Digital Ambassador Program - Quick Look at Q1

How has your Digital Ambassador made a difference to you?

Digital Ambassador | Helping You Do Your Best Work

BROUGHT TO YOU BY THE DIGITAL WORKPLACE
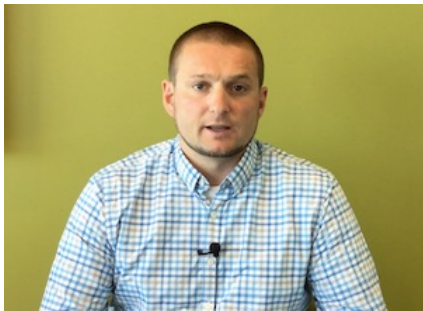
"Lisa [my Ambassador] **gave me a great tutorial on OneDrive.** I needed to share some files that were too big to email. Lisa was a huge help – I didn't realize OneDrive was such a collaborative solution to get us all on the same page. Now I always use it, because it's easier."

– Sean McGinn, Risk Products

- **Recruitment: Steady**

- **Participation: Rising**
  - Target 53% | Actual 66%*
  - Activities from Productivity and Product Integration

- **Audience Sentiment: Up**
  - Marketing campaign created buzz
  - Satisfaction with program 8.5%
  - Ease of adoption 7.8%

* Not final

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What Are They Doing?

Impact of Outreach

- Ambassadors emailed their departments encouraging **use of the Move It! Fix It1 App**
- After the email – which came after a month of other promotions –app use **increased by 8%**

Digital Signage

- 4 ambassadors filled curator gaps for Digital Signage in their Tower floors

Rally the Troops

- **1909:** Ambassadors found people to test the fix
- **AVHQ:** Ambassadors joined the naming convention ideation session
- **Teach!** One conducted a OneDrive Snack & Learn with her department]
- **Campaign**: Shared success stories and raised visibility of their role to promote the program

On the average, **66% of all Digital Ambassadors participated** in a given activity in Q4! A 22% increase over Q4 and continuing a trend of improvement.

Q1 Badge Activities

Badge Activity	Domain	Participation
Teams vs. Slack VOC	Productivity Experience	56%
OneNote Ask the Experts	Productivity Experience	20%
Move It! Fix It! App	Off Train	63%
Microsoft To Do	Productivity Experience	74%
Learning Pathway Awareness	Product Integration	70%

What Are They Saying? 😊

I feel a part of a bigger push for the company to **become more tech savvy** and I'm proud of that!

Plenty of opportunities to **contribute**.

I feel like I'm **making an impact** within the organization

I feel connected to where we are heading digitally and have **people that I can go to** directly for help.

I love completing the **pilots** and all the great learning experiences they come with.

What Are They Saying? 😐

There are **more activities than time** to ensure adoption / completion.

I am excited to **see how training evolves** over the year per the roadmap.

There is little **representation** from some groups within DW.

I am **no longer able to attend huddles**, so getting the content is difficult unless the presenter has a nice Yammer post.

I **forgot about the activity tracker.** It'd be easier if the digital ambassadors had a MS Teams instance and each channel was specific to the task/job with all of the needed steps and content organized on the tabs.

Meetings seem jam packed and can't always get to everything. Think we should make them 45 min.

We struggle with getting our department members to **take the time to read emails** and learn about technology.