



Best Practices, Tools, and Tips to Increase Usage of Alexa for Business

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<https://aws.amazon.com/alexaforbusiness/>

Congratulations on deploying Alexa for Business in your organization! Now it's time to help your employees get the most out of using Alexa in your organization.

The following steps outline the best practices, tools, and tips you can follow to increase your organization's usage of Alexa in your workplace. The suggested sample posters, signage, and email templates help end users become aware of, and more comfortable with using Alexa for Business.

1. MODIFY THE VIDEO DISPLAY SPLASH SCREEN IN YOUR CONFERENCE ROOMS

If the room has a video device, display the attached image as the screen saver or splash screen to inform people that they can begin their video conference using Alexa.



** Use the link at the end of the document to download the artwork.*

2. SEND A NOTIFICATION EMAIL TO EMPLOYEES WITH INSTRUCTIONS

Once you deploy Alexa for Business in your conference rooms, send an email informing your users that your conference rooms are enabled with Alexa. Use the email to show your users on how they can use Alexa to start and end their meetings, and inform them of other skills that are available in your conference rooms. A sample email with FAQs is provided below:

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Subject: Alexa in Meeting Rooms

Greetings,

You may have noticed that we recently added Alexa to meeting rooms in our offices. Alexa helps you start and end meetings by simply asking. We encourage you to go ahead and

give it a try next time you're joining a meeting in a conference room. To do so, just talk to Alexa by saying:

"Alexa, start my meeting"

"Alexa, end my meeting"

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

<your org>

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

FAQ

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.

1. 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."

2. How do I turn the microphone on the Echo off?

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. Turning off the Echo microphone doesn't turn off other microphones in the conference 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.

3. 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, and the Echo device 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, they are not available to other individuals in your company.

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

3. PLACE VISIBLE TAGS TO IDENTIFY ROOMS ENABLED WITH ALEXA

Print "Alexa for Business" stickers and stick them on conference room doors, so that people in your organization can identify which rooms are enabled with Alexa.

An image of the sticker is below:



** Use the link at the end of the document to download the artwork.*

4. PLACE POSTERS IN YOUR CONFERENCE ROOMS

Print and place the following posters in your conference rooms. These posters include a QR code to direct your employees to provide feedback on their experience using Alexa for Business.

Not sure if you noticed, but **ALEXA**
is in this **MEETING ROOM**



Use the QR code
below to take a
quick survey

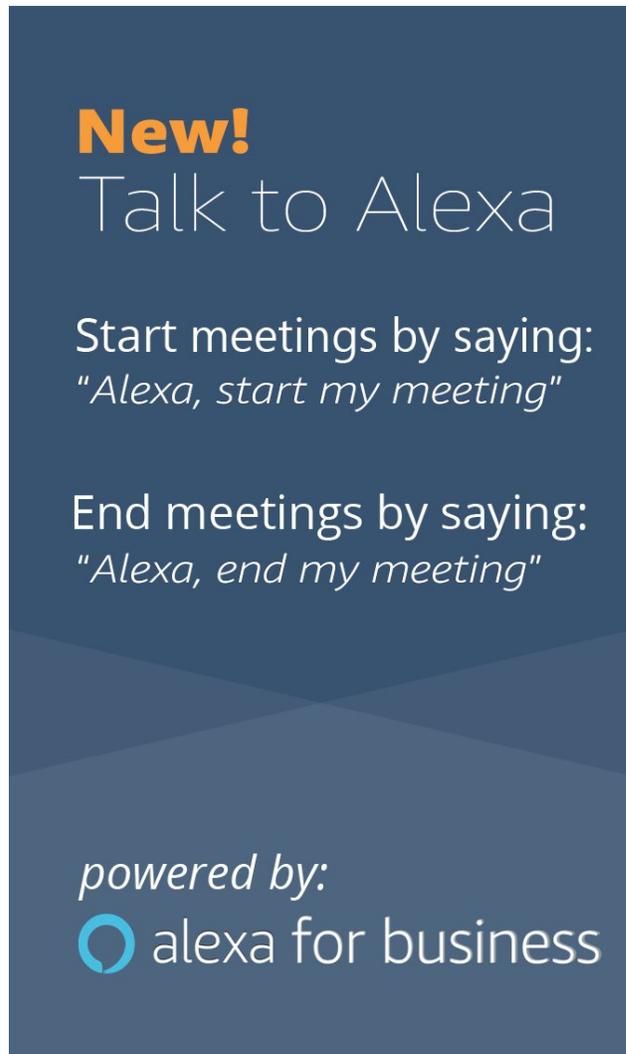


Just say: *"Alexa, start my meeting"*

* Use the link at the end of the document to download the artwork.

5. DISTRIBUTE WALLET-SIZED CUE CARDS

Distribute wallet size cue cards to your users, so they know what Alexa commands are available.



* Use the link at the end of the document to download the artwork.

6. PROVIDE "DO NOT UNPLUG" STICKERS

Users occasionally unplug Alexa enabled devices when they are not familiar with them or if they are trying to use the electrical outlet. Place "Do Not Unplug" stickers near your device to inform employees not to mistakenly or intentionally unplug the devices and disable Alexa.



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7. MEASURE ENGAGEMENT AND FEEDBACK

Once you have deployed Alexa for Business, start measuring engagement weekly. You can reach out to the Alexa for Business team to request access to the analytics tool. Alexa for Business analytics allows you to track usage within your organization. For example, you can track the number of meetings started using Alexa, or skill usage statistics for your private skills.

** Download all artwork for the above assets [here](#).*