



# A Customer Zero Story

Jon Bates

Employee and Executive Communications

Caucasian male in 20s, no beard, doing telephone research, frustrated

⚡ 10

Creating

Explore ideas

🔗 Help



🔥 Designer

Powered by DALL·E 3



**Empower every person  
and every organization on  
the planet to achieve more**

# Priorities



Culture  
Foster, revitalize  
and energize



Mission and Strategy  
Keep employees  
informed and create  
clarity



Pride and Advocacy  
Engage employees  
so they can share  
their pride

# Announcements



# Advocacy



# Storylines

Announcement posted in WE Together

**Florence Debuysier** Admin  
Jan 27 · Edited · Seen by 4,463

**Time to flex those trust and compliance muscles in Q3**

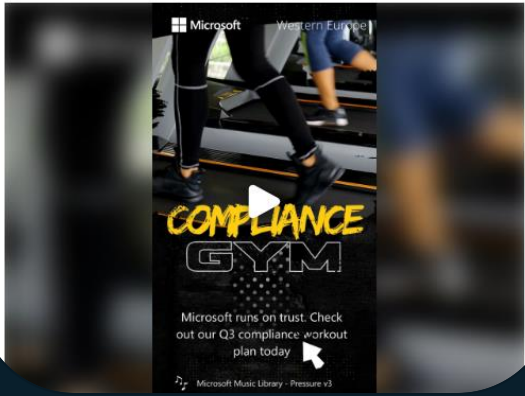
Did you know that only 9% of people are successful in keeping their new year's resolutions, especially if they're fitness related?

Whilst getting down to the gym or trying out yoga is hard work, there is one type of gym that we all need to be attending, 100% of the time...**the compliance gym!**

Microsoft is a business which runs on trust. It's what makes us unique in all of our markets and gives us the edge. But to get the benefit, it's something we need to be mindful of and practice every day. But don't worry, we're here to help make it easier and ensure you keep compliance in mind in everything you do.

**Here's our Q3 workout plan:**

- Attend our **Fostering a culture of compliance event** – learn and... with an exciting external speaker on the 27 January, 11:00 AM (invite your diary)
- Join our **See you at the gym** – and join in the conversation on how we are... on raising concerns and bad behaviour. 24 Feb, 11:00 CET (invite your diary) #MicrosoftRunsOnTrust #FY23ComplianceGym #Compliance #Trust



Can this be overwhelming?

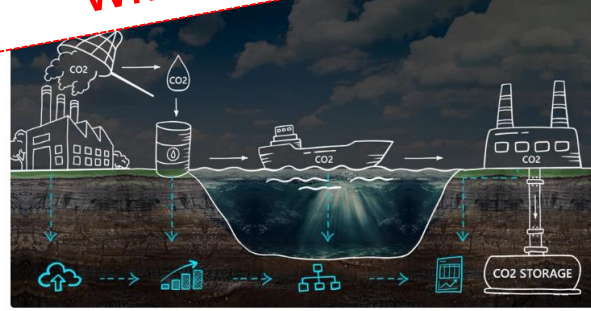
Announcement posted in WE Together

**Kristine Steidel** Admin  
Jan 31 · @10 · Seen by 4,369

**Sharing the story on our Norwegian Carbon Capture journey!**

Today is the day where we share our story on the work we're doing with Aker Carbon Capture, Northern Lights and others on carbon capture and removal. Can you imagine that it has only been two years since we signed the MoU with Equinor, Shell, Total and the Norwegian Government on exploring ways for carbon capture and removal? And now, we are cooperating with multiple companies on succeeding within this pioneering project. You can read the story here: [With carbon capture on an industrial scale, Norway plans for a greener future - Microsoft News Centre Europe](#)

We would like to extend a warm thank you to the people who helped create this story and make it come to life **Ole Henrik Ree Johannes Berrum Karen Hammeren Allan Steiger Chris Welsch (Prowess Consulting, LLC) And for those who helped bring the story to a broader audience Benjamin Samantha Wilson**



Like Comment Share

Maxim Salnikov and 56 others

Show 4 previous comments

**Maria Radomski** Jan 31  
Brilliant initiative.

When do we do this?



