



URSULA LABRES



GLOBAL HEAD ENTERPRISE EXECUTIVE
BRIEFING PROGRAM

WORKPLACE BY FACEBOOK



Connecting Customer
Experience to Value

#CS100SUMMIT





The Value Of
What We Do

How do we
connect
these two?



Customer
Impact

Making the
intangible
tangible.

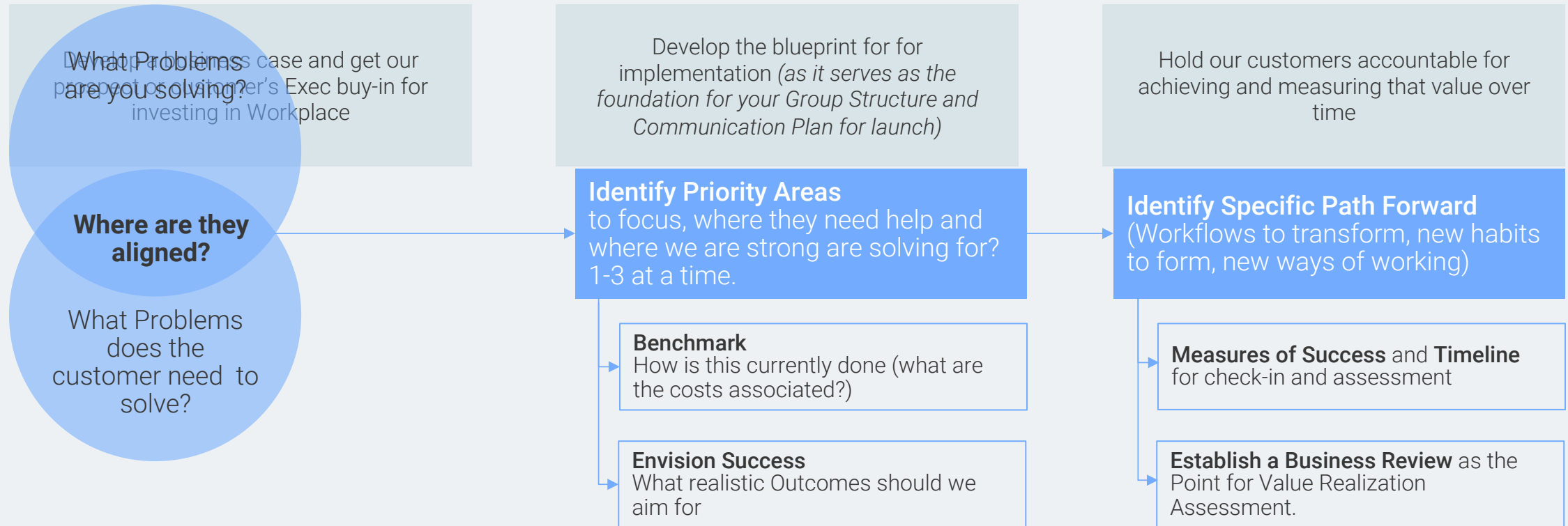
Creating a Value
Framework on
Culture, Connection
and Employee
engagement





Value Assessment Framework

Present Model



KEEP IT SIMPLE

Value Discovery and Assessment



Gather benchmark or current state data during "sales or early deployment stage cycle" to use at a later date and compare with results.

Company Background

- Industry: Travel / Airline
- # of Employees: 2700
- Region: APAC

Key Challenges

- **Scattered communications** no one consolidated platform – Chat Apps, emails, Intranet
- Communications platforms didn't allow much for **meaningful, two-way communication**
- Dispersed workforce with varying job scopes based at different destinations around the world
- Competitive industry – the need to stand out and **promote employer branding**

Increased effectiveness in HR Helpdesk (10X reduction in email), Flight Swaps and Peer-to-Peer Learning



Workplace & Client – Value Assessment Output

Outcomes	How is it currently done	Workflows	Success Metrics
Improve Executive Transparency and Internal comms efficiencies <ul style="list-style-type: none">- Respond to dynamic market environment- People feel included and able to celebrate launch of new company- Accelerate cultural transformation- Bridge gap between business unit micro cultures- 4 Core Values	Quarterly town halls on 3rd party platform <ul style="list-style-type: none">- Have to wait 48hrs to share it- Poor mobile experience Inside the Client Intranet	Every People Manager to have team group (Automate or build into comms plan) 1:1 group between people manager + direct report Monthly AMA with exec team <ul style="list-style-type: none">- 10 minute slot for customer story/ R&D update- Quarterly town halls Executive authenticity - Lightweight trainings on Innovation Highlight group	Impact Survey (Benchmarking from IBM) <ul style="list-style-type: none">- Growth Strategy Awareness (+10%)- Internal Team comms (+10%) Workplace Engagement Metrics (+15%) Increased engagement and viewership on content above Intranet
Improve employee Experience <ul style="list-style-type: none">- Retention- Talent Acquisition- Reduced costs due to increased fluidity of information- Be able to better partner with customers	Internal job tools <ul style="list-style-type: none">- Very difficult to find Silo'd nature of businesses – Lots of microcultures Act like an owner – not enough ways to communicate and work together around what this means Inside the Client Intranet – low traffic	Group for career growth (Centralize all resources) <ul style="list-style-type: none">- Group for all internal job postings Recognition program <ul style="list-style-type: none">- Thanks bot- Build into on going comms planning and regional groups Enable Intranet and Content Systems integration to reduce friction to comms channels People Directory – Comms push on this Impact survey group – Change perception that nothing gets done from feedback 'Coffee with a co-worker' group – Put your name in and set up time with someone from a different team Client Spotify Playlist Multi-company groups for all customers involved in co-develop	Career Growth <ul style="list-style-type: none">- Increased retention rates in employee base (+ X%)- Increase in internal applications to roles (+ x%) Impact Survey outputs <ul style="list-style-type: none">- Engagement Index (+X%)- Enablement Index (+X%)- Decrease in "I rarely think about looking for another job"

