**#9 Why Your Business Needs an Adaptive Intranet**

Vic ([00:00](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=0.21)):

Hello everybody and welcome to Comms in a nutshell, we have a really exciting episode today and we are live in the studio, which we haven't been since November, so that's really fun. Um, but today we are going to be talking about adaptive intelligence and we are joined by our director of product, Dave Ferguson. So, Dave, do you want to tell the listeners a bit about who you are, what you do and your role at Oak?

Dave ([00:21](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=21.55)):

Yeah, so, um, I'm David I'm director of product, as I said at Oak. Um, I've been with the company 12 years now. Um, and I started out as a developer on the Oak product. Um, so I've seen it grow into the intranet that is today. Um, and I'm lucky enough that I now get to, um, help to, with the strategy of the product. Um, and I get to manage the roadmap, um, and then see all the wonderful features kind of come to fruition.

Vic ([00:50](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=50.909)):

Nice,

Scott ([00:51](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=51.76)):

Exciting, great. So we are going to talk about adaptive intelligence today, which is kind of the latest innovation from Oak, and that's really a great new feature that helps businesses with all sorts of stuff, but it does kind of focus on communication and we know that communication for businesses can have massive impact if it's done badly, you know, and lead to all kind of things, disengaged employees. So I guess what is the problem that we're trying to solve with the adaptive intelligence

Dave ([01:19](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=79.2)):

Yeah. So exactly what you said. Um, comms has changed, especially in the past, uh, three, four years. Um, and, and so what, what we did, um, during the, the pandemic and post pandemic was do a lot of research and, you know, we interviewed, um, internal communications experts yeah. To try and really understand what the, what the new problems comms teams are facing today. They're facing challenges with, um, decentralized workforces. Yeah. Um, you know, uh, hybrid working is obviously a, a massive thing now. Those kind of working environments, maybe typically would've been seen in like retail and construction industries. Yeah. Um, but now every industry's facing this problem.

Scott ([02:04](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=124.36)):

Yeah. It's, I guess some industries where like previously they've relied on email only, and while it's probably still has its place, especially when you're looking at, you know, disconnected or higher workforce, it feels like it might not be the best channel moving forward, and they're gonna need something alongside that as well.

Dave ([02:22](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=142.75)):

Yeah. And, and, you know, historically, um, that a mobile app, for instance, yeah. Would've gone a long way to solve those problems, especially, you know, we've, we've got retail customers and a, a mobile app has, has really solved a lot of problems and actually has made a massive difference with engagement for instance, but the new challenges that comms teams are are facing. And what we've been told is that in, in an effort to try and bring everybody together and communicate with their employees, businesses are, are, are bringing in new software solutions, you know, typically Microsoft teams, um, slack in an effort to try and bridge that gap and get comms in front of, of their employees. But really what that does is create more problems for comms teams.

Vic ([03:11](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=191.28)):

It's overwhelming, isn't it?

Dave ([03:12](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=192.04)):

Yeah. Because now you've got multiple channels, you've got more channels than you've ever had before. And actually what we're seeing is the use of channels, matrixes mm-hmm <affirmative>, um, which is, uh, a way that comms teams can, can map out what comms channels to use for what audiences based on licenses that, um, certain users might have if they don't have access to certain software systems. And, um, if certain applications are optional, so only certain audiences are part of, of that solution. So they, they use this channel matrix to, to determine which channels are best to use for what audiences. And, and that can be a nightmare, especially in the current climate.

Scott ([03:49](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=229.35)):

Yeah. Probably spend half your day trying

Vic ([03:50](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=230.88)):

I was, was gonna say, how, what, how does a channel matrix work? Is it like manual in putting data? Or is it automatic?

