



# Microsoft Search in Bing: How to Drive Successful User Adoption



# So, you've enabled **Microsoft Search in Bing** for your organization. **Now what?**

Here are the **top three things** that are key to driving a successful user adoption program:



**Planning and preparation**



**Communicating how  
Microsoft Search in Bing works**



**Gathering feedback**



**Download the Adoption Kit**

Includes editable templates you can customize  
with your corporate fonts, logos, and colors

To help you create awareness and drive adoption of **Microsoft Search in Bing in your organization**, we've provided here some best practices, tools in our [Adoption Kit](#), and some specific ways you can take action to kick-start your rollout. Evaluate the needs of your users and choose which of these tools will work best to ensure the broadest impact.

# Planning and Preparation

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Proper planning prior to rollout will ensure that users have all the information and support needed to confidently start using Microsoft Search in Bing to find anything they need.

## Take Action > Get Exec Buy-In

Change in any organization is more successful with an executive champion. Having this support is crucial for an initial rollout as well as long-term employee adoption.

- Recruit a sponsor that has the influence to help you drive adoption through creating buzz, reinforcement of value, and setting end-user expectations.
- Ensure he/she can dedicate blocks of time throughout the adoption program.

## Take Action > Define Scenarios

Scenarios are an important step in successful adoption. Document the most common information needs, such as frequently used apps, tools, sites, and other resources, and the search pain points of your users. Use the scenarios to prioritize what bookmarks and Q&As to create, and where you expect to see the most user benefits.

- Ask what information users would like to be able to easily find.
- Determine the metrics that will be tracked to measure success of the rollout and user adoption.

## Take Action > Create a SharePoint Site

Establish self-service resources that employees can easily access on their own. This will help reduce the overall burden on your team to constantly push communications.

Documentation also assists in self-training initiatives, executive sponsorship, and educating new employees.

- In the [Adoption Kit](#), you will find a SharePoint homepage template you can use to set up a destination for self-service learning. Include copies of any communications, FAQs, videos, and recorded training or webinars.
- Work with your HR team to build Microsoft Search in Bing into new employee orientation.
- Create a bookmark for your SharePoint site

# 72% of projects

supported by extremely effective  
sponsors **meet or exceed** objectives

- *Best Practices in Change Management* report, Prosci, 2015

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## **Take Action > Publish bookmarks to make it easy for your users to find important internal sites.**

There are several ways to add your internal sites in the Admin Portal (bookmarks) including:

- [Publish default bookmarks](#)
- [Bulk import bookmarks](#)
- Encourage employees to suggest other sites they need to use through feedback channels.

## **Take Action > Make it easy to access**

- Set Bing as the [default search engine](#) in all web browsers
- Set <https://www.Bing.com/business> as the default homepage
- If your company uses Chrome, include the [Microsoft Search in Bing extension](#)



# Communication



Build awareness by creating your own content or customizing the templates provided in the Adoption Kit.

## Take Action >

- **Send the Announcement and Tips emails:** In the [Adoption Kit](#) we have provided a sample campaign schedule, email templates.
- **Set up a Teams channel and/or Yammer hashtag** if you have those in your organization. The [Adoption Kit](#) includes some sample posts for you to get started.
- **Set up training:** Conduct in-person sessions or webinars to demo how it works or share FAQs and links to the short videos.
- **Recruit internal teams** that regularly communicate with employees to add Microsoft Search callouts, badges, and links to their content. For example, ask your HR team to include how employees can easily search for important info. Even if users can't find the benefits email with the link, they can remember to search for "2019 Benefits Enrollment."

# Gathering Feedback



Establish how you want users to communicate with you to get help or more information about using Microsoft Search in Bing.

## Take Action >

- Create a dedicated Outlook inbox, add a SharePoint form, or create a Microsoft Teams group or Yammer hashtag specifically for Microsoft Search and Bing-related messages. Choose to use one or all of these examples based on the needs of your company and users.
- Include your preferred feedback channels in all your announcement and adoption communications
- Build an FAQ from your users and add to your hub.
- Send the End-User Survey to gather more data and insights on what users need.



# Need more help?

Join the Tech Community to learn more about **Microsoft Search in Bing** and get all your questions answered from Microsoft experts. In addition, you can hear the latest information on program announcements, news, and events. [Get started here! >](#)