

YAMMER
LEARN FROM EACH OTHER

NOW, A CAVEAT OR TWO

What to expect during today's presentation

I WILL

- Share observations
- Tell you about Yammer
- Say my opinion

I WON'T

- Give you the hard sell on Yammer as the best tool in the world for everyone!!!

WHAT'S YAMMER

Oxford version

- A cloud based social network for Nordstrom employees.
- 2 Mobile Apps - Yammer & Yammer Now
- Kind of like Facebook and Google+ for work

Yammer came from an epic beginning.

WHERE WERE YOU 9/12/2008?

DAY 1

Hello World 9/12/2008



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To [All Company](#)

checking email. getting ready for hot doggery at day of caring.

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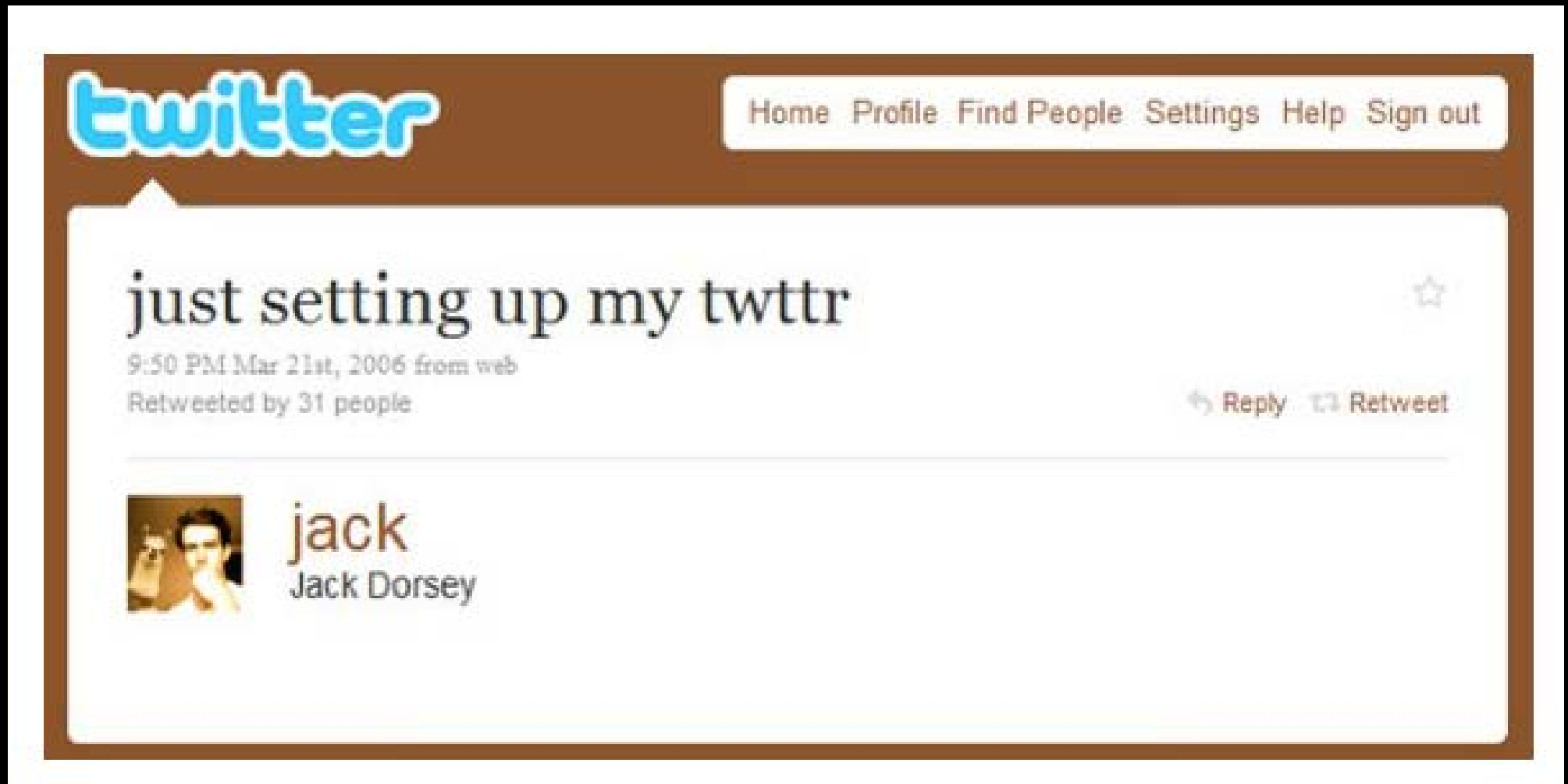


has [#joined](#) the nordstrom.com network.

