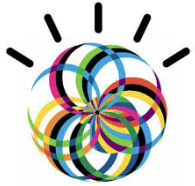


Engagement: The Unspoken Connection

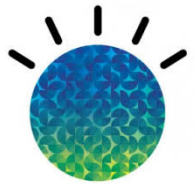
Marie Wallace, Analytics Strategist, IBM



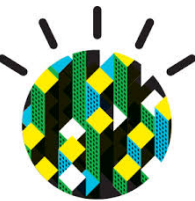
Why Engagement?



*“Organizations with a highly **engaged workforce** significantly outperform those without.” **Gartner***

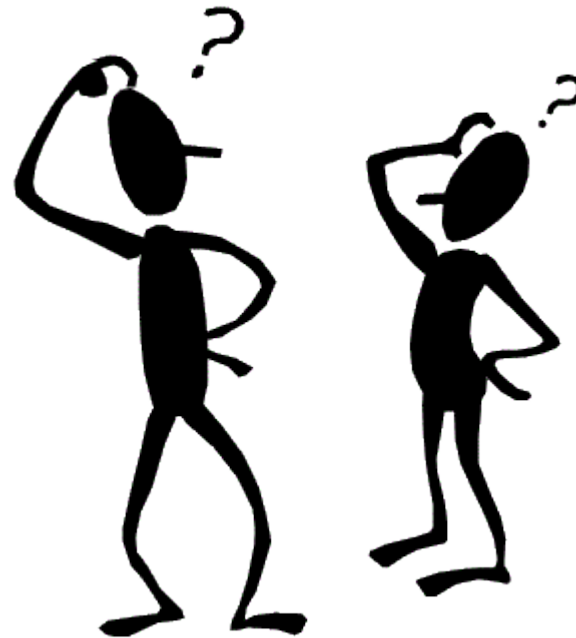


*“**Engaged customers** buy more, stay with you longer, and are more profitable than average customers, in good economic times and bad.” **Gallup***



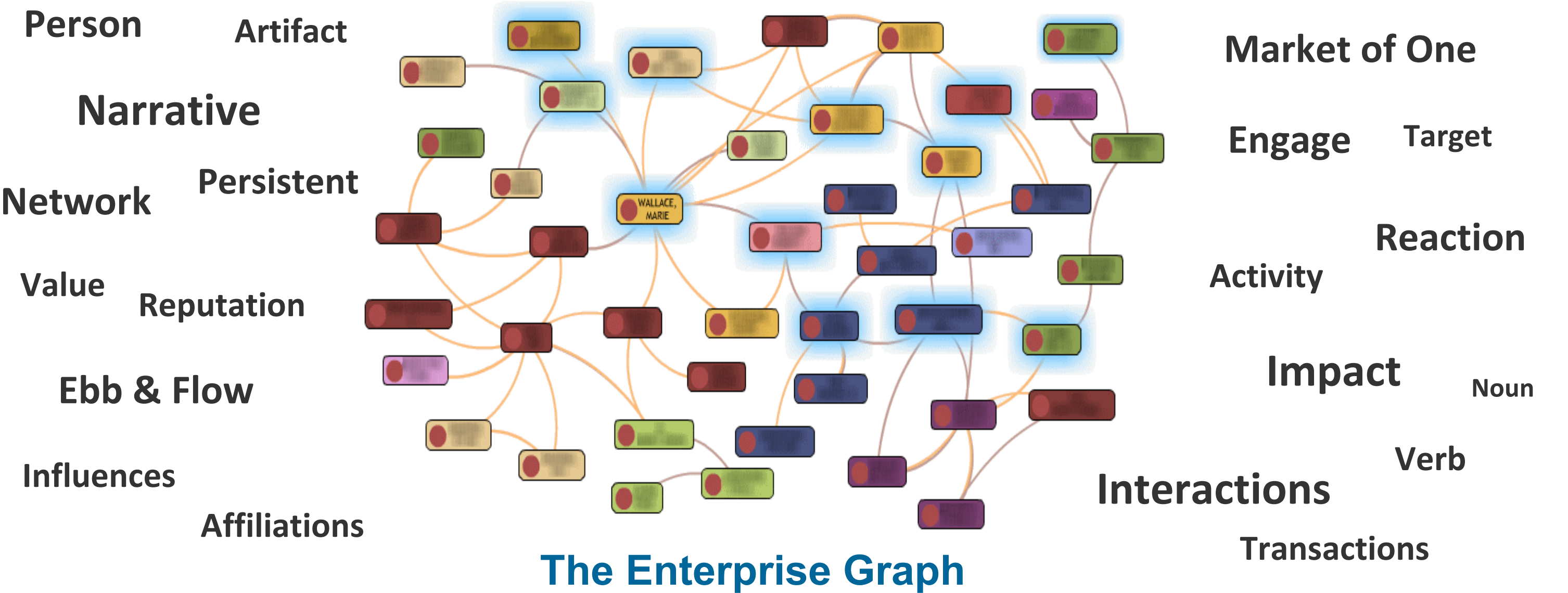
*“**Active citizenship** is one of the most important steps towards healthy societies.” **Open Society Foundations***

