



CREATING O365 EMPLOYEE ENGAGEMENT

Your guide to employee engagement
using Microsoft O365



EVERYTHING YOU NEED TO KNOW ABOUT IMPROVING EMPLOYEE ENGAGEMENT AND O365





Finding the right technical design to support your organisation doesn't start with the technology itself, it starts with the business need. Silicon Reef know this better than most.

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We also know that one of the fundamental needs of any business, whatever its size, is to support, nurture and reward its workforce.

But what if you are struggling to see how your existing platform can provide the seamless digital experience your employees need? What if your Microsoft O365 toolkit is starting to feel like a complex challenge too great to overcome?

Here at Silicon Reef we work with clients to help them navigate a clear path through the O365 landscape, to provide a fit-for-purpose design that enables their employees – and their business – to thrive.

**PROMOTING
POSITIVITY.
SUPPORT,
NURTURE,
REWARD.**



WHY SHOULD WE CARE ABOUT EMPLOYEE ENGAGEMENT?

Employee engagement is probably at the heart of your business strategy. It is a cornerstone value of the most successful of the most successful organisations, yet one of the hardest things to get right. Engagement isn't simply about employee satisfaction. A truly engaged employee has an emotional commitment to your company and its vision; they genuinely care about the work they do and the aims of the wider business.

An engaged workforce makes for an increasingly productive business, a happier environment, a more creative atmosphere and a stronger brand reputation.

- Highly engaged teams show 21% greater profitability. **GALLUP**
- 87% of employees expect their employer to support them in balancing work and personal commitments. **GLASSDOOR**
- Offering career training and development would keep 86% of millennials from leaving their current position. **BRIDGE**
- 15% of employees worldwide are engaged in their jobs. **GALLUP**
- 77% of employees reported they are more productive when working away from the office. **UPWORK**
- Businesses with a strong learning culture enjoy employee engagement and retention rates around 30–50% higher than those that don't. **ROBERT HALF**



ENSURING YOUR EMPLOYEES ARE HIGHLY ENGAGED MEANS:

- Greater Retention
- New Innovation
- High Levels of Customer Service
- Higher Profits
- Increased Revenue
- Improved Performance
- Enhanced Employee Wellbeing
- A Safer Work Environment



HOW CAN YOUR ORGANISATION GET THERE?

Solving the employee engagement question isn't as simple as following a prescriptive 'To Do' list, but there are common challenges that every business needs to be on top of to drive genuine improvement.

Underpinning each of these is the overwhelming need for a **THOUGHTFUL, CONTROLLED DIGITAL TRANSFORMATION ROADMAP.**



CREATING A POSITIVE EMPLOYEE EXPERIENCE

If your staff feel successful, engagement will rise. Nearly 80%* of executives believe a genuinely positive employee experience is important, but only a quarter of these believe their companies are contributing to this. Increasingly complex workplaces are part of the root cause, with virtual teams, dispersed staff, multi-generations and cultures handling new technology adding to the mix. Individuals become frustrated, teams fail to communicate, and productivity suffers.

True emotional engagement will only come when perceived and real barriers are broken down, employees and managers connect, productive collaborations thrive, and sleeker performing non-traditional office environments are the new baseline.

*<http://hrnews.co.uk/employee-engagement-trends-2018/>



2

MAKING EVERYDAY DIGITAL EXPERIENCES **THE** **NORM**

EVERYTHING YOU NEED TO
KNOW ABOUT IMPROVING
EMPLOYEE ENGAGEMENT
AND O365

2

In our 'always on' culture the lines between the tech we use in our work and home lives are blurring. The digital preferences we have in our personal life are becoming our expectations for the workplace. The use of visuals and video, and high levels of interactivity, are becoming essential. Channels that encourage employee feedback and collaborative contribution will thrive.



UNDERSTANDING THAT TECHNOLOGY TAKEOVER BRINGS ADVOCATES AND CRITICS

EVERYTHING YOU NEED TO
KNOW ABOUT IMPROVING
EMPLOYEE ENGAGEMENT
AND O365



Many HR managers are finding that 'technology is delivering and disrupting in equal measure'*. The rise in popularity of the virtual team has been a liberating factor for many employees giving them greater access to opportunities, and flexibility in the way they work. But remote working can also bring isolation; poorly adopted communication and an overwhelming number of collaboration tools can stifle creativity and curb productivity.

*<http://hrnews.co.uk/employee-engagement-trends-2018/>



WHATS GETTING IN
THE WAY? —————→



RESISTANCE TO CHANGE:

At the top of every list of reasons why employees resist change you will find 'Poor Communication', 'Shock' and 'Loss of Control and Competence'. All these issues result in fear, and that fear breeds a resistance that could undermine your organisation. Fail to communicate, educate, train and empower your teams through periods of change – however large or small the shift – and you will succeed only in disrupting your workforce, and risking a significant impact on employee engagement. Communication is critical to facilitate any change, and needs to be a two-way process, soliciting input to the change as well as sharing the reasons behind it.



