



Increasing Office 365 adoption & Improving business productivity

2019

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The Cue

In brief

Why the Cue?

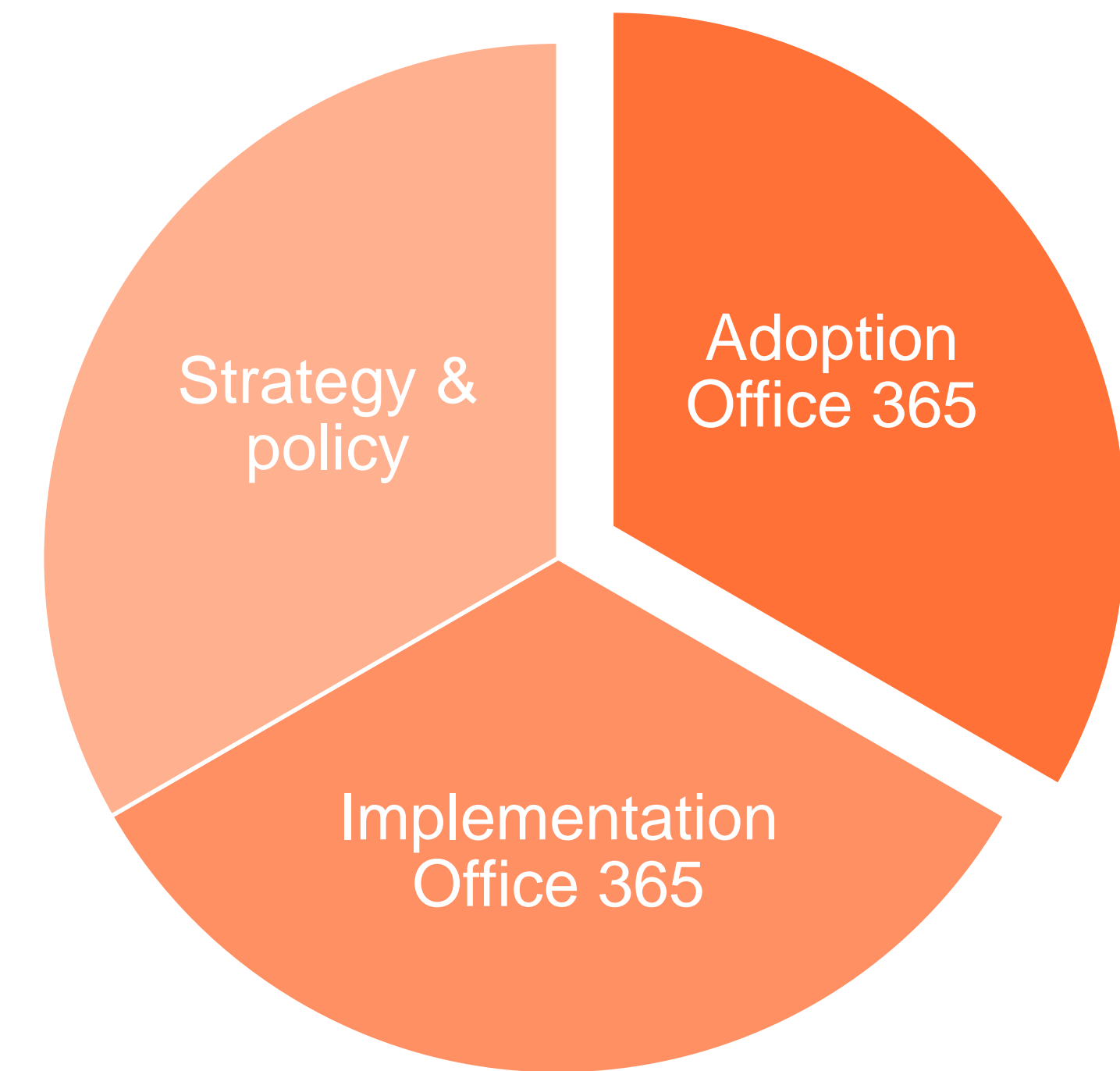
- Digital transformation goes beyond implementing Office 365.
- Transformation implies changing the way people work at the (modern) workplace and including people (and teams).
- A well executed adoption strategy makes sure that one takes full advantage of what Office 365 has to offer and increasing business productivity at the same time.
- Therefore, an effective adoption strategy is a fundamental part of any journey of Digital Transformation.

Our credentials

- The Cue is about scalable Office 365 adoption.
- We aim to drive bottom-line performance, we understand change and we have the expertise in using motivational elements of gamification.
- Our platform is designed for organizations ranging 100 – 100.000 employees on a global scale.
- We measure fact based adoption improvement.
- We improve team performance, while having fun in the process.
- The Cue sprouts from House of Performance, a consultancy firm specialized in strategy execution and performance improvement, integrating both hard and soft skills in change management.

Digital Transformation needs a multidisciplinary approach

*"From champagne after going live towards celebrating when Office 365 is **used** at it's full potential"*



Many roadmaps of Digital Transformation fail to align with the organizational change needed to be ready for the future. IT implementations tend to focus mainly on the technology part and less on the usage and adoption part. However challenging, the optimal combination of IT tooling and the alignment with how teams do their work is the way towards Digital Transformation.

Therefore, realising the full benefits of Office 365 calls for a adoption strategy to focus on end-users and their needs.

