Use Yammer to meet your organization's business challenges.
Yammer is a great way to connect with your coworkers and share information, but did you know that using Yammer can help your organization reach its business objectives? Browse the different strategic uses of Yammer and identify which solutions can help your organization tackle its business challenges.
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Want to learn more about the benefits Yammer can bring to your business?

For “The Total Economic Impact of Yammer” (April 2011), Yammer commissioned Forrester Consulting to examine the total economic impact and potential return on investment enterprises may realize by deploying Yammer. Forrester conducted in-depth analysis of four mature, premium networks with 3,700 to 18,000 users, then compiled results into a composite model.

Based on a three-year term at list pricing, the composite organization’s network of 7,000 users enjoyed a 365% risk adjusted ROI and 4.3 month payback period with an NPV of $5.7 million.

*The Total Economic Impact of Yammer*, April 2011, a commissioned study conducted by Forrester Consulting on behalf of Yammer.
How to Get More Out of Yammer

Use Yammer to achieve greater transparency and accelerate communication, leading to better decision-making and tighter alignment. Gain insight, cultivate innovation, and connect your distributed workforce with Yammer.

1. Connect dispersed offices and remote workers in real-time.
2. Invite great ideas from your employees and cultivate innovation.
3. Share your vision and strategy with your organization instantly.
4. Gain insight into the entire business.

EXECUTIVE COMMUNICATIONS

How do you achieve greater transparency across your organization?

How do you increase innovation and your competitive advantage?

How do you drive employee productivity across all levels of your business?

How do you align employees with your overall strategy and objectives?

THE YAMMER SOLUTION

Achieve greater transparency across your organization with Yammer. Tap into the collective wisdom of your workforce and increase employee productivity with real-time collaboration. Leverage your employees to reach your goals and grow your business.

Benefits

» Gain visibility and insights across your organization to make better decisions.

» Connect dispersed offices, mobile teams, and remote workers in real-time to achieve business results faster.

» Cultivate innovation by inviting great ideas, harnessing collective wisdom, and brainstorming new ways to win.

» Enhance productivity across your organization and reduce the duplication of work by connecting your project teams and making strategies more visible to others.

SUPERVALU uses Yammer to improve information flow and increase transparency while helping retail stores be more successful. With Yammer, SUPERVALU connects its extensive network of store managers to share best practices in inventory management, product selection, and community engagement to drive revenue.

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Since innovation is the means by which organizations remain competitive, they must foster an environment that encourages creative thinking. There is much value to be gained from the insight, knowledge, and experience of your workers. Generate, capture, and prioritize their ideas into your social network for an improved competitive position.

Tips to Get More out of Yammer

1. Search to quickly identify similar initiatives and ideas—you might discover a conversation about the idea or suggestion you wanted to share.
2. Encourage everyone in your organization to share ideas and suggestions simply by posting a message to followers.
3. Innovation management can be facilitated when your employees share and discuss relevant topics using idea-voting features.
4. By connecting employees to groups beyond their immediate job function, you may well find them contributing valuable insights. An idea felt to be mundane in one group can be valuable in another.

SUPPORTING AND MANAGING INNOVATION

How can you develop new products and services that are reactive to the changing market? How can you ensure hierarchical structures don’t act as barriers to the fluid exchange of ideas? How can you come up with the best ideas?

THE YAMMER SOLUTION

To come up with the best ideas, organizations should turn to an efficient source of innovation: their own employees. Yammer fosters innovation by connecting employees, ideas, and information without regard to time zones, geographies, or hierarchies.

Benefits

» Improve employee contribution by flattening organizational hierarchies and lowering contribution barriers.
» Encourage innovation, facilitate the capture of ideas, and create a spirit of collaboration.
» Reward and recognize your employees by keeping track of your top idea generators and participants.
» Increase innovation and contain costs by leveraging your existing employee base.

Yammer helps Suncorp uncover and implement innovative ideas by harnessing the collective knowledge of employees across different teams, geographies, and brands.

THE YAMMER SOLUTION

GENERAL USE AND EXECUTIVES

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How can you ensure a smooth transition after a merger or acquisition?
How can employees better connect with their new coworkers, teams, and departments?
How can you integrate and align existing systems and processes?

**Benefits**

- Instantly connect to your new colleagues on Yammer in minutes.
- Reduce employee turnover by responding immediately and honestly to questions, fears, and rumors in real time.
- Provide new employees with visibility into your organization’s history, business processes, and culture. Promote the merging of corporate cultures on your Yammer Network.
- Keep employees engaged and updated on organizational objectives. Employees can learn about their new coworkers’ areas of expertise and allocate the right people to the right project teams.

