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BUILDING A WECHAT WORK ECOSYSTEM

Boosting Sales and Consolidating Business Operations with WeChat Work

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01
WECHAT WORK
AN OVERVIEW

The Dynamic Growth of WeChat Work

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On April 18, 2016, WeChat Work 1.0 was launched simultaneously on Windows, Mac,
iOS and Android platforms as a dedicated tool for business operations.
Since then, Tencent has been working continuously to add more features and improve the user experience of WeChat Work, helping enterprises to reduce costs and increase efficiency, and to carry out "people as a service" to the end.

By 2018, WeChat Work has penetrated more than **50 industries**, with over **1.5 million registered enterprises.**[1]

The platform has **30 million** active users and **500% increase** in users.[1]

80% of companies on WeChat Work are China's **top 500** companies.[1]

WeChat Work offered 13 categories of **231 APIs**, worked with **17,000 partners** to have more than **4.5 million systems** connected to its platform.[2]

WeChat vs. WeChat Work - the Main Difference

WeChat is designed for public communication. Anyone can register for a WeChat account and add contacts without verification.

VS

WeChat Work is designed for business communication and management. People must be authenticated before joining your workspace.
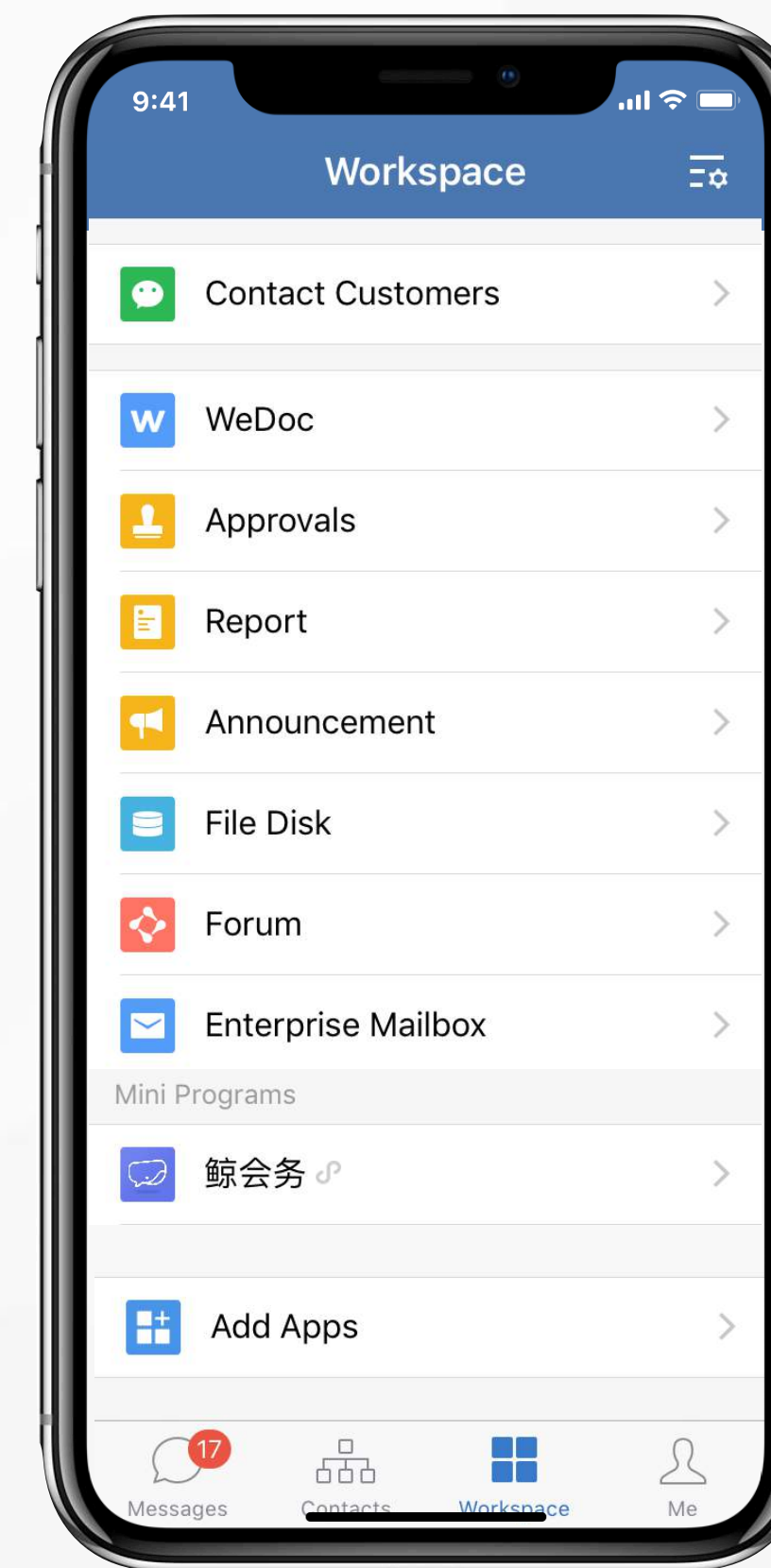
WeChat Work User Interface