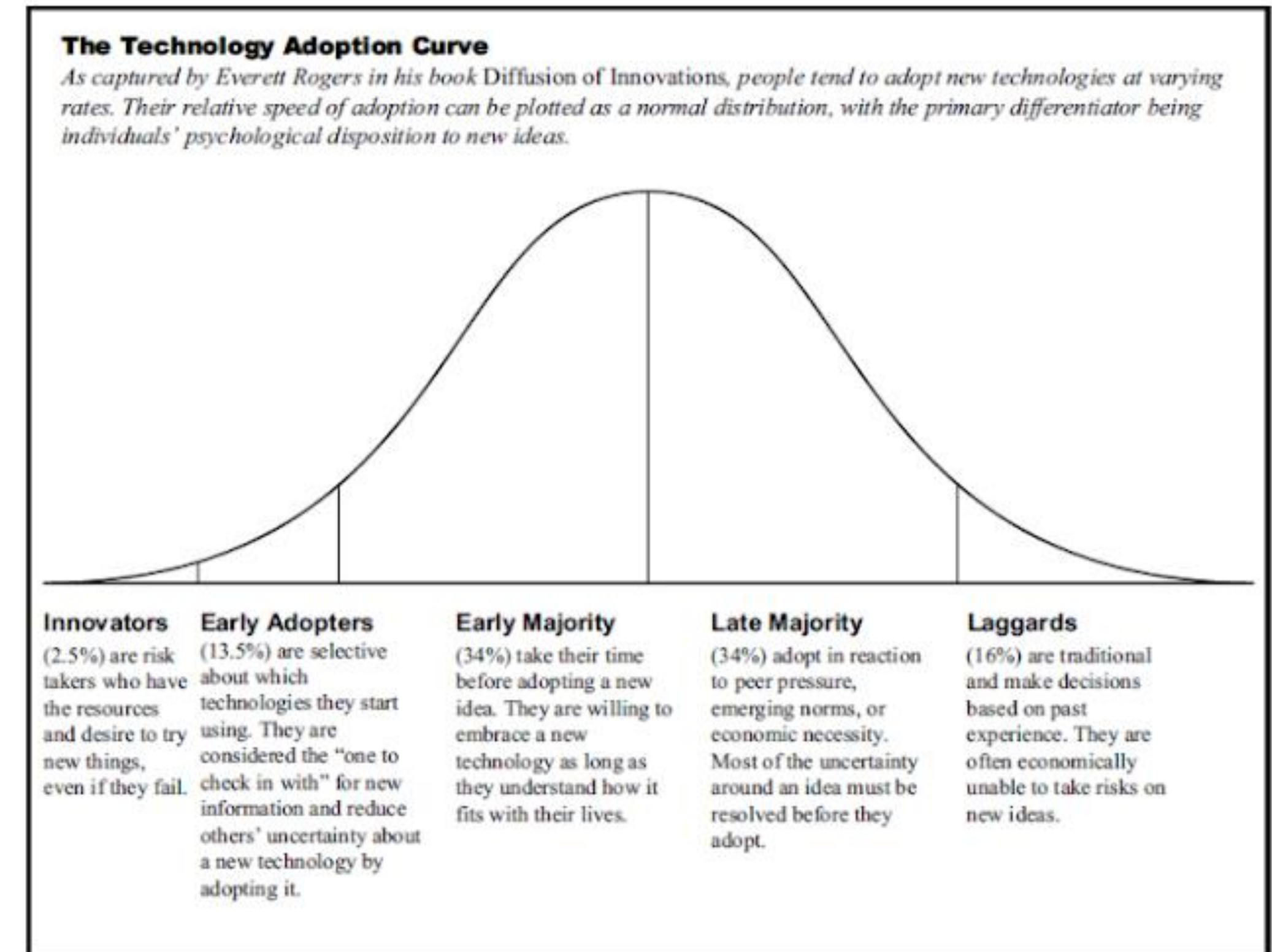


Our claim

IT adoption =
changing the behaviour of individuals and the habits of teams

An effective Office 365 adoption strategy looks at changing the **behaviour** of individuals and the **habits** of teams.

Changing people involves their attitude to change and technology, their intrinsic motivation to learn and improve and the way this is rewarded.