**THE YAMMER SOLUTION**

In the case of mergers and acquisitions, the complexity of processes is compounded by the difference in cultures. Effectively manage integration of acquired companies and streamline your organization’s change management strategy by merging corporate cultures on Yammer.

### How to Get More Out of Yammer

The pitfalls of mergers and acquisitions challenge today’s leaders to manage change effectively and efficiently. After a merger or acquisition, business owners need to align corporate goals, drive employee engagement, and streamline their operations. Leverage these tips to manage change within your organization.

1. **Before the close—Create an External Network to welcome new employees to your organization.**

2. **After the close—Add new employees to their team’s or department’s Yammer Groups to connect them directly to the right people and the most useful information.**

3. **Suggest other Yammer Groups for new employees to join.**

A Global Media Company uses Yammer for mergers and acquisitions with great success. Instead of taking months to integrate their systems after a merger, with Yammer they were able to merge two networks in one day to allow their employees to collaborate instantly.
How to Get More Out of Yammer

By leveraging your enterprise social network, you can uncover expertise across a global organization to broaden the talent pool for your critical projects. Who is the most relevant expert in your organization for any given project? Use these tips to identify expertise across your organization.

1. **Encourage users to post questions to the appropriate groups to uncover experts and receive quick responses.**
2. **Find and follow topic experts. @Mention them to engage and ask questions.**
3. **Organize content by tagging message threads with appropriate topic names and placing them in relevant buckets to make them easily searchable.**
4. **Have your employees complete their Profiles to highlight expertise.**
5. **Invite subject-matter experts to relevant groups.**

The Yammer Solution

Yammer helps organizations solve business challenges by identifying hidden expertise across departments and silos. Find and connect with experts in real time, harness the knowledge of your organization, and build a searchable knowledge base with Yammer.

Benefits

- Improve business results with better access to content and hidden expertise.
- Identify and connect with subject-matter experts quickly. Utilize User Profiles as part of the expertise-identification process.
- Solve business problems that involve highly skilled expertise and effectively leverage the collective knowledge of your organization.
- Leverage subject-matter experts to create an accessible knowledge base for employees.

Identifying Expertise

How can you uncover hidden talent across your organization?
How can you harness the collective knowledge of your employees to build an accessible knowledge base?
How can you remove barriers in the communication of expertise?

AARP uses Yammer to connect state and local offices that normally operate in geographic and departmental silos. They leverage Yammer to find expertise related to specific communication campaigns, volunteer efforts, and partner and vendor relationships.

Tyco uses Yammer to connect globally dispersed teams and identify expertise within their organization. Employees use Yammer to ask questions and connect with subject-matter experts.
YAMMER FOR GENERAL USE AND EXECUTIVES

PROJECT MANAGEMENT

How can you collaborate on projects with your coworkers?
How can you locate expertise and leverage the collective knowledge of your organization to meet project deadlines?
How can you find the right information when you need it?

THE YAMMER SOLUTION

Yammer simplifies project management. Connect globally dispersed project teams with one another so they can work toward project deadlines more efficiently. Yammer’s search features enable you, in real time, to find and connect with experts, and uncover useful information.

Benefits

» Get project teams up to speed quickly on Yammer and increase their productivity.
» Work more efficiently with your project coworkers to meet deadlines, expedite the launch, and get feedback.
» Keep your coworkers and other teams informed about the projects you’re working on and solicit help from subject-matter experts. Yammer helps you allocate the right people for the right project teams.
» Use Yammer’s robust search features to find and filter information relevant to what you’re working on.

AAA uses Yammer to communicate across field-agent project teams. Employees used Yammer to refine an 18-step business process down to just six steps, improving team productivity and project budget spend.

How to Get More Out of Yammer

Projects can be difficult to coordinate and execute across a large organization, even when all team members are in the same place. But what if they’re not? How do you coordinate with those coworkers who are traveling or located in remote offices? Use these tips to simplify project management and deliver your projects on time.

1. Create a public group with restricted membership to collaborate with your project team. Public group messages will appear in your My Feed.

2. Search Yammer topics and user profiles to find subject matter experts and staff project teams according to your coworkers’ expertise, past experience, and interests.

3. @Mention a coworker to pull them into the conversation and get instant feedback.

