complex arrangements.

WHAT TO EXPECT:

1. Discovery	During this discovery phase, we'll be building up Teams use cases, understanding processes, device policies etc. This phase is going to be quite intensive in terms of fact finding . We'll workshop with key stakeholders to understand current processes , and we'll interview frontline employees to understand use cases
2. Technical readiness	We need to consider how the different Teams policies apply to frontline colleagues . Our technical consultant will work with our clients to help them understand the policies, how to apply them. We'll also work through security considerations and ensure we can complete our Technical Readiness Checklist
3. Planning	Following the discovery and technical readiness, we'll shape a plan for a pilot to ensure we test the roll out , allowing us to gather feedback ahead of a full-scale roll out. The pilot plan is a key document, detailing frontline colleagues in scope, Teams set up, pilot comms plan etc
4. Pilot	A pilot allows us to test our use cases and build upon them to inform a full-scale roll out strategy. During this phase, we're able to gather more feedback and shape Teams in a meaningful way for frontline employees
5. Roll-out strategies	We'll take all of our findings from the previous phases, to inform a full roll-out plan . If we're working with a particularly large and complex client, we may also break this down into phases, or even hold pilots across different markets / geographies



TECHNICAL READINESS WORKSHOPS

Our technical readiness workshops ensure we understand what is being managed internally, where support is required and potentially to uncover some actions that may not have been thought of.



WHAT STAGE ARE YOU AT?

DOES THIS ALIGN TO YOUR PROGRESS?

**WHAT ARE THE ELEMENTS WE CAN HELP
YOU WITH?**





3



CASE STUDIES

REPLY
WIM
www.wim.nl

TEAMS & YAMMER PHASED ROLL OUT

THE CHALLENGE

Marstons wanted to provide their frontline employees with a business-driven application to manage communications in a secure way. We needed to remove Facebook and WhatsApp, which pub employees were using to communicate and collaborate.

The central comms team also needed a way to push central comms to frontline colleagues rather than posting comms to home addresses; they wanted to provide frontline employees with a mechanism for sharing ideas, knowledge, information and social activities across all pubs.

THE APPROACH

- We delivered a discovery to understand current processes and pain points
- Technical assessment to understand the support required, eg Frontline focused Teams policies, device policies etc.
- Teams first approach.
- Pilot across all 'Signature' pubs to test Teams (calls & chat) and Yammer (within Teams).
- Training collateral – short how-to videos, FAQs, mobile guides
- Automated the onboarding process – via personal email addresses with their login credentials and instructions.

THE RESULTS

- Continuing programme of work.



LAUNCHING OFFICE 365 ACROSS FUNERALCARE

THE CHALLENGE

After rolling out Office 365 to Head Office, Co-op saw great value in extending these collaboration and communications tools to the Funeralcare frontline. WM, as Co-op's O365 Digital Workplace partner, has been supporting this journey. The core challenge was to understand the working styles and customer challenges FuneralCare colleagues face, and to shape a roll out approach that would help to land O365 successfully.

THE APPROACH

- To take our learning from the wider O365 roll out.
- Reshape personas according to Funeralcare working styles.
- Bundle the O365 tools that would have the biggest impact and solve the most common pain points for the team.
- Reuse and reshape launch collateral to engage and inspire Funeralcare colleagues.
- Provide compact, persona-driven training.

THE RESULTS

- ✓ **Secure space** provided for dealing with customer calls.
- ✓ Utilising **Teams to work in collaboration** and provide a secure space for managing customer documentation.
- ✓ **Increased engagement across Yammer** from a colleague and leadership perspective.