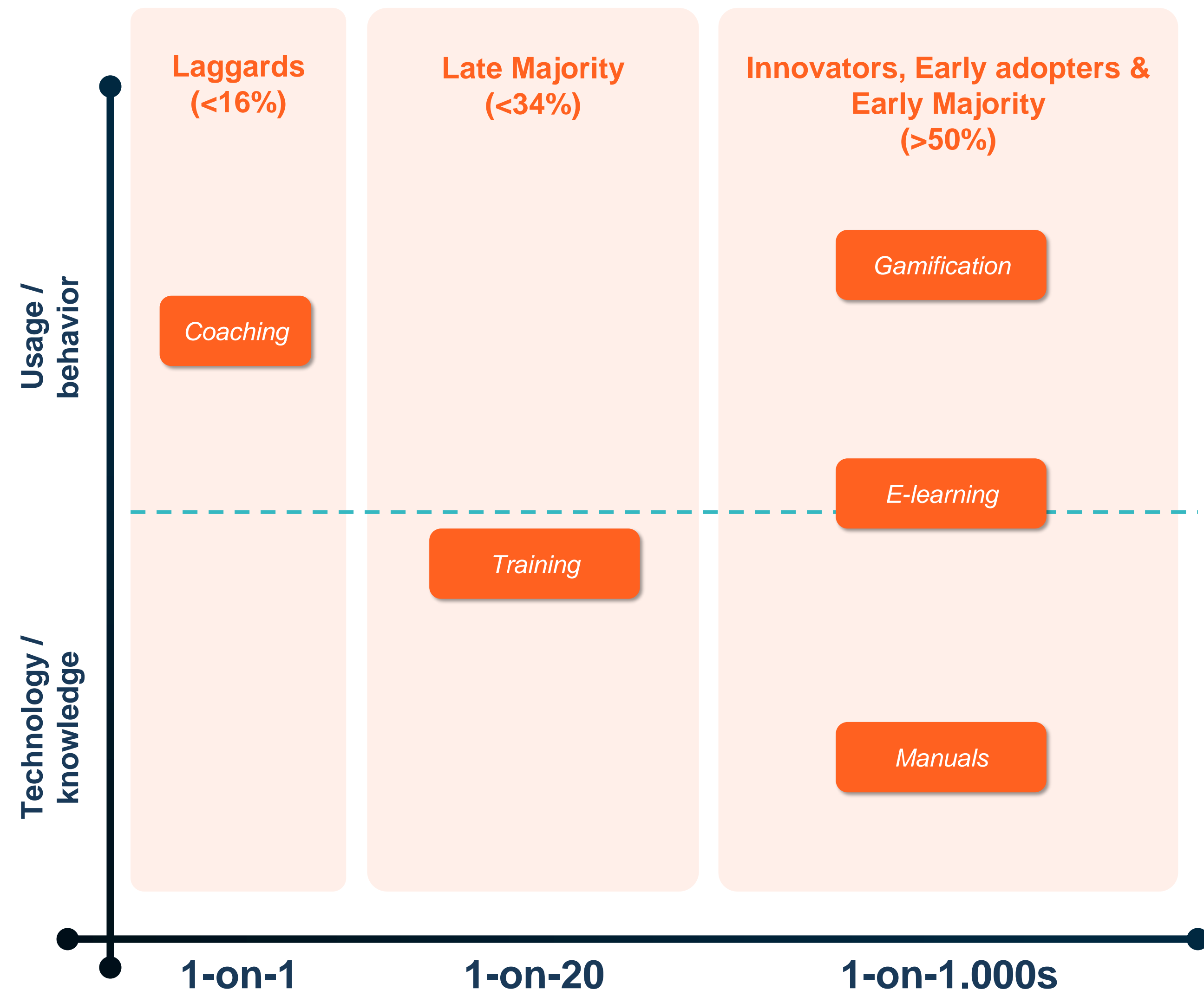


Based on extensive research, people are found to have different attitudes towards change and technology. An effective adoption strategy focuses low-effort interventions towards innovators, early adapters and the early majority. More intensive interventions such as training and coaching should be aimed at the people who need more attention in order to keep pace with the digital transformation.

An effective adoption strategy

Any organisation will have a diverse population of people. An effective adoption strategy will therefore incorporate a diverse set of interventions. Interventions should fit the target group based on their attitudes towards change and be focus on changing their behaviour.

Many interventions tend to focus on knowledge transfer, especially around the IT tooling themselves. At the Cue, we believe that new knowledge generally doesn't facilitate changing behaviour and habits, which is another reason to combine adoption solutions.





Scalable IT adoption

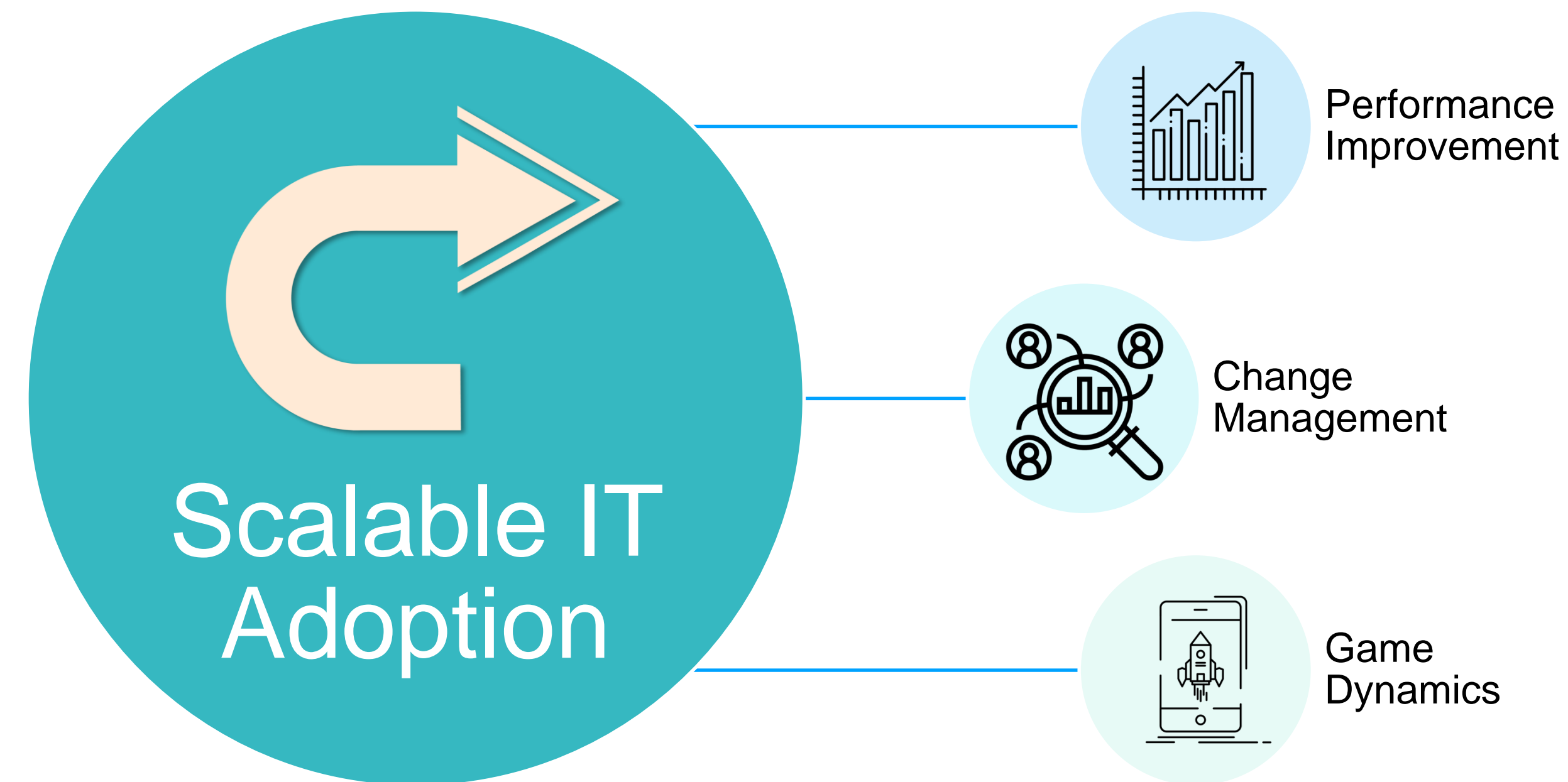
At the Cue, we developed scalable IT adoption solutions that motivate and facilitate teams to make better use of Office 365 and collaborate smarter.

Scalable IT adoption

The method is based on the unique combination of Game Dynamics, Performance Improvement and Change Management. It focusses on developing desired behaviours and habits with Office 365, making teams more productive.

