

SWOOP Analytics' 2023/24 Viva Engage Benchmarking Report briefing





In SWOOP Analytics' 2023/24 Viva Engage benchmarking we analysed:

- More than 23 million Viva Engage interactions
- Viva Engage behaviours from almost 5 million employees
- Almost 5,000 regularly active Viva Engage communities
- 97 organisations

What do you think is the average active participation rate on Viva Engage?



1



Viva Engage readership levels are high, with **85% of all employees reading posts**. However, active participation is now at 27%, meaning **58% of employees are reading but not participating in Viva Engage conversations**.

2

WELCOME

With an active participation rate of 27% there is a **strong opportunity to bring all employees into the online conversation and collaboration environment.** People need to be **appropriately skilled** to be able to sustain connections and relationships online.

3



While there has been an **increase in Viva Engage communities used for broadcasting**, the majority of the **top performing communities were conversation-based communities**, displaying high levels of business value and innovation.

Thriving Community Measures



Base SWOOP Measures



Participation

Engagement

Responsiveness

Innovation

Thriving measures

Energy

Growth

%Interactive Users

%Influencers

%Responders

%Engagers

%Two-Way

#Interactive Users

Replies/Post

Response Rate

%Catalysts

Curiosity index

Multi-group participation

Mention Index

Positive Sentiment

Negative Sentiment

Activity Growth

Membership growth

Weightings

70%

20%


10%

Medibank

- Medibank Retail's Viva Engage community, recently renamed Medibank Community, ranked **No.2 in the world**.
- **Entire Medibank Viva Engage network also ranked No.2 in the world** for medium-size organisations.
- Primarily, the Medibank Community is used for daily updates across all 80+ stores, for recognition of employees' tenure, celebrating business successes, and for health and wellbeing initiatives like RUOK Day.

- Andrew Carlson, Community Lead, Medibank: "It makes everyone feel like an equal or a real person.
- "When anyone in the business engages with a retail member, they know who they are, even if they haven't worked side-by-side before.
- "People feel like they're connected, it means you can have a bit more honesty as well, and they can ask what they need.
- "I'm not the daily poster but I'm definitely a daily contributor through comments, likes and tagging people who I want to be part of the conversation."



8 December 2023

 **Catherine Hawkes** Jun 28 · Edited · @3 Seen by 180 · · ·

A few of us headed down to the Gold Coast on Saturday to participate in the "I am a runner" campaign. Great to see so many turnout for this event.
Apparently Main Beach park run was the first location in Australia to host a park run!
It's a pretty spectacular location 🌈🌞👯👯👯 [Samantha Carmichael Georgia](#)
[ArmstrongAndrew Carlson](#)



 Like  Comment  Share   Dave Twaits and 7 others




 **Andrew Carlson** Jun 28  1

It was a great morning in the sunshine with a fantastic group of Medibank peeps

 **Adele Clay** Jun 29

All looking great!

4



For the first time in nine years of Viva Engage and Yammer benchmarking, **a large size organisation was ranked as the highest performing Viva Engage network.** This year's result proves any size organisation is capable of achieving true connection and engagement through Viva Engage.

ANZ

2023 – No.1 Viva Engage network in the world!

2022 – No.1 Viva Engage network in the world for large-size organizations (more than 8,000 active employees)

2021 – No.1 Viva Engage network in the world for large-size organizations

2020 – No.3 Viva Engage network in the world for large-size organizations

2019 – No.2 Viva Engage network in the world for large-size organizations



Shayne Elliott, CEO, ANZ.

2019 - ANZ's Yammer journey started with CEO Shayne Elliott at the helm, using Yammer to connect with his employees in genuine two-way conversation and taking the time to understand what's important to them, asking his employees their opinions on Yammer and listening to their answers.

2020 - Yammer went "berserk" at ANZ and Shayne Elliott was again at the helm, doing a webcast every week, with the link shared back into the Yammer Q&A Community for everyone to join the conversation and ask questions.

