

E-book

# Microsoft Viva Insights

Change the way your workplace works





## 03

### Data-driven transformation

#### 04 Design productive workspaces

Using collaboration data to optimize floor plans and workspaces

#### 09 Improve work-life balance

Using data from the everyday to avoid burnout

#### 14 Define hybrid work models

Using productivity data to reinvent how work happens

#### 19 Improve sales outcomes

Using data about work patterns to unlock customer obsession

#### 24 Optimize the workday

Using everyday data to make the most of every day



# Data-driven transformation

At Microsoft, we're on a journey to harness behavioral insights to fuel our data-driven transformation. Across our company, we're using Microsoft Viva Insights to understand how work gets done in ways we've never been able to before.

Information sharing, collaboration, network formation, employee engagement, time use: all these factors and more influence business outcomes.

As we empower our customers with insights into how behaviors affect their success, we are also relentlessly experimenting ourselves. By operationalizing the use of data to explain and predict the impact of day-to-day actions, we can drive positive change.

Viva Insights helps us learn faster, adapt better, and innovate obsessively.

The stories below illustrate how we've used Viva Insights to help solve challenges common to many organizations.

Organizations like yours.

At Microsoft, we use Viva Insights to empower individuals and teams across the organization to do their best work.

You can, too.

# Design productive workspaces

Using collaboration data to optimize floor plans and workspaces



Design productive workspaces

Improve work-life balance

Define hybrid work models

Improve sales outcomes

Optimize the workday



“You must **design workplaces with enough flexibility to support every employee.** A mix of quiet places and touch-down locations helps ensure everyone can be connected, engaged, and productive.”

**Michael Ford**  
CVP of Global Workplace Services

[Microsoft Work Trend Index 2022](#)

Viva Insights helps you  
**plan where people  
work based on how  
they work**, rather than  
emotion or politics.







# Take the guesswork— and emotion—out of workspace design

Use data to put people, not politics, in the center of workspace planning.



## Start with data

An experienced business manager needed to relocate 1,900 engineers from a temporary location to their newly remodeled office building. It was a big job, but she had a plan.

## Strategize for productivity and collaboration

The business manager wanted to keep the engineers happy and productive, while also saving time and money. She used Viva Insights to create a workspace plan that worked right from the start.



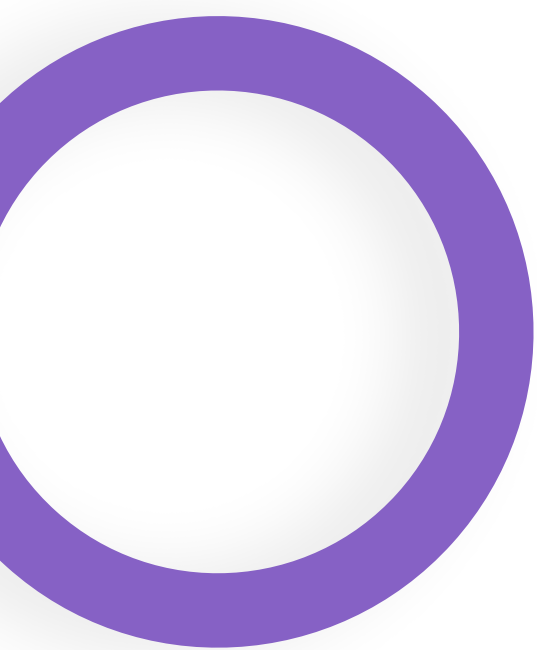
Viva Insights **delivers deep insights into patterns of behavior** that drive work across teams and organizations.





# Quantify the impact of data-driven design

With Viva Insights, the business manager used the engineers’ actual work patterns and other metrics—instead of countless opinions and subjective requests—to quickly produce a seating arrangement that would help people make the most of their workday.