DIGITISING THE RETAIL EXPERIENCE

THE CHALLENGE

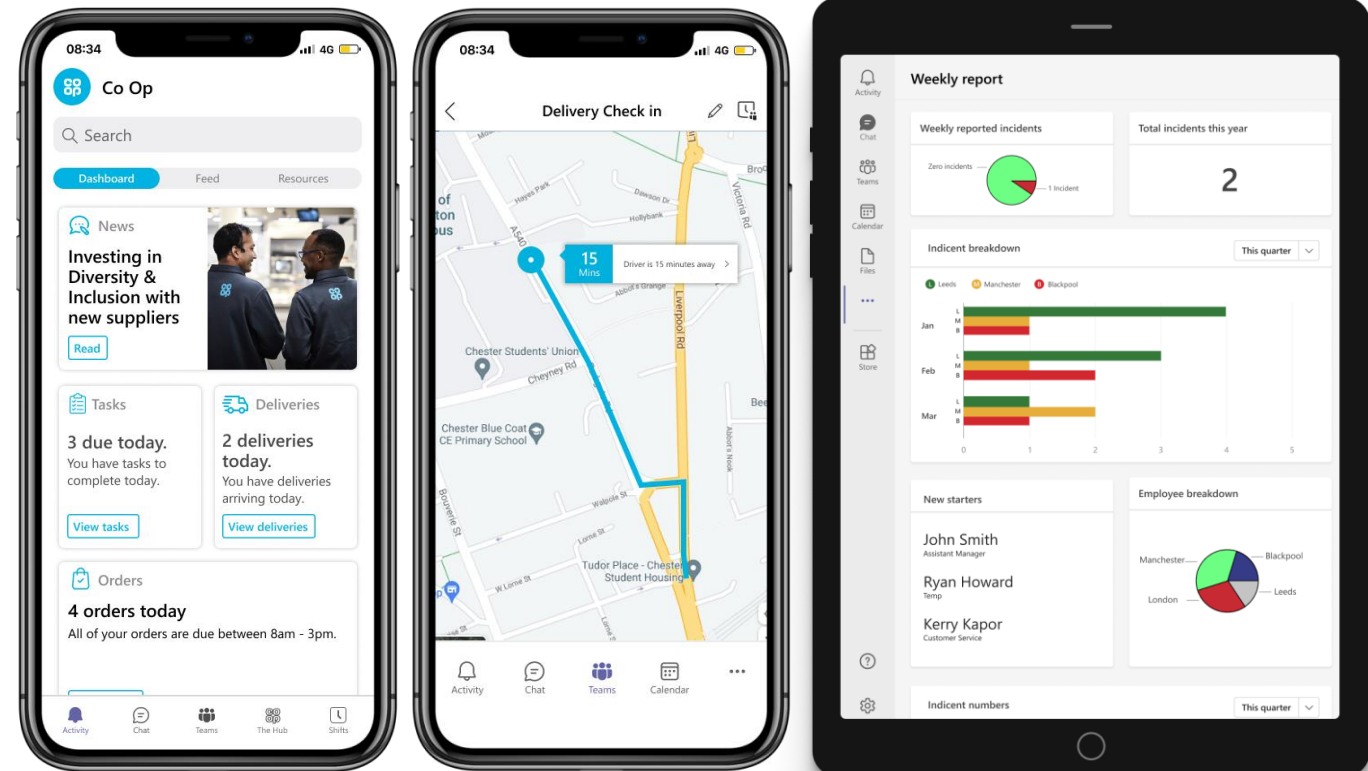
Co-op wanted to understand what benefits Teams could bring to the Retail Employee experience. Utilising the Microsoft funded Jumpstart workshop, WM was able to work with key stakeholder, across Retail, to shape the Art of the Possible for Retail.

THE APPROACH

- Full-day workshop with full Programme team (IT, Comms and Retail) to workshop ways of working, pain points and vision for the frontline
- Documentation to showcase the art of the possible.
- Stakeholder playback session to showcase art of the possible and discuss next steps.

THE RESULTS

- Positive session with **Senior Leaders across retail.**
- Continuing discussion to launch pilot.