2

CROSSING THE GENERATION GAP X 5

As Gen Z enters the workforce, for the first time in history we are seeing 5 generations working side by side. People are living – and working – for longer, and bright-young-things with high levels of technical expertise are entering the workforce in senior positions. Throw in the effects of Moore’s Law and the accelerating pace of technological advancement, manage it badly, and you have a potential car crash.

Yes, there will inevitably be a disparity of comfort with technology between your Traditionalist (born before 1946) and your Gen Z (born after 1996) but there are also cultural, attitudinal and practical differences to be mindful of. It's how you tackle these differences and create an environment to collaborate and share experiences that will set your company apart. Enabling employees to recognise their own unique roles and empowering them to work together is the most effective way to cast aside any differences and create a level playing field for engagement.



3

AND FINALLY

THE MICROSOFT ECOSYSTEM IS COMPLICATED

So, you chose Microsoft O365 and now you can't see how you can overcome these barriers to employee engagement with the tools you have, right? We get it.

We know O365 like the backs of our collective hands and, when it comes to facing down challenges, we've tackled them all. It's true that early versions of O365 were unsophisticated and provided little more than online versions of the standard Office suite. But things have moved on, and the ever-evolving, expanded suite is a complex, highly capable beast; navigating, selecting and implementing the right tools for your business can be a daunting task.

You have, at your disposal, a vast menu of business applications, many with overlapping capabilities. Each can create unique content, in its own context, siloed apart, and dedicated to that application. Not only can this feel overwhelming, but it can also be hard to see how to create the leanest set of fit-for-purpose tools that meets your unique needs.



**HOW'S EVERYONE ELSE
DOING?** 



— .

An international survey across 25 different industry sectors, and of over 650 senior execs with responsibility for engagement and communication, found that collaboration and knowledge sharing with employees has taken a significant drop over the last year. Only 42% of those surveyed were getting involved in engagement and communication activities.*

HAS REMOTE WORKING PUT THE BRAKES ON COLLABORATION?

HAVE WE STOPPED TALKING TO EACH OTHER?

But if we have, does it matter? Do we even prioritise communication?

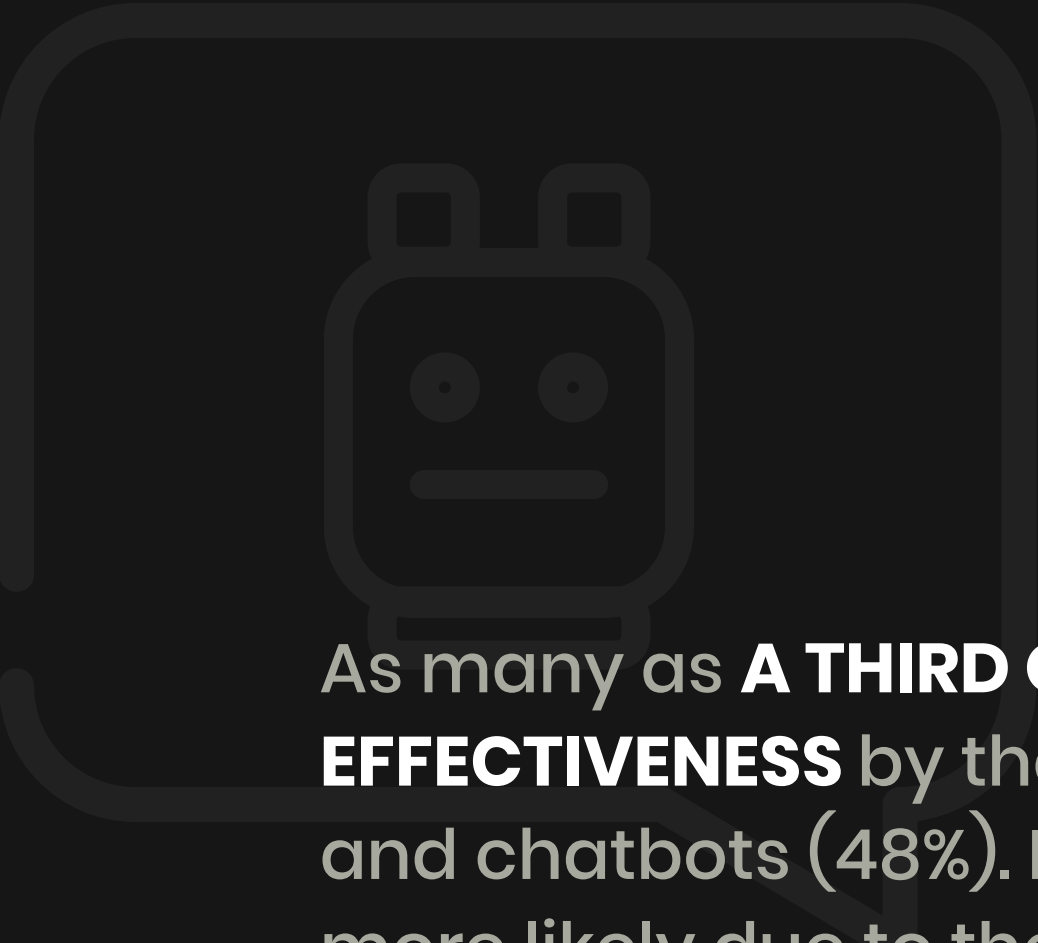
*Gallagher, Gatehouse; State of the Sector Report Volume 10 – 2018

