# Alexa for Business
# Adoption Guide

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Version 1.0

# Introduction

Alexa for Business lets organizations of all kinds bring Alexa to their workplace. With Alexa for Business, workers can use the Alexa they know as an intelligent assistant to stay organized and focus on the work that matters. Alexa for Business helps workers be more productive as they move throughout their day at home and in the office.

As with any new service, you must communicate and market it to your users, measure engagement, and follow-up on adoption.

This checklist in this document provides an overview of adoption recommendations at each phase in your deployment. Detailed recommendations are also provided by topic. These include communicating to and educating end users, analytics and feedback, and optimizing shared spaces for adoption.

# Alexa for Business Adoption Checklist

| Prepare for adoption – complete at the same time as deployment planning: | When deploying: |
|---|---|
| <ul><li>Identify adoption and engagement leads<ul><li>Internal adoption lead</li><li>(Optional) partner adoption lead</li><li>(Recommended) additional internal champions at each building where you are deploying Alexa</li></ul></li><li>Create list of supported and promoted skills<ul><li>Identify skills – public or private - to promote in launch trainings and communications</li></ul></li><li>Customize adoption materials (for examples, see the [Resource section](#))</li><li>Establish communication plans that address the following:<ul><li>End user education</li><li>Skill discoverability</li><li>Privacy and security</li></ul></li><li>Get commitment for an adoption review schedule</li><li>Create an intranet website for your deployment</li></ul> | <ul><li>Place Alexa devices, according to best practices in [Optimizing Shared Spaces for Adoption](#).</li><li>Place posters, tent cards, and stickers in rooms with shared devices</li><li>Enable aggregate data reporting on your Alexa for Business organization</li><li>Hold a train-the-trainers session including the following people:<ul><li>Internal adoption lead</li><li>Partner adoption lead (if any)</li><li>Internal deployment champions</li></ul></li><li>Hold initial training session for end users</li><li>Send initial user communication (email)<ul><li>Focus on core launch skills</li><li>Provide a link to your launch website</li></ul></li><li>Hold initial office hours session</li></ul> |
| One week after deployment: | On an Ongoing Basis: |
| <ul><li>Send follow-up email to end users<ul><li>Include a "Did you know?" section to introduce new tasks for users to try</li></ul></li><li>Schedule additional live interactions<ul><li>Webinar</li><li>Office hours</li></ul></li></ul> | <ul><li>Hold weekly check-in with IT and stakeholders<ul><li>Review percentage of meetings started with Alexa instead of other methods</li><li>Review overall Alexa engagement metrics</li><li>Review net promoter scores</li></ul></li><li>Address adoption plateaus or declines overall and by location or user population</li><li>Follow up on any offline or disconnected devices with local site contacts. Have them visit rooms to inspect devices.</li><li>Send additional follow-up emails every week or every two weeks<ul><li>Include the "Did you know?" section</li><li>Introduce new skills and features</li><li>(Optional) update conference room splash screen assets</li></ul></li><li>Hold ongoing live interactions – monthly at first, then as new features/capabilities are introduced<ul><li>Webinars</li><li>Office hours</li></ul></li></ul> |

# Communications and User Education

Here are key tasks to use in your communication and user education efforts:

- **Build a team of internal champions** to help scale and support user education. Engage users who are key influencers or book the most meetings to make sure that they understand how Alexa for Business works, can provide meaningful feedback, and can answer other users questions.  Bring them together periodically to learn about upcoming features or changes to your environment and share success stories.

- Launch a user-facing **intranet site** for your Alexa for Business deployment. List public and private skills available to your users and describe how to use them.  See Managing Conferencing and Room Booking for utterances users can say for conferencing and room booking.

- Send a **launch email** announcing availability of Alexa for Business to your users.  Tell users what they can do, like "Alexa, start my meeting."  Address privacy and security concerns in the initial communication. Explain wake word listening, how to turn the mic on/off instead of unplugging devices, and the fact that IT can't access user utterances.  Ask users to submit feedback on their experiences. See the Resources section for a sample email template.