4. Upload documents to Yammer and preview and work on project deliverables without leaving your feed.

5. Post real-time messages to your Yammer feed to foster content-rich discussions across globally and functionally dispersed project teams.
Projects can be difficult to coordinate and execute across a large organization, even when all team members are in the same place. But what if they’re not? How do you coordinate with those coworkers who are traveling or located in remote offices? Use these tips to simplify project management and deliver your projects on time.

**Partner Communication**

- How can you speed up communication with your partner channel?
- How can you collaborate with all your partners?
- How can you build rapport and make your partners successful?

**The Yammer Solution**

Yammer speeds up communication between your team and external partners. Create an External Network with partners to work efficiently together toward shared business objectives. Strengthen your organization’s partner relationships by increasing satisfaction and retention.

**Benefits**

- Get your partners up to speed quickly on Yammer and increase their productivity.
- Respond to questions and receive feedback instantly to strengthen the communication between your team and any number of external partners.
- Reduce email clutter by keeping all project- or partner-specific conversations within relevant groups, private message threads, or feeds with Yammer.
- Build a strong sense of trust and community with partners and discover new opportunities for pipeline growth.

**How to Get More Out of Yammer**

Communicating with third-party partners and vendors can be wildly inefficient. Creating an External Network can help bridge the disconnect between your team and its outside business partners. Accessible through your My Networks drop-down, External Networks are an efficient and secure way to communicate with anyone outside of your organization.

1. Toggle between your Internal and External Networks effortlessly in your My Networks drop-down menu.
2. Start collaborating, in real time, with partners and other members of your team by posting questions, status updates, and ideas to your feed.
3. Create a Yammer External Network, then invite partners and anyone else from your organization to participate.
4. Post a poll in your External Network to crowd-source instant feedback from partners on their experience working with your team and what you can do to work more efficiently.

**AARP**

AARP uses a Yammer External Network to coordinate efforts with third-party vendors. The network helps team members communicate more efficiently, share, and collaborate on documents, and ensure deadlines are met.
YAMMER FOR GENERAL USE AND EXECUTIVES

EVENT MANAGEMENT

How can you manage internal and external events?
How can you provide easy access to event communications and solicit feedback?
How can you keep employees, partners, and customers engaged during and after events?

THE YAMMER SOLUTION

Yammer streamlines event management across your organization. Start Internal Groups on Yammer to collaborate with coworkers, and create External Networks to connect with third-party partners, vendors, and customers before, during, and after events. Utilize Yammer to make planning and executing your events more efficient.

Benefits

» Streamline event management by creating an Internal Event Group and External Event Network for event-management teams and attendees.
» Support interaction between participants before, during, and after the event. Solicit real-time feedback.
» Allow attendees to access event content anytime—even if they are unable to attend the event in person—and be able to ask questions and discuss issues.

AMD uses Yammer to make company events more engaging. Before events, AMD’s team uses Yammer for posting polls and questions to crowdsource interests and prioritize event topics and sessions. During events, they use Yammer for everything from live-polling attendees to uploading event photos and videos in real-time.

How to Get More Out of Yammer

Successful event organizers are creating communities around their events. Yammer for Event Management facilitates attendees’ online-networking opportunities before, during, and after events, dramatically increasing their value.

1. Create a public group with restricted membership to engage in discussions with the right employees prior to the event.

2. Create an external network to engage in discussions with attendees outside your organization around your event.

3. Import Twitter event updates into your Yammer Networks, using the #yam tag.

4. Share event materials with those in your Group or External Network who can’t make the live event.

Event Management

1. Four Leaf Recruiting Event
2. Five Leaf Recruiting Event
3. Six Leaf Recruiting Event
4. Seven Leaf Recruiting Event

How to Get More Out of Yammer

Event Management

1. Four Leaf Recruiting Event
2. Five Leaf Recruiting Event
3. Six Leaf Recruiting Event
4. Seven Leaf Recruiting Event
Wondering how Yammer can help grow new business and build customer value?

In "The Total Economic Impact of Yammer", customers reported that in employee surveys, Yammer was found to be useful in many instances, including its ability to connect research divisions with market teams to find customers for products developed.

Moreover, all organizations stated that employees on the frontlines of customer interaction provided effective feedback through Yammer that drove improvements in policies and procedures as well as real business results.

