CORPORATE COMMUNICATION EFFECTIVENESS

Maximizing Corporate Communications Effectives with Artificial Intelligence and Microsoft Graph Data Connect

Employee communication is essential for the success of any organization, as it plays a vital role in creating a positive work culture, employee engagement, and productivity. Effective communication within an organization helps to ensure that everyone is on the same page, working towards the same goals, and aware of any changes or updates that may impact their work. While Organizations are settling into hybrid work, communications have become important to align the employees to the shared values and vision.

In today's rapidly evolving business landscape, it's more important than ever for organizations to listen to their employees, understand their concerns, and respond to their needs. Post the great reshuffle, the organizations need to chalk out strategies for seamless integration of their new joiners most of them working remotely.
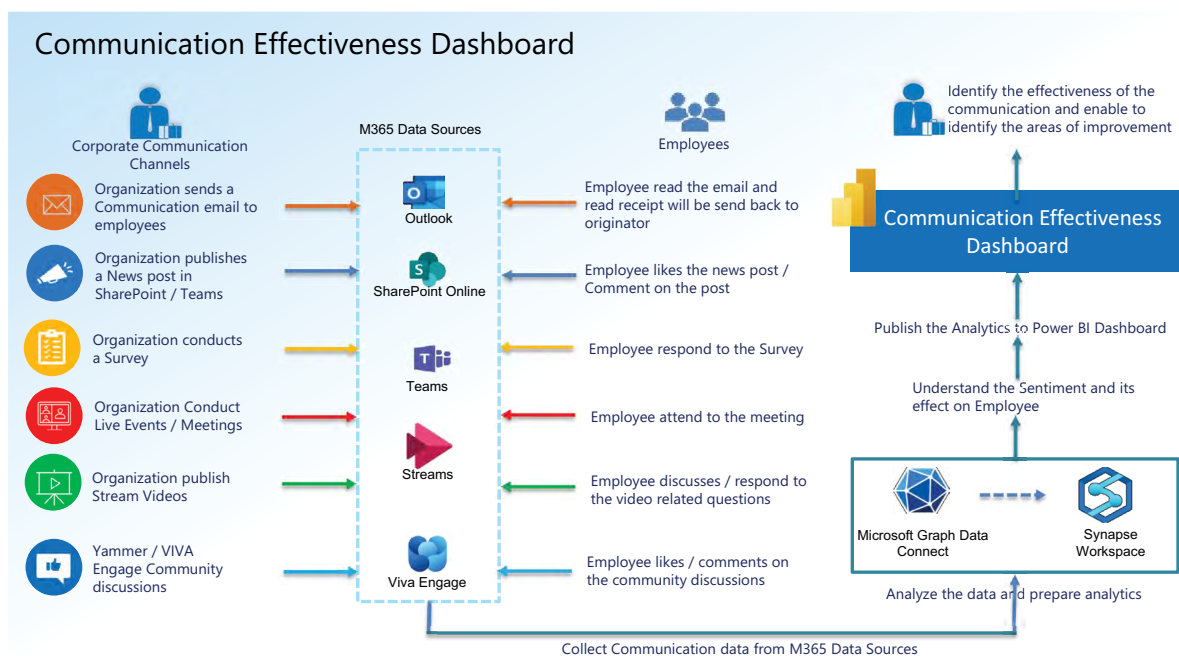
Sustain employee engagement, build feedback flywheel

We've seen leaders struggling with a lack of visibility into what is happening across their organization. Microsoft's 2022 Work Trend Index Report: The New Performance Equation in the Age of AI indicates that employee engagement matters to the bottom line—especially amid economic uncertainty and stresses the importance of building a feedback flywheel to sustain engagement. Employees at highly engaged organizations are 40 percent more likely to have confidence that their feedback will lead to action, and they're 56 percent more likely to say their organizations continually improve processes.

Employee feedback can be used to measure employee engagement and identify areas where employees may feel disconnected or disengaged. Insights into employee feedback can be used to develop initiatives and strategies that improve engagement levels, leading to higher productivity and retention rates. Employees often have valuable insights and ideas that can help organizations improve processes, products, and services. Employee feedback is inbuilt into the majority of communication channels in the Microsoft 365 environment.

The feedback needs to be investigated and insights need to be actioned upon for stronger relationships with their workforce. Organizations can create a sense of trust and loyalty by showing that the organization values the opinions and ideas of their employees. This will in turn lead to higher job satisfaction and lower turnover rates. Employee feedback can be used for informed decision-making at all levels of the organization and informed decisions can be taken leading to better outcomes and greater success. Consolidating the employee feedback across various types of communication, the Infosys Communication Effectiveness Dashboard will help the organizations to:

- Gain a better understanding of employee sentiment and engagement. The feedback will indicate areas of excellence as well as potential areas of improvement.