- Create and distribute **training videos** showing how to use Alexa for Business in your organization.

- Hold **training sessions** to cover what Alexa for Business is, why you are deploying it, and benefits for end users.  Demonstrate best practices for scheduling meetings and room booking.  Prepare one-sheet documents that cover the materials and provide them to new employees, along with links to your intranet site for additional resources and questions.

  Since users may not fully understand how echo devices work, address any privacy concerns or misunderstandings about when and how they're activated. Explain wake word listening, when devices stream to the cloud, and the mic on/off button to prevent wake word listening rather than unplugging devices. For more information, see How does an Amazon Echo Turn on or "Alexa Privacy and Data Handling Overview" in the Resources section.
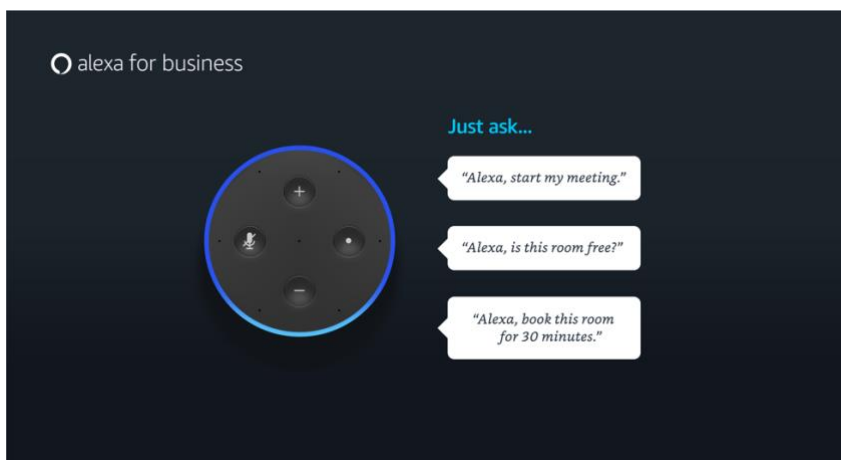
- Hold **open office hours** where users can provide feedback and ask questions.

- Distribute **wallet-sized cue cards** and **flyers** to drive user awareness and remind users what commands are available.  See the Best Practices toolkit artwork for cue card and flyer samples.

- **Run a campaign of bi-monthly follow-up emails** to remind users of things to try with Alexa.  Use these emails to introduce new capabilities and skills.  Sign up for the Amazon Echo Newsletter for ideas for emails. Address top user questions and common support requests in these emails.

- **Send end users a survey in email** to solicit feedback on their experiences using Alexa for Business.  For an example, see the sample survey.

- **Create a chat channel** in your enterprise messaging tool. For example, use Amazon Chime, Slack, or Microsoft Teams, where users can ask questions, provide feedback, and help each other.

# Optimizing Shared Spaces for Adoption

Shared spaces such as conference rooms, lobbies, copy rooms, and kitchens require additional consideration, as they are visited by infrequent users. Don't assume that the users of a shared space know anything about Alexa for Business. Make sure it is clear why the Alexa device is there and how the user can interact with it.

Here are guidelines and best practices to drive the adoption of Alexa in shared spaces such as conference rooms:

- **Place devices centrally** in the rooms to increase their visibility.

- **Place clear signs and instructions** in Alexa enabled rooms. At Amazon, engagement in conference rooms rose over 100% with a combination of multiple signs and screen savers.

- Print and **place posters in shared spaces** to notify users that Alexa is available and what they can ask Alexa to do. Include instructions for users about how to provide feedback.

- Prominently display stickers to **identify rooms enabled with Alexa**.

- If the room has a video device or display, set it to **display a custom splash screen** informing users how they can use Alexa.  For example, in conference rooms, use the display to remind users that they can say "Alexa, start my meeting" and "Alexa, end my meeting."