LAUNCHING TEAMS WITH FRASERS GROUP - PILOT

THE CHALLENGE

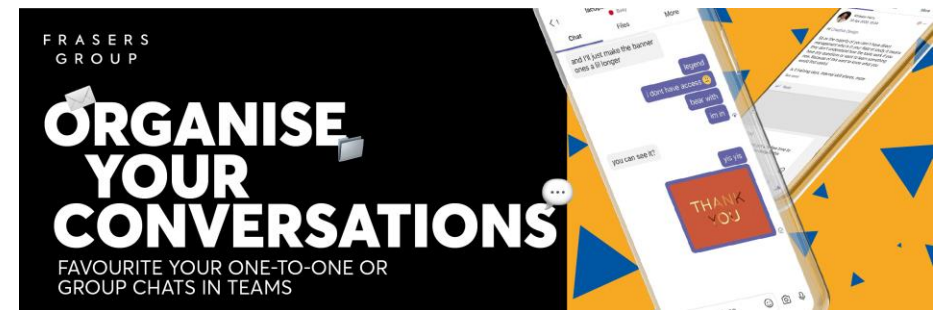
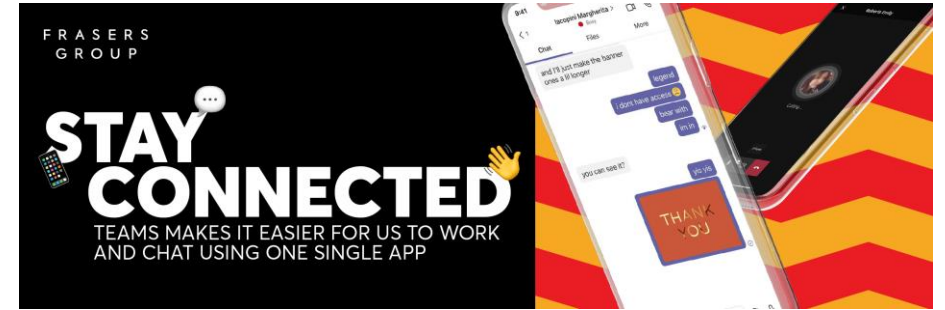
Frasers Group is looking to reshape the employee experience for its frontline, ensuring they improve communication and collaboration and reduce admin pressures for frontline employees, particularly managers. Frasers see great value in Teams and as the chosen partner, WM has been supporting a pilot, across retail, to realise the benefits of Microsoft Teams.

THE APPROACH

- We led a pilot, including discovery and planning, launch collateral, stakeholder and champion management and training collateral.
- We delivered the Microsoft-funded frontline worker workshop to support Teams envisioning
- Full roll out strategy delivered.

THE RESULTS

- ✓ Engaged section of a region with positive results.
- ✓ Planning a full regional roll out to track further benefits.
- ✓ Ongoing work to bring competing tools into Teams utilising the Power Platform.



LAUNCHING THE PORTAL

THE CHALLENGE

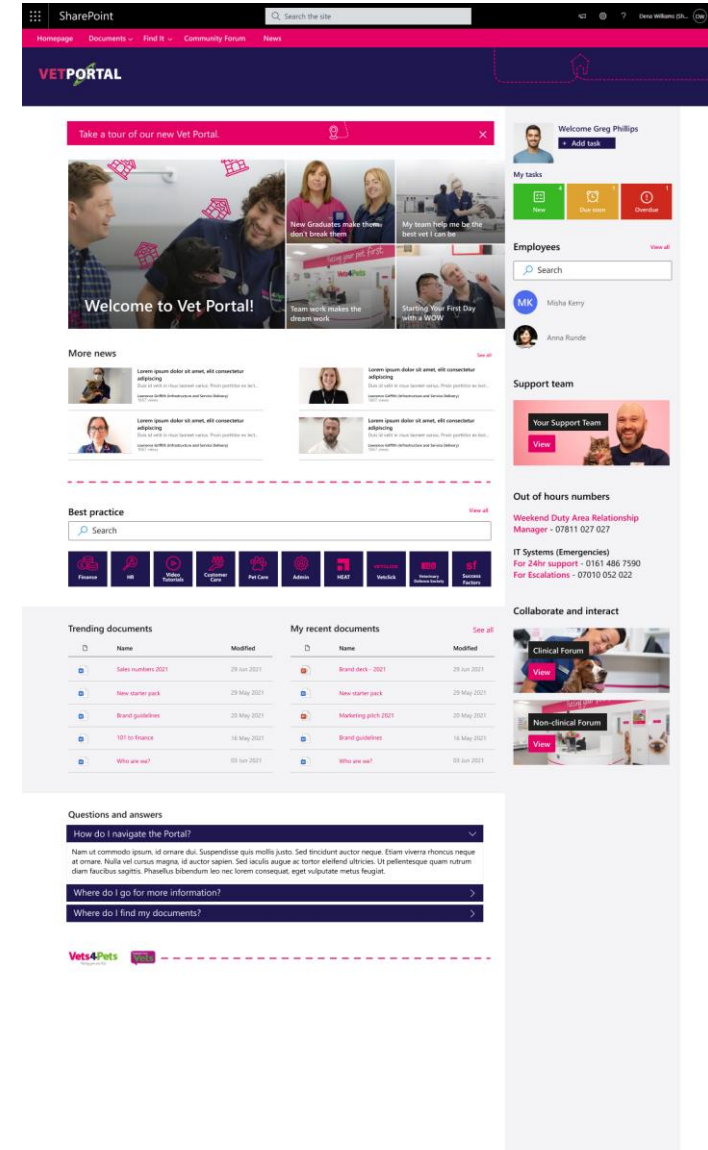
The Vets team at Pets at Home was looking to create a one-stop shop for its joint venture partners utilising SharePoint. The core requirements included, integrating tasks within the portal, ensuring a smooth document search and management experience, ability to share news and communications, all from within the portal.