**MORE THAN 20% OF
THOSE SAME
RESPONDENTS FEEL
THAT INTERNAL
COMMS DOESN'T HAVE
A CLEAR PURPOSE AND
OVER 50% DON'T HAVE
A LONG-TERM
STRATEGY FOR
ENGAGEMENT AND
COMMUNICATION.**



YOU ARE NOT ALONE

Reassuringly, many businesses face the same issues. Barriers across sectors seem to be common, with poor line management, communication and not-fit-for-purpose technology topping the charts. The multi-industry, global survey also highlighted an emerging problem with too many communication channels. Of the numerous channels cited, including face-to-face, social and meetings, it is the vast range of digital channels for communication and engagement that are the most utilised.



As many as **A THIRD OF DIGITAL TOOLS ARE CONSIDERED TO BE OF LIMITED EFFECTIVENESS** by the majority, most notably external employee websites (43%) and chatbots (48%). Possibly as a result of their perceived ineffectiveness – but more likely due to their relatively recent arrival on the communication options menu – chatbots also tailed the list of most-used channels with a paltry 10% claiming to have used them in their organisations.



Unsurprisingly **OVER HALF OF THE RESPONDENTS LISTED 'IMPROVING DIGITAL CHANNELS' AMONGST THEIR KEY FOCUS MEASURES** going forward into 2019, making it second only to 'Communicating Strategy' in importance across the board. 72% listed chatbots and social as digital channels that would have their increased attention this year with only mobile apps, at 73%, beating them as the most increased channel for communication.

**SO, WE KNOW WHY EMPLOYEE
ENGAGEMENT IS IMPORTANT – IT MAKES FOR
BETTER MORE SUCCESSFUL BUSINESSES –
AND WE KNOW WHAT WE NEED TO DO –
ENCOURAGE, COMMUNICATE, AND SUPPORT
– BUT
HOW ARE WE GOING TO CLIMB THIS
MOUNTAIN? AND WHAT HAS O365 GOT TO
DO WITH ANY OF IT?**



AS A BUSINESS RUNNING MICROSOFT O365
**YOU ALREADY HAVE THE DIGITAL TOOLS YOU
NEED TO TACKLE THE CHALLENGES OF
EMPLOYEE ENGAGEMENT HEAD ON, AND
COME OUT WINNING.**



**SILICON REEF HAVE CUT THROUGH THE
CONFUSION TO WALK YOU THROUGH THE
WAYS YOUR O365 TOOLKIT CAN SUPPORT
YOUR KEY EMPLOYEE ENGAGEMENT
OBJECTIVES.**