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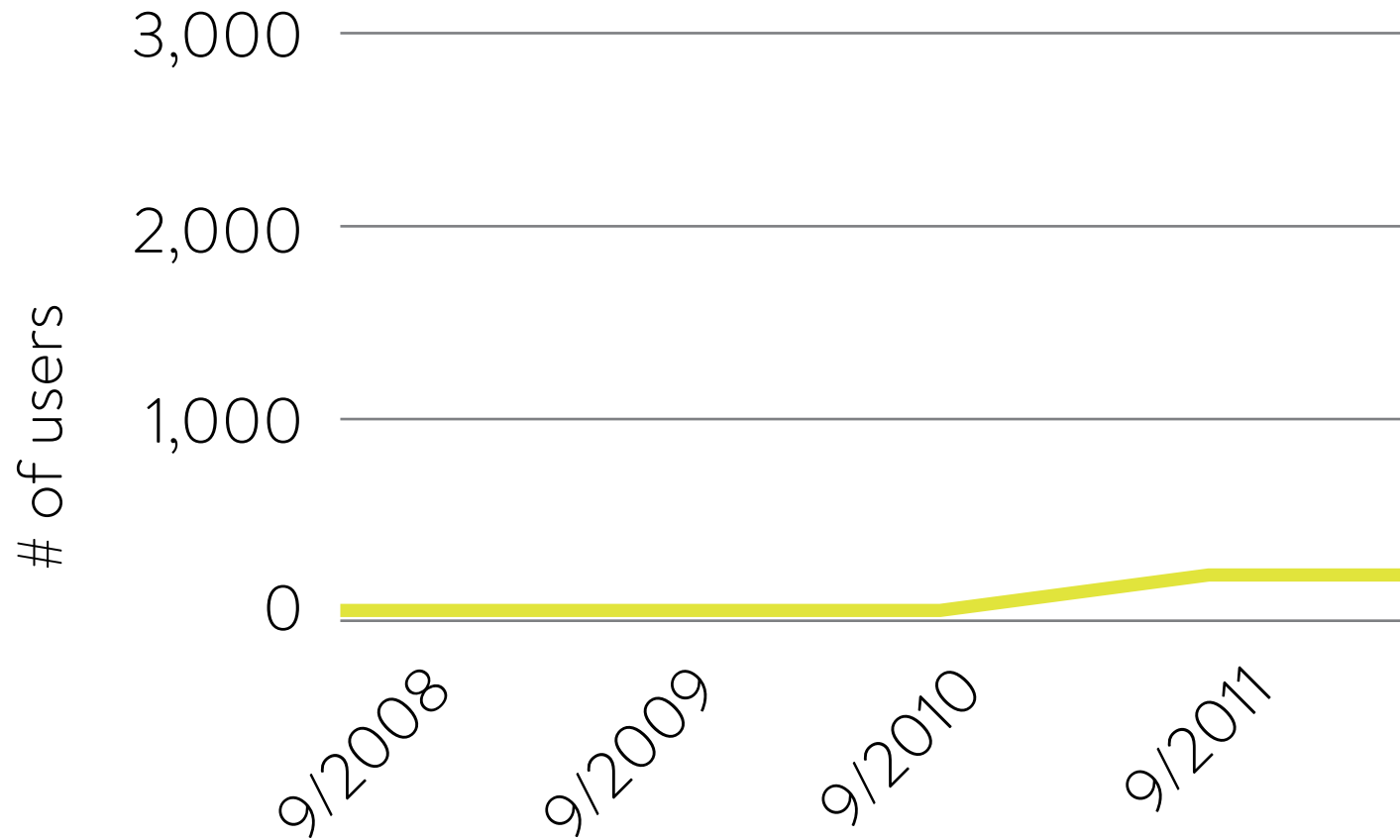
ALL NETWORKS START SOMEWHERE