2021 to now – Viva Engage is part of the culture among ANZ employees. CEO can take a back seat role because while his leadership was needed in the early years, almost every leader, and the majority of employees, now know to come to Viva Engage, and the network is thriving.

ANZ



Ryan Crocker, Adoption and Communications Lead, ANZ.

Ryan Crocker, Adoption and Communications Lead at ANZ: “As a larger organisation it takes quite a while for things to catch on and grow over time, so I think we’re just witnessing that.

“Viva Engage is embedded in so many different areas of the bank and so many different people are using it in different ways that it’s just slowly but surely making its way throughout the organisation.

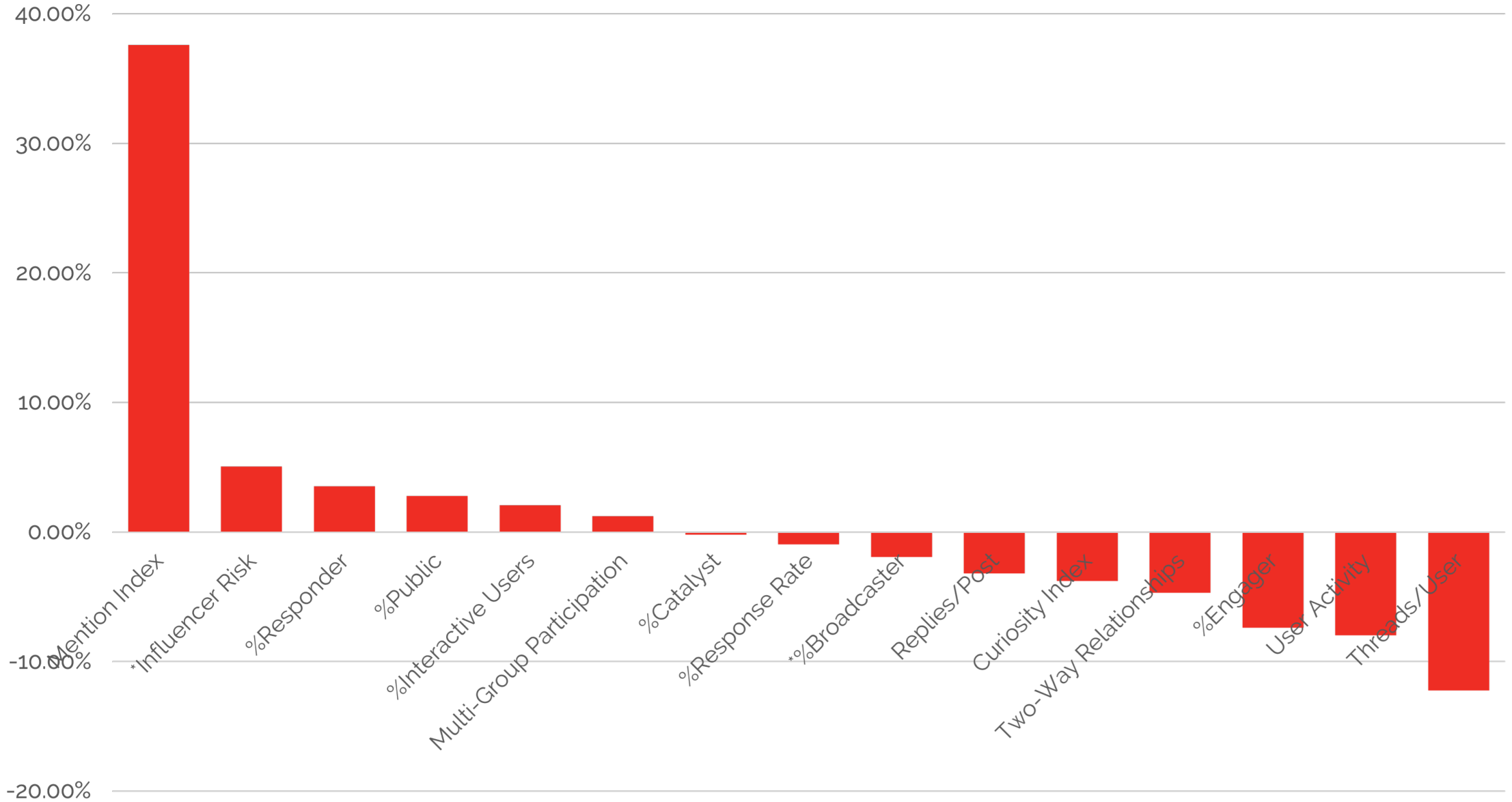
“I think what we see in our team day-to-day is probably just the tip of the iceberg as to how Viva Engage is being used.”