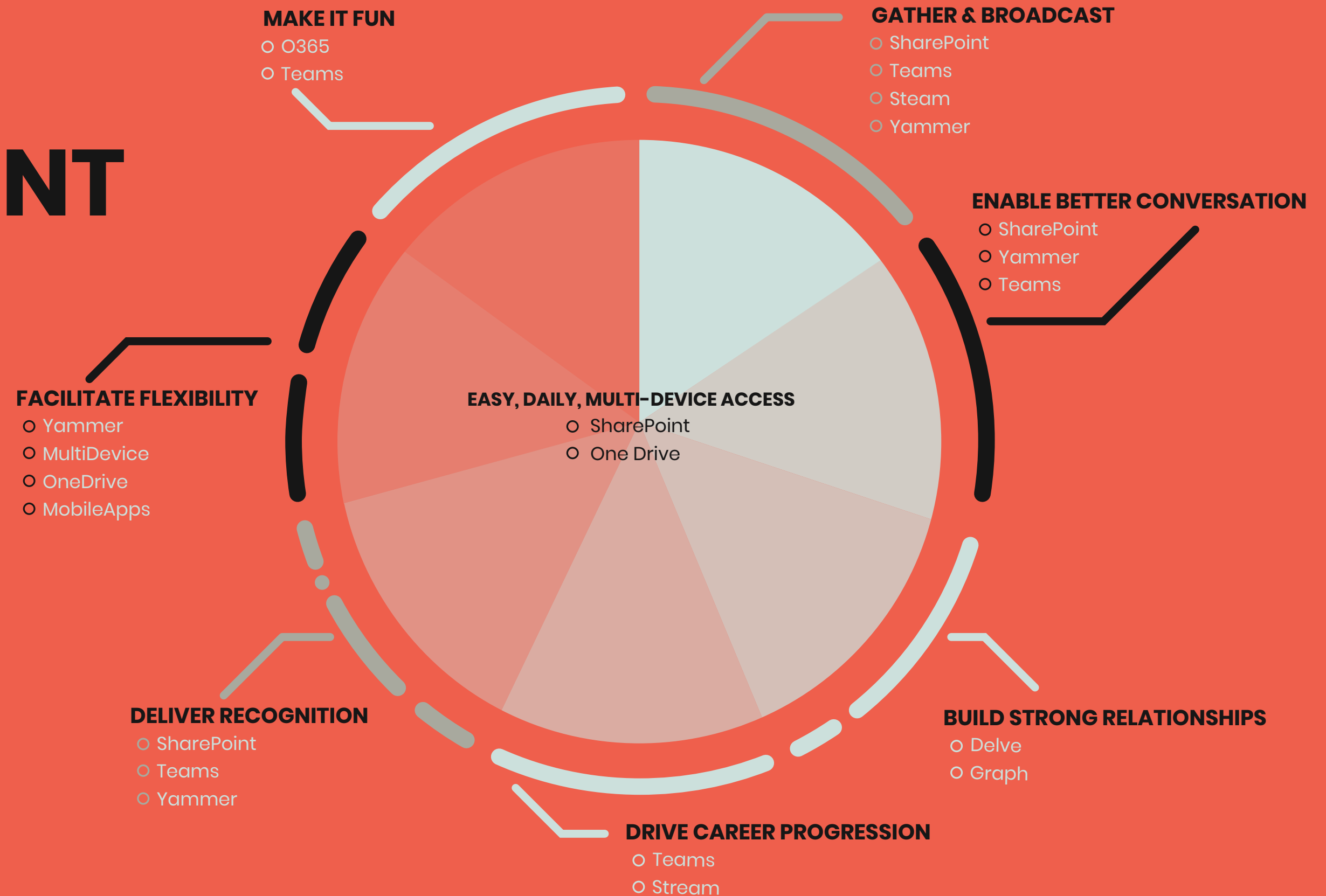


THE O365 ENGAGEMENT WHEEL

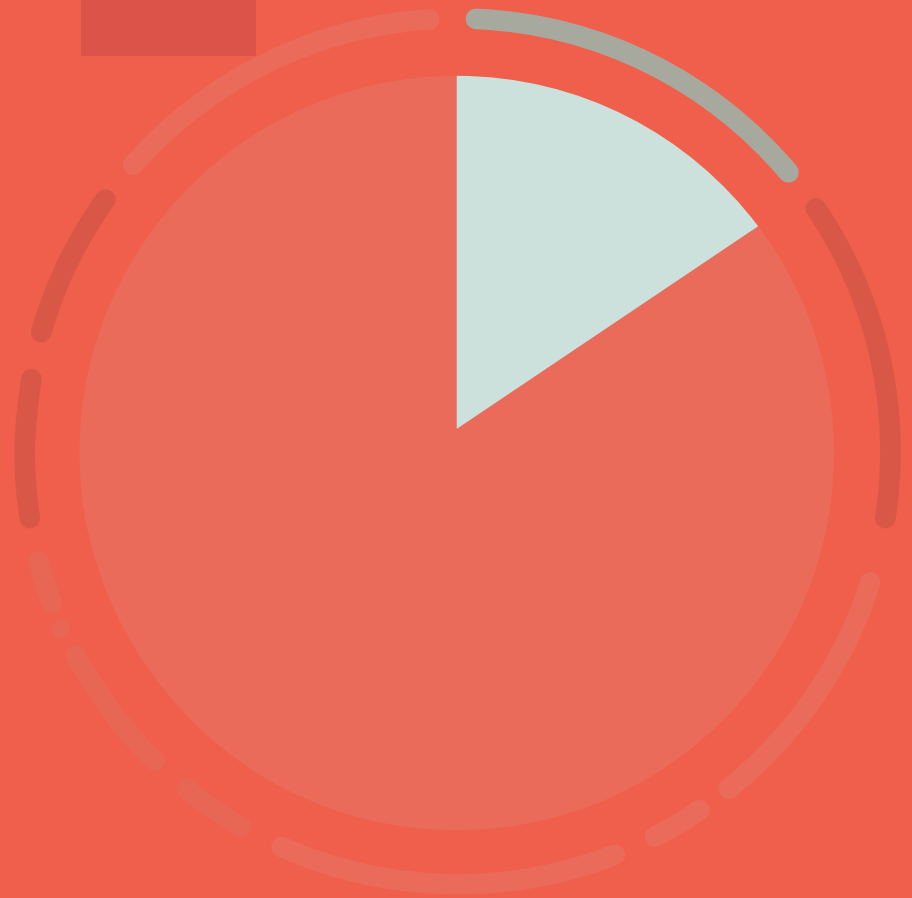
Silicon Reef have extensive expertise across the full Microsoft Office stack.