"The Total Economic Impact of Yammer", April 2011, a commissioned study conducted by Forrester Consulting on behalf of Yammer.
MAXIMIZING SALES EFFECTIVENESS AND DRIVING REVENUE

How can sales representatives find valuable account insight critical to closing deals?
How can your field sales representatives better access information?
How can you harvest the knowledge of your sales reps and disseminate it across your team?
How can you ensure your sales team does not reinvent the wheel for every opportunity?

THE YAMMER SOLUTION

Yammer can maximize your sales team’s effectiveness. Salespeople will have better account insight, instant access to experts, and enhanced information while they’re on the road. The ability to connect with participants—partners, customers, and employees—will help sales teams close business faster.

 BENEFITS

» Leverage the collective knowledge of your organization to help sales teams work more effectively, efficiently, and productively.

» Quickly find the information and subject-matter expertise you need to put together a winning pitch.

» Enable your sales team to exchange information in a peer-to-peer collaborative environment. Share the best content and strategies with peers on Yammer.

» Create a collective repository of sales intelligence that is reused and regenerated.

How to Get More Out of Yammer

In today’s fast-paced business environment, finding the right material at the right time is critical to increasing sales. Salespeople need to quickly and effectively establish an effective dialogue with their customers.

1. Create a public Sales Group with restricted membership to collaborate with your sales team.

2. Encourage your sales teams to @Mention subject-matter experts to pull them into sales conversations.

3. Post messages to your Yammer feed to share best practices, account insights, and sales strategies with your peers.

4. Enable anywhere, anytime access to structured, relevant, and proven content.

5. Organize content by topics to enable sales representatives to find information quickly.

Customer Success Story

For real-time support from their corporate office to close deals, field representatives from an Online Group Buying site access Yammer from their iPads.
YAMMER FOR SALES

COMPETITIVE INTELLIGENCE

How can you ensure that your sales team is prepared to compete in challenging business environments?
How can you enable communication across every level of your organization?
How can you acquire expert opinions in support of your intelligence analysis efforts?

THE YAMMER SOLUTION

Real-time competitive information enables organizations to better understand their strengths and weaknesses in relation to the marketplace in order to maximize sales. Connect your entire organization and share sales insight and competitive intelligence on Yammer.

Benefits

» Leverage your organization’s aggregate sales experience around competitive intelligence. Give sales representatives a competitive edge by harnessing the collective intelligence of your workforce on Yammer.

» Improve your competitive position. Gather, analyze, and disseminate relevant, real-time intelligence about your competitors’ activities in order to further your own business goals.

» Develop a collaborative culture across your organization. Sharing on Yammer allows you to extend the reach of your intelligence to anyone in your organization who may find it useful.

To remain an industry leader, PayPal has turned to Yammer to share news and competitive insight, and continuously refine and perfect their product.

How to Get More Out of Yammer

In today’s increasingly competitive environment, it’s important for firms to understand their—as well as their competitors’—place in the market. Organizations struggle with how to better invest resources to maximize their competitive-intelligence capabilities. Start leveraging your Yammer Network for competitive insight with these tips.

1. Encourage members of your sales team to post key strategic wins and share competitive insights with their coworkers.

2. Organize competitive wins by tagging each message with relevant topic names like the name of the account won or other competitors considered by the new customer.

3. Share competitive documentation, reports, and analyst findings with the appropriate employees on Yammer.

4. Disseminate competitive information across your organization quickly.

5. Mine your internal sources competition.

To remain an industry leader, PayPal has turned to Yammer to share news and competitive insight, and continuously refine and perfect their product.

AAA uses Yammer to stay ahead of the competition. By providing a real-time communication platform to employees, they’re able to share insight and competitive intelligence across their organization efficiently.
YAMMER FOR SALES

ALIGNING SALES AND MARKETING

How can your sales representatives spend less time looking for leads and creating messaging?
How can your marketing team better align with sales and its objectives?
How can sales representatives in the field stay updated on the latest and greatest marketing materials?

THE YAMMER SOLUTION

The best-run organizations align sales and marketing. Yammer can help your organization outpace the competition by hastening sales and producing optimal leads. Build a real-time communication channel bridging your organization’s marketing strategy and sales process.

Benefits

» Generate high-quality, consistent marketing messages and sales-ready leads with enhanced collaboration between teams.

» Facilitate agreement on a common language that describes a marketing lead and a sales-ready lead.

» Increase the transparency of your organization’s marketing programs by posting updates and keeping teams informed. Enhanced visibility will allow sales representatives to leverage existing resources rather than reinventing the wheel.