Dave ([03:57](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=237.23)):

Yeah. I mean, it it's, you know, it's, it's in a simple form. It can be a simple spreadsheet. Oh. Um, where you just have all the

Vic ([04:04](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=244.84)):

Don't like a spreadsheet

Dave ([04:05](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=245.76)):

<laugh>, It's just, you just have all the channels that you might have in your company maps to the audiences that might apply to. Yeah. And when you're trying to determine what, what messages to send out and what priorities those, those messages have, you know, you have to, you know, push different messages across different channels. And what typically ends up happening is messages just get pushed out across all channels. Mm-hmm <affirmative> and it's like, uh, uh, you know, we just need to get this message out. We'll just broadcast it across every channel. Yeah. And really what that does is just saturates those channels. Uh, and so they almost become pointless because, uh, the people on the end of those channels, they're, they're getting messages that might not be relevant to them. Yeah. Um, and that's, that's a really important part of today's communication challenges. Sure.

Scott ([04:53](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=293.56)):

They see stuff that's not for them. They get turned off from viewing it when there is a message for

Dave ([04:57](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=297.839)):

Them. Oh, you go back to the email situation you were talking about before. We've all had it where our inbox inbox just gets flooded with, with messages and you end up just going, oh, I'll just delete them. Or I'll mark those to read later.

Scott ([05:12](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=312.6)):

And if it's important or email back

Vic ([05:14](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=314.36)):

<laugh>, if you're seeing the same message everywhere, then you kind of don't know where there's not a one place that you go to, to receive news updates, whatever you kind of expect it to be across the board. So there's not a direct place for you to go.

Dave ([05:30](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=330)):

Actually, that's a that's a really important point as well. Yeah. Is that you, you, you are seeing the same message multiple times, even if you read it. Yeah. You know, so yeah. It's a, it's certainly a, a difficult challenge. Yeah. Um, and that's where adaptive intelligence comes in.

Vic ([05:44](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=344.96)):

<laugh> So for me, obviously your director of product, Scott's product marketing, I'm content marketing, I don't really know the inner workings of what adaptive intelligence is. So in layman's terms, mm-hmm <affirmative> how would you explain it to me and the listeners?

Dave ([05:59](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=359.11)):

Yeah. So that's a, that's a good, that's a good point. So adaptive intelligence, um, I would describe it as a new direction of all as a product, as a whole. So adaptive intelligence, um, is what you're gonna see is a lot more intelligence being brought into the product over the coming months and years. What that means is every part of, uh, the product will get a hint of intelligence baked into it where appropriate. Um, and so what our vision is really long term is a product that builds itself as self forming, adapts based on how users are using it. Yeah. Um, content that gives you suggested audiences based on previous campaigns, um, homepages that build themselves based on objectives. Um, so, you know, really smart level, features that are baked into existing features that just enhance that level and actually takes the pain away from internal comms teams because, uh, the, the more that the product can do and adapt and learn and help build and suggest, um, and then offer you all the analytics. You need to understand whether or not messages are being delivered correctly and are understood by your employees. Um, then comms teams can just get back to what they do best. And that is delivering the messages is, is actually just putting the messages out there and let the product work out how best to deliver those messages and then how to tailor and build and adapt the solution to make sure that people see the messages at the right time,

Vic ([07:38](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=458.24)):

Those listening, who actually don't know kind of what Oak does at the moment, could we give like a what Oak is like now and what it'll be like with adaptive intelligence and people can get an idea of like how much better it's gonna be.

Dave ([07:49](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=469.19)):

Yeah. So, um, you know, right now I mean, we've done intranets for a long time. Alright. We, we do intranets very well and our solution right now is very flexible, um, in how you can build and deliver comms. Right but, um, what it relies on is is you organizing the intranet in order to make sure that the messages are seen by the right people. Okay. So it, it becomes not only about, you know, who is seeing this, but also the delivery channels. Um, it's still partly a, a manual process to decide which channels to use, to deliver those messages. Okay. So what adaptive intelligence does is, um, part of the smart delivery, uh, feature of adaptive intelligence, it knows all the channels it has available to it, and it learns which employees use which channels. And so when you create a message and you want it delivering, it knows the audience that you've set, and it understands the priority that you have on that message. And then it, it will send a message out across different channels based on what audiences use those channels. So you might have a message getting delivered out through mobile notifications. If you have audiences that predominantly use the mobile app, because they're more likely to see that message on their phone. Um, whereas other people who are more desk based, employees that use email, um, it will deliver that message through an email communication. So it will literally divide the channel and send it out, um, based on audiences.