What is Engagement Analytics?



And how does it work?

Understanding **Who** is saying or doing **What**



It's not just Sentiment...

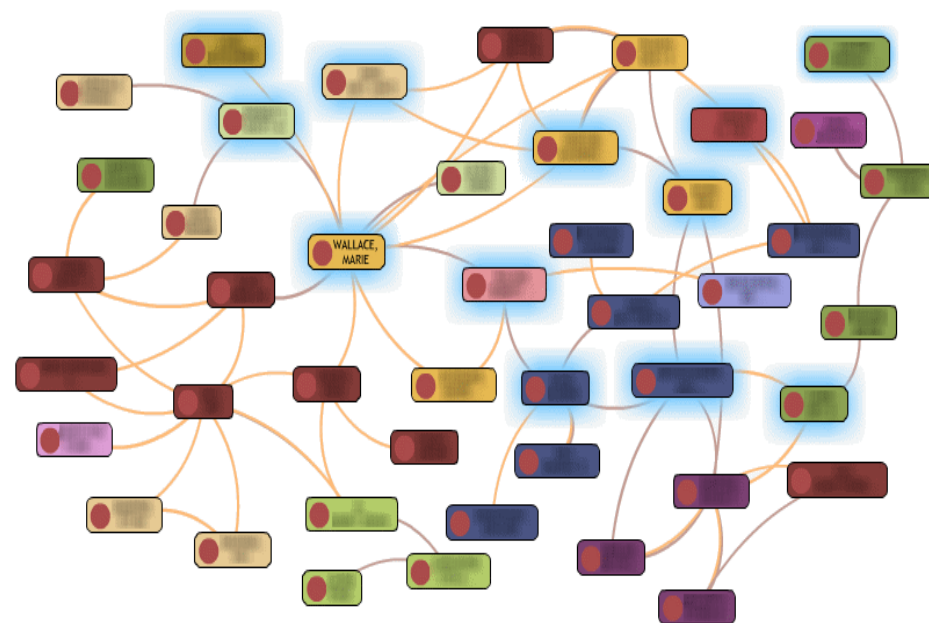


It's not just Social...

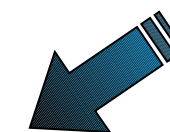


Systems of Engagement

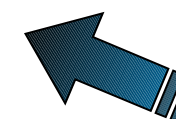
The systems people use to **interact with each other**; collaboration tools, social software, business processes, and communication channels.