To be fair



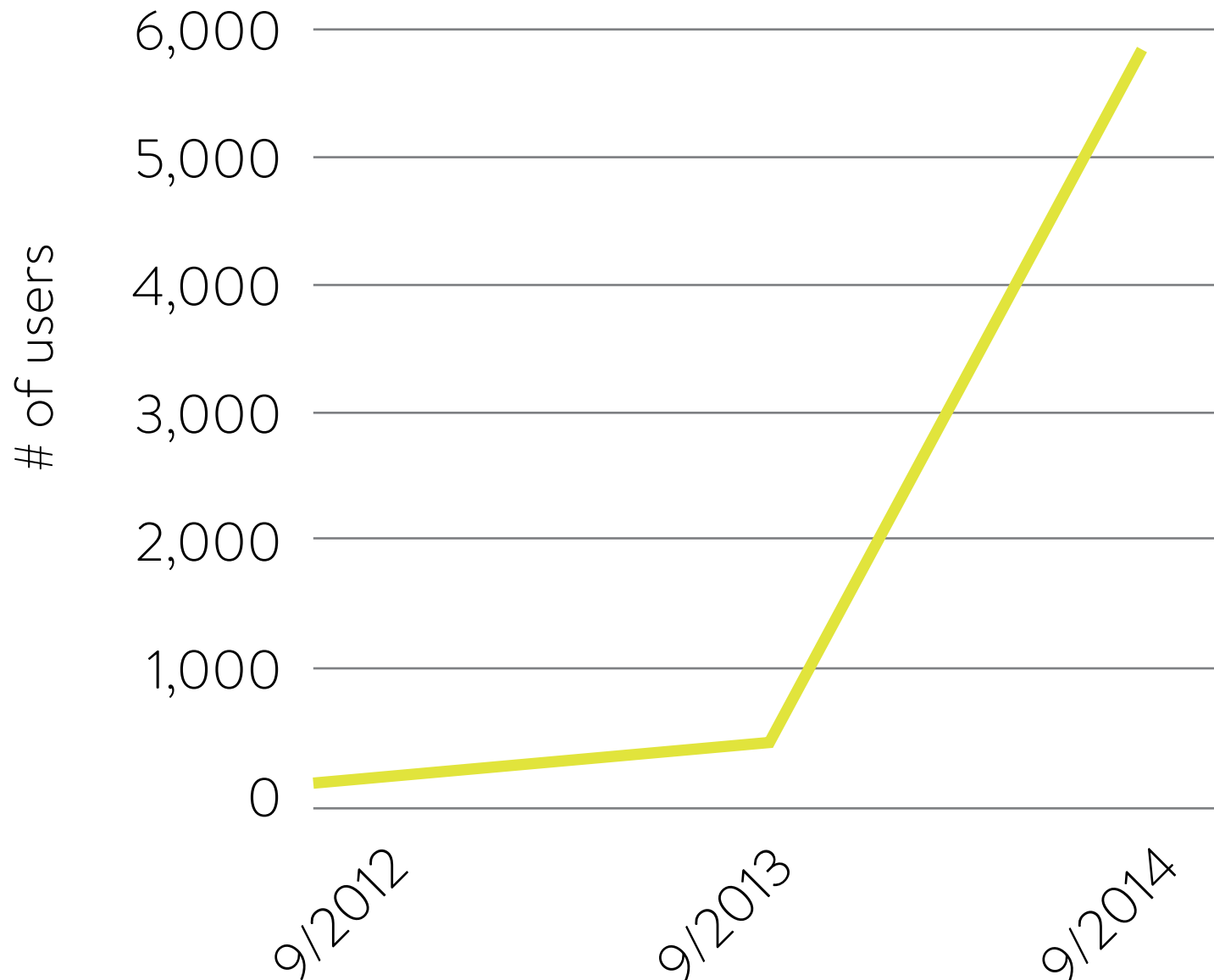
SO, WHAT HAPPENED NEXT?

