

Optimizing the Employee Experience



ROYAL SEA CRUISES

• Your Adventure Awaits •



NORTH TIMBER CONSULTING

Cultivating Solutions

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North Timber Consulting and the Cultivation Mindset

North Timber Consulting is an enterprise level consulting firm that specializes in developing user-centric solutions in close collaboration with its clients. The Cultivation Mindset represents our methodology for creating and delivering resilient and adaptive solutions for enterprise clients. This methodology is built on a four-step value proposition with a focus on the growth in capabilities among end users.

1. Seed – In this stage, the solution idea is planted in a relevant business context that leads to growth overtime.
2. Sapling – Next, collaborating with end-users enhances their input and ability to drive change throughout the client organization.
3. Growth – After the Sapling stage, nurturing the solution idea among key stakeholders supports growth for the entire company.
4. Adapt – Finally, addressing changing trends in technology and the environment throughout the future is essential for clients to remain competitive and successful.

Collaboration with North Timbers Consulting ensures that solutions are user-centric and humanistic, minding how users and technology integrate in a variety of industries. North Timbers previously partnered with **Royal Caribbean** to elevate their customer experience with Smart Ships. Guests can personalize cruise experience via mobile application, web portal, and kiosks throughout the ship. Robotic bartenders take orders and mixed drinks and 24/7 video gaming suites

The Importance of Employee Engagement

Employee engagement is essential to the success of any business, especially a global one. In the United States, only 33% (15% worldwide) of employees feel engaged by their employer. To combat this, organizations like Royal Sea Cruises can take advantage of innovative communication tools to establish transparency among employees and leadership, ultimately generating trust throughout the organization (Microsoft).

Collaboration among employees and leadership ultimately results in better decision making thanks to increased responsiveness and accelerated leadership. Overtime, this engagement can empower decision-makers within the organization of a company to drive innovation and change among their peers. Engaged employees go beyond fulfilling a role and become key stakeholders and representatives of an organization's mission.

As Royal Sea Cruises looks to the future, with plans to double their fleet size and greatly expand their employee base, an adaptable unified communication and collaboration (UCC) platform is needed to not only enhance employee communication, but create opportunities for intensive collaboration, learning, engagement, and growth.

UCC Solution: Microsoft Teams + Microsoft 365 E5

The timing of the Royal Sea Cruises RFP to "Optimize the Employee Experience" is appropriate regarding its current investment in Microsoft Office 365 ProPlus. As of January 2020, Microsoft Teams, a unified communication and collaboration tool, will be included within the licensing currently utilized by Royal Sea Cruises. For this reason, North Timber Consulting highly recommends using Microsoft Teams as its dedicated UCC. Additionally, while full UCC services can be utilized through Microsoft Teams, to further enhance the employee experience, we highly recommend upgrading from Microsoft Office 365 ProPlus to Microsoft E5, an enterprise edition of the licensing that offers extensive collaboration tools and cybersecurity solutions.

Demonstration of UCC Platform and Capabilities

Within Microsoft Teams, all requested UCC platform capabilities are met. Workplace Chat, Video Meetings, File Storage and Sharing, and application integrations are currently used within Microsoft Teams. As Royal Seas continues to expand, a built-in translator can be used for instant messaging and file sharing to enable collaboration among different employees across the globe who may speak up to 44 different languages. Microsoft Teams is capable of quickly planning schedules, assigning tasks, and connecting employees on every ship in the fleet with high quality voice and video web conferencing with up to 10,000 people at once who can join on almost any device. These capabilities and features address different employee problems and scenarios.

In addition to Microsoft Teams, upgrading to Microsoft E5 exposes Royal Sea Cruises to a more robust set of features including OneDrive file storage, Stream, SharePoint, Intune, and Yammer. While each integration offers an enhanced user experience for employees, Yammer connects teams across different vessels and enables seamless content collaboration across teams. This internal social network allows employees to organically grow their company culture through interactions with colleagues, that may not even work in their department, by building comradery around common interest topics, best practices, and communities. Microsoft Teams acts as a hub for teamwork while additional applications in Microsoft E5 create opportunities for employee engagement. A tighter integration of tools like Outlook, Yammer, and Teams helps users to quickly and effectively collaborate in real-time and accomplish tasks while simultaneously growing their opportunities among peers.