In their daily jobs, teams are challenged to improve their performance. Small team challenges, friendly competition, rewards as points and badges and valuable insights motive and facilitate teams towards better use of Office 365 and higher productivity.

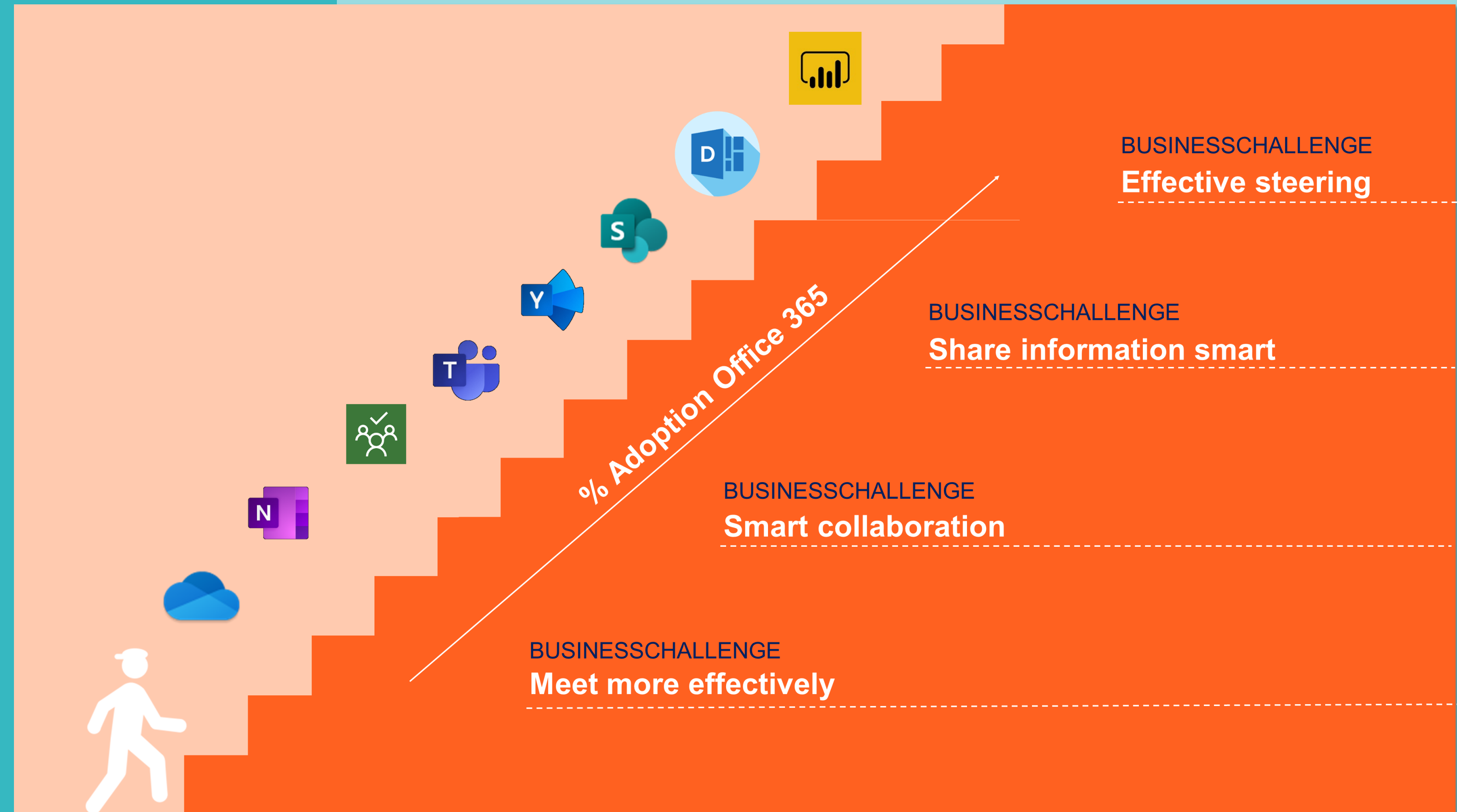
The method ensures bottom-line performance improvement, gradual and fun learning curve and a zero-need for adoption consultants.



A path to mastery

There are two factors that make this method scalable. It takes into account what people motivate intrinsically and centres around the things they really care about, such as collaborating better with their team, bein able to help clustomers better or to have more fun than frustrations at work

Our games bring challenging gaming elements into day-to-day collaboration. While working, users get motivated, acquire new knowledge, and become trained in new skills. It is based on people's desire for mastery and playing fun games. Each person tries to improve as an individual and/or as part of a team.