# Ideal workspace, achieved

- Optimal use of space with the right mix of workspaces to connect, collaborate, and get work done
- **46** percent reduction in travel time to and from meetings—saving **100** hours a week
- **15** percent more spontaneous chats; formal meetings shortened by **20** percent
- **10** percent increase in focus time

[Read the full story >](#)



By analyzing real-life collaboration patterns, Viva Insights helps you provide workspaces that **boost individual and team productivity.**



# Improve work-life balance

Using data from the everyday to avoid burnout



Design productive workspaces

Improve work-life balance

Define hybrid work models

Improve sales outcomes

Optimize the workday



**53%** of employees are more likely to prioritize health and wellbeing over work than before the pandemic.

[Microsoft Work Trend Index 2022](#)

Viva Insights  
**analyzes data from  
everyday work in  
Office 365** to surface  
objective metrics that  
describe how work  
gets done.







## Quantify patterns that lead to burnout

Use data to create a culture where people and business can thrive.



## Be curious

In a series of employee satisfaction surveys, a group of engineers reported feeling great about leadership, culture, career opportunities, and compensation. But persistent reports of poor work-life balance presented a very real risk to the business.

Data about how work gets done provides insight into how **work patterns and norms** impact wellbeing and productivity.





## Test assumptions

Leadership realized they needed to look beyond some long-held beliefs that made this problem seem impossible to solve. Was it the pressure of product cycles? Frequent collaboration across time zones? The very nature of a hard-charging team of top performers? Or was it something within their power to change? They decided to let data be their guide.

## Start to shift how work gets done

Viva Insights used data from the team's everyday work to help determine the root cause of burnout. The results showed that large, frequent, and redundant meetings pushed engineers to work outside their normal hours. Armed with this insight, leadership explored opportunities to change delegation and collaboration practices and model healthy behaviors, like booking focus time.

## Burnout, avoided

- Fewer, smaller, and shorter meetings
- Increased autonomy and trust through a culture of delegation
- **7** percent increase in work-life balance satisfaction in just six months

[Read the full story >](#)



With Viva Insights, you can foster work norms that support **the culture you want to promote.**