» Align goals by leveraging marketing as an extension of your sales team.

» Refine marketing materials from the field by crowd-sourcing coworkers’ feedback in real time.

How to Get More Out of Yammer

One of organizations’ biggest barriers to success is the divide between sales and marketing. When marketing messages are not consistent, the burden of positioning your offering falls on sales. If sales people do not work efficiently with marketing, it can result in lost opportunities. This disconnect can lead to longer sales cycles and push customers to competitors. Merge the efforts of sales and marketing by following these tips.

1. Foster real-time discussions between sales and marketing.

2. Ask for and receive instant feedback on marketing programs and materials from your coworkers.

3. Give your sales team more visibility into the marketing projects and campaigns you already have active.

4. Post messages to announce campaign updates, new leads, and marketing materials available to sales.
Want to know how Yammer can support information sharing and IT operations?

Customers interviewed for “The Total Economic Impact of Yammer”, reported significant time savings with Yammer as employees now had better access to subject-matter experts. Search time was reduced as was time spent on meetings, email, and coordinating teamwork across time zones.

At one company, the technologists were the most active users, with large groups of 600–700 members using Yammer groups for formal communications and day-to-day discussions regarding information sharing and large-scale IT infrastructure projects.

*The Total Economic Impact of Yammer*, April 2011, a commissioned study conducted by Forrester Consulting on behalf of Yammer.
**YAMMER FOR IT**

**BUILDING A VIRTUAL IT HELPDESK**

How can you reduce repetitive IT cases?
How can you reduce your department’s response time to critical issues?
How can you help make employees more self-sufficient?

**THE YAMMER SOLUTION**

Integrate Yammer with your existing applications to manage your IT requests efficiently. Create an IT Helpdesk Group on Yammer for employees to deliver issues, requests, and questions to your department in real time. Enable self-help, access to peer expertise, and a searchable knowledge base to reduce total time to problem resolution.

**Benefits**

- Identify, diagnose, and resolve difficulties before they impact vital business processes. Leverage the knowledge of your entire team, including super users, to resolve issues quickly.
- Build an accessible and searchable IT knowledge base to enable employees to become more self-sufficient.
- Integrate Yammer with your existing IT applications and realize faster time to value.
- Create bi-directional dialogue with users to foster better partnerships.

**How to Get More Out of Yammer**

Transform your IT Helpdesk from a high-touch function to a more automated, self-service system with Yammer. Experience faster time to resolution and a reduced number of support tickets, while improving your department’s productivity and user satisfaction.

1. Create a public IT Helpdesk Group with restricted membership to manage issues, requests, and questions from employees in real-time. Public group messages will appear in your My Feed.

2. Deliver broadcast messages to employees with status updates when experiencing downtime or technical difficulties.
YAMMER FOR IT

MAXIMIZING YOUR SHAREPOINT INVESTMENT

How can you maximize your SharePoint investment?
How can you drive SharePoint adoption and employee engagement?
How can you access and share content created in SharePoint?

THE YAMMER SOLUTION

Yammer complements an organization’s deep investment in SharePoint by making it more social, mobile, and engaging. With Yammer for SharePoint you will be able to drive SharePoint adoption, increase employee engagement, and provide the ultimate collaboration experience.

Benefits

» Implement Yammer for SharePoint in just minutes. Simply drag and drop a Feed onto any SharePoint site and the web-part configuration is complete.

» Connect employees to the information they need by embedding a Yammer Feed on any SharePoint site, eliminating the need to toggle between them.

» Find information and connect with experts faster. Integrate Yammer Search with SharePoint’s Enterprise Search and unify Yammer and SharePoint Profiles.

» Facilitate fast and efficient content sharing by integrating your SharePoint document library, calendar events, and tasks into your Yammer Network.

How to Get More Out of Yammer

Organizations can facilitate adoption, innovation, expertise location, and real-time communication in just minutes by implementing Yammer for SharePoint.

1. Place a Company Feed, Group Feed, or My Feed to add real-time messaging to any page within your SharePoint site.

2. Leverage side-by-side search results from Yammer and SharePoint to scan and discover content in the same place.

3. Post documents, calendar events, and tasks from SharePoint with coworkers in the Yammer Network to share information across your organization.
Want to better market your company and serve your customers?

"The Total Economic Impact of Yammer" found that visible collaboration and communication on Yammer led to significant project cost savings from duplication of work and reorganization of processes. Key examples from two organizations:

» When a team shared information about a successful online promotional program on Yammer, seven other teams were able to repurpose it, saving the company approximately 5,040 man-hours.