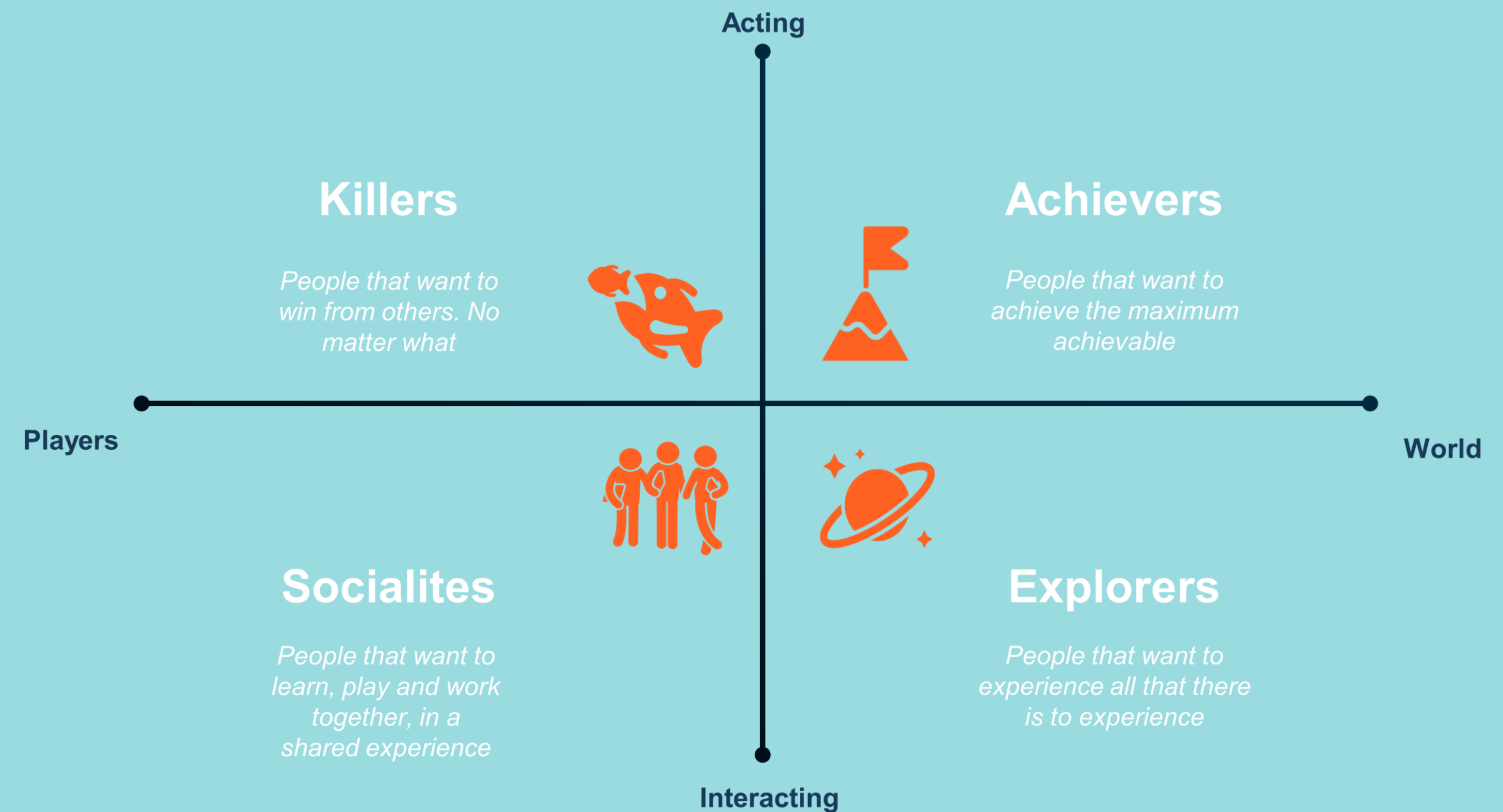


Why does gamification works?

Gamification is an approach with bottom-up change based on positive energy and ownership.

Gamification stimulates fun and autonomy (pull), based on what motivates people to learn and play (see figure to the right). It also focusses on learning by playing (and doing). It is grounded in the methodology of Charles Jennings as to how people learn best:

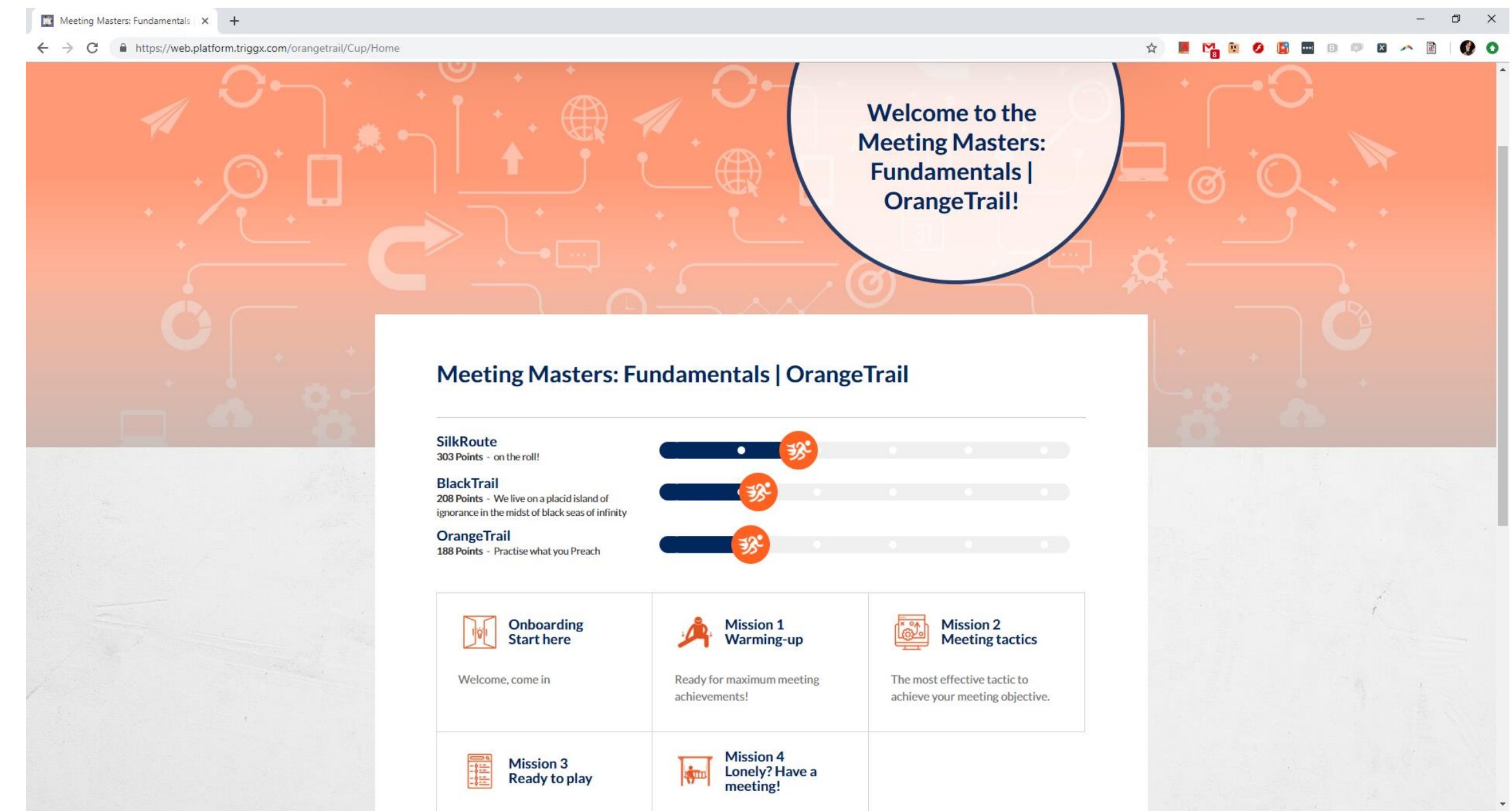
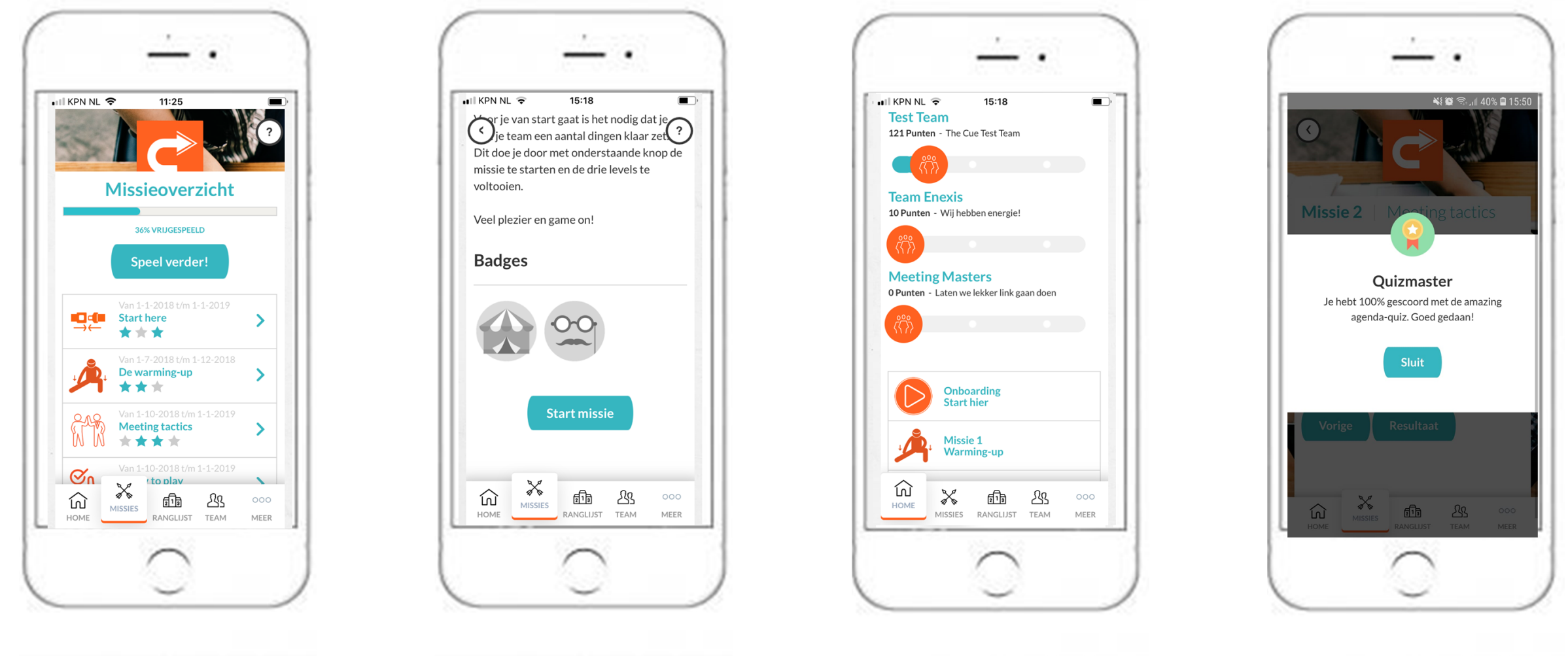
- 70% in the workplace
- 20 % in 1-on-1 coaching
- 10% in formal trainings



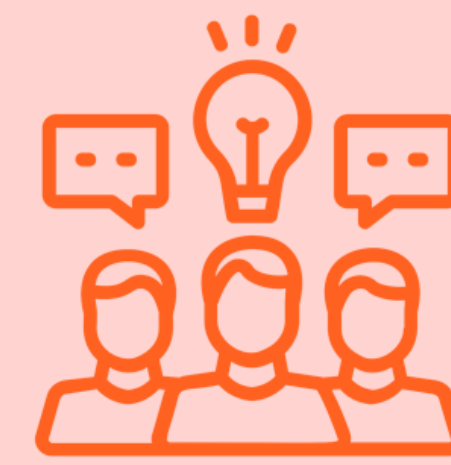
Example: Meeting Masters Game

The Game Meeting Masters challenges teams to improve their meetings by both having the right meeting habits as well as using Office 365 optimally.

Meeting Masters Fundamentals improves collaboration in (digital) meetings, meeting preparation, becoming more action-oriented and hassle-free file-sharing while using Microsoft Team, OneNote, Outlook and Planner in the best way. Games played in the past show a increase of more than 40% of meeting effectiveness and more than 50% use of Office 365 (OneNote).

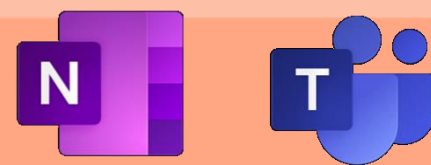


Currently available:



Meeting Masters Fundamentals

Introduction Teams & OneNote
First steps to more effective meetings



Meeting Masters Actiegerichte teams

Deeper use of OneNote & introduction Planner
Next step in more effective meetings



Smart Collaborators Fundamentals

Introduction in Teams
First steps in smart collaboration



Smart Collaborators Let's Team UP! (FLW)

Introduction in Teams
First step smart collaboration and communication voor First Line Workers



Smart Collaborators Working Out Loud

Introduction in Teams, Yammer, Delve
First step in smart collaboration and mindset of 'working out loud'



An effective (scalable)
adoption strategy
improves both adoption
and business
productivity.