- Organizations are perceived as working on employee feedback which leads to improved employee engagement as they will witness that their concerns are being acted on. This will also demonstrate the organization's commitment to act upon employee feedback and suggestions.
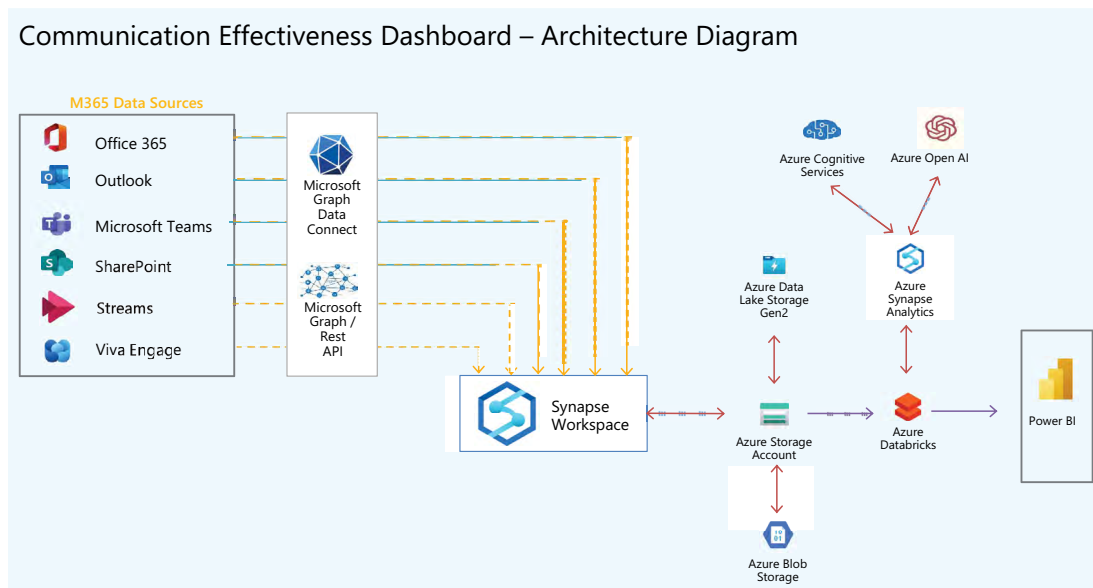

Communication Effectiveness Dashboard

- Highly engaged employees have higher motivation levels resulting in improved productivity levels and contributing to the overall growth of the organization. The feedback would also help identify potential areas for reskilling and training.

- The feedback can be used to better communications and improve efficacy so that there is a higher chance that employees will have a greater understanding and adhere to the company's policies and procedures.

- Hearing and addressing the concerns of the employees leads to improved retention and organizations can reduce employee turnover and retain top talent.

Infosys Communication Effectiveness Dashboard plugs into the various communication channels and retrieves the feedback in real-time and leverages Microsoft AI to perform sentiment analysis to provide rich insights as well as actionable recommendations.

Employee feedback gathered through Microsoft Graph Data connect, Graph API & Rest APIs is fed into a synapse workspace. Meaningful insights are then derived and showcased to relevant stakeholders.

Technical Architecture

Communication Effectiveness Dashboard – Architecture Diagram

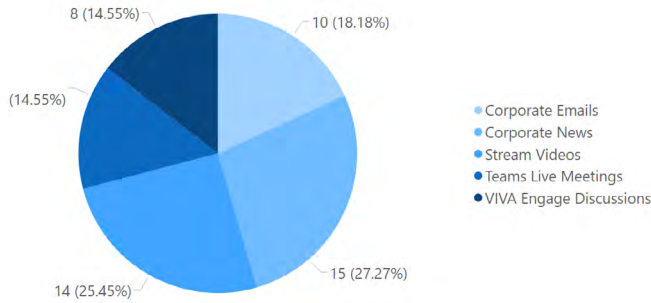## Infosys Communication Effectiveness components