» Another organization discovered an 18 step process could be streamlined to 8 steps, saving 20 minutes per week for 650 agents. This 66% reduction in processing time also greatly improved customer service and retention.

"The Total Economic Impact of Yammer", April 2011, a commissioned study conducted by Forrester Consulting on behalf of Yammer.
YAMMER FOR MARKETING

CUSTOMER NETWORKS

How can your organization better connect with its customers?
How can you actively build a sense of community and trust with customers?
How can you leverage partner channels to communicate with customers?

THE YAMMER SOLUTION

Yammer External Networks provide organizations with a secure, private space to communicate with their external business contacts. Taking just minutes to create, Yammer External Networks enable you to deepen your customers’ sense of engagement and brand loyalty, and strengthen their ties to your organization.

Benefits

» Easily extend Yammer beyond the firewall and collaborate with your customers with very little effort. Create, participate in, and quickly toggle between multiple networks.

» Build trust and satisfaction within your customer community by responding to feedback.

» Generate buzz around new products and address customer concerns by fostering discussions and engaging with your customers.

» Create a direct sense of connectedness with target customers and get them using your product/service.

» Boost loyalty, retention, and repeat business by having customers talk about your organization and products between purchases.

Razorfish, a global digital marketing company with over 2,500 users in 16 offices, uses Yammer External Networks to collaborate between client teams and customers. With Yammer, they are able to quickly share links to content, ask questions about collateral and perform content review without a single email, resulting in increased customer satisfaction.

How to Get More Out of Yammer

Engaging in ongoing conversation with your customers is a great way to develop lasting relationships that pay off for both sides. Create a mutually beneficial social community where customers and prospects can network and share information with each other and your organization. Get your external networks up and running with Yammer in just minutes.

1. Create and administer an unlimited number of customer networks. Invite internal and external colleagues regardless of email domain.

2. Engage customers in conversations around new product releases and crowd-source feedback in real-time.

3. Deliver product announcements to your customer community.

4. Respond to customer questions, complaints, and other issues as soon as they arise.

5. Create a public Customer Feedback Group with restricted membership to share feedback from customers with other teams in your organization.

Razorfish, a global digital marketing company with over 2,500 users in 16 offices, uses Yammer External Networks to collaborate between client teams and customers. With Yammer, they are able to quickly share links to content, ask questions about collateral and perform content review without a single email, resulting in increased customer satisfaction.
**THE YAMMER SOLUTION**

Organizations are constantly looking for ways to optimize the creation of press releases and public relations strategies. Design and implement your PR plan efficiently and effectively by leveraging Yammer for Public Relations Management.

**Benefits**

» Work more efficiently with your coworkers to define PR goals, target audiences, plan activities, and craft compelling press releases. Reduce time from content strategy to delivery.

» Reach out to masses of people by creating private and secure external networks for your customers and the media.

» Train employees on how to effectively communicate with the media, particularly during events and interviews.

» Effectively collaborate with colleagues and third-party vendors to plan events, meetings, programs, speaking engagements, and other forms of communication.

**How to Get More Out of Yammer**

Organizations interested in improving their reputations and relationships understand the importance of utilizing public relations in their everyday operations. Whether you have an in-house PR department or work with an outside agency, you can utilize these tips to improve PR management in your organization.

1. Create a public PR Group with restricted membership and add members of your team. Public group messages will appear in your My Feed.

2. Post and discuss media coverage and crowd-source feedback from coworkers in real time.

3. Upload PR plans to Yammer and collaborate on them without leaving your Feed.

4. Create an External Network to collaborate with your PR agency, suppliers, and the media. Create an External Network to collaborate with media.
Want to improve employee engagement and the time to value of new employees?

Organizations interviewed for “The Total Economic Impact of Yammer” reported employees felt more connected and had faster access to information, yielding significant benefits:

- New hires were able to quickly integrate into company culture and more quickly ramp, leading to a 10% reduction in overall training costs.
- High engagement workers who logged in daily and medium engaged workers who logged in several times per week enjoyed 1.4% and 0.7% increases in productivity.

Yammer gave employees a common venue of interaction that transcended departmental silos and developed a sense of community. Survey results from one company showed that employee engagement scores improved for the first time after 5 years, between 7 to 11 percentage points.

