Use case catalog

Use Yammer to drive connections across your organization. Part of Office 365, Yammer helps employees collaborate, innovate, and work better together.
Yammer use case catalog

Yammer is an open space that connects people and information across your company. Yammer makes it easy to share updates, ask questions, get feedback, and collaborate with coworkers across departments and around the world. Use this catalog as a guide to the different strategic uses of Yammer, and identify which solutions can help your organization tackle its business challenges.
Yammer for building a community of interest or practice

Does your organization struggle to...

Help employees learn from the best practices and learnings of each other

Connect people with common issues or goals

Identify and share expertise across departments or teams

Yammer Solution
Yammer creates communities that share insights. Employees can work together and solve group problems to maximize effectiveness and enable better decision-making. Coworkers are connected to leverage their shared knowledge and make business-changing discoveries faster.
Yammer for building a community of interest or practice

Yammer in action
In today’s fast-paced business environment, finding the right materials at the right time is critical to increasing productivity. Yammer can improve organizational quality and performance by tapping into your most valuable resource—your people. Avoid duplication of work, keep coworkers in the loop, and gain instant access to experts and information no matter where you are.

Use a public group to invite peers with similar interests, such as people in the same function, collaborators on a company initiative, or participants in a trending topic.

Share files, photos, and videos that others may find relevant to their work.

Utilize shared resources to formalize initiatives and troubleshoot issues.

Exchange ideas, insights, and news with peers by posting messages to your Yammer feed.

Learn how internal activists at Sanofi Pasteur connected on Yammer, shared best practices and ideas, and improved processes throughout the organization.
Yammer for cultivating executive engagement

Does your organization struggle to...

- Keep employees engaged in the goals and vision of the company
- Ensure that employees are informed about strategic initiatives and company updates
- Update executives on work that’s going on in the company, and keep them engaged
- Show employees that their feedback is being heard by senior leadership

Yammer Solution
Yammer can create a more effective corporate communications strategy. By facilitating two-way conversations between leadership and the wider employee base, Yammer can drive employee engagement and open discussions to the entire organization.
Yammer for cultivating executive engagement

Yammer in action
Management and employees at all levels must work together to achieve your company’s goals. Yammer helps make sure everyone’s voice is heard by flattening hierarchies and finding new ways to connect leadership and employees.

Post real-time messages, photos, and videos from executives to the entire organization

Create polls to get a quick pulse of employees across the company

Get the word out quickly with announcements and document sharing for crisis communications, organizational updates, and new policies

Learn how Grundfos uses Yammer to connect all levels of the organization, across departments and around the world.

Read more
Yammer for engaging your front line

Does your organization struggle to...

- Give employees on your front line a voice to provide feedback and escalate issues
- Help employees communicate between teams, shifts, or locations
- Break down silos so you can harness the collective knowledge of your front line
- Keep every employee in the know about important updates

Yammer Solution
Yammer is a connectivity tool that transcends organizational barriers. Engage your entire organization through important announcements, and empower your frontline employees to share valuable ideas and knowledge.
Yammer for engaging your front line

Yammer in action
Your employees on the front line are the eyes and ears of your organization, interacting with your product and your customers on a daily basis. Yammer provides them with a platform to communicate with the broader organization, so they can easily share game-changing insights and ideas straight from the front lines.

Creating a public group ensures all employees, regardless of location, can offer insights and ideas.

Announcements keep every employee in a group notified about important updates.

Use the Yammer mobile app to access conversations and information from anywhere.

Share photos and videos in the feed to give a view of what’s happening across various locations.

Learn how Red Robin empowered employees and improved their customer experience by giving everyone a voice on Yammer.

Read more
Yammer for driving ideation and innovation

Does your organization struggle to...

- Develop new products and keep up with the competition
- Improve processes to react to changing markets
- Ensure hierarchy doesn't act as a barrier to the fluid exchange of ideas
- Encourage collaboration between cross-functional or geographically dispersed teams

Yammer Solution

Yammer drives transparency across your organization so that employees can seamlessly share ideas and information, eliminating barriers presented by differing time zones, geographies, or hierarchies.
Yammer for driving ideation and innovation

Yammer in action
Innovation is driven by ideas and expertise from all parts of your organization. Yammer provides a platform for breaking down silos and empowering individuals to work together, use their collective knowledge to solve problems, and make better decisions, faster.

Create a public group around your company’s strategic initiatives so that anyone can share information, feedback, or ideas that can push them forward.

Use shared Office 365 resources to organize and plan the work around an important cross-functional initiative.

Efficiently crowd-source employee feedback on important work.

@mention subject-matter experts to pull them into the conversation to respond to questions.

Learn how British Airways employees utilize Yammer to drive innovative conversations around the globe.

Read more
For more resources, visit
http://fasttrack.microsoft.com/office/resources/drive-value

To get connected with the Yammer community, visit
http://office.com/yammer/community