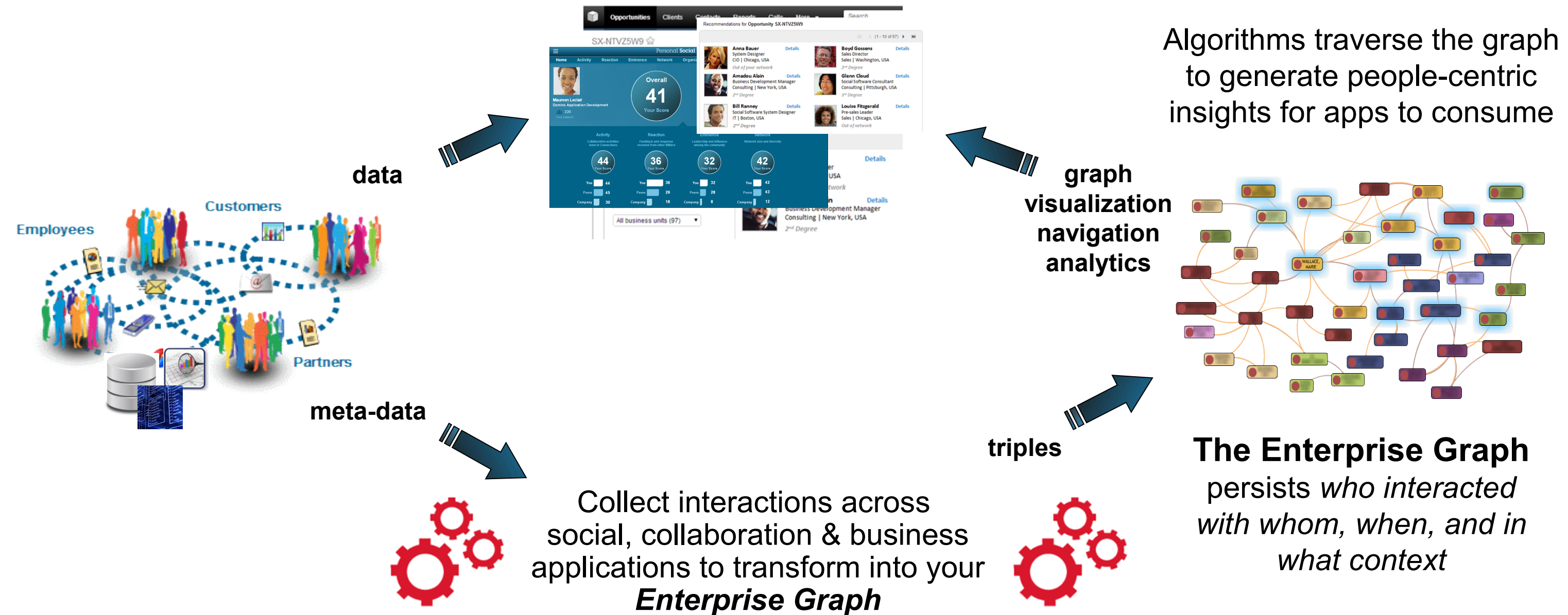
Systems of Record



Internet of Things



What does an Engagement Analytics solution look like?



What can Engagement Analytics tell us about our Workforce?



*Are my employees engaged? Are they happy? Is there attrition risk?
Where is the expertise or the skills gaps? How do I maximize expertise?*



*How am I doing? How do I compare to my peers? Do I have the right
skills? How can I grow my career? Who can help me?*



*How is the business doing? What people activities have greatest
revenue impact? Which projects are engaged? Customers, teams, ...*

Scenarios which consume engagement analytics

Sales Recommendations

Proactively identify the needs of each opportunity and the best people to help.

Retention Analysis

Predict risk through analyzing variations in engagement.



Engagement Dashboard


Helps the individual employee understand their impact within the enterprise network and how to most effectively grow their career.

Helps management understand how their teams function.

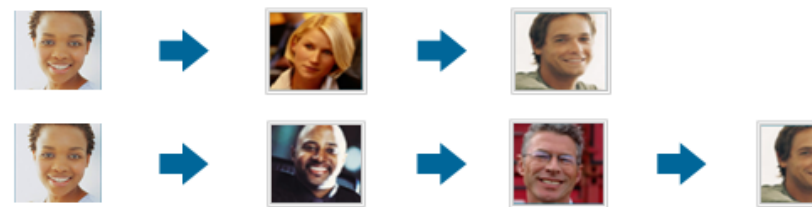
Sales Recommendations

- People recommendations are based on individual's activities & interactions
 - Participation in similar Opportunities
 - Membership in related Communities
 - Authorship of related content
- Weighted by graph properties
- Evidence-based
- Social proximity
- Filtering based on person attributes

Contact Information


**Bill Ranney**
Social Software System Designer
IT | Boston, USA

Your connections (click on arrows for details)



```
graph LR; A[Person 1] --> B[Person 2]; A --> C[Person 3]; B --> D[Person 4]; C --> D; D --> E[Bill Ranney]
```

Evidence of expertise

**Bill Ranney**
Social Software System Designer
IT | Boston, USA

Areas of expertise (identified by expert)

- ▣ Collaboration Solutions

Related work

- ▼ Wiki Pages
 - Social Solution Designs updated 09/18/2013
 - Collaboration for Support updated 07/10/2013
 - Collaboration for Sales updated 08/06/2013
- Forum threads (25 most recently updated out of 67 returned)
- Communities

Employee Retention

- **Question:** Does engagement change prior to an attrition event?

- Analyzed organizational, social, and retention data
- Inspected 10,000 random employees as control group and 1188 employees who quit



+



+



- **Conclusion:** Yes it does!

