eGroup | Microsoft

Unlocking the Power of M365 for American Speech-Language-Hearing Association users with eGroup | Enabling Technologies

Close Date	OU	Industry	Org Size	Deal Highlight	Products & Services	Partner	Customer	Competition
June 2023	SMC	Non-Profit	350 employees	AOCM Services	Teams, Tasks by Planner & To Do, Teams Meetings	eGroup | Enabling Technologies	American Speech-Language-Hearing Association	N/A

CHALLENGE

In February of 2022, American Speech-Language-Hearing Association (ASHA) met with eGroup | ET and explained how they had challenges staying up-to-date on feature updates within the M365 platform. This caused uncertainty as to whether or not, their user community was fully using the M365 tools available. Lastly, their training team did not have the bandwidth to research, plan, and then train users regarding these changes.

SOLUTION

eGroup | ET proposed Adoption & Change Management as a Service (ACMAaaS) where our Prosci certified specialist would collaborate with ASHA to understand where there were product knowledge gaps and then conduct quarterly trainings.

OUTCOMES

Year one for this ACMaaS agreement was signed in May of 2022. Even after a CIO change in early 2023, ASHA's new leadership saw the value of this partnership and renewed for a second year of the service in June 2023. To date, our ACM team has conducted feature updates and best practices trainings on the following topics:

TEAM

Account Executive
Melanie Madueno

Modern Work Specialist
James Park

Security Strategist
Joe Miller

Partner
Ryan Quesenberry, Account Executive

Contractual Value
Driving Usage on 350 M365 E5 licenses