



Beyond Dashboards

How Generative AI is transforming the future of analytics for internal communications

PRESENTED BY:

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Digital Landscape

- Usage has exploded since COVID
- Many more are 'online'



Digital Workplace

- Now recognised as a key strategic asset
- Tools are coming together



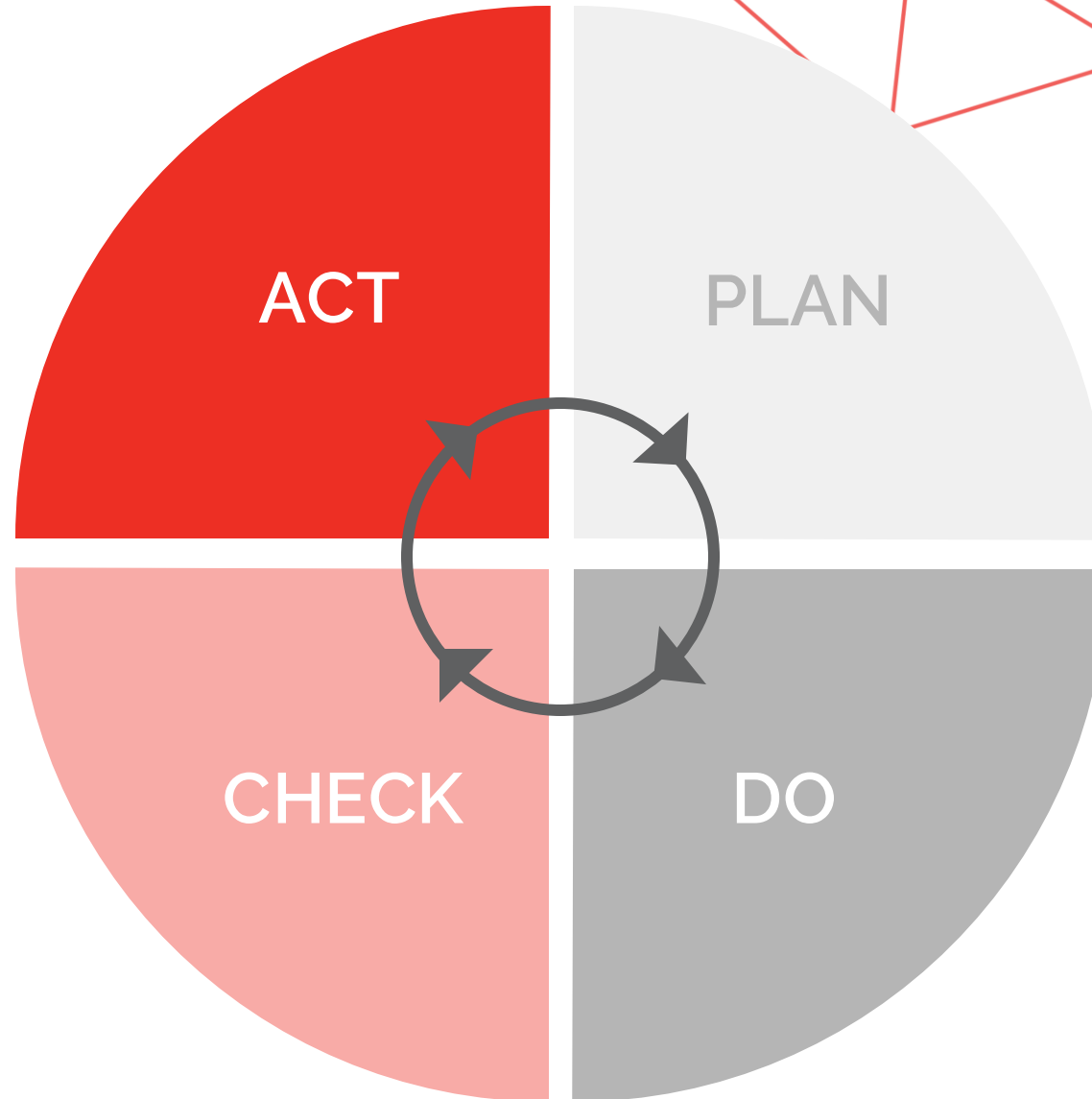
Digital Comms

- Generative AI has arrived
- Opportunities are endless

This is a once in a lifetime opportunity for IC professionals to take advantage of