- Place **do not unplug stickers** near devices to remind users to press the mic on/off button if they want to disable Alexa.

- **Configure your email system** to include a **Meeting Rooms are Alexa Enabled** message in meeting invite responses to inform your users. For Instructions about to configure Microsoft Exchange to set up this message, see Resources.



- Examples of the signs, and stickers above can be found in the Resources section of this document.

# Analytics and Feedback

Usage data and feedback inform your efforts in driving adoption.  Quantitative usage data is essential to tracking adoption over time. However, direct user feedback is equally important, and can explain the reasons for any changes you see in the usage data.

It's critical to track feedback and adoption consistently with your project team and stakeholders to determine what additional actions are necessary to improve user experience.  Follow these best practices:

- **Hold weekly meetings to review engagement metrics** with adoption leads and key stakeholders.  By having a regular cadence, you can respond to changes in usage more quickly.

- **Monitor Connection Status for shared devices with Alexa for Business** in Amazon CloudWatch (monitoring and management service) and bring offline devices back online.

- **Enable Usage Reports** to monitor conferencing, first party skills, and private skill invocations.  Create a scheduled report so data is collected at consistent intervals for trending.

- **Additionally, Monitor usage of Private Skills** using:

    o Skill Usage Analytics

    o Intent Request History API

    o CloudWatch logging (example: Why console.log() is Your Friend)

    o Third party Analytics and Monitoring Tools

- **Monitor conference room engagement** by comparing metrics from your conference platform and Alexa for Business to calculate the percentage of meetings started with Alexa.

- **Automate usage report analysis and trending** using Amazon QuickSight, or your preferred Business Intelligence tool.

- **Solicit feedback from users** and track net promoter scores (NPS).

- Collect feedback. Useful ways to collect feedback include the following:

    o Feedback email alias (advertised in your communications)

    o Feedback during training sessions

    o Open office hours

    o Help desk ticket reviews

    o Surveys (see the sample survey)

# Resources

## Security and Privacy

- [Alexa Privacy and Data Handling Overview (pdf)](#)

## Printable Adoption Collateral

- [Artwork for Stickers and Posters (zip)](#) – contains stickers and splash screens for device deployment

## Sample Launch Email

Subject: Alexa in Meeting Rooms (Shared Spaces, etc.)

Greetings,
We recently added Alexa to meeting rooms in our offices. You can ask Alexa to find and book available rooms, and start and end meetings. We encourage you to give it a try the next time you're joining a meeting in a conference room. To do so, just talk to Alexa by saying:

"Alexa, is this room available?"
"Alexa, book this room"
"Alexa, start my meeting"
"Alexa, end my meeting"

We'll send you a quick survey shortly to find out how it went.

<your org>
Send feedback to alexa-feedback@<yourcompany.com>

**Important: <your company>'s security (Infosec, Digital Security) has approved the use of Echo devices and Alexa in <your company> facilities. Do not unplug the Echo or remove it from the conference room.**

**Frequently Asked Questions:**

**Why would I use Alexa?**
Start or join your meetings faster. If your meeting information is in the body of the meeting invite, Alexa starts your meeting automatically. If it's not included in the body of the invite, then you'll need to tell Alexa the meeting ID so Alexa knows which meeting to join. When your meeting ends, say "Alexa, end the meeting."

**How do I turn off the microphone on the Echo?**
Tap the mic button on the top of the device to turn off the microphone. A red light ring appears on top of the Echo to indicate that the microphone is off. Tap it again to turn the microphone back on. In rooms where other conferencing equipment is present, turning off the Echo microphone doesn't mute other microphones in the room. If you are using the word "Alexa" in your meeting, and Alexa is interrupting, press the microphone button. You can turn the microphone back on and ask Alexa to end the meeting when your meeting is over.

