

A nighttime photograph of the Manhattan skyline as seen from the Manhattan Bridge. The bridge's steel structure and suspension cables are visible in the foreground, illuminated by warm lights. The city skyline in the background is filled with brightly lit skyscrapers, including the Empire State Building. The water of the East River is dark and reflects the city lights.

predica.

Using analytics to boost employee engagement with Enterprise Social

CASE STUDY

About the customer

Company size: **5 000+** • Industry: **Pharma** • Country: **Poland**

Our client is one of the largest pharmaceutical companies in Poland. Their distribution network extends from Central Europe to Central Asia. With decades of experience, they are trusted by their customers and healthcare professionals alike.

They were the first in Poland to leverage Yammer as an internal communication channel. The Sales and Marketing Department was the first to adopt Enterprise Social. Their goal was to drive employee engagement, foster open and less formal communication and promote knowledge sharing. The use of Yammer turned out to be such a success that it was rolled out enterprise-wide.

Problem

Although the employee response to Yammer implementation was positive, the solution lacked a comprehensive and user-friendly analytical dashboard to track usage. The PR & Internal Communication Department was responsible for taking care of employee engagement and communication. To achieve this in a true data-driven way, they needed a source of information to gain actionable insights.

That is, their internal communication specialists needed reports and dashboards to track usage. They needed a solution that would support their everyday work and was not burdensome to use.

Goals

The project had the following objectives:

- Identify top influencers and turn them into “Yammer ambassadors”. They could drive further adoption of Yammer through a dedicated approach to communication.
- Ensure access to easily customizable reports and dashboards to track all aspects of Yammer activity.
- Support Yammer usage to stimulate knowledge sharing and encourage communication between employees from different locations and departments.

Solution

Predica designed and developed a fully extensible platform based on Azure Data Services and Power BI. It enabled the client to analyze all aspects of Yammer usage and adoption, and helped to unleash the full potential of Enterprise Social.

Technologies: **Azure Data Services** • **Power BI**

Key features:

- Automated data loading process.
- A predefined set of reports and dashboards focused on selecting the most engaged employees and usage patterns.
- The possibility to create new reports and dashboards (a comprehensive and business-oriented data repository is available to end users).



Results

The solution was crucial in achieving the business objectives of the rollout of Enterprise Social.

Thanks to reports and dashboards, the PR & Internal Communication Department had instant access to advanced analytics to track Yammer usage, analyze employee activity and gain insights. They used the data to further optimize internal communication on the Enterprise Social channel.

The benefits to entire organization were multifold. The employees gained a new communication platform, decision makers gained insights from advantaged analytics and data visualization and data-driven decisions were made to further boost usage across the enterprise.



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