

sideways6



Employee Ideas Campaigns with Yammer and Sideways 6

Solution Brief

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Employee Ideas Campaigns with Yammer & Sideways 6

4 in 5 employees have ideas on how to improve their business. Companies who listen benefit from:



Increased Revenue

Better and more innovative products



Reduced Costs

Improved processes and customer service



Happier Employees

More productive and loyal employees

Microsoft Yammer offers the perfect platform for reaching your employees with idea campaigns.

Sideways 6 is the world-leading idea management platform for Yammer.



Companies Currently Listening to Ideas on Yammer

BRITISH AIRWAYS 

MARS

RioTinto

DIAGEO

Kingfisher

Balfour Beatty

Customer Success Story

centrica

Making Yammer the home of employee ideas



Objectives

Ideas to save costs, improve customer experience, and engage employees



Campaign Engagement

Ideas group is the largest Yammer group

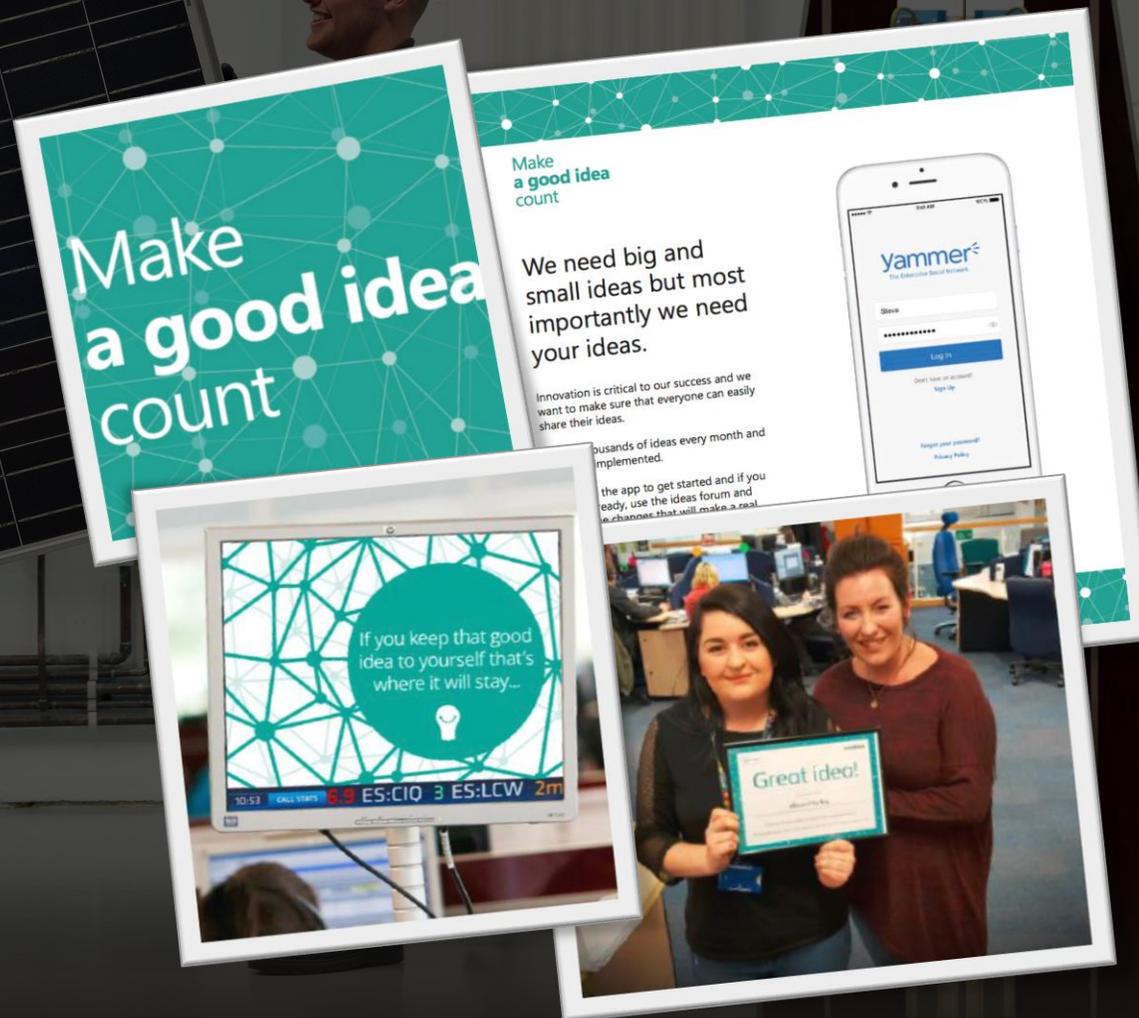
700-1000 ideas posted every month



Business Impact

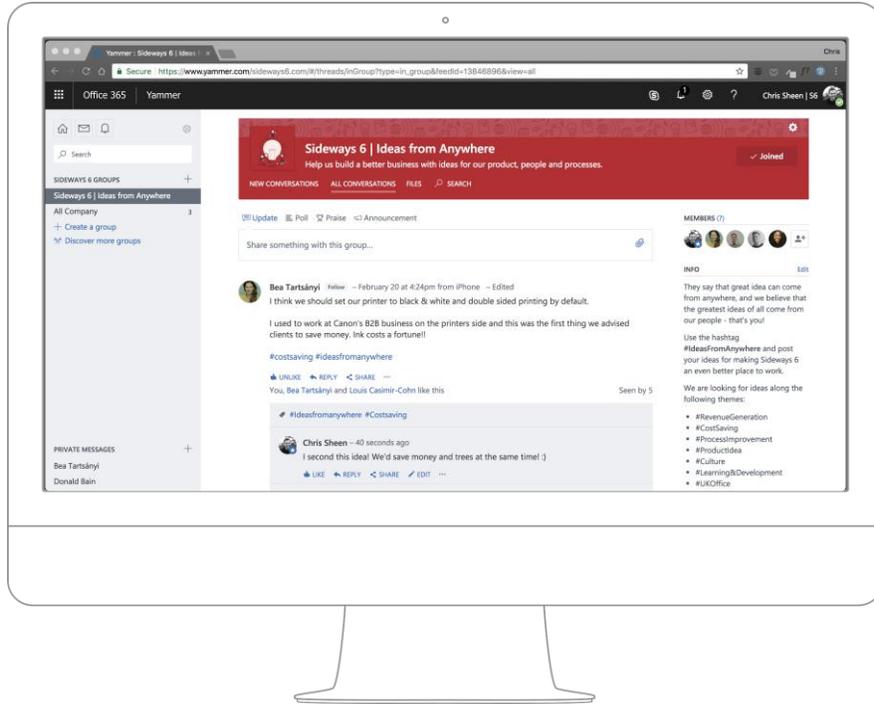
\$6.5 million saved from a single idea

15% increase in customer satisfaction



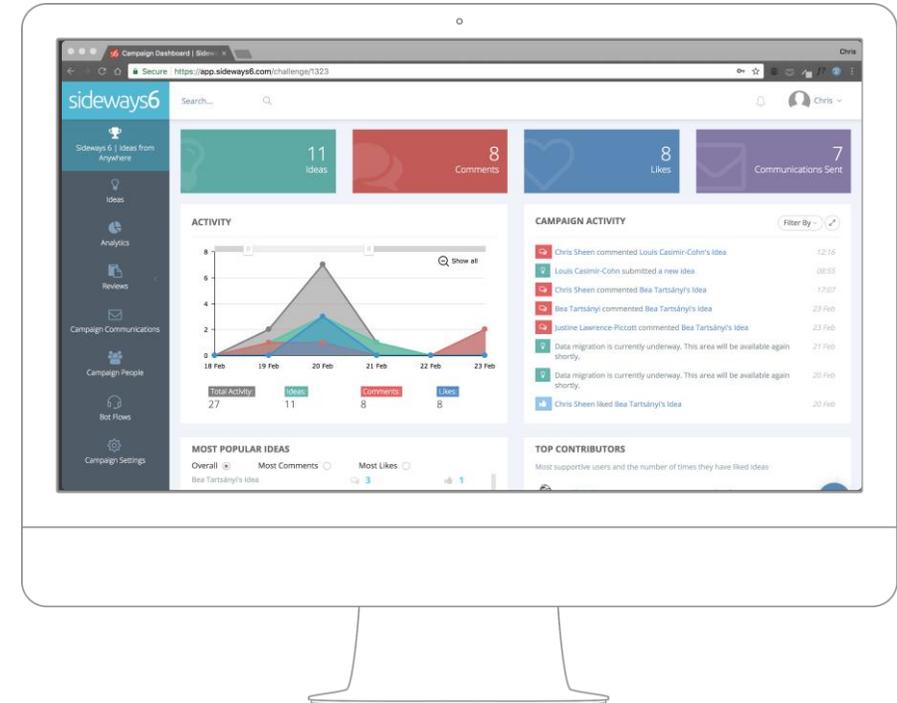
Step 1 | Front End

Idea Campaigns in Yammer



Step 2 | Back End

Idea Management in Sideways 6



Simple submission

Employees simply join your group on Yammer and post their ideas



Idea collaboration

People will comment on ideas to help develop and improve them



Smarter decisions

Manage ideas at scale, find the best ideas and reveal their business value



Communicate back

Update staff on the progress of ideas and celebrate successes all on Yammer