Embedding Applications

In addition to the integrations mentioned above, we recommend a variety of third-party applications to enhance the employee experience.

1. Whobot – As an organization that is rapidly growing, Royal Sea Cruises employees have the difficult task of keeping track of colleagues throughout the business. On a single cruise ship alone, the potential to interact with almost 700 employees presents itself on a regular basis. “Whobot” is a third-party application add-on for Microsoft Teams that helps employees easily find specific individuals that are connected to the UCC. If an IT member on *Crown of the Seasons* is searching for a security report written by an employee on *Crown of the Caribbean*, a simple search for “who created the most recent security report?” will sift through existing data and cross reference information on whomever mentioned “security report.”
2. Growbot – Employee appreciation is essential to enhancing employee engagement across a business. With an organization as large and growing as Royal Seas, the ability to give praise to employees on a regular basis can become rather cumbersome. “Growbot” enables managers and supervisors within Microsoft Teams to present positive feedback to specific team members and employees.
3. Polly – The collection of employee information on short-notice can be complicated without the help of an effective UCC. Using “Polly” within Microsoft Teams, managers and team leaders can quickly collect and analyze polls or surveys. By collecting votes and feedback on simple or pressing questions, Royal Sea Cruises can easily adapt to changing employee opinions.
4. Salesforce (for Outlook) – Outside of Microsoft Teams, but still within the Microsoft E5 landscape, the Salesforce CRM effectively integrates with Microsoft Outlook, allowing employees to quickly schedule appointments and emails, keep track of relevant records, and receive notifications about customer interactions. This interaction enhances the employee experience by creating opportunities for smoother workflows.

Cybersecurity and Microsoft E5

Regarding recent cybersecurity concerns within the Royal Sea Cruises workspace, Microsoft E5 is strongly recommended thanks to its built-in security solutions. The defense solutions include identify and access management, information protection, threat protection, data loss prevention and security management – ultimately resulting in fewer breaches, lower overall remediation costs, and stronger compliance (Protect). The Microsoft E5 security and defense systems helps protects organizations like Royal Sea Cruises from advanced email threats via the Microsoft Defender Advanced Threat Protection (ATP). While training is essential to avoiding the consequences of a phishing scheme, additional ATP takes advantage of advanced artificial intelligence and machine learning algorithms to automate incident response and improve security positioning for future threat protection.

Additionally, Information-protection technology tools in Microsoft 365 E5 are used to secure the exchange of encrypted data between key stakeholders. Through the application, administrators control the access to sensitive information through customizable policies. Finally, as a global company, Royal Sea must remain compliant within GDPR and HIPAAA regulations. Considering the capabilities of Microsoft Teams and Microsoft E5, including integrations, third-party applications, and security solutions, the following user-stories were developed to specify interactions users may encounter if the Microsoft Teams + E5 UCC environment was adopted.

SCENARIO	SOLUTION
Bob from IT: <i>Security solutions are so complex, and as we grow, I need to consider the human aspect of cyber breaches. While our staff is trained on avoiding phishing and other forms of social engineering, keeping up with the changes is incredibly difficult, even for me.</i>	Office 365 E5 Security Solutions – AI-enabled phishing scheme combatant
Janet from Customer Service: <i>I need to constantly communicate with the shoreside staff in Fort Lauderdale on the fly. I hate the monotony of</i>	Office 365 E5 File Sharing, Chat, Video Conferencing and Calls

<p><i>email but without proper communication nothing ever gets done. Beyond communication, collaboration is a key role for me. Saving out different versions of documents is infuriating and time consuming!</i></p>	
<p>Amelia from IT: <i>As a member of the IT staff on Crown of the Atlantic, I need to quickly assess problems and communicate solutions throughout the ship on a moment-to-moment basis. There aren't enough kiosks throughout the ship to do this effectively. Frankly, sometimes I leave sticky notes to other crew members throughout the ship to let them know that something has been addressed.</i></p>	<p>Microsoft Teams Chat with Whobot Plugin – Quickly find employee designations and message colleagues about tasks being finished.</p>