There are four tabs in WeChat Work user interface: Messages, Contacts, Workspace and Me. The interface of an admin will have some more Setting options, while the interfaces of normal members can vary depending on which sections (such as department contacts, mini-apps, etc.) they are allowed to access.
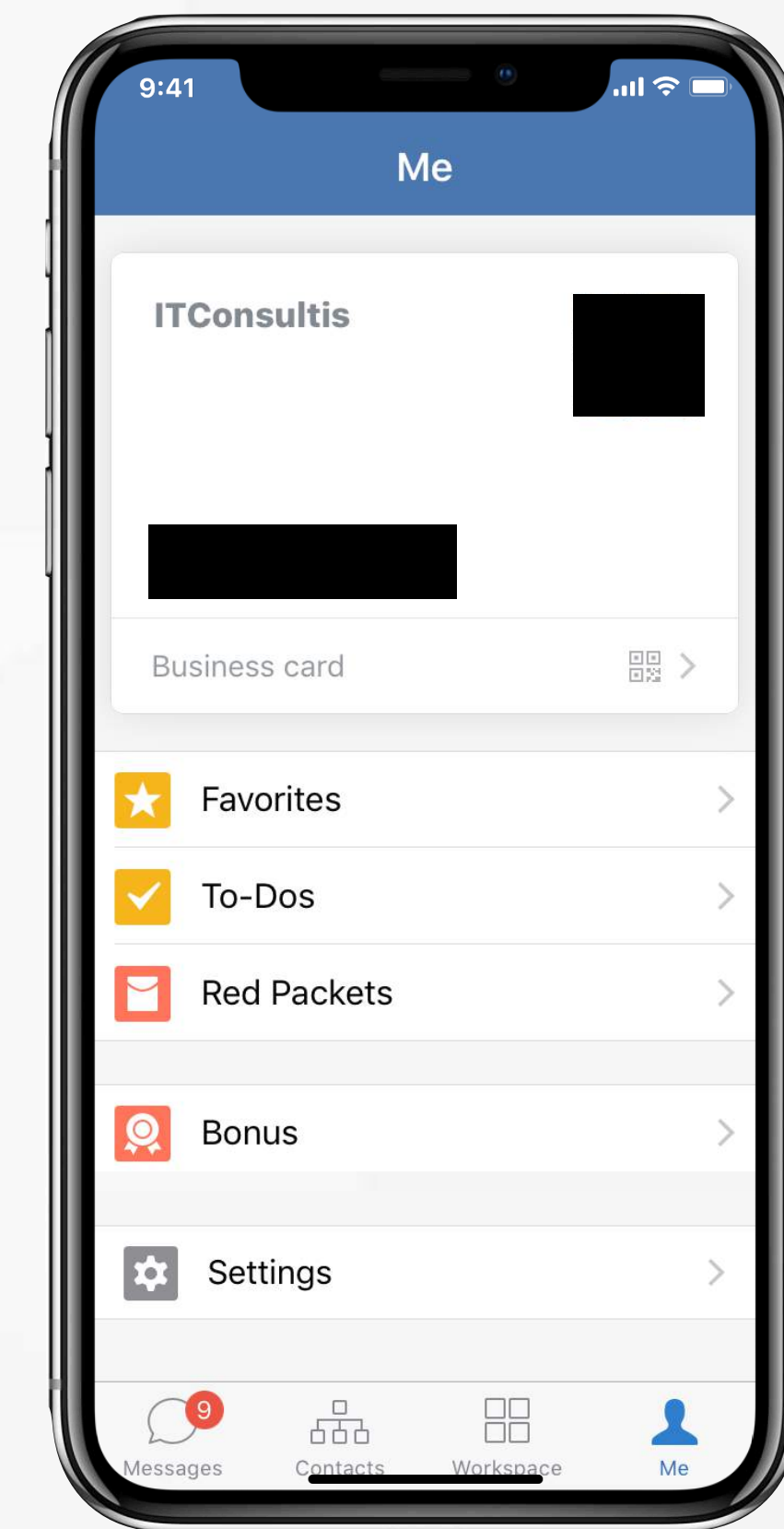

