



Case Study: Microsoft® Sales Solutions Productivity (SSP) Site

Microsoft® Corporation is an American multinational corporation headquartered in Redmond, Washington, and is well-known for manufacturing and developing software products such as Windows® operating system, Office®, and Internet Explorer®. Its flagship hardware products are the Xbox® video game system and the Surface™ series of tablets. It is the world's largest software maker measured by revenues. It is also one of the world's most valuable companies.



Challenge

The Sales Solutions Productivity (SSP) group at Microsoft® wanted to achieve a stronger, more personalized community among their sales force. They felt that their SSP team was losing ground in sales collaboration, mentoring new solution representatives and losing track of top producers that should be recognized for their efforts. In addition, sales performance was dropping due to the group being fragmented, working in different parts of the world and time zones.

Solution

An online community was created, using the Microsoft Sharepoint® platform. The community provided a “digital hangout” for their employees from across the world to share, engage and learn from one another. The online community connected the SSP individuals to share sales tips, best practices, provide sales presentation templates, product knowledge support and webinars, sales performance tracking and recognition to top sellers as well as a mentorship portal for new sales reps to follow those top producers. The online community also provides a virtual events area for webinars, podcasts and to find additional resources for Continuing Education Unit (CEU) credits.

Results

With all Microsoft® projects, once completed, they become propriety in nature albeit, the feedback has been extremely positive with the Microsoft® project owners actively working toward making this a personal, enriching experience for their community members.

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