

Enterprise Systems Operations' Customer Technology Solutions Internal Communications Strategy Next Generation Audio Conferencing Pilot

Teams Involved

Enterprise Networks/Unified Communications, Customer Technology Solutions, MySystems Communications,

Background

Enterprise Networks conducted a user survey to assess satisfaction with Fannie Mae's audio conferencing offerings, which include Meet-Me Lines (MMLs) scheduled via the Outlook Resource Scheduler with optional usage of online collaboration applications such as NetMeeting.

Key user concerns highlighted in survey results were:

- Security of audio conferences in which sensitive company information gets discussed
- Double-booked MMLs

To address those concerns plus additional company concerns regarding costs and optimal usage of audioconferencing lines Enterprise Networks/United Communications is implementing a "next generation" audio conferencing system customized as *Fannie Mae MeetingPlace*. From January 29th through March 2007 they will conduct a pilot of the system with selected employees.

The goals for the pilot are to obtain user feedback to improve the user experience of audio conferencing services and to evaluate MeetingPlace with respect to security, cost, and usage capacity concerns.

The pilot is to run in four phases in which four different employees groups will use MeetingPlace for their actual work-related audio conferences. MeetingPlace will have full operational support and is to be integrated with Active Directory and the Outlook Resource Scheduler. However, hosting and scheduling functionalities will be available only to pilot participants. Employees not participating in the pilot could possibly (and will most likely) be invited to attend MeetingPlace audioconferences held during the pilot.

Communications Objectives

- Inform targeted employees that they have been selected to participate in the pilot.
- Provide basic details about the pilot (e.g., what it is, why it's being done, what the schedule will be, and what the expectations of pilot participants are).
- Prompt participants to register for a MeetingPlace training session via a link to the Employee Learning Management System (ELMS).
- Prompt participants to complete the entrance survey about their audio conferencing experiences.
- Update participants about any changes or required actions during the run of the pilot.
- Alert employees not participating in the pilot that they may be invited to a MeetingPlace audio conference (Based on the technical approach of the pilot, this objective may not be necessary).
- Highlight MeetingPlace's web-based features.

Target Audiences

Employees in four separate pilot groups, as identified by Enterprise Networks.

Key Messages

- Pilot participants should register for a training session and complete an online pre- pilot entrance survey.

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- Pilot participants were selected because they are in employees in divisions or business units that frequently use audioconference services.
- Participation in the pilot provides users with a way to help improve the company's audio conferencing service offerings.

Critical Business Dependencies

- Determination of training schedule.
- Creation of the survey questions.
- The technical approach chosen for implementation of the system during the pilot.
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Creative Considerations

- **Welcome Email – 1 for Each Phase**
 - Introductory letter emphasizing the importance of the pilot and participation in it.
 - Identify how user was chosen for the pilot.
 - Focus is a call to action to begin participation; get user officially into the pilot, wherein the more detailed communications about the product and pilot will be addressed by the pilot facilitators and support resources they are creating.
 - Should identify a point of contact (POC) for questions or concerns.
- **Contingency Reminder Email – 1 for Each Phase**
 - Remind participants who have not done so to urgently register for a training session.
- **Exit Email – 1 for Each Phase**
 - Announce and provide link to the exit survey.
- **SharePoint Portal site**
 - Provide access to all project documentation.
 - Provide mechanism for quick feedback during pilot (e.g., links to Connect to an Analyst's chat session or to emails for project leads within Unified Communications).
 - Summaries and blurbs highlighting user feedback to keep user interest in the pilot on-going.
 - Tips for using web-based features.
- **"MySystems" Portal News Tab**
 - Action item about signing up for a training session targeted to pilot participants who have not done so.

Phase 1

Task/Message	Deadline Date(s)
Communications Plan	
Draft communication plan	1/12/07
Distribute communication strategy for review	1/12/07
Finalize and post communication strategy to Sharepoint	1/17/2007
Entrance Survey	
Write draft survey questions	1/11/07
Distribute questions to project team for review	1/12/07
Obtain final review and signoff	1/16/2007

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Task/Message	Deadline Date(s)
Create online survey	1/17/2007
Make online survey available to users	1/18/2007
Make results reports available to project POCs	1/18/2007
Welcome Letter	
Draft email	1/11/2007
Solicit feedback from Project Team	1/12/2007
Solicit feedback from MySystems Review Team	1/12/2007
Incorporate feedback	1/17/2007
Obtain final review and signoff	1/17/2007
Distribute message	1/18/2007
Reminder Email	
Draft email	1/18/2007
Solicit feedback from Project Team	1/18/2007
Solicit feedback from MySystems Review Team	1/19/2007
Incorporate feedback	1/19/2007
Obtain final review and signoff	1/22/2007
Distribute message	1/23/2007
News Tab	
Post targeted Action Item	1/23/2007
SharePoint Portal (built for entire run of pilot)	
Develop site content	1/10/2007
Setup Pilot Portal Site design	1/16/2007
Determine user access	1/17/2007
Exit Survey	
Review and edit draft survey questions	TBD
Solicit feedback from Project Team	TBD
Obtain final review and signoff from	TBD
Create online survey	TBD
Make online survey available to users	TBD
Make results reports available to project POCs	TBD
Exit Email	
Draft email	TBD
Solicit feedback (including project team and Desktop Support)	TBD
Incorporate comments	TBD
Solicit feedback from MySystems Review Team	TBD
Obtain review and signoff from Cheryl Sachs	TBD
Distribute message	TBD

Phase 2

Task/Message	Date(s)
Entrance Survey	
Make online survey available to users	2/1/2007

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Task/Message	Date(s)
Welcome Letter Email	
Obtain review and signoff	1/31/2007
Distribute message	2/1/2007
Reminder Email	
Obtain review and signoff	2/5/2007
Distribute message	2/6/2007
News Tab	
Post targeted Action Item	2/6/2007
Exit Survey	
Make online survey available to users	TBD
Make results reports available to project POCs	TBD
Exit Email	
Obtain review and signoff	TBD
Distribute message	TBD

Phase 3

Task/Message	Date(s)
Entrance Survey	
Make online survey available to users	2/8/2007
Welcome Letter Email	
Obtain review and signoff	2/7/2007
Distribute message	2/8/2007
Reminder Email	
Obtain review and signoff	2/12/2007
Distribute message	2/13/2007
News Tab	
Post targeted Action Item	2/13/2007
Exit Survey	
Make online survey available to users	TBD
Make results reports available to project POCs	TBD
Exit Email	
Obtain review and signoff	TBD
Distribute message	TBD

Phase 4

Task/Message	Date(s)
Entrance Survey	
Make online survey available to users	2/15/2007
Welcome Letter Email	
Obtain review and signoff	2/14/2007
Distribute message	2/15/2007
Reminder Email	
Obtain review and signoff	2/19/2007
Distribute message	2/20/2007

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Task/Message	Date(s)
News Tab	
Post targeted Action Item	2/20/2007
Exit Survey	
Make online survey available to users	TBD
Make results reports available to project POCs	TBD
Exit Email	
Obtain review and signoff	TBD
Distribute message	TBD

Evaluation

- Feedback from employees
- Metrics: Survey and training sign-up response rates.