“The Total Economic Impact of Yammer”, April 2011, a commissioned study conducted by Forrester Consulting on behalf of Yammer.
How can you collaborate with all your partners?
How can you speed up communication with your channel?
How can you build rapport and make your partners successful?

THE YAMMER SOLUTION

Benefits

» Significantly reduce costs and the initial training cycle for new employees. Reduce the cost and resources spent on new-hire training and provide access to potential mentors and subject-matter experts through Yammer.

» Improve time-to-productivity by taking advantage of prescribed information and real-time learning.

» Increase sense of connectedness within your organization by aligning new team members with corporate strategies and objectives from Day One.

ONBOARDING NEW EMPLOYEES

How can you onboard new employees in your organization?
How can you build a sense of community and connectedness among coworkers?
How can you accelerate time-to-productivity for new hires?

Accelerate new employee assimilation with Yammer and boost your organization’s productivity. Create groups on Yammer to connect new hires with onboarding materials and coworkers. Aligning new employees to corporate goals and connecting them with peers will help them feel part of your company right from the start.

Polycom uses Yammer to connect new hires with their coworkers, teams, departments, and HR subject-matter experts. Yammer helps Polycom keep employees connected and engaged with the organization’s business objectives from day one.

Nationwide uses external Yammer communities to onboard new hires and interns. New hires can connect with their coworkers and familiarize themselves with Nationwide’s company culture prior to their start dates.

How to Get More Out of Yammer

Getting new employees engaged and productive quickly is critical in overall workforce productivity. Use Yammer for onboarding to connect new employees to job-relevant people and knowledge throughout your organization, accelerating their time-to-productivity and reducing costs.

1. Create a Public Group with restricted membership for new hires to help them find important information and get up to speed quickly.

2. @Mention subject-matter experts to pull them into the conversation to respond to questions.

3. Upload relevant onboarding documents useful to new employees.

4. Post real-time messages to your Yammer Feed to crowd-source feedback about your organization’s onboarding process.

Nationwide uses Yammer to connect new hires with their coworkers, teams, departments, and HR subject-matter experts. Yammer helps Nationwide keep employees connected and engaged with the organization’s business objectives from day one.
THE YAMMER SOLUTION

Successfully eliminate the barriers to productivity and enhance your organization’s ability to promote employee engagement with Yammer. Keep employees engaged with the objectives of your organization and connect your organization through real-time collaboration.

Benefits

» Improve business results by connecting your global workforce. Connected employees will drive innovation to move the organization in the right direction.

» Increase employee retention and engagement, while boosting career advancement. Enable peer-to-peer feedback and recognition to build stronger relationships.

» Improve morale and work satisfaction by allowing employees to ask questions, share ideas, and find resources more easily.

» Increase productivity and empower employees to reach company goals.

Deloitte Australia uses Yammer to measure and improve employee retention. An analysis of employee engagement revealed that employees with ten or more posts on Yammer had an average turnover of just two percent, and were eight to ten times more likely to stay with Deloitte than those who were less engaged with their coworkers on Yammer.

Deloitte

EMPLOYEE ENGAGEMENT AND RETENTION

How can you keep employees working efficiently toward the business objectives of your organization and simultaneously reduce employee turnover?

How can you reduce duplication of work and eliminate barriers to productivity?

How can you improve engagement and, ultimately, your bottom line?

THE YAMMER SOLUTION

How to Get More Out of Yammer

Using Yammer in your organization can make knowledge and work more transparent, increasing employee engagement. Employees will be able to receive real-time feedback and instant recognition, and feel more connected to their organization. Engage your employees and improve organizational performance with Yammer.

1. Create a public group to communicate with your geographically dispersed employees regarding company-wide initiatives. Public group messages will appear in your My Feed.

2. Broadcast company messages from executives on Yammer.

3. @Mention experts to instantly bring them into conversations around organizational objectives.

4. Upload and collaborate on plans on Yammer and obtain real-time feedback.

5. Encourage senior management to like and comment on posts, fostering a collaborative environment and instant recognition.

Derick Ann Horvath

Julie Ann Horvath (Broadcast):

Please fill out the employee survey by Friday, July 8, 2011.

Darren Smith

We should advertise our labwear product line at the upcoming medical conference.

In June there is a Medical Supply Innovation Conference in Milwaukee. If we can convey the superior quality of our labwear products we would see a significant lift in Q3 sales.

Jeanette Lefevre in reply to Julie Ann Horvath: Definitely!

Darren Smith: I’d appreciate your feedback and am open to doing a few rounds of revisions.

