

Yammer Assessment

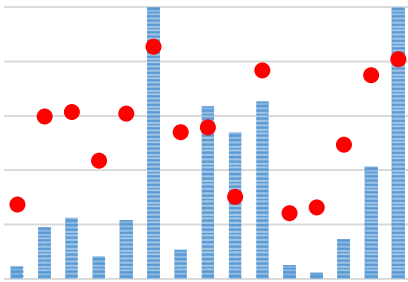


Yammer Engagement Metrics
Enterprise Social Network (ESN) Strategy

THE CUSTOMER

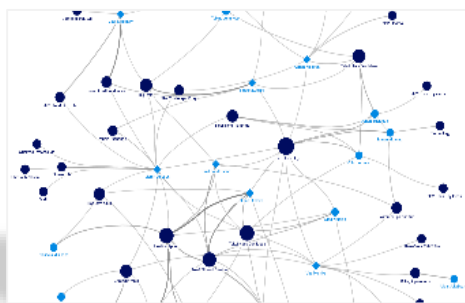
An International Telecom Company with the Intent to Measure ESN Progress and Drive Change Programs Through Yammer

OUR ANALYSIS



We extracted relationship and engagement data from the Yammer network and calculated a wide range of engagement metrics. These scores were benchmarked with the scores from other large Yammer networks

We assessed the risk level in Yammer, both over the network as a whole, and in groups. What we found was their network depended on a few individuals and was very fragile



Moreover, we analysed the key individuals and their group connections, and found that the group structure and cross-group connections was weak. These findings, and many more, were unknown to our customer, that now had a facts based view that they could manage

THE RESULTS

The Yammer assessment provided our customer with a whole new view of ESN management. They now knew how vulnerable their network was, and which parts that were extra weak.

These insights and the ESN perspective could then be used to form a Yammer framework that supports the company wide strategy



Wexxa Collaborative Business AB
Klarabergsviadukten 63
101 23 Stockholm

info@wexxa.se
+46 70 998 91 12
<http://www.wexxa.se>