Experience has shown us that Employee Engagement is best supported by a defined toolkit, selected from the O365 suite. Focusing on this curated set of applications simplifies training across your organisation as well as breeding familiarity and lessening the impact of software upgrades.

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GATHER & BROADCAST



At the heart of an engaged workforce is a common understanding of your organisation's vision.

O365 gives you the perfect, easy-to-use toolkit to disseminate that vision to a disparate, remote or complex workforce.



1 LAUNCHING

First, get your message out there. It's time to become a broadcaster. If you can't gather your team round you to communicate your vision, all the tools you have within O365 mean you can still deliver your message in person. Visuals are processed 60,000 times faster than text, and viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

Using **MS STREAM** and **YAMMER** you can create, schedule and deliver live video events, running them simultaneously with your meetings or town halls, pushing them through your **SHAREPOINT** Intranet to the entire business – or even a selected group of people. Alternatively, **MICROSOFT TEAMS** live events are beautifully packaged to encourage connection to smaller groups through the communication cycle allowing you to measure sentiment and engagement before, during and after you deliver your message.

Blend your Ted-style talk with **POWERPOINT**, other video and live film of audience reaction, or overlay subtitles or translation dubbing, to completely engage your remote audience. And with the flexible **SHAREPOINT** presentation layer, they can watch again and again on any device.



CASE STUDY

Leading energy company **Shell** operates in over 70 countries and has over 92,000 employees. Keeping their communications current, relevant and accessible is a huge challenge for this giant organisation.

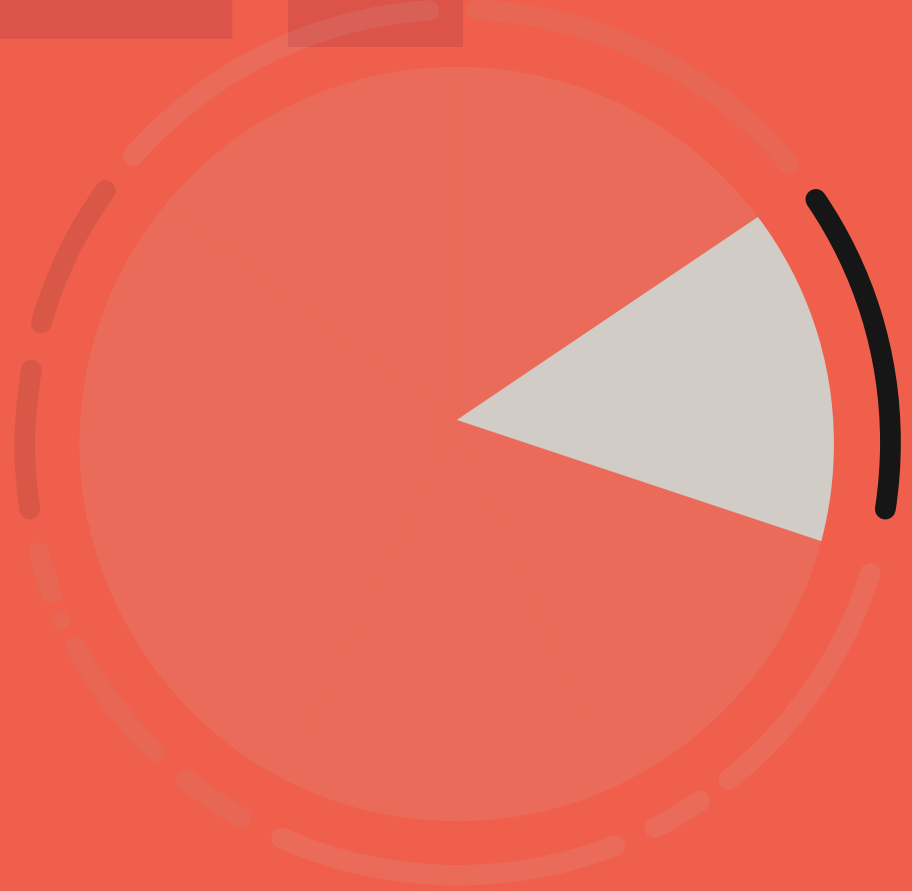
Shell are overcoming this with strategic use of their intranet and a range of digital media, to share knowledge and break down virtual and physical engagement barriers.

DAVID HARRINGTON, VICE PRESIDENT OF
COMMUNICATIONS – SHELL

We want employees to be able to have conversations with their supervisors and with their peers in ways that are very intentional. We find that video is an extremely important and impactful medium.



ENABLE BETTER COMMUNICATION



It's not enough to simply push out a vision, or your corporate business plan, and never refer to it your communications need to be discussed, reviewed and examined by your employees to be fully understood you need to have conversations to truly gain buy-in.

Now is the time to ensure your employees have the opportunity they need to communicate with you, and with each other.



2.