THE APPROACH

- We utilised the WM Accelerator package to plug the gaps in SharePoint Modern, providing a unique look and feel and improved experience.
- Created a Tasks app, utilising Planner, on the home page, allowing JVPs to view assigned tasks, and assign their own tasks also.
- Utilised audience targeting to ensure content was appropriate for each audience group.

THE RESULTS

- ✓ Created a unique targeted experience
- ✓ Improved look and feel utilising Accelerator.
- ✓ Improved communication for JVPs



ENVISIONING THROUGH JUMPSTART

THE CHALLENGE

Jumpstart is a Microsoft Funded Workshop that WM, as a Microsoft Partner and Adoption Specialist, have access to. It allows us to work with clients at the beginning of their digital workplace journey with the frontline, provide them with advice and guidance to improve the employee experience.

WM worked with the AA to deliver this workshop, focusing on how the AA can improve the Employee Experience for Contact Centre and Patrol employees.

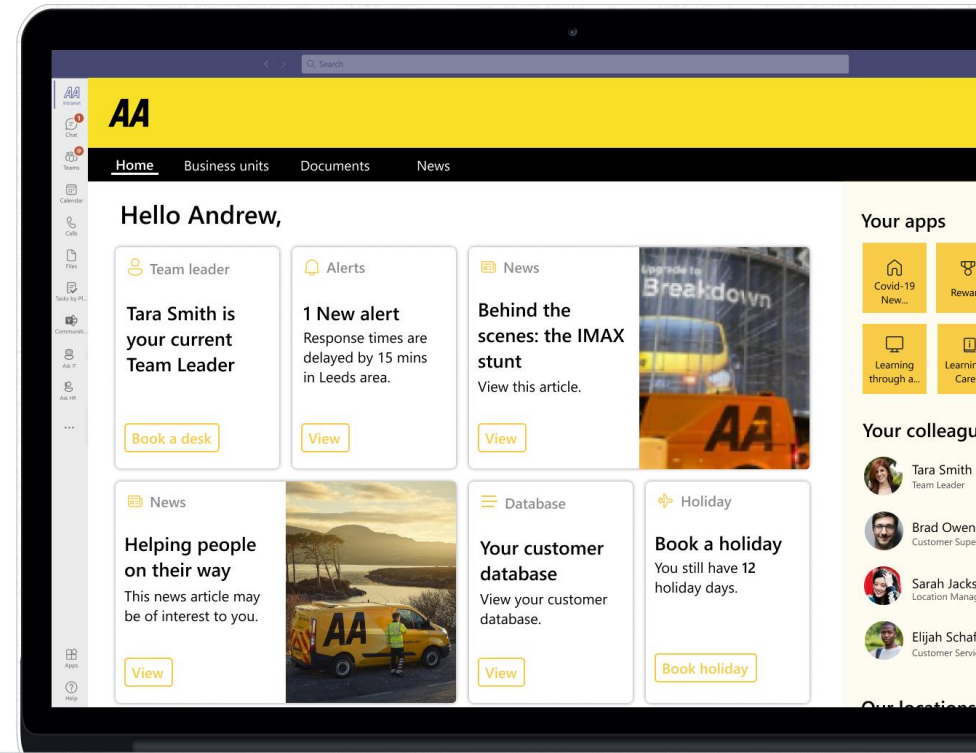
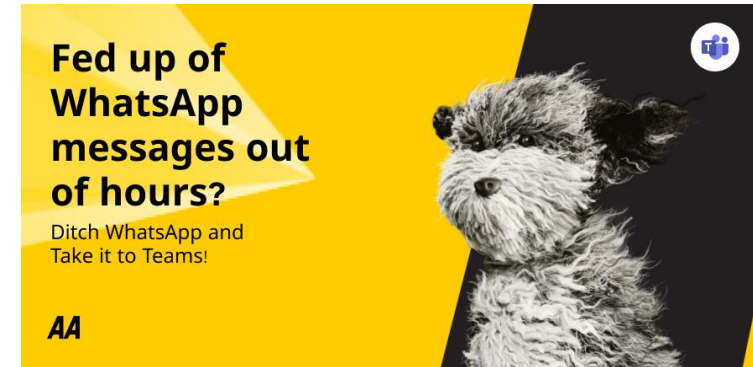
THE APPROACH