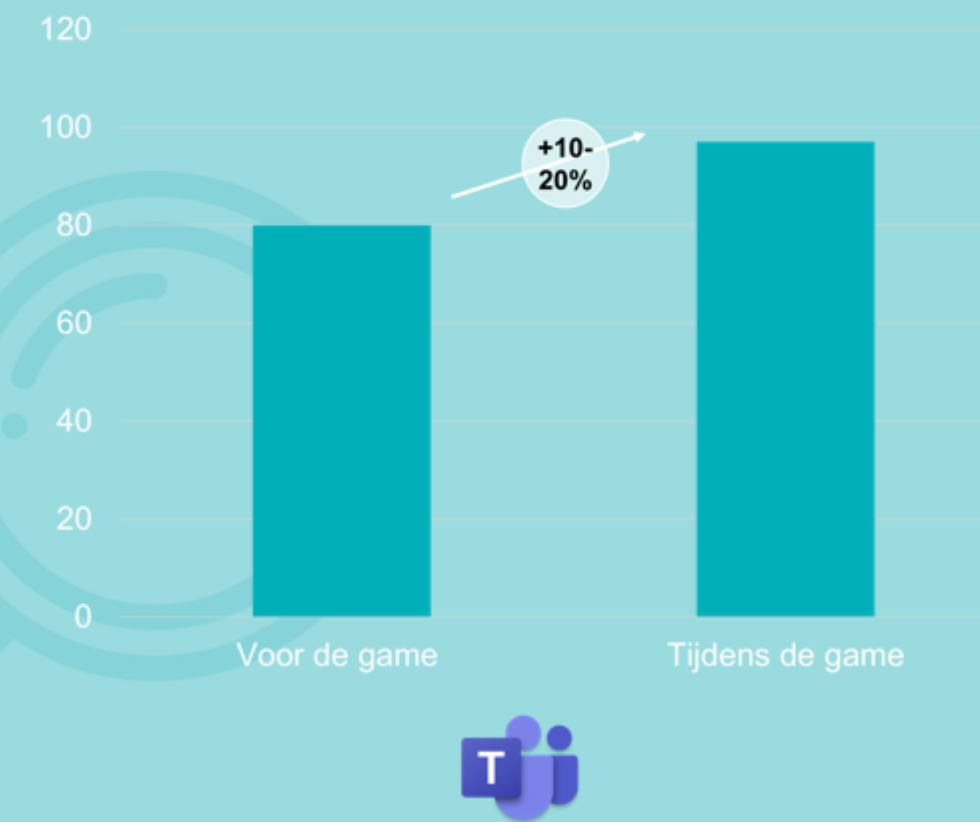
See the results



Impact Adoptie

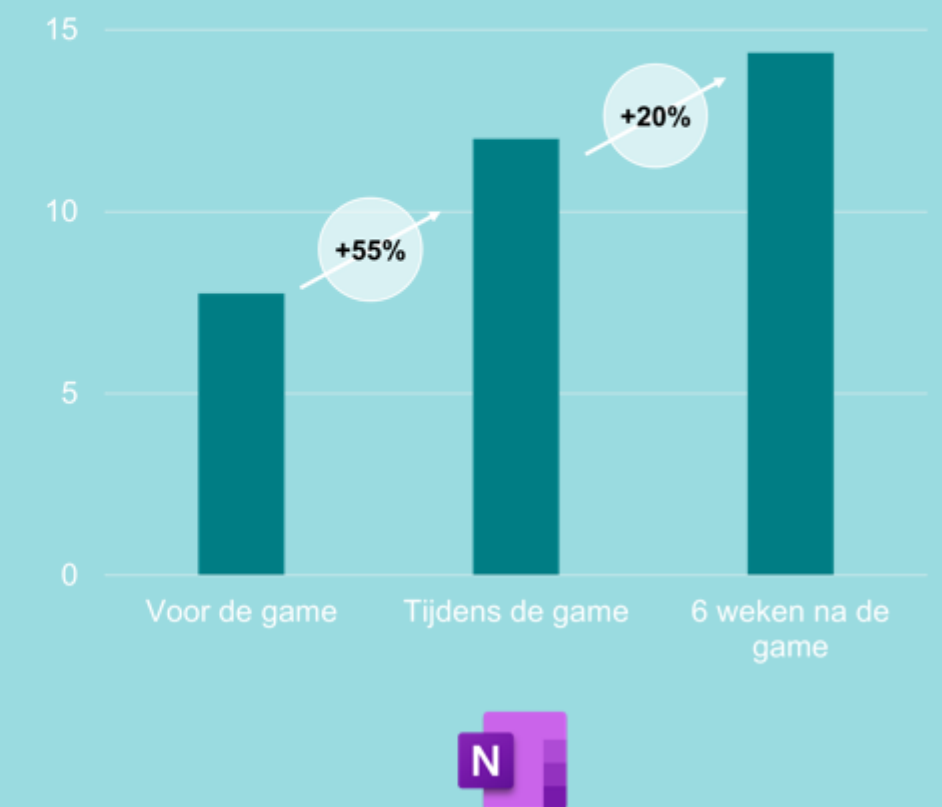
Smart Collaborators : Let's Team UP!

