

Viva Engage/Yammer Launch and Relaunch

Discover how Viva Engage and Yammer can help generate and supplement human connection in your organization in a world of remote and hybrid work! Express yourself, share your experiences, connect with others, engage with leadership, promote what you believe in, and find knowledge and answers all in one place.

Why WM Reply?

WM Reply has a robust Yammer practice, rolling out Yammer at organizations of any size. Our adoption and change team, as well as our in-house design team, will work with you to create and deliver on a custom change plan tailored to your organization's goals to drive Yammer adoption at your organization, so you can maximize your ROI. This effort can be targeted to support a focus on the social aspect of Yammer, the knowledge management aspect of Yammer, or both. During this effort, technical consultants will work with you to determine how to best configure Yammer to fit your objectives and current technical landscape.

A small circular portrait of a smiling man with short dark hair, wearing a light blue shirt.

Get started today
with **Viva Engage**

- ERGs, Culture Communities: local and global connectivity
- Internal Comms: all company announcements, events, and campaigns
- Leaders: spotlight on personal stories, goals, videos
- SME Groups: knowledge sharing globally, local FAQ platform
- New Hires: platform for networking and acclimating
- Frontline workers: mobile-friendly experience
- Single, unified experience in Teams

Approach & Deliverables



Discovery

- Assessment of Yammer network and tangential M365 systems
- Discovery workshops to understand the collaboration and social landscape at your organization
- Creative workshop to understand and define the associated creative campaign with the launch



Planning & Preparation

- Playback and configuration of Yammer network in preparation for launch
- Delivery of personas/use cases and adoption and change plan for rolling out Yammer



Training & Implementation

- Technical support through launch
- Communications plan and package (e.g. buzz videos, emails, etc.)
- Change champion strategy and champions sessions
- Training collateral (e.g. training guides, webinars, quick reference guides, etc.)
- White glove training



"We did a 3-month pilot, and started with 10k people, but by the end of the pilot, we actually had 30k users in Yammer, and it organically grew in 3 months. We really made the campaign fun and engaging"

Chris Harrer

Comcast Associate Vice President,
Internal Communications – Digital



"We've seen some really neat use cases come up where people will post a question before the end of their workday, go to sleep, come back, and they see answers from all over the world because people are working in the other geographies."

Sarah Mahon

AECOM Associate Vice President,
Enterprise Community Manager

Email us!
wm@reply.com

Cost Structure

While the above gives you an indication of what's included in a typical project, the amount of adoption and change assistance organizations need tends to vary. See the tables below for a few sample engagements to give you a sense for what adoption and change items are available and their associated price:

Bronze Package ~\$49,500 (10-12 weeks)	
Phase	Cost (USD)
Technical Readiness & Launch	<ul style="list-style-type: none"> Current assessment of M365 and Viva Engage, settings, and networks 30-minute session on governance Usage policy and configuration of Viva Engage and governance Execute and support launch
ACM Discovery & Planning	<ul style="list-style-type: none"> 2 discovery workshops and 1 discovery playback Up to 5 personas/use cases Delivery of ACM plan
Comms, Coaching, and Training	<ul style="list-style-type: none"> Communications Plan Comms package, including 1 buzz video, emails, gifs, and design assets Change Champions strategy & 2 sessions with Champions Training guides, FAQ, quick-reference doc, 2 webinars, and 2-page "which tool when" guide

Silver Package ~\$75,000 (12-14 weeks)	
Phase	Cost (USD)
Technical Readiness & Launch	<ul style="list-style-type: none"> Current assessment of M365 and Viva Engage, settings, and networks 30-minute session on governance Usage policy and configuration of Viva Engage and governance Execute and support launch
ACM Discovery & Planning	<ul style="list-style-type: none"> 3 discovery workshops and 1 discovery playback Up to 5 personas/use cases Delivery of ACM plan
Comms, Coaching, and Training	<ul style="list-style-type: none"> Communications Plan Comms package, including 1 buzz video, emails, gifs, and design assets, and Champion communications Change Champions strategy, 2 sessions with Champions, and executive sponsor engagement Success story engagement Training guides, FAQ, quick-reference doc, up to 6 webinars, 2-page "which tool when" guide, community owner training guide, and 2 how-to videos

Cost Structure

While the above gives you an indication of what's included in a typical project, the amount of adoption and change assistance organizations need tends to vary. See the tables below for a few sample engagements to give you a sense for what adoption and change items are available and their associated price:

Gold Package ~\$100,000 (14+ weeks)	
Phase	Cost (USD)
Technical Readiness & Launch	<ul style="list-style-type: none"> Current assessment of M365 and Viva Engage, settings, and networks 30-minute session on governance Usage policy and configuration of Viva Engage and governance Execute and support launch
ACM Discovery & Planning	<ul style="list-style-type: none"> 3 discovery workshops and 1 discovery playback Up to 5 personas/use cases and 5 user interviews Delivery of ACM plan
Comms, Coaching, and Training	<ul style="list-style-type: none"> Communications Plan Silver comms package Change Champions strategy, 2 sessions with Champions, and executive sponsor engagement Success story engagement Pilot training guides and 6 pilot webinars Full launch training guides, FAQ, quick-reference doc, 9 audience-targeted webinars, 2-page "which tool when" guide, community owner training guide, and 2 how-to videos