Scott ([09:28](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=568.059)):

And it's still very easy for the person creating that content to do they have like almost minimal involvement in actually just the setup like the system handle, right?

Dave ([09:37](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=577.95)):

It, it, it literally is a, a, a two step process. You define an audience who should see this, this communication and what priority, um, is put on, on, on the, on the communication. Actually the priority is an audience level as well. So yeah. Um, you can say, I want these people, can see it should see it or must see it. Yeah. Um, and depending on what priority you, you put those audience into will help Oak as a product, um, understand how it delivers that message. Yeah. Because if you say a communication is, is high priority, so these audiences must see it, then Oak becomes a lot more, let's say aggressive in the way that it tries to deliver that message. Yeah. Um, you know, it, it, it will make sure the communication is front and center on homepages mm-hmm <affirmative> and is always at the top. Yeah. And so the, the traditional, um, you know, chronological based news feed will now become a priority based news feed. Um, so your messages will pin to the top and they won't disappear until the users read it and understood the message. Yeah.

Scott ([10:49](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=649)):

Am I right in thinking that the actual ease of how it, how it is to use has kind of been a revelation for some of the customers who are using at the minute, we've seen that they've kind of, you know, been a bit surprised about kind of how much it does for them. Mm-hmm <affirmative>, um, which has obviously given them a lot more time back, but that has been a bit of a learning curve on just kind of how the system can support them in their day to day.

Dave ([11:12](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=672.98)):

Yeah. So that's an interesting point as well, but it's probably worth noting that we have a number of customers that have been trialing this with us. Yeah. And, and helping us tweak the algorithms. And actually in, in the short amount of time that they've been using it, we've seen a massive uptake in engagement, um, across their site. So, you know, adaptive intelligence or smart delivery right now is, um, it's curating 80,000 personalized emails a day, uh, for one particular customer. Um, and, and delivering those and, and off the back of that, we're seeing a much higher engagement level, but you're right that when we first put it in to those customers, um, it was surprising because there was some trepidation at first about putting, uh, Oak in charge of delivering the coms mm-hmm <affirmative>, uh, was something that is a little alien to, uh, comms teams. Yeah. Cause they're used to, they used to hand picking what communication goes down, what channels and who should see this and who should see that. Yeah. Um, but actually when you're, when you're seeing to those comms teams, we're gonna take that pin away from you, you just decide who should see it and, and how long you wanna promote that for and let all deliver that. Um, yeah. There was some, there's some nervous comms teams at first

Vic ([12:31](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=751.1)):

80,000 emails though. Mm-hmm <affirmative> a day. Yeah. You can't do that. No person can do that

Dave ([12:38](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=758.76)):

They're personalized as well. Yeah. That's the key, um, every user would see a slightly different email.

Vic ([12:43](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=763.9)):

So I guess I see professionals can just focus on making the content really, really good. And they've not got to really worry about how do I get this out to everybody.

Dave ([12:52](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=772.63)):

Yeah. So, um, yeah, just going back that, that control point, uh, what we've done is, is smart delivery is part of the adaptive intelligence, um, umbrella. Um, we've, it's there if you want it. Yeah. Um, but, Oak can work exactly as it does now, if you don't want to. Um, so you can choose which messages you want to use smart delivery for. Um, but still have that control for those messages that you, you want to use traditional methods for. Now, what I would say though, is it's an algorithm that learns and adapts. So really what we want is for everybody to use adaptive intelligence, because then the algorithm gets better. Yeah. Um, the, the, the, um, as users change and adapt their way of using the system Oak learns that and changes how it adapts, ands different channels. So the, the, the more content you push through smart delivery, the more it will, it will learn and adapt and change to how users use the system.

Scott ([13:58](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=838.4)):

Sure. So the more you use it, the more pain points, it will kind of solve this kind of, um, information lost or missed, or, you know, just communication overload. The more you use it, the more it's just going to be this single, single tool that you really need yeah. To do all your communications.

