

# Our SWOOPer Surprise

Cai Kjaer and Matt Dodd, SWOOP Analytics

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## Cai Kjaer

I'm going to ask Matt to show us something that we've been working on for the last it's going to be 18 months. Actually, probably like three years since the idea was first formed. So I want to bring you, just want to get Matt to show you some of the bits we're working on, which we kind of call the SWOOP 2.0, like what SWOOP's going to look like in the future. And it's something that's coming to our customers here in the second half of this year, and then we're rolling out to everyone towards the end of the year.

But Matt, can you give us a little peek tour of what's coming?

## Matt Dodd, Product Director

Hi, everyone. I'm Matt Dodd, the product director. I've got a long and checkered history in intranets and Viva Engage and all sorts of things. And I think one of the things with the benchmarking, we need to gather data. Obviously, we have a product that does that. And it's really useful, I think, in terms of thinking your intranet is just one part of your communication channels. And we historically had SWOOP for Viva Engage, SWOOP for SharePoint.

But what we've decided and thought that it's really actually quite hard to bring all those channels into one place. So here's a little sneak peek of our new and coming soon SWOOP product. What we've started to do is really think about how do we bring together those reports that are vital to understand your performance, which content is working, and bring that away across the channels. So here we've got our dashboard that we're starting to bring in news from SharePoint right next to all your most engaging posts for Viva Engage.

So you can quickly understand, OK, what is the top content that's resonating with our users, regardless of the sort of channel. That really helps. We've also got things Kai mentioned about intranet growth. we've got sort of reports here where we can start to bring in some of that stuff, what's been added, what's been deleted. So you can really help manage your content as you come through. Knowing about your audiences, knowing about timing is really important.

So again, this is being able to look at is the intranet being used, is our Viva Engage channel being used, how many people are actually active, what time of day are they most active. So you can see obviously there's a big difference in our SharePoint activity in time against our Viva Engage. And looking at which audiences it lands with. So in this case, you can see here we've got our dev team are much more heavy users of our intranet compared to they are on Viva Engage.

So it allows you to start to make those choices. It helps you decide how to target those, your communications in the right place. On top of all of that, we know that one of the things that people have struggled with in the past, if you want to delve into a little more detail on a particular audience,

we have some more advanced filtering. So we can pick a particular and a particular department. Let me pick one here, Mark's head office. And we can, not only can we do that, we can pick maybe in this case, like a location.

And we're actually now building out a report that is for people who are in head office and importantly, and are in one of these locations. So I'm picking on Kai here because I know he's in Bayview. But that's really important because our previous product, we were only able to do kind of all statements. So you kind of got this big mass of people, whereas now we can really start to pinpoint where people are and what content they might be consuming. Again, really helps you plan out your communication activity.

The other thing that we can start to do, we noticed, I've spoken here about SharePoint, and I've spoken about Viva Engage. They're obviously two big channels. We know that people don't have a whole load of channels that they may or may not be tracking, whether that be sort of email, whether that be posters, whether that be digital screens. So we're also bringing in a link tracking service. This allows us to create tracking links. So I think if people are familiar in comms, you might have used Google and used the parameters, the UTM codes, all of these things.

We wanted a quick way to be able to create those tracking links really easily so you can get on and track those channels that aren't naturally mined or easy to get analytics from. So you can create a link. I can pretty much pick one. So this happens to be the link to the demo for the APAC. I can link it to a campaign, and I can select which channels I'm going to use. So, okay, I might want to use it for some posters, and I might want to post in Viva Engage, and I can send that off, and it will generate some unique links that we can use.

I can, if I want to, even specify that this might be the sweep launch poster, whatever. So we can actually pin it to an individual asset. This might be CEO post, and then as soon as I hit done, that's going to create, it's created those links. The advantage being, as well now, I can just copy them. I can click the copy button that I can use then to paste in my CEO post, or I can click on the little QR code, and it will generate a QR code for those offline posters, digital screens.

So something really simple to do, and then based on that, we can then see what channels are being used, how things are being clicked. I can look at maybe a campaign and see what's been happening in a campaign. We've got lots of clicks on our product launch, so we can see which posters, emails, what's being clicked on when, what are those top destination links that we've grouped into those campaigns. So we're really trying to bridge across all of those campaign options when it comes to communications.

We've also, and people will probably be familiar, we've got, we've certainly got things in here where if you want to interpret and want some help interpreting what this means, we've got Dr SWOOP. Again, I can click on my little icon there, it comes off, Dr SWOOP will go away, and it will look at the data, and it will come back and give you an interpretation of that data based on all the research. So even that, but the benchmarking study is going in to to be added to that.

So it's gone off, created that, we can have that full screen, we've got conversation history, things like that that are coming that make it really useful if you're not an analyst. A lot of our users aren't trained analysts, they're communication people. So this will really help people understand and get the best

out of their data and help steer people in to improve their communications. And the final thing that we're adding in here, which isn't in the current product, you can customise all the dashboards.

So I've got some customised ones here, I've set up like my annual report, my year to date report here, I've set up monthly reports. So you can save every single view, you can share those, you can even if you want, if there's certain reports that you don't like, you can move them around, you can delete them, you can make them bigger if you want to delve in, and then save that layout. And that becomes available for everybody to use. So that's a very quick whistle stop tour.

Hopefully you can see how it can really help to understand your audiences, understand how your communications are working, give you that flexibility to create a whole load of reports. If you want to get involved with the demos, there's a whole load of demo sessions happening tomorrow. Or obviously you can reach out if you're an existing customer, please reach out to...

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