Gemiddeld gebruik Teams per speler



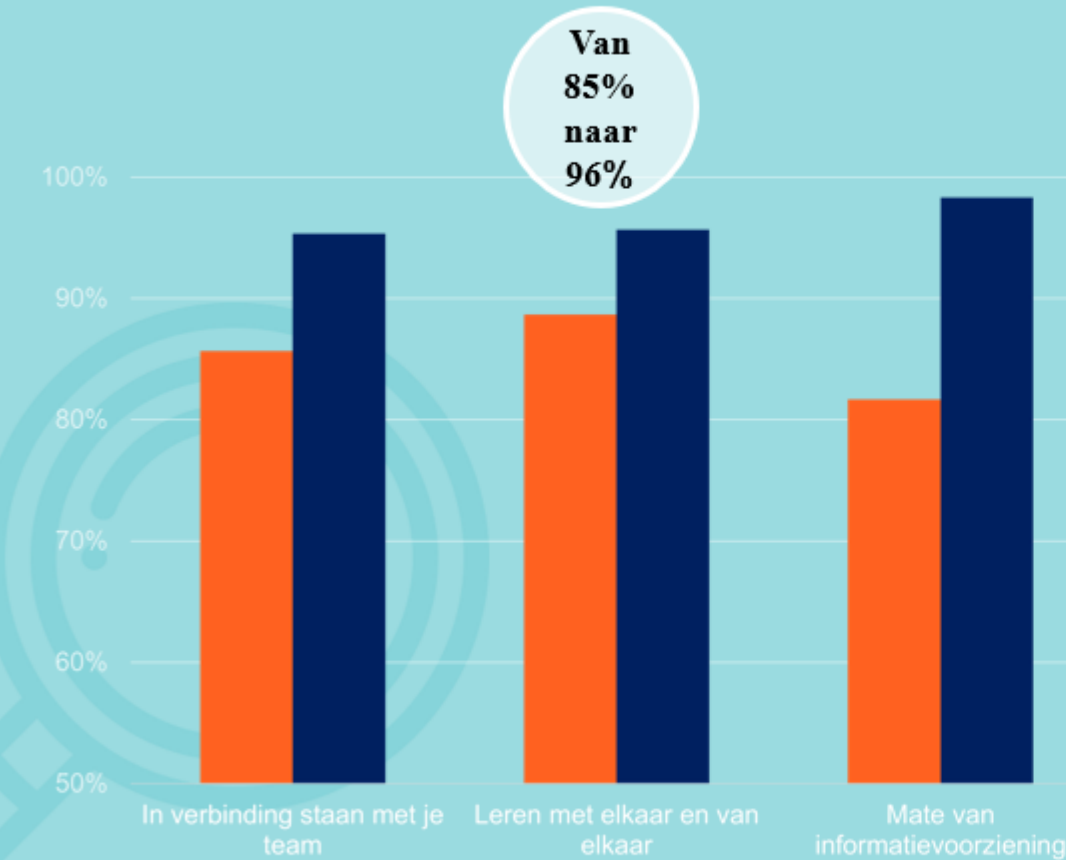
Meeting Masters: Fundamentals

Gemiddeld gebruik OneNote per speler – per week

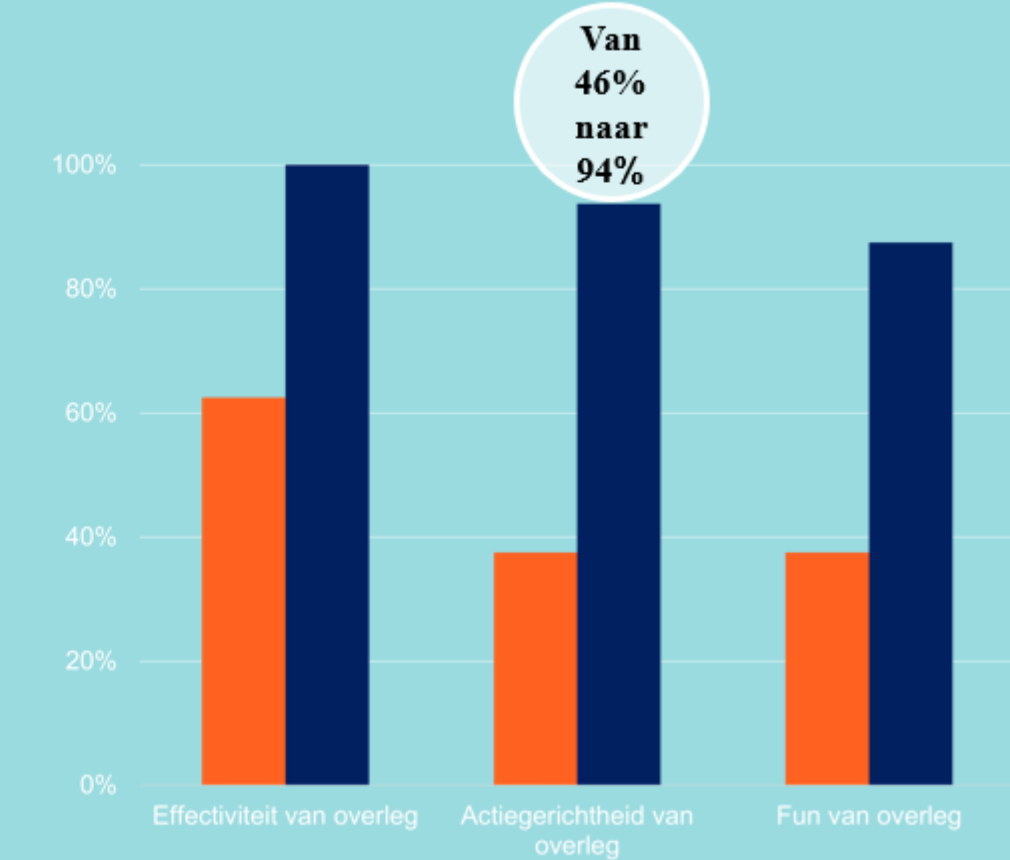


Impact Businessproductiviteit

Smart Collaborators : Let's Team UP!



Meeting Masters: Fundamentals



Principles of working with the cue

Scalable

>50 seats is the minimum number of users for having to right game experience

White label

Office 365 Gamification is a white label product. It will take on the look & feel specified by Microsoft or the customer. Possible for both HTML and mobile app.

Service Desk

There is a Service Desk to support Business Partners and those who are playing the game.

IP

The Cue's IP is over Office 365 Gamification and Office 365 games

New games

The Cue releases a minimum of 4 new games per year in which new collaborative working scenarios are played out.

Adoption as a Service

per seat per month



*Many enterprises simply **aren't set up to tap the value of Office 365's other components**, which are oriented toward "working in a collaborative, mobile and analytical fashion,"*
- Gartner 2017



*The Cue is a daughter company of House of Performance and has many years' experience in gamification.
Clients include Aegon, Alliander, Bovag, Bruna, Gemeente Utrecht, Philips, Rabobank, Prorail and Zeelandia.*

www.thecue.nl