Dave ([14:16](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=856.05)):

And just remember you have control because you can define the priorities and the audiences on a message. Yeah. So you can, you could change and adapt the priorities depending on how you want that message to be delivered. So, uh, a should see message will, will not Trump or must see message for instance. Yeah. So you know that if you want you, absolutely, these audience members need to see it and need to see it in a short space of time, which by the way, you can define, there's a, there's a promotion period that you can define on, on it to kind of hint to, to the, to the product. How long should it try and promote this message for after which time it starts to tip off. But if, if, if you're battling many communication messages, those priorities become really important. Yeah. Because it helps make the feed a priority based relevance based feed mm-hmm

Scott ([15:04](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=904.8)):

<affirmative>. So crisis comms, it's just kind of a, it's a one stop shop to get that out there to anybody. Absolutely. You can do in a few minutes and make sure that those who need to see it are, going to see it.

Dave ([15:16](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=916.24)):

Absolutely. And, and like I say, we've been using this for many months now. Mm-hmm <affirmative>, um, with some large customers and, uh, and the results have been, have been bang on every time you were proven the fact that it was working every time. So, uh, you know, we've got big confidence in, in the algorithms.

Vic ([15:37](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=937.82)):

And I think people forget there's a, there's a Oak team to help you as well. Yeah. Navigate it and manage it. It's not like it's a machine that's gonna like, run away with everything and get out of control. No, there's help. There's help. <laugh>

Speaker 4 ([15:51](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=951.68)):

Absolutely. Sky sky. <laugh>

Dave ([15:58](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=958.28)):

No, we're keeping tight control of this machine. Yeah. Um, I mean the best way of liking it is the Google search algorithm, you know? Yeah. Yeah. Only the developers and even they probably don't know how it works now, but it nails it every time. Right. Yeah. And that that's smart delivery in a nutshell.

Vic ([16:14](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=974.39)):

Yeah. If you were to speak to an IC professional, IT manager, HR manager and say like, you need this product cause it's gonna really help you. What would you say to them?

Dave ([16:26](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=986.86)):

Really? There there's, there's multiple factors. Really. I think if you factor in the time it takes to curate the messages and then deliver those, but also monitor if people are seeing them and then sending them out through different channels. If, if you're not getting the hits, um, you know, that, that, that's a key point right there. You're saving so much time. Yeah. You are really, you're you're you are getting back to doing what comms teams do best and that's making the messages, um, and not worrying about all the different channels that are available. Um, and as new channels get added, you know, the having to manage all of that. So the big channels matrix, really, you can just, you can almost abolish that altogether and just get back to creating messages setting who should see it priority and then almost forgetting about it, but then using our, you know, our best in class reporting that we have, um, which is something else, you know, we should, we should definitely touch on. Um, you can, now you can monitor the effectiveness of, of your campaigns, which is which, you know,

Vic ([17:39](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1059.55)):

What's the point of doing a campaign, if you're not gonna look at results? Exactly.

Scott ([17:43](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1063.29)):

Yeah. Monitor how they're, how they're performing. Yeah. How they're improving you, seeing their engagement rates because some of our businesses are seeing really high engagement rates?

Dave ([17:50](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1070.76)):

Yeah. It's incredible. Actually the, I mean, the engagement just is, is actually almost unbelievable, actually, when we looked at it. And I think that that's a credit to the customer, obviously in, in, in how they're and the messages they're putting out, because I remember this is a, is a, a two-pronged attack here. Oak can do a lot in getting that message out, but the content still has to be relevant, um, to the audience that you are setting. So you are still ultimately in control of who you are determining should see it. Um, now over time, like I said, our vision for the product is a, is a product that helps you understand who should see it. So right now you, you define the audience. But eventually what Oak will be able to do is suggest audiences for content based on previous successful content. Um, it'll know which audience members prefer, what type of, um, and also we're gonna help you with making sure that your, your content is readable, um, and can be understood by your audience. Um, so it'll give you readability scores and, and help you to kind of, um, change your messages and, and maybe reword it and make it more positive for instance, or more neutral, depending on what type of content you're trying to create.

Vic ([19:10](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1150.76)):

I was gonna say, I've just been writing an article, 60% of IC professionals don't actually have like a proper comms strategy. Only 14% have like a proper strategy document. And this is like relating to, because they don't analyze their data properly. They don't have the proper tools to analyze their data so that they can review and create strategy. So I guess like the analytics with adaptive intelligence.