**MyMS**  
Posts 1 Followers 428 Following 2

Storyline All activity

Stories

Recent posts

**MyMS**  
Nov 28, 2022 · Seen by 486

myMS alias la communication interne a pour rôle de relayer les actualités et les initiatives internes à travers :

**★ Les formats éditoriaux ★**

**Newsletter myMS News**  
C'est la newsletter hebdomadaire qui vous permet de rester connecté à l'actualité de l'entreprise et de la filiale.

**Communauté myMS News sur Yammer**  
C'est le Campus virtuel de Microsoft France ! Cet espace d'échanges vous permet de retrouver toutes nos actualités en France, de les commenter en toute liberté et de partager avec nous to... see more

Show translation

Like Comment Share

Yasmina Teskrat and 20 others

What are Storylines?



# Video



# Comments



# Analytics

Announcement


**Joacim Damgard**  
Jul 19 • Edited • @27  
Seen by 4,177 ...

**Brilliant Together: Keynote, Winner Showcase and new Slides!**

Last Monday, we celebrated the exceptional impact we have had in FY23 and talked through our approach for FY24. We in Western Europe have a brilliant opportunity – and responsibility – to empower every person and organization to achieve more in the new era of AI by always **earning trust, driving bold innovation, empowering a brighter future and sparking curiosity.**

[Catch-up on the recording](#)

I also wanted to share with you ... see more



Like Comment Share You and 25 others


Write a comment

**Maria Comin** Jul 17  
Thank you **Oliver Baranoff**, I truly believe this is a recognition for all the edu teams, as this has been the most challenging year for us. You all have contributed to go ahead and beat all challenges. Thanks to all the team that have been part of this recognition and helped me again during this year.  
Pedro Moreno Lidia Maza (Ornival Comunicaciones SL) Carmen Benitez Vicente Peña Blanco (Ornival Comunicaciones SL) Manuel Abellán Serna Fran Garcia Michelle Noom Vanja Neto Mark Fitzsimons Rui Grilo

**Mila Schary** Jul 17  
Congratulations to all. Incredible list of achievement and people.

**Johannes Kicking** Jul 17  
Congrats to all winners! Andrej - you do excellent work and are a real role model, congratulations!

**Tina Rellwe** Jul 17  
Congratulations to all winners. Such an inspirational list of people!



**Andri Montano** Jul 17  
Congrats Jasper Duzdek!

**Annelien Mylre** Jul 17  
Congratulations to all winners, what an amazing performance everyone! 🎉🎉

**As Lenders** Jul 17  
congrats to all winners, enjoy the moment!

**Cornelia Koenig** Jul 17  
Ronald Maggarity & Sandra - Maria Triu, & Team - so well deserved! My sincere THANK YOU for your daily drive, enthusiasm, customer obsession and push towards the target!

**Tude Palma** Jul 17  
Congratulations to all amazing winners, special hug for Patricia Medra, Rebeca Vinancio e Manuel Dias

**Rebeca Vinancio** Jul 17  
Thanks a million, Tude Palma!

**Claudia Fonseca (SHE/HER/HERS)** Jul 17  
Congrats to all winners! Amazing!

**John Lindh** Jul 17  
Massive congratulations to all winners! And a special congrats and thanks to Asa Lindström, Tor Adamsson, Sophia Svanholt and Sandra Tyander!

**Asa Lindström** Jul 17  
Humble and honored! Huge shoutout to my team and all leaders supporting our journey with FSF

**Angela Celik** Jul 17  
Will Done All Winner!

**Sentiment in your audience**  
Why it matters

**Trending positive**

This summarizes sentiment across public posts and comments in your audience.