Not much for many years



FFWD: USERS ARRIVE

That's a 37,650% increase, just sayin'

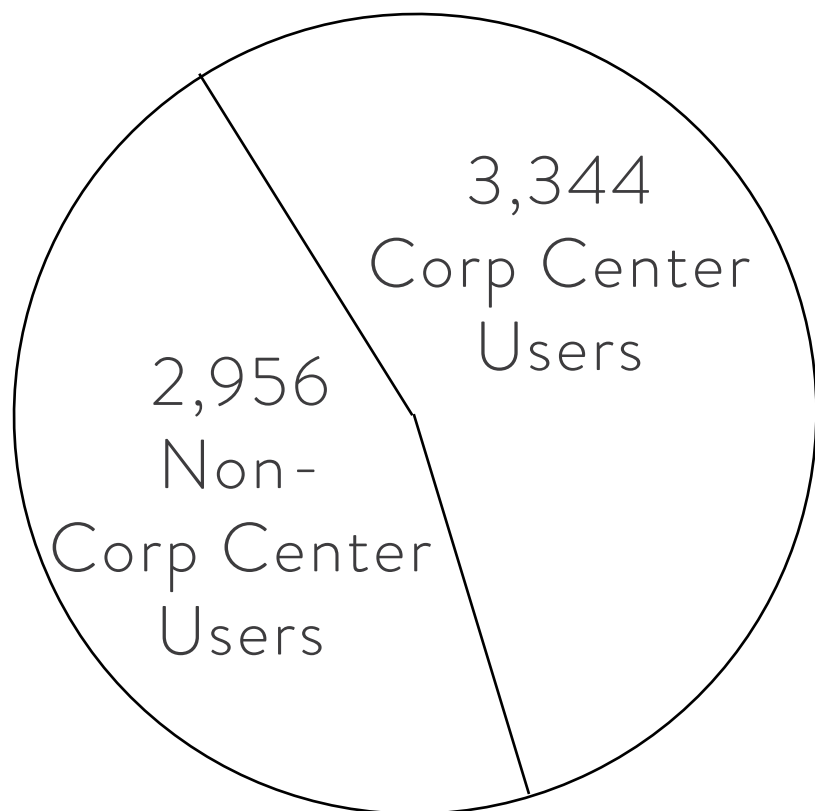


AS OF YESTERDAY @ 1:15 PM

6,350 **USERS**

WHO THE HECK ARE YAMMER USERS

Simmer—I'll tell you.



CORP CENTER USER BREAKDOWN'ISH

- 1,529 users, Company 97 (Technology + ?)
- 885 users, Company 811 (Contact Center)
- 306 users, Company 809 (Direct)
- 168 users, Company 807 (NPG)

WHY DO PEOPLE USE YAMMER?

[CUE ANIMATED VIDEO]

COLLABORATING

Anniversary Catalog vs. Actual Product

To Mens/Kids Shoes DRM & Merchant Team, [REDACTED] Steve

[REDACTED] is this what we intended or was there a in line change?

Like · Reply · Share · More · July 8 at 11:24am from iPhone



[REDACTED] in reply to [REDACTED]
Not intended. Please text me this picture so I can follow up.
Like · Reply · Share · More · July 8 at 11:27am from iPhone

[REDACTED] in reply to [REDACTED]
cc: [REDACTED] S,
Dav [REDACTED] usci,
Mic [REDACTED]

We are communicating with the sign shop to see how fast we can get a new sign produced. Upon confirmation we will send out information to the stores to remove the current sign and wait for the replacement [REDACTED] Jack Sarah

Like · Reply · Share · More · July 8 at 3:09pm from iPhone
👍 Jack [REDACTED] likes this.

[REDACTED] in reply to [REDACTED]
The sign shop will require too much time to re-shoot. Retire existing sign please.

CONNECTING TO EXPERTISE

Connect people. Connect people to information.

Emily Barrows

To Technology

#help please—Who might be able to help me find the number of emails an exchange account received during a specified duration?

The contact center began using Yammer as a way to reduce emails sent to the team, and they want to validate the hypotheses.

It seems that there's a better way than asking users not to delete any mail for a week.

Thank you!

#lifeline

Like · Reply · Share · More · September 23 at 9:19am



David Cadman in reply to Emily Barrows

Do you want inbox statistics? Or do you want to know how many people received your mail?

Unlike · Reply · Share · More · September 23 at 10:37am



David Cadman in reply to Emily Barrows

FWIW - this is what I've used for inbox stats in the past.