Dave ([19:34](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1174.55)):

Yeah, exactly. Yeah. And obviously we're gonna talk about what's coming next, but campaigns is gonna really help with that as well because, um, you know, a lot of companies run comms campaigns, um, and measuring the effectiveness of those is really important. Yeah. Because it helps steer what communications you're gonna do. Uh, you're gonna do next. So yeah. Good analytics is a key, a key point to this. Yeah.

Vic ([19:57](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1197.84)):

So I feel like we are talking about adaptive intelligence, but I suppose for everyone listening, what actually does that encompass, what does it include?

Dave ([20:05](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1205.93)):

Yeah, so, like I said before, adaptive intelligence is, is more of a new direction for the product. Right. So, um, you're not gonna pin it down to one thing. Yeah. Because over time intelligence is just gonna be built into every aspect of Oak itself. Um, from auto curating homepages based on objectives, like I said, you know, content, I can help help you create messages based on automatic suggestions, readability scores, um, menus that self form based on how users use it and, and what the target audience is for those menus. Right. So, OK. Itself is gonna become a lot more intelligence. And so adaptive intelligence is that overarching banner, that, that we're gonna be giving this, but right now the features that are included in that, um, I've already touched on one smart delivery. Okay. So that, that's a, that's an actual feature, um, that we've been talking about predominantly, which is about delivering the comms, right?

Dave ([21:00](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1260.84)):

So taking the pain away from IC and delivering the comms through whichever channels, it feels is the best channel to use based on the audience that's trying to reach. Um, so that, that's absolutely probably the, the highlight of adaptive intelligence that we have right now. As the core feature. Um, but then we have, um, another great feature, which we call tools. Right. And tools is, um, is really, uh, putting every day, um, applications that you use into one place. Um, we aim into kind of a tool set that you deliver to audiences.

Vic ([21:40](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1300.34)):

When you showed us tools. Yeah. Because I, I obviously didn't know about it. And then after you showed us how to use it, I went and used it. I was like, this is really cool because I spend ages...like a brand design form if I wanna submit something to them, I never know where it is. I don't what I'm doing. So I've just put that in my tools and now it's right there. So yeah, that is really good.

Dave ([21:57](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1317.68)):

Absolutely. Yeah. So we've, we've got, um, you know, a, a tool manager that you can put all your tools in and then define the audiences for each of those tools.

Scott ([22:08](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1328.119)):

And when we talk about tools, they're kind of where third party integrations are also surfaced within Oak?

Dave ([22:13](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1333.98)):

It can be, yeah, exactly. You can use this really for internal or external kind of apps if you will. Yeah. Um, all of our Oak apps are available to, um, add as tools. In fact, we will see them for you by default, but then you can add your own. And so these can be third party tools, right? So links to HR systems or payroll systems, um, um, you know, Salesforce, you know, the CRMs, that kind of thing. Um, anything that people use on a, on a daily basis or semi-regular basis, you can add them as tools. And then through the audience management, that means that a user gets a personalized toolbox of their tools, um, through the app launcher, that, that we are gonna be delivering, uh, into the product so people can get access to their everyday tools, um, really quick and easily, but they can customize that as well.

Dave ([23:07](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1387.34)):

So it's down to the admins and, and the site organizers to say, these tools are for these audiences, but if the person themselves don't want that tool in their toolbox, they can turn them off so they can personalize their tools. Now you've got some level of control as an admin, because you can say which ones are mandatory. Yeah. Um, so again, going back to that control thing, you know, we, we've allowing these, um, these features to be controlled a little bit, but, um, ultimately you wanna put the power in the hands of the end user. This is all about personalization, which is, um, you know, a massive thing for an intranet in order to drive that engagement. You need to put personalization, um, into the product to give control back to the end user. Yeah. To kind of just allow them to tailor their experience as much as possible. So these tools management is, is, is key and the tools will learn what you use over time and order them based on that usage as well. Right. So that's, again, that's where the intelligence comes in, um, to tools management. Um,

Vic ([24:07](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1447.72)):

It's really cool. Yeah. And it just helps everybody do their job a lot easier. Doesn't it, if you log on it and you've got absolutely everything right where you need it.