# Define hybrid work models

Using productivity data to reinvent how work happens



Design productive workspaces

Improve work-life balance

Define hybrid work models

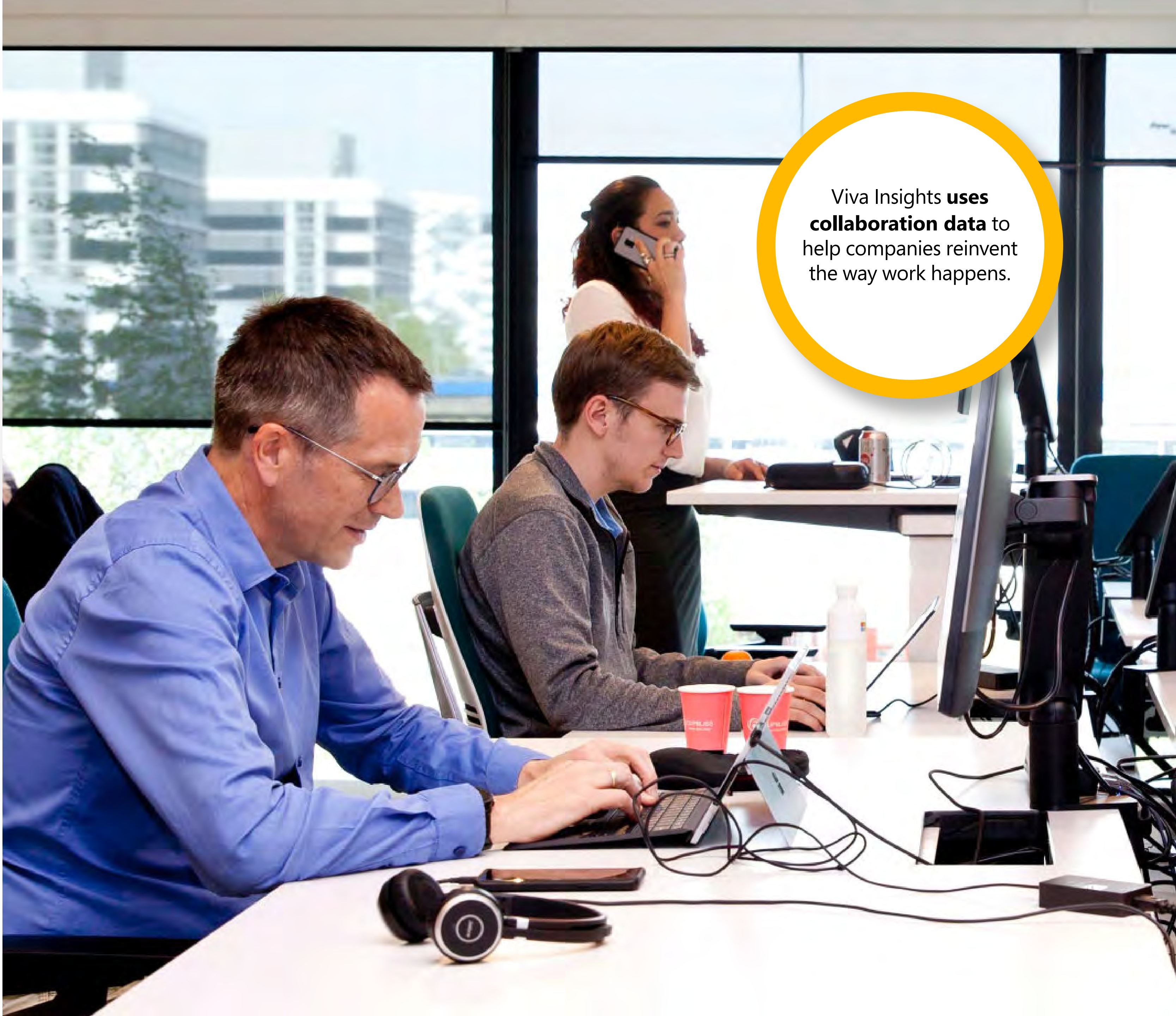
Improve sales outcomes

Optimize the workday



Already, hybrid work is up seven points year-over-year (to **38%**), and **53%** of people are likely to consider transitioning to hybrid in the year ahead.

[Microsoft Work Trend Index 2022](#)



Viva Insights **uses collaboration data** to help companies reinvent the way work happens.





## Enhance productivity through flexible work

Use data to help people get the most out of their day, wherever and whenever they're working.




## Think boldly

To help employees find balance and better serve customers and partners, a cultural transformation team conducted a radical test: If there was no office, how would office workers work?

## Tap into an abundance of data

The annual employee survey revealed dropping employee satisfaction scores, an increase in perceived workload, and feelings of burnout. The leadership team decided to take advantage of an office renovation to explore new ways for employees to work together and engage with customers. The team turned to Viva Insights to learn everything they could about what people need to work well, act nimbly, and feel engaged.



Personal insights help employees explore ways to build better work habits—so they can **do their best work and prioritize wellbeing.**



## Define your own hybrid work model

The team used Viva Insights to understand how work gets done, beginning with 10 weeks of fully remote and mobile work. They found that the freedom to decide how and when work happens increased internal collaboration, optimized productive work hours, and improved average weekly focus time. Equipped with these learnings, the team focused on maintaining the new, positive work habits when the office reopened.

## Productivity, reinvented

- Larger internal networks with greater collaboration across functional groups
- Increased collaboration with customers and partners
- **6** percent increase in work-life flexibility; **10** percent increase in a related metric around workload and work-life balance
- **20** percent increase in booked focus time

[Read the full story >](#)



Increasing flexibility with **data-driven hybrid work models** can lead to enhanced wellbeing, greater productivity, and sustained engagement.