OutlookStatView - Outlook statistics software for your mailbox

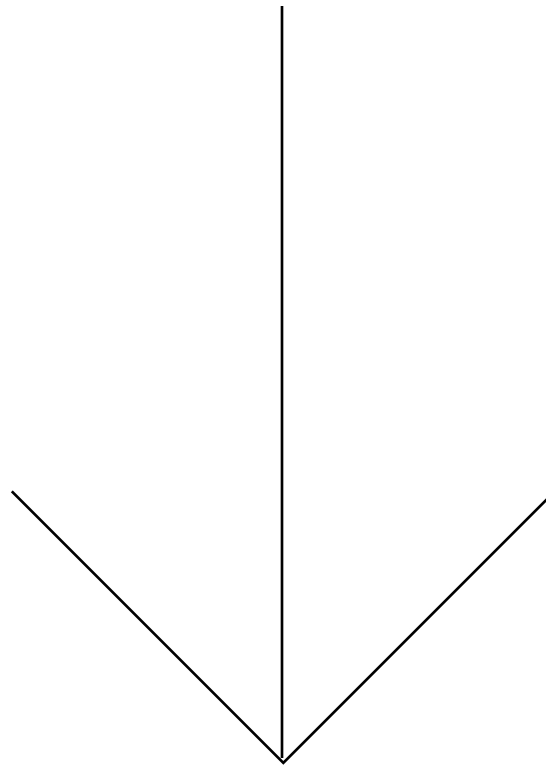
www.nirsoft.net

Related Links Description OutlookStatView scans your Outlook mailbox, and displa...

Unlike · Reply · Share · More · September 23 at 10:41am

REDUCE EMAIL. IMPROVE COMMUNICATION.