Scott ([24:15](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1455.83)):

People in, within the same team, you know, can have such different jobs. Yeah. Marketing, you know, social media, they're probably gonna use LinkedIn Facebook. Mm-hmm, <affirmative>, that's gonna be their day to day. Somebody else might, it might be par BI Salesforce and, you know, even within the same team, it just depends.

Dave ([24:29](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1469.85)):

Yeah. And I think the other thing it does is it greatly simplifies the primary menu because I think historically you've had to put all of these things in all these links in the primary menu, um, which means you end up with a, a menu that's really difficult to manage. Um, I mean, Oak does a really good job at the minute of making sure that people don't see things that they shouldn't in a menu. So it, it, it automatically, um, kind of filters out anything that's not applicable to you, but you, you're still having to manage that at a, at a site level, at a menu level, you know, that becomes really cumbersome. So I've been able to take those tools out of the primary menu and just keep the primary menu is almost a, a global menu that's applicable to everybody. Yeah. Um, and then your tools are individual and personalized.

Dave ([25:17](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1517.89)):

I think that's the best. So topics is another area of adapt adaptive intelligence that we're gonna be delivering over the next, uh, couple of months and what that is, is a more formal tagging system. Right. So we've got tags right now that you can add to content. Um, but they're quite open-ended and anyone can create a tag. Yeah. Um, which is good. And because they evolve over time and they're a bit more fluid, but there's no control over those. All right. So topics are a more formal tagging system. And what, what that allows us to do is users can then register their interest against what topics they they're interested are not interested in. And again, this drives or helps drive, um, smart delivery because we use those, those hints as to what people are interested in when curating messages and delivering messages to people, trying to keep that fee relevant and of interest to, to users.

Dave ([26:10](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1570.39)):

And again, adds that personalization touch that we, that we keep talking about, which is really important to try and maintain engagement, um, on an intranet system. So topics, um, uh, like I said, people can, can register interest and that coupled with the changes that we are making to, uh, the latest news, applet, which, which, which we're all familiar with, um, you can now create, um, a much more engaging kind of new center kind of, uh, homepage. Um, but it's a great use case for a lot, lot, a lot of the changes that we're making to the latest news applet which brings in new layouts, which much more engaging layouts, much more control over what is shown in the latest news. So you can turn various features off, but also you can, you can allow smart delivery to be driven through the latest news outlet now. Okay. So you can create a, a my news section, right? Which gives people their personalized newsfeed based on their smart delivery algorithm. And again, this means that a homepage can look different from one user to another based on what they've already seen and read, um, and what is relevant to them based on the algorithm. So that's another area where smart delivery's getting involved with as well.

Scott ([27:27](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1647.9)):

So if I'm in, IT and I can opt into the topic for IT, I'll see news that's applicable to me. But then as people in business won't receive that unless they also opt in to see news from IT.

Dave ([27:43](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1663.03)):

Yeah. I, it's not quite as simple as that because the algorithm has a lot of metrics that it uses, but yes, you could see news that's further down a feed. Um, if you are not as interested in something. Yeah. But if, if the system, if the administrators have set the priority high enough, then smart delivery will still try and surface that to you. But topics are taken into account when it's competing with priorities. Um, it'll favor one over the other. If a person said that it's not as interested in that topic for instance. Right. So you can see it all blends together, but again, little black box, like the Google search algorithm. No one really knows how it, how it's used, but, um, there's a lot of factors involved in, in how it works, but topics is a, is another great personalization that we're, we're excited to bring.

Scott ([28:31](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1711.2)):

So that, that is a part of smart delivery?