The Results

Within the first couple of months of launching the framework

14

Completed Value Assessments

80%

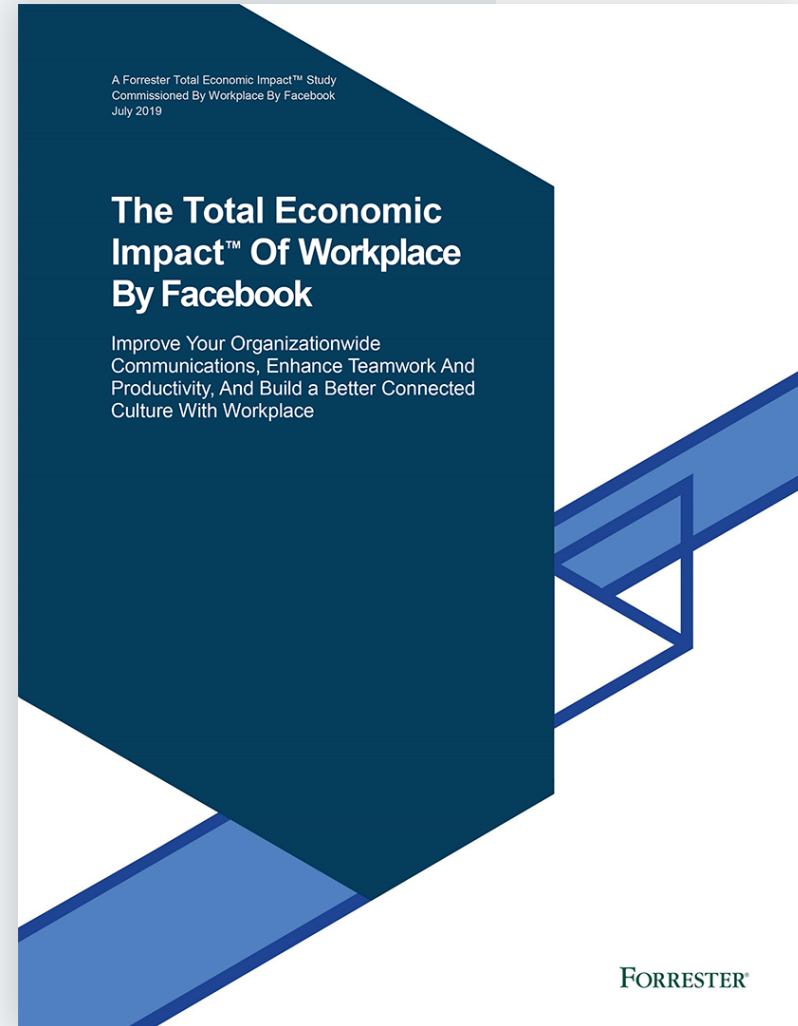
to net new companies

50%

Helped accelerate sales opportunities and create focus for launch



SCALE IT! Served as foundation the our first Total Economic Impact of Workplace report by Forrester Research



The Value of Connected Organizations



IMPACT #1

ROI on Connectedness

As a result of connecting employees that were not connected to other members of the company before, workplace was able to facilitate the following outcomes:

34% reduction in time taken for frontline workers to get updates

25% reduction in leadership communication costs

10% increase in revenue per customer

IMPACT #2

ROI on Business Agility

Workplace makes collaboration simpler, access to information more abundant and decision making happen faster.

20% increase in task efficiency for frontline workers

80% reduction in cloud opex for legacy tools

20% faster decision making

IMPACT #3

ROI on Culture

Workplace makes organizations more open and transparent, which leads to better knowledge sharing, increased recognition and more meaningful work.

10% increase in employee retention

32% increase in production innovation

24% increase in onboarding efficiency

Learn more about the total economic impact of Workplace: fb.me/workplace-tei-study

Sources: Forrester Consulting. The Total Economic Impact of Workplace by Facebook: July 2019 Forrester Consulting, a part of Forrester Research, provides independent and objective researched-based consulting. Total Economic Impact (TEI) of Forrester's methodology for measuring the comprehensive impact of investments, technologies projects and initiatives. They are meant to help readers who are consider a similar investment understand the experience and outcomes achieved by other customers.

How can you translate this to the work you do?

RETROACTIVELY

Study or Simplified Research

PROACTIVELY

Sales Acceleration and Blueprint Tool

PROACTIVELY

Key Component of Business Reviews

PROACTIVELY

Upsell



1. Start with a Common Goal
2. Identify Focus Areas (where your strength can solve their challenges)
3. Discover and Establish Benchmarks
4. Outline Blueprint for Action and Measure of Success
5. Work the Plan, check-in, Assess Progress and iterate
6. Aim for quick wins first

Open Q&A



Thank You!



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