Contact Center



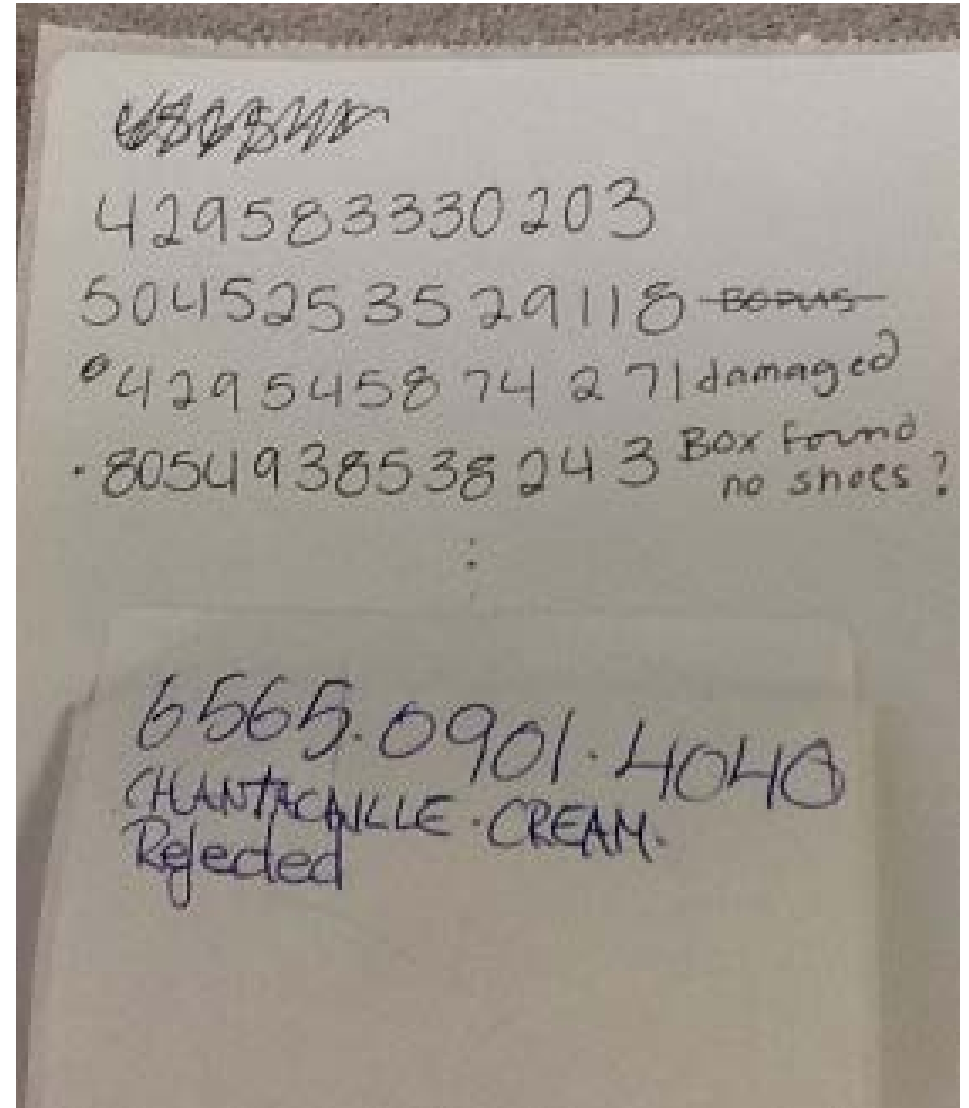
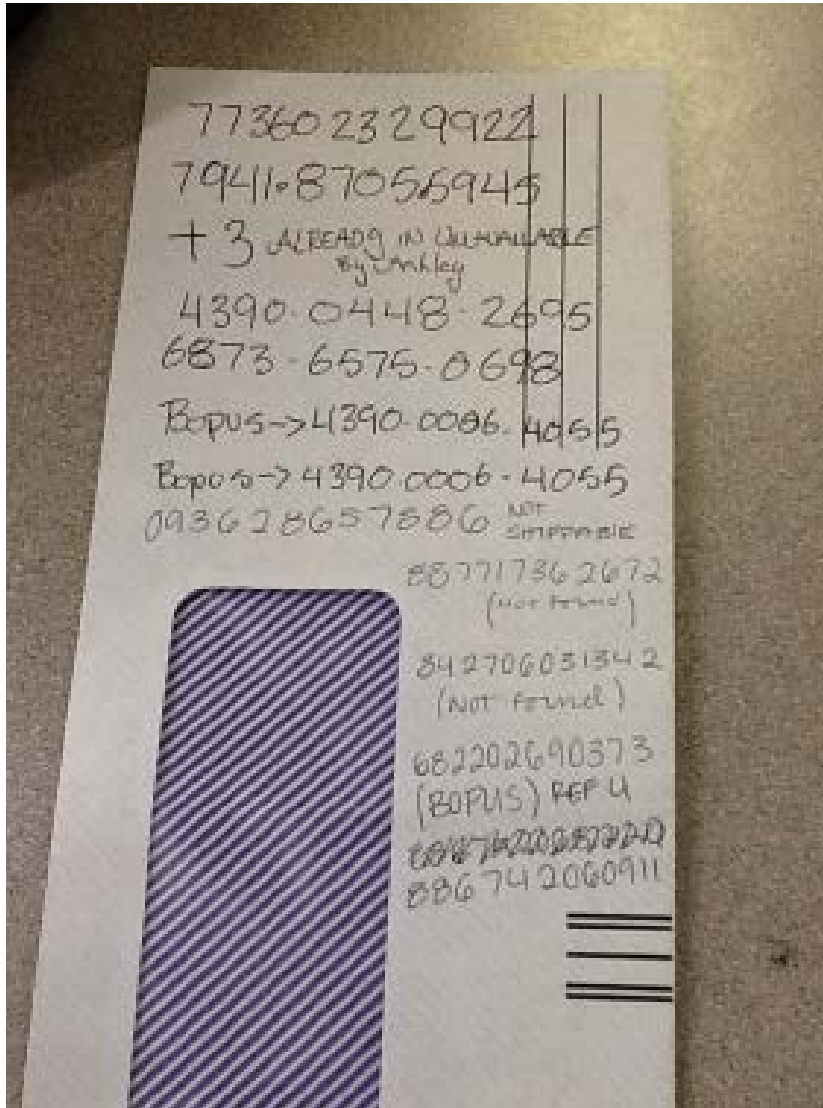
Reduce emails by 80%

DID IT WORK? YES.

89% REDUCTION SO FAR

WORK IN REAL-TIME

Get work done wherever.



WHAT ABOUT DIRECT?

WHAT DO YOU KNOW?

WHAT DO YOU WANT TO KNOW?

WHEN IT'S GOOD & WHEN IT'S NOT

Setting expectations

GOOD

- Info Sharing
- Mobile, Real-Time
- Collaborating
- Search
- Connecting with employees
- Transparent, 2-way conversations
- Co-authoring Documents
- Updates
- Mobile Messaging, YammerNow

NOT GOOD

- You want a structured work flow
- File management (hacks: naming conventions, advanced search)
- Accounts aren't auto provisioned
- Without team working agreement (cluster)