A102. Enterprise Social Networking + Established KM Tools at Schlumberger and UNICEF
Integrating An Enterprise Social Network Within Established KM Communities

Alan Boulter, November 2018
Schlumberger

- Leading provider of technology for reservoir characterization, drilling, production, and processing to the oil and gas industry

- $30.44 billion revenue (2017)
- $800 million invested in R&E (2017)
- 110,000 people
- 140 nationalities in more than 85 countries
The Context: **Communities** at Schlumberger
The Context: Existing Discussion Forums

- Used for + 20 years
- Email based
- Searchable archive
- 45,000 subscribers
The Context: Yammer Since 2016

- Use Cases
  - Management Engagement
  - Business Communication
  - Remote Teams
  - Local Communication

Yammer Posts

[Bar chart showing Yammer posts from Qtr 1 to Qtr 4 of 2016, 2017, and 2018.]
Our **Opportunity**

- Growing use of Yammer
- Consolidate discussions on one platform
- Align discussion forums in Office 365
Our **Decision** : Transfer “Bulletin Boards” to Yammer

- Create bulletin board groups in Yammer
- Group naming standard
- Add owners / Import members
- Cut-over window
- Email re-directs to specific groups
- Freeze legacy forums
Our **Decision**
The Plan

- Notify Owners
- Advise Members
- Intranet News
- Screensavers / Signage
- Additional Comms

Create Yammer Groups
Setup email replies
Cut-over window
Cut-over
The Implementation

- Focused communication: “How will Yammer help you?”
  - Improved “Threading”
  - Visibility of answers
  - You control notifications
  - Group metrics
  - Read messages
  - No “out-of-office” replies
  - Likes (Easy engagement)
  - Unread messages
  - Translation feature
  - Highlight people and topics
What Worked Well

- Multi-platform communication plan
- Yammer support group
- Advance notification
- Auto email redirection
- Engaging early opinions openly
What Did We Learn

- Adoption takes longer for some groups
- Some people miss all the communication
- Some people ignore change until it arrives
What Might We Do **Differently**

- More use of video
- Hard cut-over date
- Pre-switch benchmarking
- Post cut-over awareness
Flash back to 2008

Yammer Takes Top Prize At TechCrunch50

Erick Schonfeld / 10 years ago

Watch a video of the awards ceremony here.

Three jam-packed days, and 52 startup demos later, we finally have a winner for the TechCrunch50 2008 competition. Congrats to Yammer, a social networking site for professionals, for taking home the $50,000 grand prize.

Three jam-packed days, and 52 startup demos later, we finally have a winner for the TechCrunch50 2008 competition. Congrats to Yammer, a social networking site for professionals, for taking home the $50,000 grand prize.
560% increase in engagement
#1

**Capture a baseline**

**FINDINGS:**

- People come to Yammer for the purpose of **learning**.
- Users want content to be work-related.
- Only half of users accessed Yammer on mobile devices.
- Small groups of effective adoption were hiding in plain sight.
Clean up network

- Knowledge Exchange and Collaboration
- Starting and Succeeding with Yammer
- Collaboration Tools
Rebrand with simplicity
#4
Find and support champions

Both Narayan Shrestha
To All Company

Turning point of training started form Kathot, remote Nepal. This is my first visit to Kathot where I designed and conducted fully practical based training package with very minimum theory of WASH in School for teachers. Observed the WASH situation of schools, did toilet clean and made useable which has been using as a store room, played WASH games with children, rewarded to active children and teachers and enjoyed a lot. Still need to see its impact at school.

Christine Nesbitt
Follow – August 3 at 5:31 PM – Edited

Empower yourself to improve your photography! Please find a short checklist to photography concepts and how to make better use of your camera. And for those greater understanding about those tricky concepts such as the exposure triangle, depth-of-focus and sensor sizes, please see the attachments.

Tom Olsen
Follow – September 3 at 8:59 AM – Edited

Hectic weekend as tension flared high at the protection of Civilian (COP) camp 3 outside Juba. On short notice we had to set up a new camp to support more than 2700 people and still counting. Some pictures and images taken will follow. Together with Chief WASH and Child Protection as we are focusing on accommodation (tents), Education, WASH (Water and latrines) and Protection.
Help regular users

Aadrian Sullivan — October 19 at 3:08 AM
Oral rehydration salts (ORS) and zinc are highly effective and affordable in treating diarrhoeal disease in children, and supplies are more than sufficient to meet demand. However, 60 per cent of children still do not receive treatment with ORS, and 95 per cent do not receive zinc. UNICEF provides an update on ORS and zinc tablets, summarizing product adaptations, quality assurance, product availability, and highlighting supply and demand across low- and middle-income countries (LICs and MICs).

Adebola Hassan — April 13, 2016 at 2:18 AM
(Health h) has #joined the UNICEF network. Take a moment to welcome Adebola.

Lidia Tutarinova likes this

Gerald Cabil... — May 22, 2016 at 10:23 PM
Welcome.