Messages
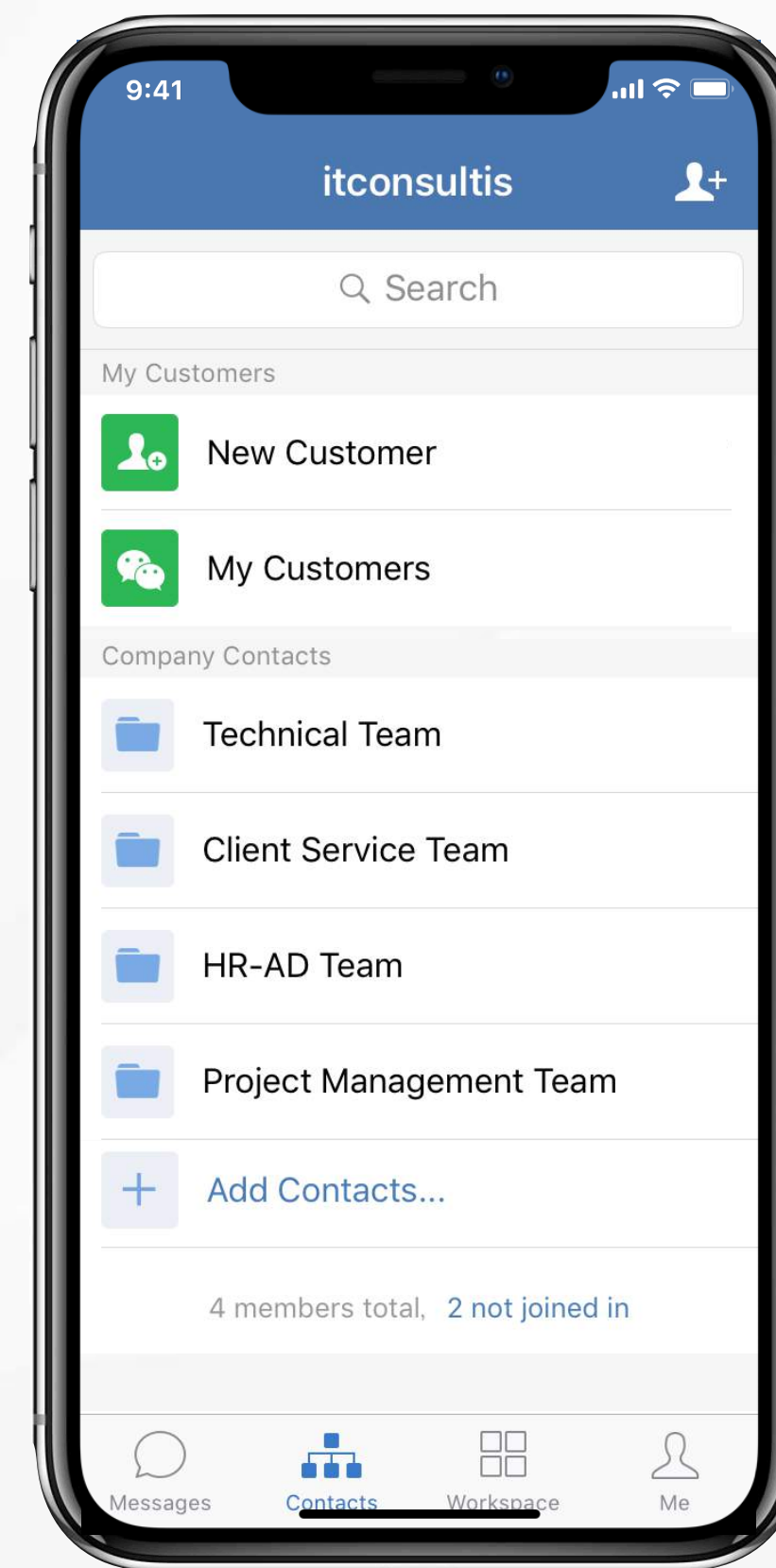
Contacts

Workspace

Me

Internal Communications

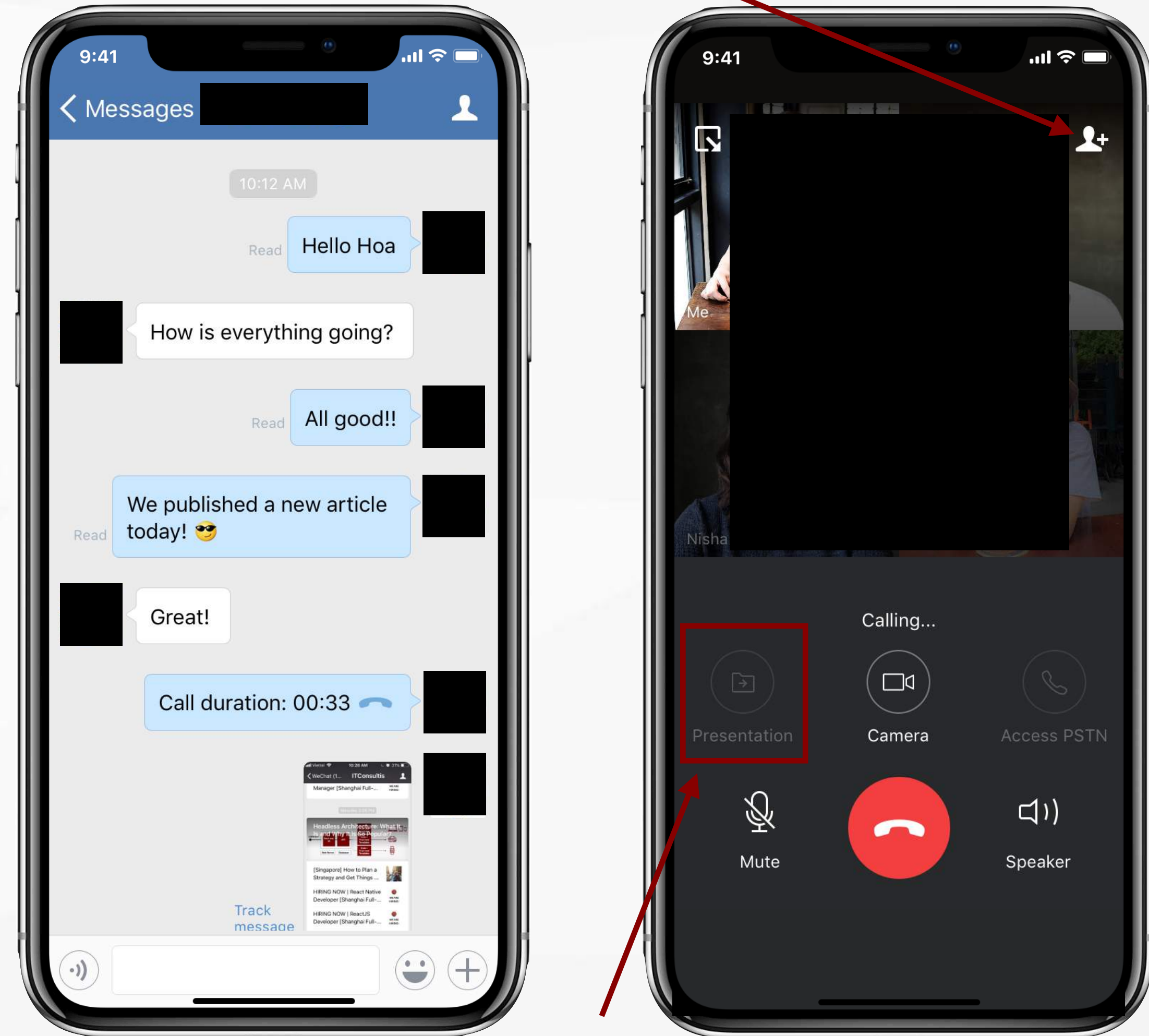Messaging and Calling

- From the Message tab, users can start a chat, make a voice/video call with one or several team members.
- 9 members are allowed to access the call at the same time.
- During the call, users can present a document by selecting a file from the File Disk.
- The number of possible members in a group chat is up to 2000.

