

Unlocks creativity

**Built for teamwork**

Integrated for simplicity

Intelligent security



# Maximise the impact of your Firstline Workforce

## Buyers

**CEO, COO, CFO, CTO, CIO**  
**Line of Business:** HR, IT, Learning & Development, Cust. Services, Facilities, Operations, Store Management

Examples of users: Field Technicians, Airline Flight Crew, Retail Sales Associates, Plant Floor Workers, Hotel Guest Services, Hospital & Care Workers

## Key customer concerns

- Connecting all employees to the company mission.
- Capturing and scaling best practices and institutional knowledge.
- Eliminating manual processes, legacy systems and tools.
- Accelerating business process, schedule management and tasks.
- Keeping workers up to date on the latest training, policies.
- Addressing shadow IT solutions from entering the workplace.



## Product value

### Schedule & Task Management

- Provide a single app for Firstline Workers and managers to manage their workdays, simplifying schedule management, tasks, communication, and access to important resources, training documents, and company news. (*StaffHub*)
- Digitize repetitive tasks and processes like request approvals with simple workflows to empower workers with modern LOB apps (*PowerApps and Flow\**).

*\*F1 users can only consume PowerApps and Flows. Building them requires an E-suite.*



### Communications & Community

- Connect Firstline Workers to each other and to the organisation by opening new communication channels to share in real time, amplify best practices and to stay updated on corporate news and announcements (*Yammer, Microsoft Teams, StaffHub, Skype*).
- Communicate directly from the C-suite to the firstline by broadcasting live all-hands meetings and send messages accessible on virtually any mobile device (*Skype Meeting Broadcast, email*).
- Build secure environments to share information and build a hub for teamwork that give teams instant access to content, tools, and people required for best productivity. (*Teams, SharePoint*).

### Training & Onboarding

- Enable self-service training for Firstline Workers via centralised video service and content portals and provide access to technical, sales and marketing content from apps on any device to help workers grow and develop their skills. (*Microsoft Stream, SharePoint, OneDrive for Business*).

### Identity & Access Management

- Extend security and a digital identity to all employees; streamline access and IT management.

## Customer value

- Foster culture, community, and inclusivity by connecting Firstline Workers to each other and the organisation.
- Digitise business processes and free up workers to focus on higher value activities that help increase profitability.
- Enable and empower Firstline Workers with modern tools to be agile and meet customer needs.
- Improve worker productivity and efficiency.
- Extend IT management and security across the organisation to protect every end point and employee.



## DIFFERENTIATOR

Many point solutions exist for Firstline Workers, but none provides the breadth of capabilities available from Microsoft 365, enabling one platform for all workers.



## Targeting guidance

### Target Customer Profile

- Existing F\* customers (EXOL/SPOL/F1):
- Low Active Usage – sell services.
  - Expirations – move EXOL to F1, renew & grow F1, attach services.
- New Opportunities:
- Prioritize key industries (Retail, Discrete Mfg, Health, Transportation, Hospitality, Govt).
  - Review all existing M365 customers and expand where F1 seats and/or services aren't attached.

### Offer Prioritisation

**F1\***

**Partner Services**  
 Migration / Rollout Adoption / Training Integration into LoB Process Automation IT Support Managed Services.

\*Formerly K1

### Compelling Events


- Strategic initiatives: Digital Transformation initiatives, customers changing HQ-out model to seeing HQ as 'Store Support', and HR driving Firstline Workforce empowerment programs.
- Changes in regulations associated with Firstline Workers.
- Renewal or mid-term agreement.

## VDW scenario

- Engage your Firstline Workers to enable your Digital Transformation.
- Empower users to transform business processes and increase efficiency.

# Maximise the impact of your Firstline Workforce

**Steps to sell**



1. Understand customer’s philosophy on Firstline Workers, competitive environment, operating model (HQ directing stores or hub & spoke).
2. Share the Microsoft 365 vision with the right audience (HR, Sales, Store Management, Customer Support) and emphasize value to company culture.
3. Conduct ‘ride-along’ days to develop personas for Firstline Workers to identify challenges and legacy processes that can be modernized.
4. Demo capabilities like StaffHub to show ease of use; build a business case to show value of integrated solution and cost take-outs for point solutions.
5. Develop a high quality Customer Success Plan.

- Discovery questions:**
- How do you connect your organization and send a single message from the CEO to the Firstline Worker?
  - How do you gather and share the insights, expertise, and knowledge of your Firstline Workers?
  - How do you train, retrain, and onboard new Firstline Workers?

DISCOVER	ENVISION	VALIDATE	COMMIT	ONBOARD	REALISE VALUE
<a href="#">Industry Addressability Study</a> <a href="#">F1 Mechanics</a> <a href="#">GEP</a>	<a href="#">Value Discovery Workshop</a>	<a href="#">CIE</a> <a href="#">Value Calculator</a> <a href="#">Customer Evidence</a> TEI Spotlight Study: Frontline Worker Productivity* F-SKU Trial (TBA)	Offers & Incentives* Win Room* <a href="#">Battlecards</a> End Customer Investment Funds (ECIF)*	<a href="#">FastTrack</a> supports F1 (StaffHub supported) <a href="#">FastTrack Assets</a> <a href="#">Microsoft 365 Partner Portal</a>	<a href="#">Productivity Library</a>

\*NOTE: Engage with your Territory Channel Manager for more information

**Best practices**



- **Position StaffHub correctly** - Establish how StaffHub supports core shift and workday management (time, location, tasks) and expand to deliver additional value. Address integration concerns with our planned Kronos integration and public APIs available in FY18.
- **Engage Human Resources director**- HR is often tasked with ensuring that Firstline Workers represent the company culture and brand, and that attrition doesn’t impact operations.
- **Unlock budget by showing savings** - By modernising firstline processes, you can show material savings (paper costs of printing materials). Common legacy processes include paper-based scheduling, employee handbooks, training materials, corp announcements on bulletin boards.
- **Co-sell with Dynamics**- Connect Firstline Workers into field service and the broader CRM system.
- **Understand the opportunity**- Look up the total employee number from corporate reports. Offer implementation, integration, adoption, support and management services to maximize the opportunity.
- **Attach** - M365 customers are 2x as likely to attach Firstline Worker services; have larger seat size per customer.
- **Profile workers** - Propose the right solution for different personas. E1+ can be a better fit for managers who create content, manage schedules, and lead meetings.
- **Decide where not to hunt**- Some customers are not a good fit: franchises are difficult since they have no central IT. Without a franchisee council, each franchise must be convinced of the value.

## How to tailor the conversation

Situation	Talk to... (Role)	Focus on helping the customer understand...
<b>Retail</b>	Store Manager (about store workers)	They can differentiate the customer experience by ensuring store associates can easily access product info and stay informed of promotions.
<b>Manufacturing</b>	Plant Manager (about floor workers)	Workers can be better informed on safety guidelines and procedures; can reach experts quickly to resolve problems, eliminate bottlenecks, and improve quality.
<b>Hospitality</b>	Operations (about hotel, restaurant workers)	Restaurant and hotel workers can stay informed on the latest news, announcements and promotions. Employees can be recognized (employee-of-the-month) via Yammer. Sales and service best practices can be easily shared.
<b>Cross-Industry</b>	Operations (Field Technicians)	Training can be delivered effectively via self-service videos. Announcements can be easily posted or delivered via Skype Meeting Broadcast.