REINFORCING

It is here that your **SHAREPOINT** Intranet can play a vital role, giving you a secure and flexible platform for multi-way conversations, pushing rich-content information and gathering essential qualitative and quantitative feedback. Consider running leadership blogs to show the evolution and application of the company vision, values and plans. Gone are the days when your Intranet was a flat, two-dimensional website with a log in limiting it to employees only. The modern **SHAREPOINT-DRIVEN INTRANET** is the access point for an ecosystem of apps, communities and conversations creating a unique, highly personal experience: a 'digital workplace' for each employee.

In a Nielsen Report on the intranets of 2017, an impressive six out of the ten winning intranets were built on **SHAREPOINT**. Celebrating its 17th birthday this year, Microsoft's web-based collaborative platform goes from strength to strength as one of the most popular and successful intranet platforms worldwide.



CASE STUDY

When Unilever wanted to develop their sustainable living strategy for 2020 they knew they wanted to bring their employees into the heart of the design.

Silicon Reef built a creative, highly engaging SharePoint based solution that gives this international company live access to the input of 1,000s of employees across the globe.

The incoming qualitative and quantitative data can be viewed in multiple graphical and data-based formats, to suit different needs, and has already gathered over 25k responses...and counting.



CASE STUDY

Microsoft themselves use O365 in their mission to communicate their vision to 100k+ global employees. CEO Satya Nadella and his leadership team run a monthly live Q&A session. This includes a company update to all employees via the organisation's enterprise social network, using Yammer.

PAUL POLMAN, PREVIOUS CEO OF UNILEVER

It's been really powerful for us to have that two-way dialogue and for people to hear from Satya and the leadership team in a consistent part of that dialogue.



BUILD STRONG RELATIONSHIPS



Excellent relationships are at the heart of any positive employee experience. Creating and maintaining these personal bonds has become increasingly hard in larger or more disparate organisations, where teams can work for days or weeks on end without coming together.



3.

COLLABORATING

People are the best source of information within any business and allowing those people to work and share information across geographies, disciplines – and even time – adds a strength to their connections and engagement with their work. However remote your workforce you can easily pull together the right teams to work on projects and themes with **MS DELVE**.

The power of **MS GRAPH** intelligently surfaces content from a network of contacts within your organisation. Individuals can identify interested parties by clicking on any name or picture to see which documents they are working on, or build 'mood boards' of documents and topics.



CASE STUDY

The Unilever Hair Application Unit (HAU) has over 5k range and a substantial data challenge. The team needed a bespoke multi-media library system to give common access to their product dataset. Unilever selected Silicon Reef to develop the HairHub solution for them using O365.

As part of this SharePoint intranet solution, Yammer was deployed to connect key parts of the organisation – the Global and Regional – and allow employees to share knowledge under the umbrella of the shared Unilever HAU vision and strategy. Across the site, a feedback icon allows a one-click response to the question of usability and gives users the opportunity to write feedback.

The solution launched across the organisation in June 2018, and within a week had an audience of 600 and a 4x increase in engagement against the original system. Future releases will see MS Teams deployed for Regional Centres to be able to share and search content produced locally, and give the central Global Centres the opportunity to see and contribute to the same data.

WILLIAM KAHN, PSYCHOLOGIST WHO COINED THE TERM
'EMPLOYEE ENGAGEMENT'

Approach employees as **true partners, involving them in continuous dialogues and processes about how to design and alter their roles, tasks and working relationships – which means that leaders need to make it safe enough for **employees to speak openly of their experiences at work.****



DRIVE CAREER PROGRESSION



Innovation comes from stimulated minds, and personal development – particularly self-driven knowledge expansion – brings value to the whole organisation, not just the individual. The employee who feels they are learning and growing in their job is more likely to feel connected and engaged with the business.



4.

LEARNING

Make remote or at-desk training more engrossing using a **MICROSOFT TEAMS** webinar. Vary your delivery formats to meet the needs of your audience by using professionally designed targeted **POWERPOINT** or on-demand video through **MICROSOFT STREAM**.

You can even add a Stream tab directly to the Teams channel so trainees can easily find and play content. Follow up training with a **YAMMER** group dedicated to connecting peers, pulling together feedback and keeping the conversation going.



CASE STUDY

Silicon Reef partners at PWM training have built a training hub using O365.

The 'Learning Hub' is a knowledge base for users that provides a central point for all learning materials and videos, help guides and other learning support. This hub puts the control in the users hands, allowing them to pick and choose when and in what order they do their training.

It also ensures that they are only getting the most up-to-date information with no risk of learning from outdated material.

The hub is also:

- **Fully customisable to include just relevant content**
- **Easy to maintain and keep up-to-date**
- **Able to serve diverse learning materials, such as how-to guides and videos**



DELIVER RECOGNITION



The acknowledgement of work – for individuals and teams – is key to driving employee engagement and retention. Gamification and leader tables are great methods of individual employee recognition, as is the powerful capability to nominate colleagues and teams for their work.



