



Customer Journey-in-a-Box | Playbook

Employee Experience with VIVA

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

\$1 =
USD



\$6.70
Western Europe



\$6.10
Total (Worldwide)



For every \$1 of
Microsoft revenue

Resale-led
partners make
\$2.21
in economic value

Services-led
partners make
\$5.75
in economic value

Software-led
partners make
\$7.86
in economic value

Customer Journey Insights

This Playbook provides your organization with the key guidance, tools and programs to expand your Modern Work business with Microsoft Viva

⚡ Priority

- Employee Experience with VIVA

🕒 Segment

- Strategic
- Major Commercial & Public Sector
- Corporate

🗄️ Solution Area

- Modern Work

★ Hero SKU

- Viva Insights, Viva Goals, Viva Topics, Viva Learning, Viva Connections



Up/cross sell path

- Pre M3 Healthy
- M3 to M5 Healthy
- Post M5 Healthy



KPIs

- # Workshops & Programs
- # Customer adds
- # Viva MAU & Viva Revenue

Audience, workshops & assessments

Customer Criteria

- Mature Microsoft 365 customers who have already deployed several E3 or E5 solutions with healthy Usage
 - Pre M3 Healthy
 - M3 to M5 Healthy
 - Post M5 Healthy
- Customers that seek to invest in employee engagement and company culture
- Looking for company portal, learning and skill development solutions

Key decision makers:

- CEO; CIO; CHRO; Chief Learning Officer

Discover Workshops: Viva.

- Create pipeline for Viva modules and drive beyond M365 E5 revenue

Build Intent Workshops

- **Microsoft VIVA Workshop**
 - Customer eligibility: 1000+ Microsoft 365 E3/E4, E5 or Office 365 E3/E4, E5 or Advanced Teams E5 licenses, and
 - 40% or greater Teams Monthly Active Usage (MAU),
 - and 20% or greater SharePoint Online Monthly Active Usage (MAU)
- **Microsoft Viva Insights Workshop**
 - Customer eligibility: 1000+ Microsoft 365 E3/E4, E5 or Office 365 E3/E4, E5 or Advanced Teams E5 licenses, and
 - 40% or greater Teams Monthly Active Usage (MAU),
 - and 40% or greater SharePoint Online Monthly Active Usage (MAU)

Campaign material

Partner Led – Customer Trials

- Viva Insights 50 seats, length 60 days
- Viva Learning 50 seats, 90 days
- Viva Topics trials under request to MWSPartnerTrials@microsoft.com for approved and completes workshops

Get Ready to Get Started with [Employee Experience \(EXP\)](#)

Resources to engage with customers

- [Viva Demand-Gen Execution Guide](#)
- [Employee Experience Customer Roundtable Playbook](#)
- [Viva marketing kit](#)
- [Viva marketing assets](#)
- [Viva infographic](#)
- [Viva one-pager](#)
- [Tech Community – Viva blog](#)
- [Viva Partner Yammer community](#)

Campaigns

- [Viva campaign in a Box](#)
- [Do More with Less with Viva – Partner Guide](#)
- [Viva Community Viva blog](#)
- [Viva Partner Yammer community](#)
- [Viva pitch deck](#)
- [Go-To-market Toolbox](#)

Demos

- [Configure a Viva demo tenant](#)
- [Viva partner shared demo tenant](#)
- [Viva demo Guide for Partners](#)
- [Viva demos on CDX](#)

Partner

Criteria

✔ **Partner Targeting**

- Basic Technical and adoption X-modules (Deployment, Config, Extend): SharePoint & ACM partners
- Advisory / Advanced Strategy : Connections (Employee Comms) – SharePoint; Topics (Ent Knowledge & Content Management) – SharePoint; Insights (Business Strategy) – Data Analytics Competency & ACM; Learning – HCM or Prof Development expertise; Goals – Data Analytics & ACM