57% Positive 34% Neutral 10% Negative

**Themes in your audience**  
Most popular Trending

Most popular themes are the ones with the highest total number of reactions and comments in the time period. [Learn more](#)

**Customers** Customer Team Microsoft Copilot Data Event Time

Everyone AI

**POPULAR NO.1**

**Customers** Trending positive  
107 conversations • 157 participants  
Most sentiment towards this theme is positive.

**Top conversations with this theme**

Conversations	Time posted	Views	Reactions	Comments
*** People Announcement: Mariena Koumartzaki - Partner Development Manager Data&AI *** I am happy to share...	Nov 8, 11:11 AM	309	60	33
Look at these logos! Oct-Nov Viva Gint Renewals Just wanted to share a big batch of Viva Gint renewals...	Nov 17, 8:53 PM	1,443	64	10
I am thrilled to announce the launch of the MS&S Copilot Pioneers Community, a local initiative for our 11 ana...	Nov 10, 8:29 AM	263	46	7

## Visionaries



## Experts



## Content Creators



Who they are

Leadership team

Market leaders: AI and Cloud, Security, Modern Work, Sustainability

Community at large, various stakeholders

What they talk about

Strategic communicators on issues relevant to the whole area. Shape and influence culture.

Stories from business area and/or country: customer voices, market changes, issues strategically important to business group

Tactical requests, community stories, stories which build camaraderie, pride or ladder up to a larger strategic theme

Outcomes

Business and cultural change

Impactful advocacy

Direction to markets

Understanding on key themes

Impactful advocacy

Stories for local markets to use

Awareness, Community, Engagement

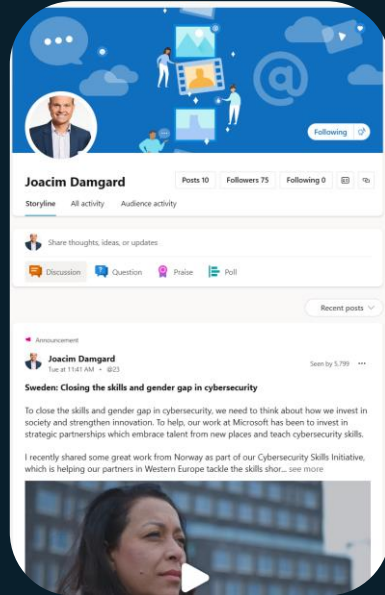
Advocacy

Support model

Business Partnering

Advisory

# Visionaries



2-3 posts a week with LinkedIn

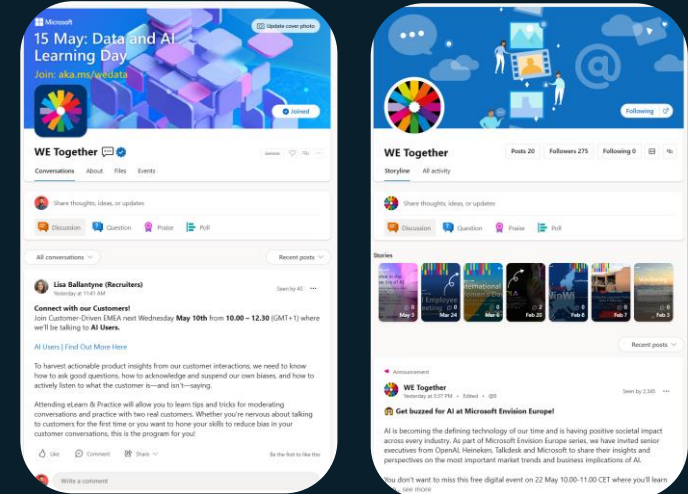
Business Partnering

# Experts



1-2 posts a month

# Content Creators



Community

Storyline

2-3 posts a week

Advisory





# 653,000

## Viva Engage views

Since July



# 570,000

## LinkedIn Impressions

Since July

### So what?

1. Viva Engage Storylines can generate significant reach and employee engagement through advocacy
2. AI and celebration content gets clicks (at Microsoft)
3. Prioritisation key: editorial and voices



**Know** your business priorities



**Identify** your voices



**Experiment** with content and features



**Test and adjust**