Dave ([28:33](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1713.64)):

Oh that yes, exactly. So we have, um, you know, a really exciting new feature coming called, um, new Roundup, um, or newsletter. Um, and, and really this is something that customers have asked us before, but we wanted to deliver it in a, in a, in a more unique way. Um, I think historically people would want to have created, you know, these kind of end of week Roundup emails that contain new stories, maybe that you want to just remind people about. Yeah. Um, so you can do that in the product right now using the custom email templates that we have. Um, but it's a manual process, right. And again, taking on the adaptive intelligence, um, umbrella, we wanted to try and make this a smarter process, right. We wanna take that pain away from you having to create a manual email. Um, and again, being able to personalize it is really difficult because, you're now having to create multiple emails based on different audiences potentially.

Dave ([29:35](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1775.72)):

And so what you end up doing is creating one that has links to everything that you just, and it becomes a, a, a big global communication again. Yeah. So going back to what we were saying that personalization touch is what you need. So as a newsletter, what it does is it leverages the smart delivery, um, algorithms and curates a personalized email to you, uh, based on maybe what you've already read, what you haven't read and curates new stories to you that are relevant to you based on all the priorities and audiences that you set in the smart delivery configuration of a message. So now we've going back to what we said, we've got a big client, like I said, I gets 80,000 personalized emails generated every day. This is what they're using. Um, and it's working really well.

Scott ([30:25](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1825.5)):

Wow. It's a lot of news.

Dave ([30:26](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1826.95)):

It's a lot of news.

Vic ([30:28](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1828.04)):

<laugh> So mine and Scotts could be completely different.

Dave ([30:30](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1830.31)):

Yeah. Yeah. That's the thing.

Vic ([30:31](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1831.82)):

But say, if, say if I had something in my newsletter that I wanted to share with Scott, is it easy for me to like share content with him? Is that possible?

Dave ([30:41](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1841.47)):

Yeah. So as long as the permission are set up correctly yeah. Then yes, you could, you could share that with Scott. Yeah.

Vic ([30:47](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1847.59)):

Yeah. Nice, cool. Yeah.

Scott ([30:50](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1850.55)):

It's mad though. Isn't it? You could come in the same day, sit down the same time. Yeah. You've got newsletter and there would be just completely different. Yeah. Based on...

Vic ([30:56](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1856.26)):

I like it, it's good. So how does that help with engagement rates with newsletters? Do we know that cuz I know like 34% of newsletters that are sent by companies, they go unopened. So is that because do you think that's because they're not getting information that's suited to them, they're just like, Ugh, what's the, what's the power of the smart delivery?

Dave ([31:16](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1876.44)):

The smart? Well that, that's the key. I think historically it's been very difficult to create a personalized email. Yeah. Um, also we're putting control into the hands of the end user a little bit here by allowing them to determine when they see that news or when they receive that newsletter. Uh, they can also unsubscribe, um, which I think is, is obviously really important as well. And don't worry, smart delivery will find other avenues and other channels to

Scott ([31:38](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1898.8)):

Get.

Dave ([31:40](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1900.96)):

So it's just one channel. But um, obviously we we're, we're trying to cut down on that noise. Um, yeah. And so having, you know, a newsletter that they can define when they get, um, and it has content in it that is relevant to them based on all the algorithms that we've talked about. Uh, we have seen a, uh, a much improved open rate on newsletters. Nice.

Scott ([32:06](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1926.36)):

Right. So you've talked about how adaptive intelligence, uh, will help businesses with communication. It's obviously quite comprehensive in what it offers is, is this it for it? Is there, you know, what is next?

Dave ([32:20](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1940.35)):

Yeah. I mean, it's so adaptive intelligence, as I said, is, is a, is a new direction for the product, right? So this is just the beginning, which is really exciting because we we've already, we're already delivering some really exciting new features, but this is really just the start of a whole journey for Oak now. Um, one which I'm massively excited to be part of and smart delivery is a, just focuson that for a second. Um, there's many more delivery channels we want to, to add to, to smart delivery to really enhance it. So we're gonna be adding teams and, and slack, um, as channels to, uh, to the, to the system. Yeah. And many more as, as we move through. But they're the two that we've identified is, um, so that's one area, um, as I've already touched on, you know, the, the, the goal is really to have a much more self organizing self, um, adapting intranet.