Nasir Khan in reply to Julie Ann Horvath: This is awesome. Great work Julie!

30 seconds ago

Yammer is where 7-Eleven’s employees collaborate and share best practices. Employees are now better able to connect, engage, and share insights with other employees in the field.
LEARNING AND DEVELOPMENT

How can your employees tap into the collective knowledge of your organization?
How can you leverage employee expertise to train employees?
How can you keep up with the changing learning needs of today’s workforce?

Yammer facilitates learning and employee development by connecting your organization to enable knowledge sharing. Tap into your employee base for instant expertise, while strengthening learning and development in your organization.

Benefits

» Increase trainee interaction by connecting geographically dispersed new hires undertaking similar learning programs.
» Build peer relationships that can be tapped into for instant expertise and instantly connect employees to knowledge that translates into performance.
» Tap into content created by your employees and make it a part of your training program.
» Gain a competitive advantage by working more efficiently with your coworkers and learning faster than your competitors.

Yammer for Learning and Development can accelerate the flow of knowledge throughout your organization and empower your employees to learn in a connected environment. Break down barriers, connect employees, and disseminate information.

Boehringer Ingelheim uses Yammer to distribute language-learning materials and software directly to its employees, cutting training costs and reaching employees in all of its global offices.

How to Get More Out of Yammer

Yammer for Learning and Development can accelerate the flow of knowledge throughout your organization and empower your employees to learn in a connected environment. Break down barriers, connect employees, and disseminate information.

1. Create a Public Group with restricted membership and invite trainees to take part in an interactive training session with their peers.
2. Host a Group Q&A session and answer questions from directly from the trainees.
3. Get real-time updates on subject matter relevant to your Group’s training.
4. Upload group training documents and @Mention employees to start a content-rich discussion.
5. Organize content by tagging message threads with appropriate topic names and placing them in relevant buckets to make them easily discoverable.
Wondering how Yammer might be able to help company-wide communications?

In “The Total Economic Impact of Yammer”, all organizations interviewed noted that Yammer helped improve vertical communication. Yammer enabled:

- management to clarify corporate positions on relevant issues and bring those messages to the field
- leadership to get direct employee feedback not filtered through layers of management
- any employee to get “the pulse of the company” with the “bubble up of trends”

Moreover, several customers stated Yammer became a forum for the positive reinforcement of success. Employees emerged as thought leaders or role models through Yammer interaction, while publicly viewed praise reinforced behavior that drove success and business results.

“*The Total Economic Impact of Yammer*, April 2011, a commissioned study conducted by Forrester Consulting on behalf of Yammer.
YAMMER FOR CORPORATE COMMUNICATIONS

STRATEGIC COMMUNICATIONS

How can you reduce email and build a reliable & secure communication channel with employees? How can you develop efficient feedback loops between employees and management? How can you keep employees informed about strategic initiatives? How can your executives communicate directly with anyone beyond their immediate associates?

THE YAMMER SOLUTION

Improve the effectiveness of your corporate communications strategy with Yammer. Connect employees directly to executives, relevant groups, and useful feedback. Get all of your organization’s critical communications in one place and take your business to the next level by fostering collaboration across all levels of the hierarchy.

Benefits

» Enable faster decisions by highlighting important information quickly and pulling decision makers into conversations.

» Strengthen employee contributions by keeping them connected to and informed about important initiatives.

» Develop efficient feedback loops between employees and management to continuously improve employee productivity.

» Improve business responsiveness and enhance overall enterprise productivity with real-time collaboration.

» Facilitate quick, effective decision making during a crisis that can save your company’s reputation, reduce downtime, and minimize business impact.

How to Get More Out of Yammer

An organization’s reputation is built through messages disseminated by the company to employees and customers. Both management and employees at all levels must work together in pursuit of the company’s values and goals. This is done through two-way internal communications up and down the hierarchy with Yammer.

1. Create a public group to communicate with your geographically dispersed employees. Public group messages will appear in your My Feed.

A crisis communications plan is shared on Yammer.

2. Share your crisis communications plan on Yammer.

3. Get the word out quickly with broadcast messages for crisis communications, organizational updates, and HR-related policy.

4. Post real-time messages from executives to the entire organization.

5. Crowd-source feedback on strategic initiatives from your employees efficiently.

Hult International Business School uses Yammer as its primary connector between students, faculty, staff, and alumni. Hult students use the Yammer iPad app to stay connected to their peers.