Add more members to the call

Present a document from File Disk

Internal Communications

Creating To-do List, Votes and Surveys
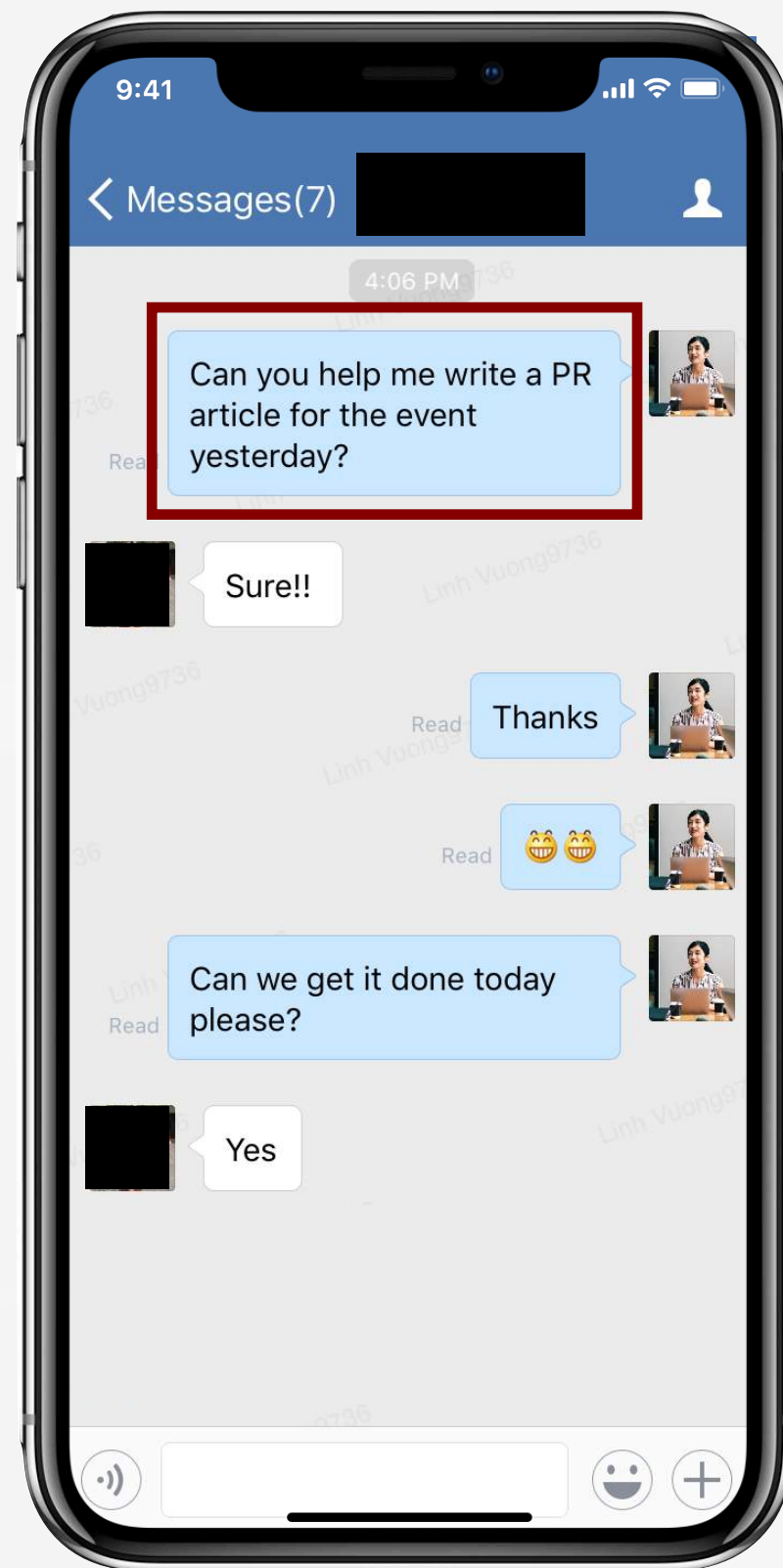