Employee communications are spread across multiple communication channels like SharePoint Online, Teams Channels, Emails, Yammer Groups, and Streams videos. These channels are used by the different departments, locations, and corporate levels within an organization. Microsoft Graph Data Connect helps organizations to easily extract employee feedback from the various Microsoft 365 channels at scale for faster and more efficient processing. This coupled with the Infosys Communication Effectiveness Dashboard will provide rich insights and provide actionable recommendations.
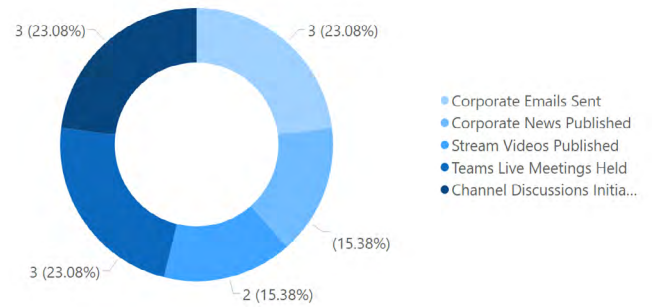
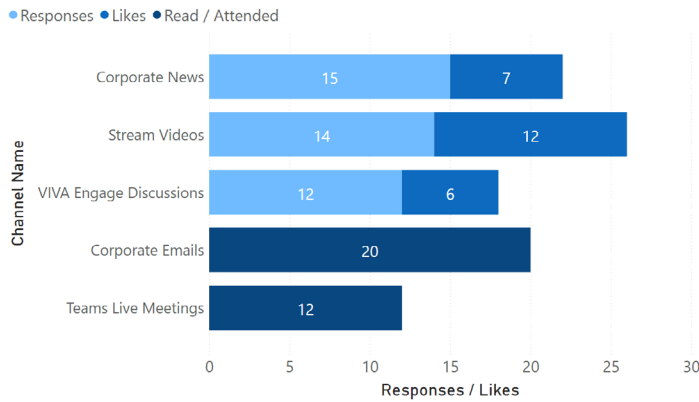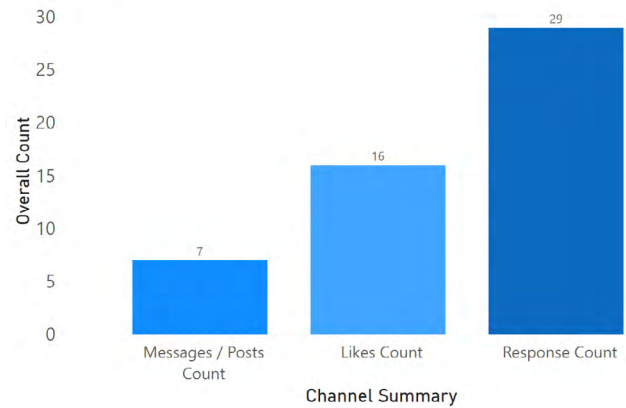| Data Source	Tooling	Feasibility
Corporate Communication Emails	MGDC	Read Receipts for the communication emails
Viva Engage Community Discussion Posts	Graph API	Discussions, replies, likes from Yammer / Viva Engage Community channels
Stream Videos	Rest API	Video discussions and user responses
Corporate News published in SharePoint / Teams	Rest API	User responses made in SharePoint and Teams Chat discussions
Teams Live Meetings	Graph API / Rest API	Attendance details from the Teams Live Meetings

Solution Showcase

Overall Channel Utilization

- Corporate Emails
- Corporate News
- Stream Videos
- Teams Live Meetings
- VIVA Engage Discussions

10 (18.18%), 8 (14.55%), (14.55%), 14 (25.45%), 15 (27.27%)

Channel Communication Summary

- Corporate Emails Sent
- Corporate News Published
- Stream Videos Published
- Teams Live Meetings Held
- Channel Discussions Initia...

3 (23.08%), 3 (23.08%), 3 (23.08%), 2 (15.38%), (15.38%)

Communication Response Summary

- Responses
- Likes
- Read / Attended

Channel Name	Responses / Likes
Corporate News	15 / 7
Stream Videos	14 / 12
VIVA Engage Discussions	12 / 6
Corporate Emails	20
Teams Live Meetings	12

Overall Channel Summary

Channel Summary	Overall Count
Messages / Posts Count	7
Likes Count	16
Response Count	29

Conclusion

Infosys Communication Effectiveness Dashboard and Microsoft Graph Data Connect provide a powerful tool for organizations to gather feedback, identify areas for improvement, and take action to improve employee engagement, productivity, and retention. Organizations can in turn demonstrate a commitment to listening to employee feedback and acting where necessary thereby creating a more positive and productive work environment for everyone.

Next steps

Take advantage of the Infosys and Microsoft collaboration to transform your organization's employee data for data-driven insights and address employee wellbeing.

Infosys®
Navigate your next

For more information, contact askus@infosys.com