Fleet-wide & corporate-wide deployment schedule and timeline

Deployment of Microsoft E5 is expedited thanks to Royal Seas current investment with Microsoft. The process to upgrade to Microsoft E5 from the already existing Microsoft 365 ProPlus is quick. Rather than needing to set deployment goals, take inventory of existing infrastructure and stock, and set up Office 365 services throughout, upgrading to Microsoft 365 E5 is done through the internal licensing controls in the Volume Licensing Service Center where activation keys and software installs will be implemented company-wide. In this case, the schedule and timeline for upgrading to Microsoft E5 will only take about a week. North Timber Consulting will aid in the process of upgrading the licensing agreement between Royal Sea Cruises and Microsoft.

According to a survey conducted by Forrester research in 2017 on the effectiveness of Microsoft 365 Enterprise E5, “Through improved collaboration and communication, all employees — from the C-suite to first line workers — were empowered to productively and innovatively do their jobs” (Forrester 2018).

Hosting and management of E5 in Current Royal Sea core infrastructure

The current core infrastructure of Royal Sea Cruises supports and will continue to support the proposed Microsoft E5 platform. Laptop, desktop, and mobile integrations in the Microsoft E5 will need no additional core infrastructure changes for the foreseeable future.

Proposal for end-user training and on-going support for 60 month/5-year plan

North Timber Consulting will provide initial training for Microsoft Teams. Our training deployments incorporate a train-the-trainers approach. Typically, we will run in-person workshops to ensure that essential personnel have the skills and confidence to hold private training sessions within their teams. This method fosters comradery and team confidence through mentor/mentee training while reducing the overall training budget.

This would allow for additional employee cooperation and engagement in addition to reducing costs as well as making the training methods easily scalable to future employee additions past the 60-month support period. This would allow for additional employee cooperation and engagement in addition to reducing costs as well as making the training methods easily scalable to future employee additions past the 60-month support period.

With the E5 license users gain access to Microsoft streams. Streams will be utilized to disseminate training videos to employees in case they need additional help or need guidance on a specific issue. Additionally, Microsoft Streams will be used for company-wide meetings where full attendance is encouraged, such as quarterly reviews and end of fiscal year presentations. Training will be offered at \$1000 per person to generate an effective "train-the-trainer" model. Trainers can be trained up to Level 2 Run Support. Service level agreements are valued \$10,200 per year for Express, plus an additional \$40 per fulfiller or approver per month.

Summary of Total Benefits

The following benefits were calculated using Microsoft's Value Calculator. The information is based on the number of *current* employees for Royal Sea Cruises.

Benefit Area	Year 1	Year 2	Year 3	Total
Compliance	\$116,121	\$116,121	\$116,121	\$348,362
Insights	\$144,018	\$411,481	\$822,962	\$1,378,461
IT Management	\$2,027,431	\$2,256,101	\$2,256,101	\$6,539,632
Mobility and Devices	\$1,101,956	\$1,101,956	\$1,101,956	\$3,305,867
Security	\$1,232,547	\$1,643,396	\$1,643,396	\$4,519,338
Teamwork	\$7,651,265	\$14,515,540	\$14,892,923	\$37,059,727
Work Management	\$248,377	\$1,490,264	\$1,987,019	\$37,059,727
Total Summary	\$12,521,714	\$21,534,857	\$22,820,475	\$56,877,047

Financial Breakdown

The following breakdown reviews the costs and benefits of implementing Microsoft E5 over the course of three years. In the first year, \$2 million will be spent for the initial implementation of the E5.

Over the next two years, the benefits of the program dramatically outweigh the costs.

	Year 1	Year 2	Year 3	Total
Costs	\$ -14,928,755	\$ -5,530,306	\$ -5,530,306	\$ -25,989,367
Benefits	\$ 12,521,714	\$ 21,534,857	\$ 22,820,475	\$ 56,877,047
Net Cash Flow	\$ -2,407,041	\$ 16,004,551	\$ 17,290,170	\$ 30,887,680

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