In the chat, users can double tap on a message to add it into the to-do list.
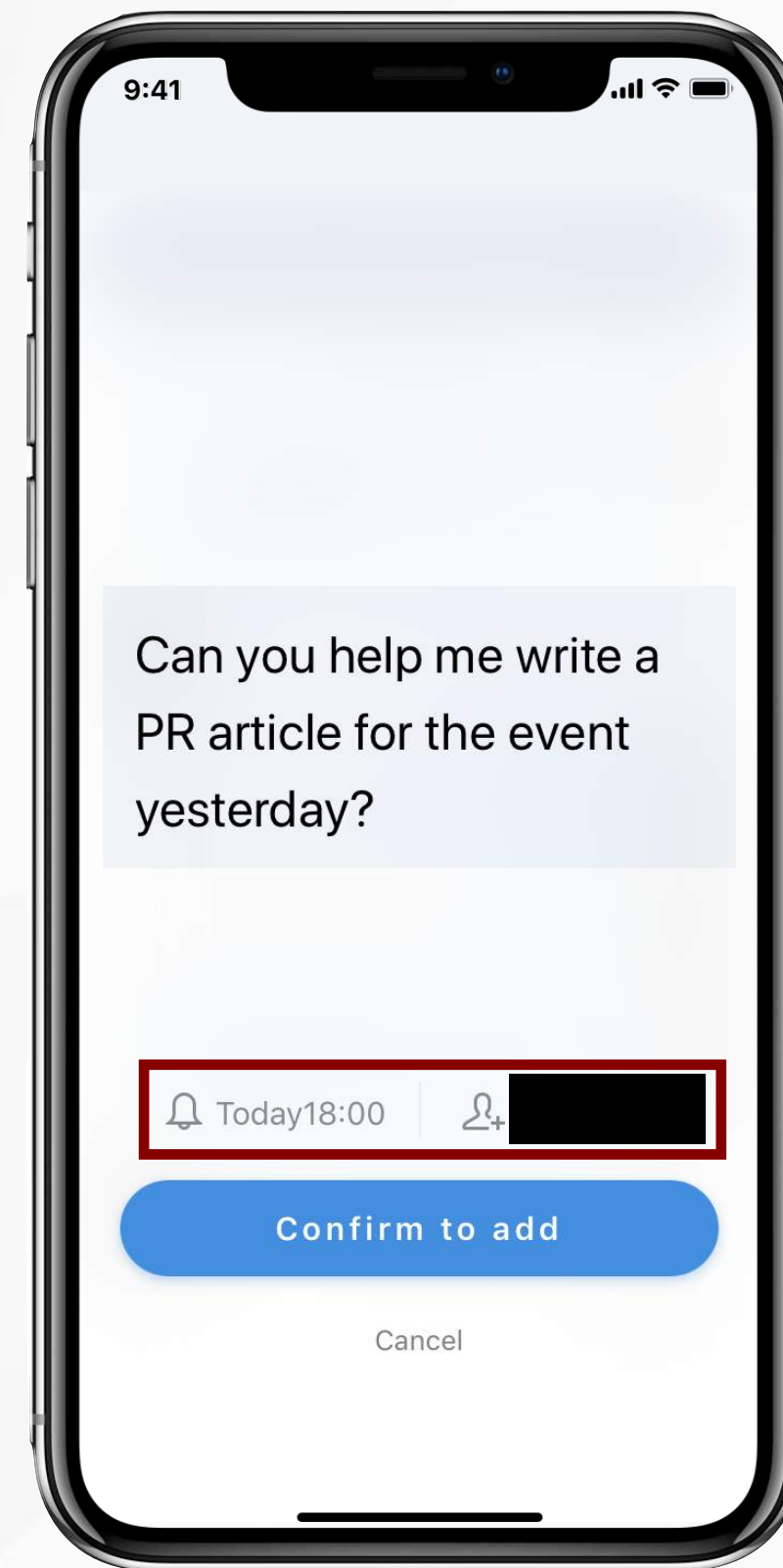
When adding a to-do, users