



Microsoft Optimizes Their Social and Community Experience

CLIENT : Microsoft

INDUSTRY : Technology and Software

Background

Microsoft is a technology powerhouse, enabling digital transformation and empowering organizations and people to achieve more. Its staying power has been a testament to its continual reinvention of both brand and offerings. Since 2005, we've helped Microsoft demonstrate its market leadership to end consumers, developers, partners and business customers through innovative digital tools and strategic advisory services.

Challenge

Inefficiencies in Microsoft's social marketing and community experience were creating blind spots in the customer journey. This included fragmented execution, redundancy, inconsistent tools and metrics, which were a drag on both their image with target demographics, as well as their 360-degree view of the customer.

We led a multi-pronged effort that involved the development of a global program to revamp their social strategy and delivery, as well as enhancements to the big data generated by their *Tech Community*, an online platform for IT pros and developers. The interventions were grounded in both the client's business objectives and in their customer journey - clarifying the roles and responsibilities for the global team while rationalizing Microsoft's local social presence across international markets. It also included an in-depth execution guide for setting up auditing, measurement, governance, resourcing, content, and execution. The data is now served via Power BI and allows users to generate rich insights from an abundant, client-owned community data pool.

Solution

The end results were more efficient systems for Microsoft, a more consistent community experience from market to market, and a framework for localizing content and messaging. PK leveraged our expertise in both front-end data visualization and insights, as well as backend data architecting methodologies to deliver daily updates and real-time intelligence to its end users.