# Improve sales outcomes

Using data about work patterns to unlock customer obsession



Design productive workspaces

Improve work-life balance

Define hybrid work models

Improve sales outcomes

Optimize the workday



“Our industry does not respect tradition—it **only respects innovation.**”

Satya Nadella

in his first email to the company as CEO

Information from Viva Insights is even more powerful when **combined with other datasets**, like revenue and CRM.







## Transform sales with the power of data

Use data to help sellers unlock customer obsession.



## Harness change for better outcomes

For the Microsoft sales organization, new opportunities created by changes in the market, a new product mix, and a different licensing model required a new go-to-market strategy. Leadership knew that the way the sales team worked had to evolve. But a successful transformation would require a better understanding of how work currently happened.

## Identify patterns of success

Rather than relying on anecdotes, institutional knowledge, or intuition, leadership took a data-driven approach using Viva Insights. Based on insights derived from a range of data, they were able to identify the key behaviors of the most successful sellers.



Viva Insights can become a **core part of the operating rhythm**, providing actionable insights and personalized recommendations.



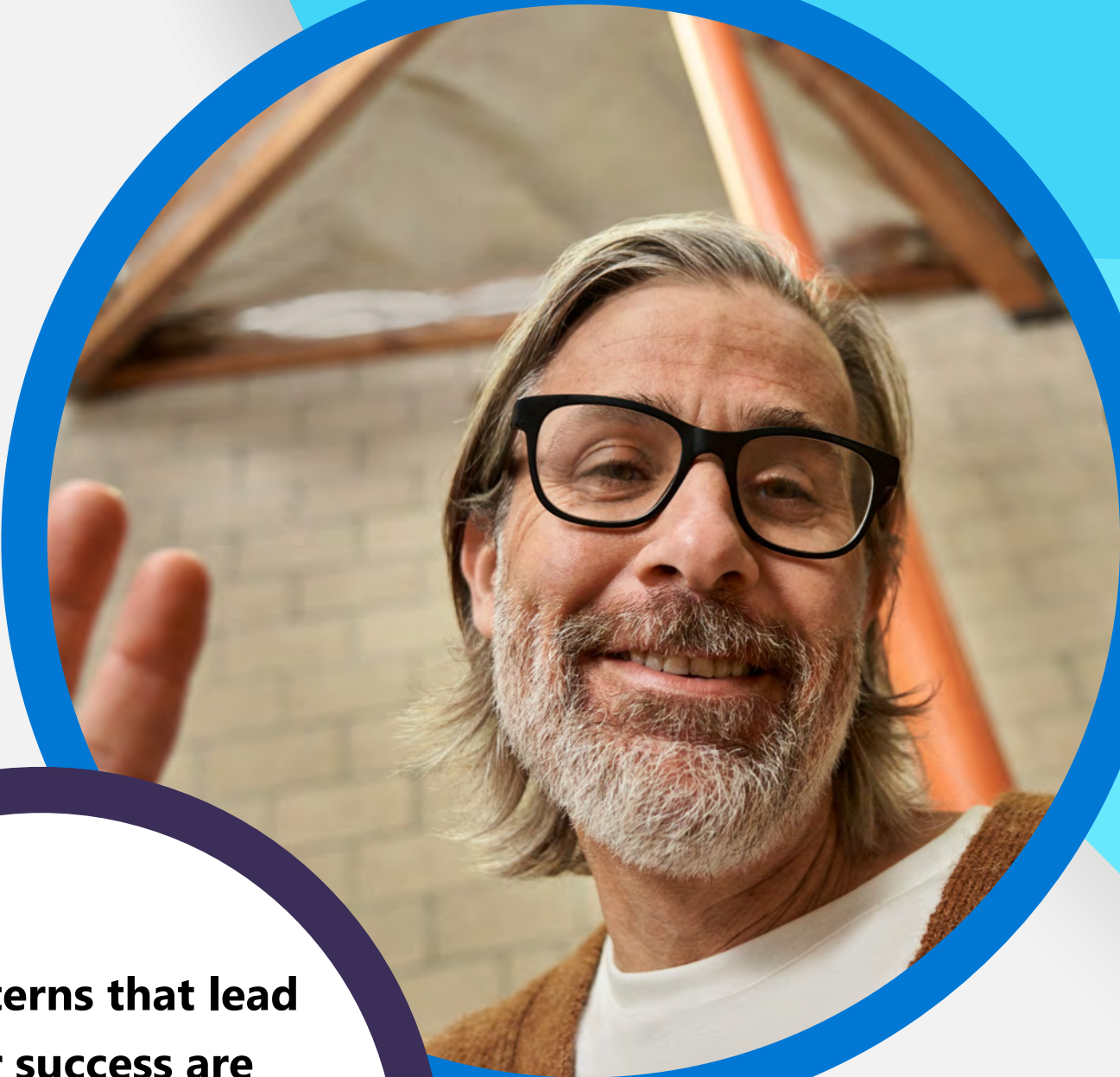
## Evolve a fresh approach

By combining collaboration data in Viva Insights with other data sources, including revenue and CRM, leadership was able to pinpoint the patterns that led to successful sales outcomes. Sellers then received private, personalized insights and recommendations to help replicate those patterns of success.

## Customer obsession, unlocked

- The analysis revealed that an important segment of high-potential accounts wasn't getting enough attention. Sellers were now positioned to capitalize on this untapped opportunity.
- Higher sales were positively correlated with larger internal networks, leading to a data-driven approach to new teaming models.
- Viva Insights data increased CSAT prediction accuracy by **20** points and reduced the error rate by **67** percent.

[Read the full story >](#)



**Work patterns that lead to seller success are identified using data—**not intuition or anecdotal information, no matter how widely accepted.



# Optimize the workday

Using everyday data to make the most of every day