AI Usage Today

- Easier than ever to create content, but employees' ability to absorb it hasn't changed
- Risk of increasing noise, and we need to address the "Check - Act" gap



The AI analytics transition

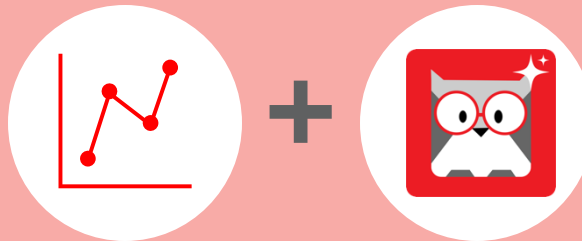
NOW

Collect data and turn it into dashboards



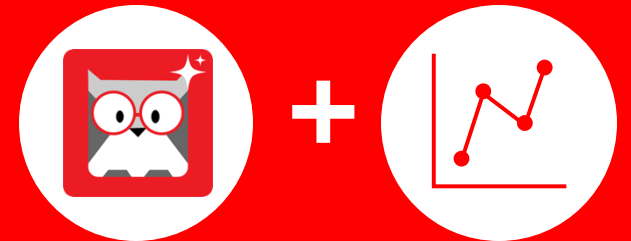
AVAILABLE

AI analyses data to provide insights



FUTURE

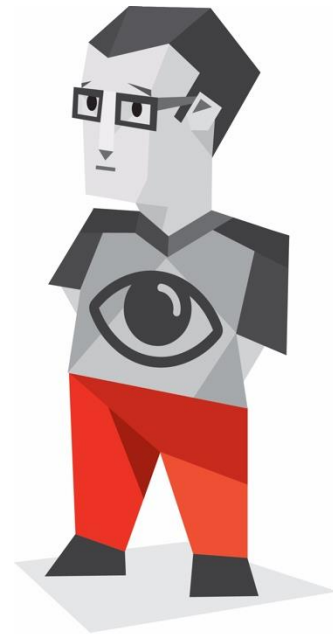
AI leads with insights backed by data



PROVE  IMPROVE

If we do nothing

- We are flying blind, creating even more noise for our colleagues, running on gut feel and anecdotes to substantiate our strategy and plan.
- We'll keep making the same mistakes.
- We're unlikely to earn the coveted "seat at the table".
- We're unlikely to get our business cases for investment in internal communications approved.





Have a play with Dr SWOOP


- Existing customers: Ask us to have it enabled
- Everyone else: Free trial is available


Dr SWOOP deep-dive demo:
Expression of Interest form



 Ask Dr SWOOP ↻ ✕

 Hi! I'm Dr SWOOP. How can I help you today?


 How do I convince my senior leadership team to use Viva Engage? What's in it for them?

 Convincing your senior leadership team to use Viva Engage involves highlighting the unique benefits it offers for communication, engagement, and visibility within the organization. Here are some key points you can use to persuade them:

1. **Two-Way Conversations:** Viva Engage is uniquely positioned within the Microsoft 365 suite to enable two-way conversations between senior leaders and their colleagues. This allows leaders to listen to what colleagues are talking about and ask questions, fostering an open dialogue.
2. **Increased Engagement:** Research from SWOOP Analytics shows that participation rates significantly increase when employees receive reactions or replies from senior leaders. A post with a question can attract 150% more replies, demonstrating higher engagement levels.
3. **Visibility and Approachability:** Using Viva Engage can boost the visibility of senior leaders, making them more approachable. This can be especially important in a hybrid working environment where physical interactions are limited. Employees feel more connected and valued when they see their leaders actively participating in conversations.
4. **Support for Business Goals:** Viva Engage helps senior leaders implement overall business strategies by

Suggested Questions

How do I get my CEO more active on Viva Engage using insights from SWOOP?

Type your questions here... 

Read about our approach to [responsible AI](#) and [security](#) for the use of Dr SWOOP or submit [feedback](#).