Sue Gemm... — October 23 at 9:52 AM
Aadrian Sullivan - very interesting - you may like share this story within specific Yammer interest groups - perhaps The Supply Community. Or a health group. Click on the little share icon next to reply, above, when you find those groups.
cc: Aadrian Sullivan
Create BUILD website, ‘market’ our work
#7

## Analytics and benchmarks

<table>
<thead>
<tr>
<th>Community Type</th>
<th>External Relevance</th>
<th>Engagement Proxy 1</th>
<th>Engagement Proxy 2</th>
<th>Member Viewership</th>
<th>Sharing Rate</th>
<th>Appreciation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thematic</td>
<td>Excellent: 10%</td>
<td>Excellent: 8%</td>
<td>Excellent: 25%</td>
<td>Excellent: 30%</td>
<td>Excellent: 4%</td>
<td>Excellent: 3.0:1</td>
</tr>
<tr>
<td></td>
<td>Target: 5%</td>
<td>Target: 4%</td>
<td>Target: 15%</td>
<td>Target: 15%</td>
<td>Target: 2%</td>
<td>Target: 2.0:1</td>
</tr>
<tr>
<td>Community of Practice (CoP)</td>
<td>Excellent: 7%</td>
<td>Excellent: 20%</td>
<td>Excellent: 40%</td>
<td>Excellent: 40%</td>
<td>Excellent: 10%</td>
<td>Excellent: 5:1</td>
</tr>
<tr>
<td></td>
<td>Target: 4%</td>
<td>Target: 10%</td>
<td>Target: 25%</td>
<td>Target: 25%</td>
<td>Target: 3%</td>
<td>Target: 2.5:1</td>
</tr>
<tr>
<td>Community of Interest (CoI)</td>
<td>Excellent: 10%</td>
<td>Excellent: 20%</td>
<td>Excellent: 60%</td>
<td>Excellent: 50%</td>
<td>Excellent: 30%</td>
<td>Excellent: 4.0:1</td>
</tr>
<tr>
<td></td>
<td>Target: 5%</td>
<td>Target: 10%</td>
<td>Target: 25%</td>
<td>Target: 25%</td>
<td>Target: 20%</td>
<td>Target: 2.5:1</td>
</tr>
<tr>
<td>Functional Business</td>
<td>Excellent: 15%</td>
<td>Excellent: 20%</td>
<td>Excellent: 60%</td>
<td>Excellent: 45%</td>
<td>Excellent: 10%</td>
<td>Excellent: 2.8:1</td>
</tr>
<tr>
<td></td>
<td>Target: 6%</td>
<td>Target: 10%</td>
<td>Target: 20%</td>
<td>Target: 5%</td>
<td>Target: 1:1</td>
<td></td>
</tr>
<tr>
<td>Organizational</td>
<td>Excellent: 15%</td>
<td>Excellent: 20%</td>
<td>Excellent: 60%</td>
<td>Excellent: 40%</td>
<td>Excellent: 10%</td>
<td>Excellent: 4.5:1</td>
</tr>
<tr>
<td></td>
<td>Target: 6%</td>
<td>Target: 10%</td>
<td>Target: 20%</td>
<td>Target: 5%</td>
<td>Target: 3:1</td>
<td></td>
</tr>
<tr>
<td>Event/Response</td>
<td>Excellent: 10%</td>
<td>Excellent: 15%</td>
<td>Excellent: 30%</td>
<td>Excellent: 50%</td>
<td>Excellent: 10%</td>
<td>Excellent: 2.0:1</td>
</tr>
<tr>
<td></td>
<td>Target: 5%</td>
<td>Target: 5%</td>
<td>Target: 10%</td>
<td>Target: 25%</td>
<td>Target: 5%</td>
<td>Target: 1:1</td>
</tr>
</tbody>
</table>

---

[Image of SWOOP dashboard with various metrics and network analysis features.]

- **Personal Dashboard**
- **Key Statistics**
  - Posts: 72
  - Replies: 153
  - Likes: 119
  - Mentions: 157
- **Relationships**
- **SWOOP Personas**
- **Network Map**
  - Give/Receive Balance
  - Two-way Relationships
  - Network Connectivity

---

Sandy Klime

06 Nov 2017 - 06 Feb 2018
WHAT’S NEXT
Future of Yammer at UNICEF

Roadmap: What’s ahead in 2019

- Yammer conversations web part for SharePoint
- Yammer tab in Microsoft Teams
- Question and Answers message type
- Mark a Best Answer
- SharePoint news connector for Yammer
- Format content in posts with rich text formatting
- Evolution of Yammer live events
- Preview of in-geo storage of Yammer messages at rest for select EU customers
- Preview of eDiscovery capabilities

- Discover and participate in events in Yammer
- Pin posts in groups to focus attention on answers
- Enriched sharing experiences from SharePoint, including better previews of documents and news articles
- Learn about people and groups in Yammer
- General availability of in-app Yammer messages at rest for new EU customers
Q&A

ALAN BOULTER  
boulter1@slb.com

PAOLA STORCHI  
pstorchi@unicef.org

CARRIE BASHAM YOUNG  
carrie@talksocialtome.com