5



More people are bringing colleagues into conversations by @mentioning them in Viva Engage conversations, and there has been a growth in the number of Responder personas, which confirms **more people are replying to posts**. We also found a small **increase in the number of Viva Engage communities that have been made public**, allowing every employee to join the conversation.

Changes from 2022 to 2023



5

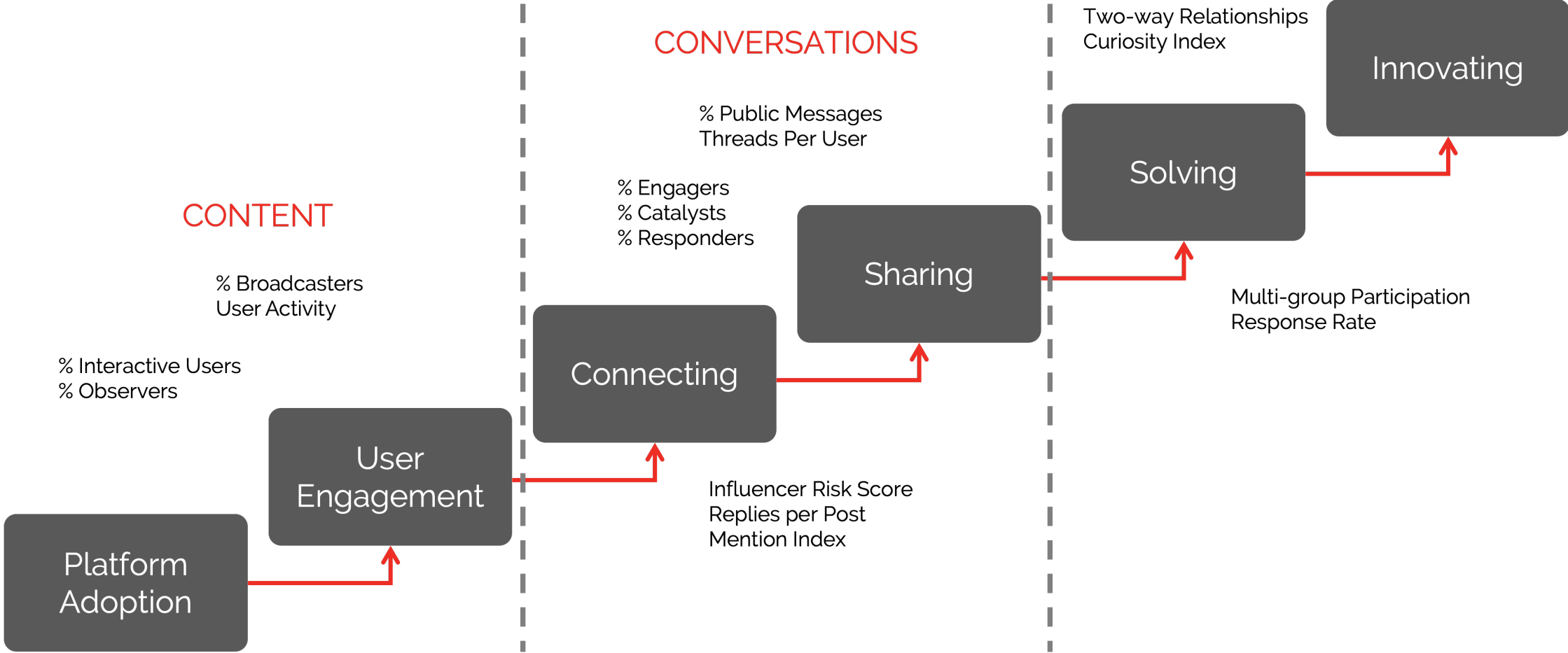


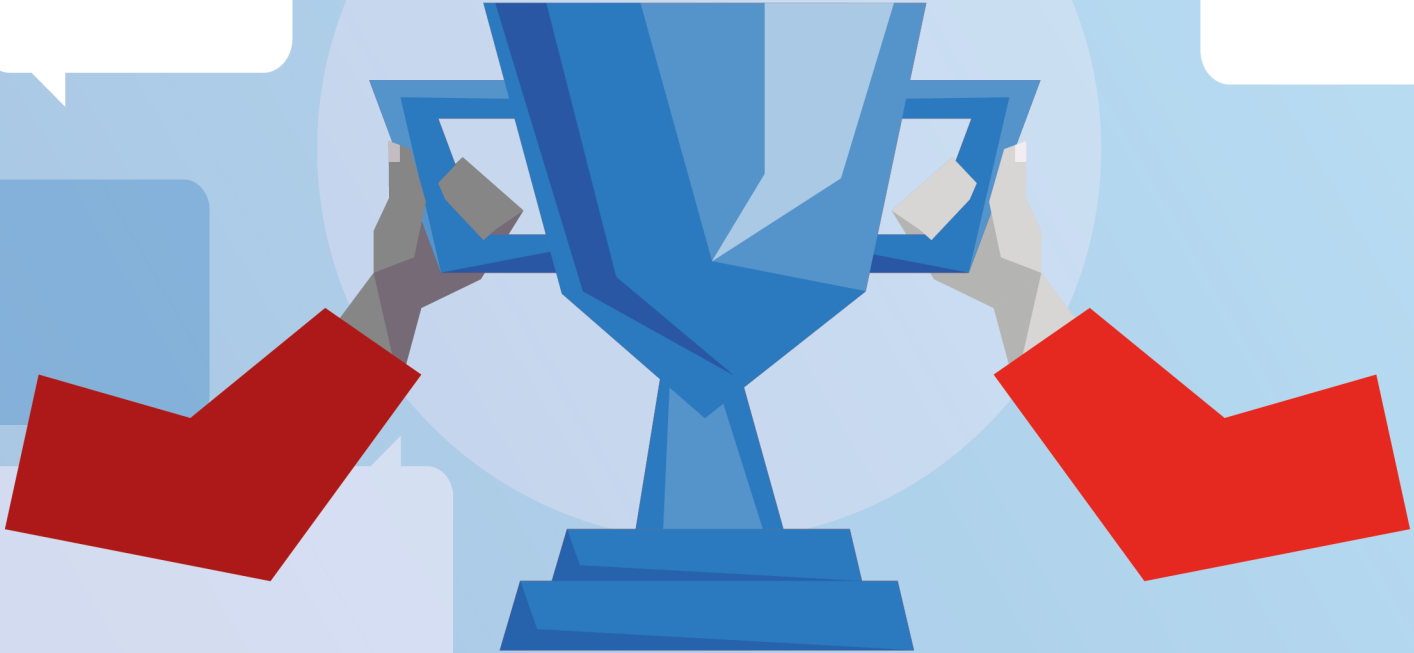
However, it seems there is **a smaller cohort of colleagues initiating conversations** with the percentage of Engager and Catalyst personas dropping, and the Influencer Risk Score increasing, meaning **there is a reliance on a smaller number of people** across the Viva Engage network. **People are asking fewer questions** on Viva Engage and there has been a **drop in conversation threads per user**, which is **a sign broad-based knowledge sharing is slowing**.

Benchmarks by Maturity Level

SWOOP Analytics Collaboration Benchmarks

OUTCOMES





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