- Social Behavior Patterns: less engaged with differences in the types of activity
- Volume of Activity: less social activity several months prior to attrition event
- Network: **Attrition is viral**
 - *Impact: common manager, passive network, and active network*
 - *No impact: Company initiated terminations*

Engagement Dashboard

- Objective:
 - To help each employee understand their impact within the Enterprise Network and how to more effectively activate it for maximum value
 - To help management understand how their organizational network functions



Your Engagement KPIs

Activity: Measure of your activity

Reaction: Measure of how people respond to your activity

Eminence: Measure of how people perceive you

Network: Measure of the quality of your network and your role within it



Home

Activity

Reaction

Eminence

Network

Organization

Recommendations



Maureen Leclair

Domino Application Development



224

Your network

Overall

41

Your Score

6 month score history



Activity

Collaborative activities
done in Connections

44

Your Score

You 44

Peers 45

Company 30

Reaction

Feedback and response
received from other IBMers

36

Your Score

You 36

Peers 29

Company 18

Eminence

Leadership and influence
among the community

32

Your Score

You 32

Peers 28

Company 8

Network

Network size and diversity

42

Your Score

You 42

Peers 43

Company 12

[Home](#)[Activity](#)[Reaction](#)[Eminence](#)[Network](#)[Organization](#)[Recommendations](#)**Maureen Leclair**

Domino Application Development



224

Your network

Reaction

36

Your Score

6 month score history



Reaction

Feedback & response received from others

Commented on your content



Read your content



Liked your content



Tagged your content



Shared your content



Followed your content



[Home](#)[Activity](#)[Reaction](#)[Eminence](#)[Network](#)[Organization](#)[Recommendations](#)**Maureen Leclair**

Domino Application Development

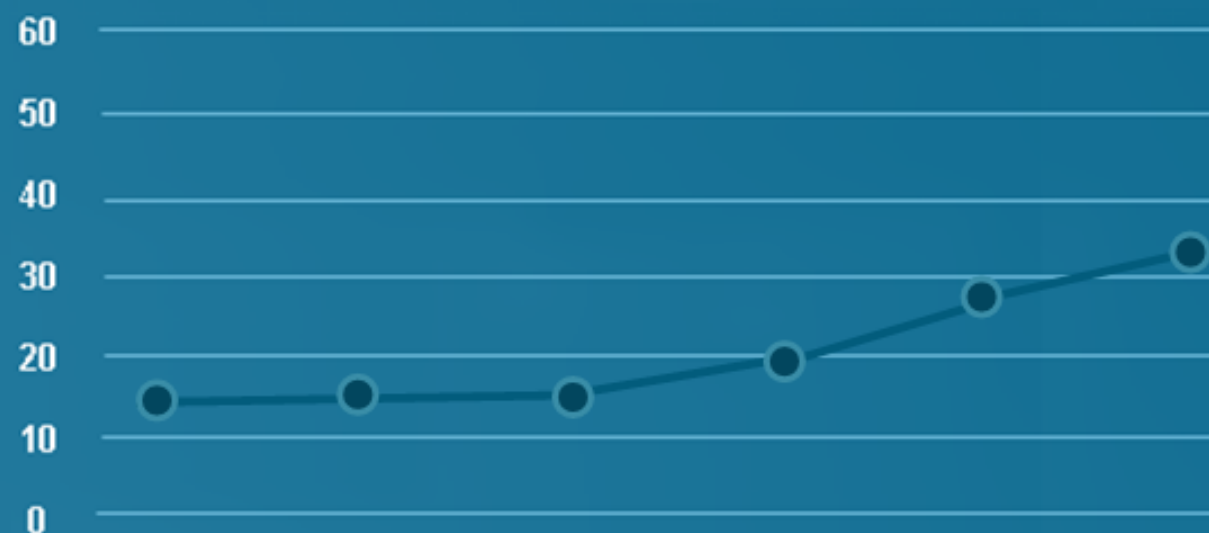
**224**

Your network

Eminence**32**

Your Score

6 month score history



Eminence

Leadership & influence
among the community.