5. LEARNING

Through your **SHAREPOINT** Intranet you can integrate fit-for-purpose recognition apps like Recognize or Kudos, which include such features as on-the-spot social employee recognition, manager recognition, and nomination voting.

Or step it up a level and bring gamification to your employee recognition with apps such as RedCritic with **YAMMER** – for sharing badges, certificates, skills and accolades – or Karmabot with **MICROSOFT TEAMS** for exchanging in-chat karma points.



CASE STUDY

Silicon Reef was selected by Unilever to support the nomination capture for inspirational leadership recognition as part of International Women's Day.

Developed using SharePoint pages with a relaxed, non-corporate, comic book design to inspire and encourage interaction, the dedicated app delivered video and social interactions with likes, comments and galleries.

Over 3,000 nominations were received in 5 days, with 2,000 likes and 4,250 page views.



FACILITATE FLEXIBILITY



Flexible working can be a boost to any business. Natalie Pancheri, HR Policy Adviser at the London School of Economics, agrees “The benefits of flexible working are well established, from increased employee engagement to better performance,” she says, as embracing flexible working recognises “that individuals have different needs both inside and outside of work.”



6.

ENABLING

The number of freelancers employed by businesses is on the rise, with Fast Company reporting in 2017 that, in the US 'at this rate, freelancers will be the majority by 2027'. Most importantly, Report 2018, where 63% of companies had remote workers, more than half (57%) lacked work-from-home policies. Three times as many hiring managers saw offices serving as temporary anchor points rather than daily travel destinations in the future, and nearly half saw communication shifting over the next ten years from 1:1 to multi-point, through networks and wikis.

The dramatic way in which workplaces have changed, and continue to change, means that enabling employees to work productively, wherever and whenever they are based, is vital to any organisations success.

SharePoint is the central hub for all the practical tools you need to facilitate flexible working, giving your employees an easy-to-use, multi-device single point of entry for all their digital needs.



CASE STUDY

Stefan logs on to 'Great Company Plc SharePoint' at the start of his working day – in Houston, Texas – at 7am local time.

He sees breaking company news and videos and reads the CEO's video blog where shares her thoughts, through **STREAM**, on the latest breaking developments across the organisation.

Stefan starts a **YAMMER** chat with Claire in London; they're running a project together and Stefan can see that this new development is going to impact timelines. Claire is alerted by Yammer through her **MOBILE SHAREPOINT APP** so they chat and she opens **PROJECT** at the same time to look at the plan.

Stefan works from home getting project documentation and finances up to date. All the **EXCEL, PROJECT AND POWERPOINT** documents are held in **ONEDRIVE** and he can see through **TEAMS** that Claire did the updates he asked for before she logged off for the day.

He keeps in touch with the field teams through **mobile SharePoint** and tracks their work through Teams. They chat through the days on **Yammer**. He hosts an end-of-day conference call using **Skype** to chat face-to-face, and pulls up the mindmap notes he made in **Visio**. He runs through them without having to leave the call.

At the end of the day he uses **Mail** to share a link to the new baselined project plan with the team – they can find it on **Teams** – and logs off for the day.



MAKE IT FUN



A 2015 study by the University of Warwick's Centre for Competitive Advantage in the Global Economy found that happier employees are more productive by an average of 12% and, in some cases, up to 20% more. Having fun, relaxing and enjoying time with colleagues, encourages open dialogue, understanding and trust. Creating an environment where social 'play' is encouraged is vital in fuelling creativity and imagination. Young children learn best through play, and the principle applies equally well to adults.



LOL

As well as encouraging social interaction, using GIF animations, emojis and gamification apps throughout working activities supports the blurring of the lines between ‘tech at home’ and ‘tech at work’. Why should your digital experience at work be dry and dull? Visuals, graphics and interactive ‘games’ can break down barriers of language and experience. Collaboration and communication can be encouraged with a funny Giphy, a team can bond through a meme, or a mood can be lightened through a shared LOL.

O365 tools are peppered with opportunities to bring in engaging and irreverent content; to bring personality to your employees chat, whether it’s popping an animation into a **TEAMS** chat or posting a funny video on **YAMMER**.



BRING IT ALL TOGETHER

DAVID HARRINGTON, VICE PRESIDENT OF
COMMUNICATIONS, MICROSOFT

“SharePoint powers content collaboration in the modern workplace into Microsoft 365 by being at the centre of your experiences.

If you’re collaborating on documents in Office, you’re sharing content in teams and Outlook, you’re on your mobile device getting to your files in Onedrive., you’re engaging people with Yammer and Stream with communities, or you’re building digital experiences with your Intranet, your portals or even mixed reality experiences with SharePoint Spaces.

SharePoint powers all of that”




CASE STUDY

At Silicon Reef we live and breathe the O365 technology stack.