Design productive workspaces

Improve work-life balance

Define hybrid work models

Improve sales outcomes

Optimize the workday



“The focus now isn’t so much on when people are working, or even where, but rather on **how people can work better.**”

[Microsoft WorkLab: The Rise of the Triple Peak Day 2022](#)



Viva Insights reveals opportunities to **optimize complex business** processes.





## Help people do the work that matters most

Use data to optimize business processes so that people are empowered to focus on their high-value responsibilities.



## Streamline processes

The Microsoft Australia subsidiary understood that it had a strong team of sales leaders who knew how to empower sellers and unlock sales. Yet both leaders and managers felt that process-oriented, rhythm-of-business activities were getting in the way of these highest-value responsibilities.

## Start with a better understanding

Leadership wanted to better understand current demands on managers. They knew that with more insight into how managers spent their time, they could make targeted adjustments to help improve agility, foster better customer relationships, and unlock more sales.



Viva Insights empowers people, teams, and organizations to **focus on what's important.**



## Make changes with confidence

Data from Viva Insights revealed that managers spent 76 percent of their collaboration hours in internal meetings—and more than a third of that time on business-process activities. Armed with these insights as a starting point, leadership was able to introduce new practices and expectations, empowering managers to allocate their time more effectively, provide more coaching for their teams, and maximize opportunities for nurturing customer relationships.

## Workday, optimized

- Clearer day-to-day priorities, with a focus on growth, mentorship, and strategic activities
- Greater satisfaction among managers and their teams
- **10** percent more time spent in high-value meetings related to strategy and people; **5** percent more time spent in collaborative client and team events
- **8** percent less time spent on lower-value, rhythm-of-business tasks

[Read the full story >](#)

Viva Insights can help **ensure processes and procedures create efficiency** rather than complexity and bottlenecks.





# Join us on a **journey** toward a modern digital workplace, where people are at the center

[Improve Employee Wellbeing | Microsoft Viva Insights>](#)