People who interacted w/ you



People who interacted w/ your content



People who value your content

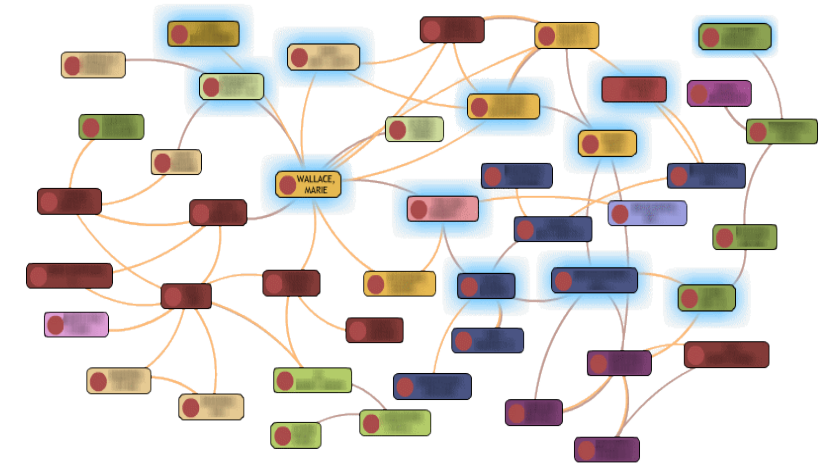
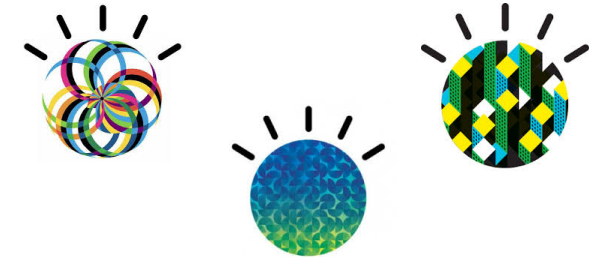


People who connected w/ you

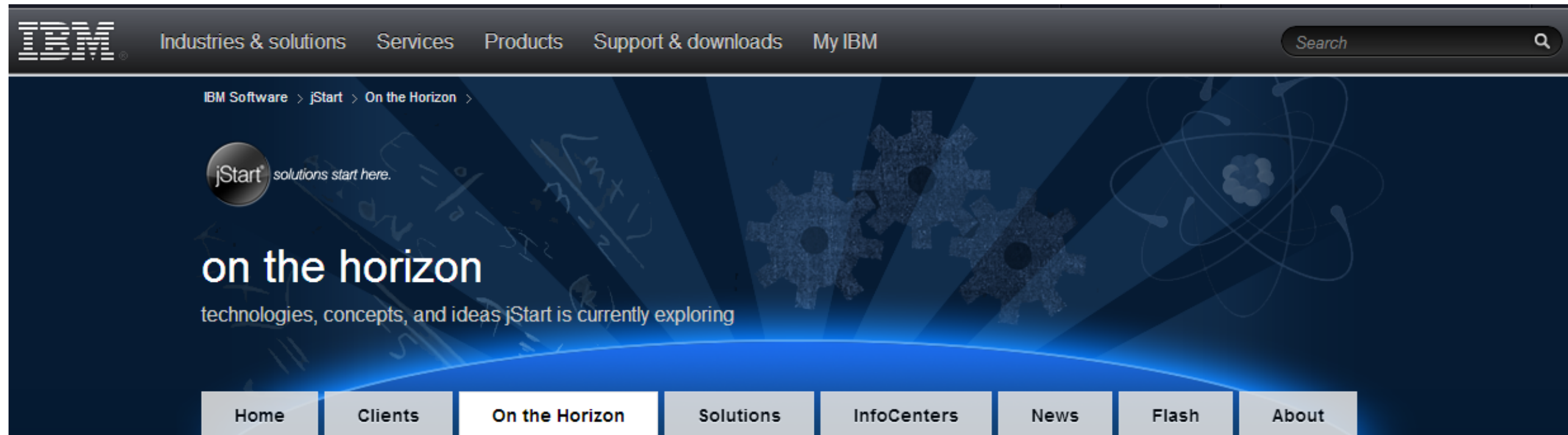


Takeaways

- Engagement Analytics applies to: *Employee, Customer, and Citizen*
- Its about understanding the Individual: *What is being done and **Who** is doing it*
- No-one is an island: *There is a **network effect***
- We are the sum of our experiences: So *capture, persist, and analyze*
- It's more than Social...



Call to Action



- We are looking to actively **explore** these ideas with Customers & Partners
- Visit us @ <http://www.ibm.com/engage>
- Contact us @ jstart@us.ibm.com

Questions?