**What parts of my meeting does Alexa hear and what does Alexa do with the audio it receives?**
The Alexa device uses on-device keyword spotting to detect the wake word. Only when the wake word (Alexa) is detected, the light ring around the top of the device turns blue. The Echo device then streams audio to the cloud until the command completes. Audio from calls does not go to the Alexa service. Audio sent to Alexa is processed and stored in the Alexa cloud to train Alexa and improve accuracy. The voice recordings are not associated with your name or other personal information. Also, the voice recordings are not available to other individuals in your company.

========== END OF EMAIL ==========

## How Does an Amazon Echo Turn On?

Amazon Echo, Echo Plus, and Echo Dot use on-device keyword spotting to detect its wake word. While listening for the wake word, nothing is permanently stored on the device or streamed to the cloud.



When the Echo device detects the wake word, it streams audio to the cloud, including a fraction of a second of audio before the wake word. The light ring around the top of the device turns blue, to indicate that the device is streaming audio to the cloud. The audio streaming stops and the blue light turns off when the Echo device detects a pause or when Alexa has enough information to process a command.



When the microphone button is pressed, it turns red, and the microphone is off. The Echo device stops listening completely and will not respond to the wake word or respond to the action button until you reactivate it by pushing the microphone button again. The microphone cannot be turned back on remotely or by software.

## Setting Exchange Mailbox Responses for Alexa Enabled Bookable Spaces

In the email response to successfully booking an Alexa enabled room from Microsoft Outlook, you can add text to let people know they can now use Alexa for Business to join a meeting.

The following PowerShell command can be used to apply this message to all meeting rooms:

```
Get-Mailbox -ResultSize unlimited -Filter {(RecipientTypeDetails -eq
'RoomMailbox')} | Set-CalendarProcessing -AddAdditionalResponse $true -
AdditionalResponse "Now you can use Alexa to start your meetings. When you get into
the meeting room, say Alexa, start my meeting."
```

Alternatively, you can apply it to a single mailbox or meeting room:

```
Set-CalendarProcessing -Identity room@domain.com -AddAdditionalResponse $true -
AdditionalResponse "Now you can use Alexa to start your meetings.  When you get
into the meeting room, say Alexa, start my meeting."
```

For more information about the Set-CalendarProcessing cmdlet, refer to the documentation from Microsoft:

https://docs.microsoft.com/en-us/powershell/module/exchange/mailboxes/set-calendarprocessing?view=exchange-ps

## Sample Survey

You recently used a conference room that was enabled with Alexa. We'd appreciate learning more about your experience and getting your feedback.

Please take 2-3 minutes to complete this survey to help us improve the Alexa for Business experience for you and other users.

1.  Which organization do you work for?

2.  (Optional) Please enter your name:

    We are asking this so, if needed, we can follow up with you to deep dive into your feedback.

3.  Please specify the building floor and conference room number where you tried Alexa for Business:

4.  For your recent meeting room experience, did you or your colleagues start the meeting by asking Alexa? Yes or No

5.  The signs and support material in the meeting room were sufficient in helping me to effectively use the technology (Alexa, video conference/presentation) in the meeting room.

    Strongly agree
    Somewhat agree
    Somewhat disagree
    Strongly disagree

6. Using Alexa in the room makes connecting to my meetings easy and saves me time.
Yes
Maybe
No

Please tell us why you chose this response.

7. Did Alexa automatically connect to your meeting without you speaking the meeting ID? With your response, please provide any additional comments that you have.
Yes (plus comment box)
Sometimes (plus comment box)
Never (plus comment box)

8. Do you prefer using a meeting room with Alexa?

Yes
No
No preference

9. If you could add or change anything about Alexa in the meeting room, what would it be?

10. Based on your experience using Alexa in the meeting room, how likely are you to recommend using Alexa in a meeting room to a friend or colleague? Please respond on a scale of 0 to 10.

0 – Not at all likely …. 10 – Extremely likely

Please tell us why you provided this score.

11. Please share any other thoughts around your experience with Alexa in the meeting room.