The key is to work with stakeholders, understand their vision and core objectives and define an approach that deliver a great experience for employees. We focused on:

- Launching a SharePoint Modern intranet to connect colleagues to the right information.
- Improving the employee experience utilising Viva connections to get the right information to the right colleagues. This included adaptive cards tailored for each persona group.
- Utilising SharePoint lists as a way of managing stock swaps as a simple solution and alternative to WhatsApp.
- Adoption; to ensure all colleagues are bought into these new ways of working and feel part of the process.

RESULTS

- ✓ We're currently working with the AA to shape the final solution.



BUILDING A CUSTOM TEAMS APP

THE CHALLENGE

Mitie wanted to improve the way they manage documentation, particularly guidelines (SOPs). There were several challenges:

- No simple way of accessing guidelines (Standard Operating Procedures; SOPs)
- No single storage location – time-consuming to find documentation
- The why is not articulated – team members don't understand the value of carrying out tasks according to set standards
- Tools are not accessible by all users – remote users do not get consistent or timely updates

THE APPROACH

- Microsoft had put together some personas and unit stories with customer already. We worked closely with the Microsoft team to understand these.
- We utilised SLATE-funding to carry out an envisioning piece, including interviews with some of the key personas identified.
- All the findings went into an envisioning report with including user stories, mockups, solution blueprints, an overview of the solution and an estimate for build costs.

RECOMMENDATIONS

- ✓ We're engaged with Mitie to discuss next steps.



LESS MANUAL AND MORE COLLABORATIVE

THE CHALLENGE

TFL wanted to bring their entire system into teams and create a digital workplace experience for all colleagues, including frontline colleagues who make up 75% of their employee base. This was also to enhance the employee experience.

THE APPROACH

- Redeveloped their intranet that had been split into three separate systems and consolidated it into one modern intranet built on SharePoint modern.
- We used Learning Pathways to integrate the new way of working and customized it to provide a TFL look and feel.
- Training materials were made using Power Platforms, including light gamification, so end users received a certificate / medal when training was completed.
- Mobile first experience for frontline workers.
- Delivered TOBS (Teams Out Bound Solution); Company Communicator customized making it easier to communicate with the frontline.

THE RESULTS

- ✓ **65+** content users
- ✓ **26,000** active users
- ✓ **700+** pages and **14** Accelerator Components



A woman with long blonde hair, wearing a white jacket over a dark top and a lanyard, is sitting and looking out of a window. The scene is overlaid with a red-to-purple gradient.

THANK YOU