Dave ([33:18](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=1998.09)):

So adaptive intelligence is gonna be brought into to many areas, but reporting analytics we've touched on it. It's a massive part of this. So with a new, uh, application, we're gonna be releasing over the coming months is campaigns. Okay. So this is gonna really bring smart delivery together, uh, with reporting and give you, um, much more control over delivering campaigns. Right? So everyone, every comms team will probably have campaigns. They want to run over the year. Um, and so we're having an application that will help you manage that. Okay. So being able to schedule your content to be released over time and then measure the effectiveness, um, of those communications using, like I said before, our best in class reporting suite, which are gonna be enhancing for campaigns yeah. Which will give you a great insight into, uh, the engagement levels of each of each piece of each message, really, um, you know, the impressions, um, the reach, you know, how, uh, do people understand the message?

Dave ([34:30](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2070.969)):

So that feedback back into those analytics to help you drive the next message either in that campaign or future campaigns really quite deep kind of. Yeah. I mean, we, we understand that again, analytics is a big part of this piece. And so, um, we're gonna be putting a lot of effort into making sure the reporting gives you that message, that understanding. Um, but you know, the future is that Oak will be giving you so many hints and suggestions, um, based on what it knows, and it'll be analyzing the information. So it'll be giving you suggestions of how to create new campaigns and what the message should be and who should it be targeting. So, yeah, it's an exciting journey for, um, for adaptive intelligence on that, on that front. So I talked about reporting as well, you know, we're gonna be releasing, um, our new reporting suite into the product soon. Um, and again, this is really exciting because this, this elevates Oak um, from a reporting standpoint, um, to the next level, I mean, I, I use the term best in class. I mean, it really is. It's, it's, it's an amazing reporting tool that is only gonna be going over time as well. Um, so we're really excited to release that, uh, into the product soon as well.

Vic ([35:45](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2145.55)):

Sure. Wow. Super exciting. So we've talked about a lot of good stuff and we've got a cherry on top at the end. We have been nominated for the best intranet award at the IOIC 2022 awards this year, um, with NatWest group for the best intranet. So that's really exciting.

Dave ([36:02](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2162.43)):

Yeah. Massive achievement.

Vic ([36:03](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2163.88)):

Yeah. Really big achievement team, some great news for Oak. So I think the awards are on 23rd of September. Yes. So a big, good luck to us, but good, big, good luck to all the other contestants,

Dave ([36:16](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2176.46)):

But we hope we win.

Vic ([36:17](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2177.88)):

<laugh>. Yeah. Yeah. But it's exciting. Yeah, absolutely. Big steps. This is comms in a nutshell. Yeah. And obviously we always do a nutshell with our guests. So in a nutshell, what do you think is what's your favorite feature of adaptive intelligence?

Dave ([36:35](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2195.2)):

Oh, well right now, um, I would have to say smart delivery hands down. Um, I know that might be the obvious one. Um, but it is the, it is the underpinning of, of what adaptive intelligence is going to be in the future. So, um, it would be hard not to say that that's fine. Okay. Is my favorite feature.

Vic ([36:53](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2213.46)):

Cool. Exciting. Wow.

Scott ([36:55](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2215.41)):

Well, Dave, thank you very much for your time today.

Dave ([36:57](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2217.14)):

Thank you for inviting me.

Vic ([36:58](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2218.76)):

Yes, it's thank.

Scott ([36:59](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2219.9)):

It's been great to hear about all the exciting features of Oak and what's to come

Dave ([37:02](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2222.58)):

I know it's been great finally being able to share it. Um, yeah. You know, we've been working on this for a little while now and so it's exciting now. It's finally starting to come out

Vic ([37:12](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2232.38)):

Well, as we get more versions, you can do more podcasts.

Scott ([37:16](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2236.36)):

You look thrilled

Dave ([37:18](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2238.65)):

Love to

Vic ([37:19](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2239.7)):

<laugh>. Okay. Thank you. Thank you very much.

Dave ([37:22](https://www.temi.com/editor/t/szmONYdG6jAGIFfXhmro5k_5lr21AIExCmw1bFTuecg-v3BRbi-Wg9mRDJF8pICZe_C9YGf4IXx2-O2Zrm-9l99dJc8?loadFrom=DocumentDeeplink&ts=2242.1)):

Thanks.