75% of our organisation work remotely – across the UK and often on-the-go. It is vital for the good of our clients and the engagement of individuals across our organisation that we are continuously connected to the each other, our purpose and our work.

We use **MS Teams on **SharePoint** as our central connectivity hub for all team communications. We share files, chat, collaborate on documents, plan and execute projects, and celebrate our successes. We use **SharePoint** and **Teams** across all our devices to keep track of activities and share contacts, to arrange meetings and – most importantly – trips to the pub!**



WARNING!! THE DOS AND
DON'TS OF O365 FOR
ENGAGEMENT 



DON'T: RUN

Running too quickly and deploying all the applications available can overload your employees and have the opposite affect – a disengaged workforce.

DO: ROLL

Decide what your short, medium and long-term goals are for each area of employee engagement*. Plan your rollout carefully, by building a practical roadmap of deployment.



DON'T: SURPRISE!!



Failing to effectively communicate changes in your toolkit, however well-intentioned, can terrify your employees.

DO: DELIGHT



Plan your communication as carefully as you plan your deployment. Consult with key employees and create robust communication and feedback plans. Your employees should be so on board by the time you launch that they are delighted by the delivery.



DON'T: DROP AND GO

However usable your tools are, without proper training – even if it's minimal – employees won't understand when and how you need them to use the kit they have at their disposal.

DO: EDUCATE

From simple FAQs, to full-on training manuals, work out what your employees will need to get the most from the tools you are giving them, particularly if you are asking them to use a familiar application in a new way.



DON'T: CONFUSE

Allowing old technology to remain, un-owned and un-maintained, and you run the risk of unsupported tools continuing to underpin key processes.

DO: RATIONALISE

When you are ready to deploy your O365 solution, take the opportunity to clean house. Ensure you phase out your legacy IT solutions as quickly as possible, and remember to communicate the shut down.



DON'T: ABANDON

— .

A sprawl of sites or apps created without clear ownership and control can lead to a governance headache.

DO: OWN

— .

Agree ownership and governance up-front. Particularly allowing the creation of collaboration sites in a controlled manner is essential.



DON'T: REINVENT

Using a custom development when out-of-the-box solutions are available is rarely the most cost effective solution. You run the risk of design by committee and reinventing the wheel.

DO: RE-USE

If you are looking for the most economical solution, look at the tech stack you have*. If you are already a SharePoint business then the likelihood is that you have – or at least have access to – all the tools you need to support an engaged and productive workforce.



MEASURING SUCCESS

We'll be honest, it's very, VERY hard to truly measure employee engagement. This multifaceted concept is classed by some as **EMPLOYEE SATISFACTION, BY OTHERS AS HOW HAPPY AN EMPLOYEE IS IN THEIR JOB, WHILE SOME EQUATE ENGAGEMENT TO COMMITMENT.**

Polling companies have been doing a sterling job of boiling all that feeling and sentiment down to a Net Promoter Score for decades but there are other, more continuous ways that an organisation can measure engagement with the tools they have at hand.



O365

To complement your Gallup or Mori engagement scores you can use built-in Microsoft tools to look at **WHY** those engagement scores may be fluctuating as they are. **O365 PROVIDES YOU USAGE ANALYTICS THROUGH POWER BI. THIS CLOUD-BASED SELF-SERVICE BUSINESS INTELLIGENCE SOLUTION ALLOWS YOU TO GAIN INSIGHTS ON HOW YOUR ORGANISATION IS UTILISING YOUR O365 TOOLKIT TO COMMUNICATE AND COLLABORATE.** In line with the applications you are using day-to-day, Power BI analyses your O365 usage data, allows you to create custom reports and share those insights across your teams.

SharePoint also has its own analytics available out-of-the-box but, if you are wedded to it, Google Analytics can also be installed on SharePoint pages with ease – to ensure continuity of measurement and easy YOY and LFL assessment.



**SILICON REEF: WE CREATE
DIGITAL TRANSFORMATION
THAT HELPS PEOPLE TO LIVE,
WORK AND PLAY —→**



At Silicon Reef we are experts in all things O365 and SharePoint. We know the Microsoft toolkit inside and out, and are proud to be an accredited Microsoft Partner.

Our knowledge and experience gives us the scope and the tools to develop highly creative solutions for real business challenges, and our passion for delivering results that bring true value to an organisation has helped us delight our customers time and time again.

With offices in London, Chester and Bournemouth, and a client list that ranges from huge multinationals to agile start-ups, we have the flexibility and experience to meet any challenge head on.

Our approach has always been personal, hands-on and collaborative. We work with our clients to gain a deep understanding of their goals, and work hand-in-hand with stakeholders to design a solution – and an execution – that fits the unique character of the business.

We think our team is the perfect mix of chic, geek and organisational freak to deliver beautiful, genius solutions that fit your needs to a (golf) tee.

Ready to see how we can help?
Contact us for a demo, or to find out more.

Alex Graves,
New Business Director

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APPENDIX

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