can assign the due date and person in charge.
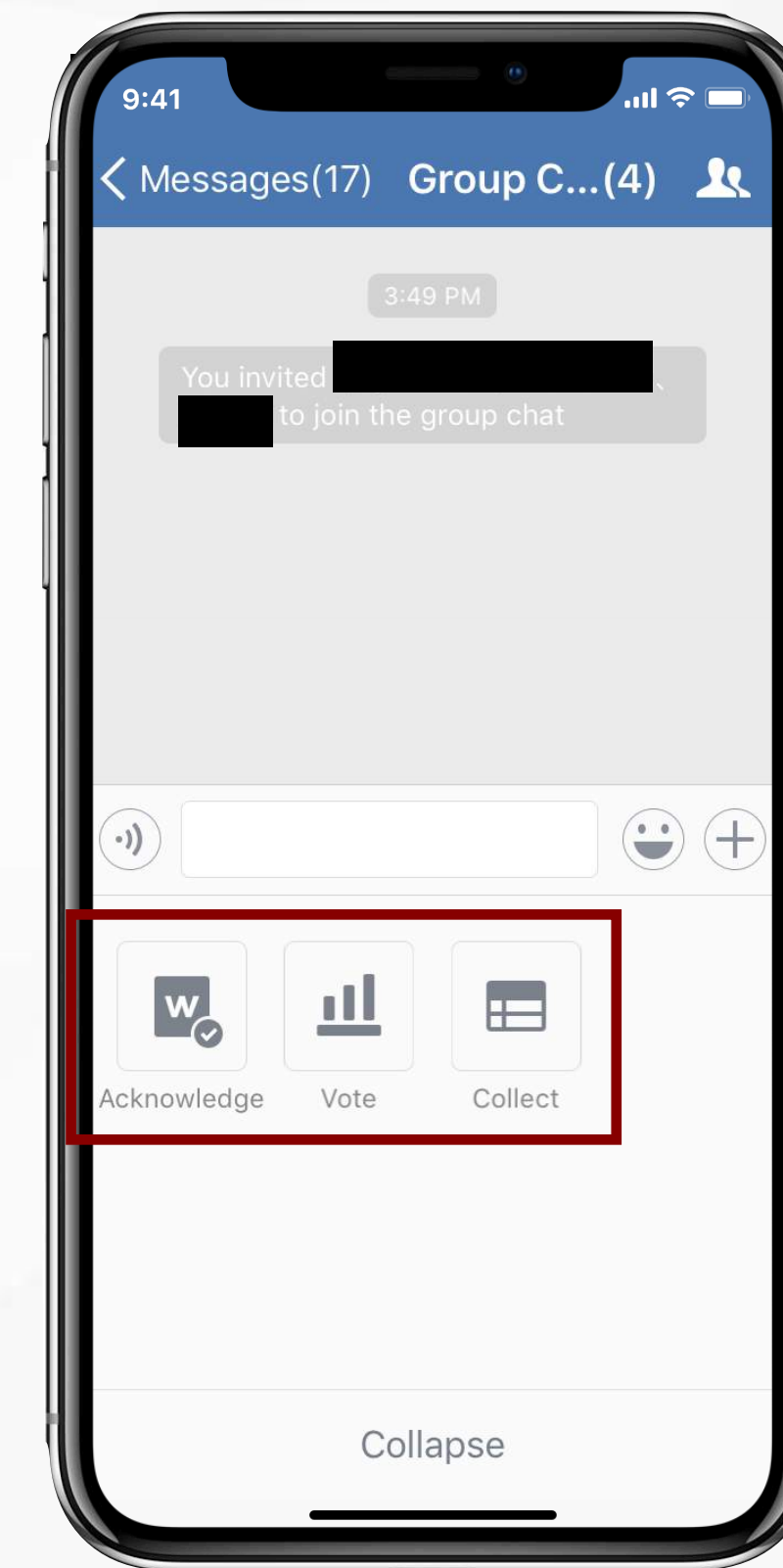
In a group chat, users have many options such as sending a document, create