✔ **MCI Build Intent Workshops Partner Eligibility Criteria**

Microsoft VIVA Workshop

- Partner Agreement: Microsoft Cloud Partner Program
- Program Enrollment: Microsoft Commerce Incentives
- Partner Qualification: Co-Sell Ready with Viva Connections, Learning or Topics Solutions, or Participant in the invite-only Viva Jumpstart partner program

Microsoft VIVA Insights Workshop

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Skilling and enablement

Enablement Guides

- [Modern Work Partner Enablement Guide](#)

Learning Paths

- [Microsoft Viva Learning path](#)
- [Microsoft 365 and Security Learning Paths | Learning Paths](#)

Microsoft Viva learning path Resources

- [Microsoft Employee Experience Partner Practice page](#)
- [Viva Fundamentals for Partners – presentations](#)
- [Employee Experience Partner Yammer Community](#)
- [Microsoft Viva pitch deck](#)
- [Knowledge customer pitch deck](#)

Other resources

Microsoft Discover Workshop: Viva

- Content on Viva scenario and Modern Work Discover Workshop partners playbook <https://aka.ms/wsplaybook>

MCI Workshops engagement

- [MCI Engagements Training Guide](#)
- [FY23 Microsoft Partner Commercial Incentives Guide](#)
- Webinar: Intro to [Build Intent Workshops](#)

Other Marketing resources

- Employee Experience : [Deck](#) and [Talk Track](#)
- [Partner led marketing guidelines](#)

3 questions you should ask the customer:

- Organizations with highly engaged employees have 21% greatest profitability. Do you want to know how to get this higher profitability?
- 94% of employees say they would stay at a company longer if it invested in their learning and development. Are you interested to learn more?
- 86% of top-performing companies reported that digital training programs boosted employee engagement and performance

Customer Journey

Tactics

Funding & Incentives



Listen & Consult

- Partner led ABM Digital Campaigns, Telemarketing, Events, Webinars All partner led marketing campaigns should drive demand to any of the 1:1 few and 1:1 pre-sales programs

Discover Workshops for VIVA The M365 Discover workshop: Viva provides a hands-on experience of one, several or all four Viva modules (Connections, Insights, Knowledge, Learning)

- Demand gen activities are eligible for Cooperative Marketing Funds

Through Partner Marketing

- Marketing funds available for partners selected by the corresponding subsidiary according to the required characteristic: 365



Inspire & Design

MCI Build Intent Workshops

- Viva, Viva Insights

Partner Led – Customer Trials

- Viva Insights 50 seats, length 60 days
- Viva Learning 50 seats, 90 days

MCI Build Intent Workshops. Limited to Jumpstart Partners or by approved exception

- \$5K per workshop



Empower & Achieve

Pre-Sales ECIF

- Microsoft sellers nomination. Drive MW incremental revenue (specially E5). Eligible workloads: Primary: ALL MW E5. Also includes MW E3, New component E3, F1 & F3, Viva, PowerBI, Meeting Rooms, MMD, Windows 365

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- Primary: ALL MW E5.
- Also includes MW E3, New component E3, F1 & F3, Viva, PowerBI, Meeting Rooms, MMD, Windows 365

- Pre-sales - ECIF Value

- >20x ROI
- >10x ROI for M365 New Customer Acquisition



Realize Value

CSP Incentives

- CSP Indirect Reseller Incentives
- CSP Direct Bill Partner Incentives

CSP Incentives: Up to 20%. Check FY23 Incentives guide for details.



Manage & Optimize

Online Services Usage M365

Post-Sales Usage ECIF

- Drive usage of priority MW workloads such as Teams

Online Services Usage Workloads

- Viva Connections, Insights, Viva Learnings, Viva Topics

Online Services Usage M365: Up to \$7.5K per each VIVA module. Rate card for details.

Post-Sales ECIF: <\$5/seat for Meeting MAU, Platform MAU / <\$7/seat for Phones