vote and survey that can be seen and participated by the group members.
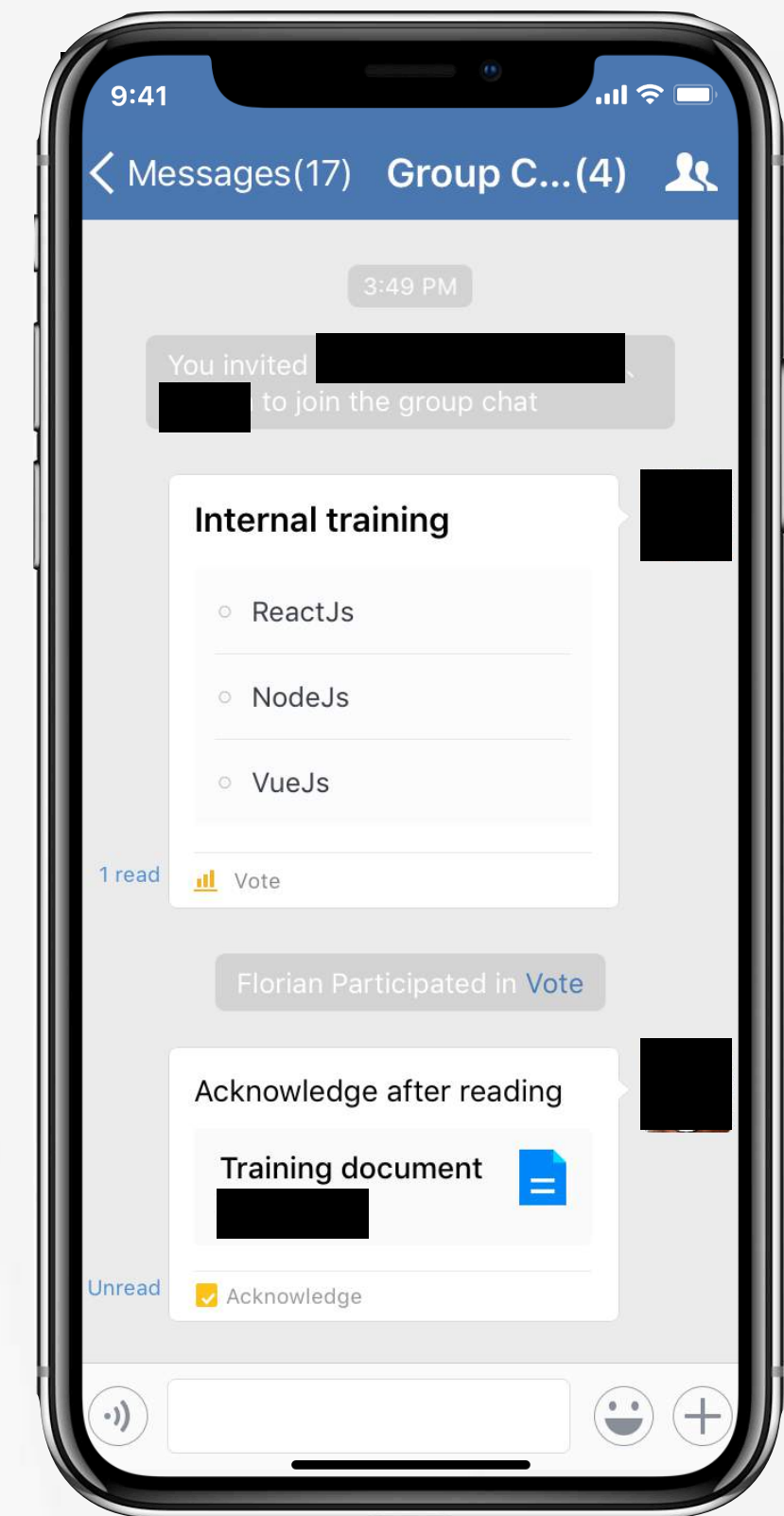
Internal Communications

Contact Management
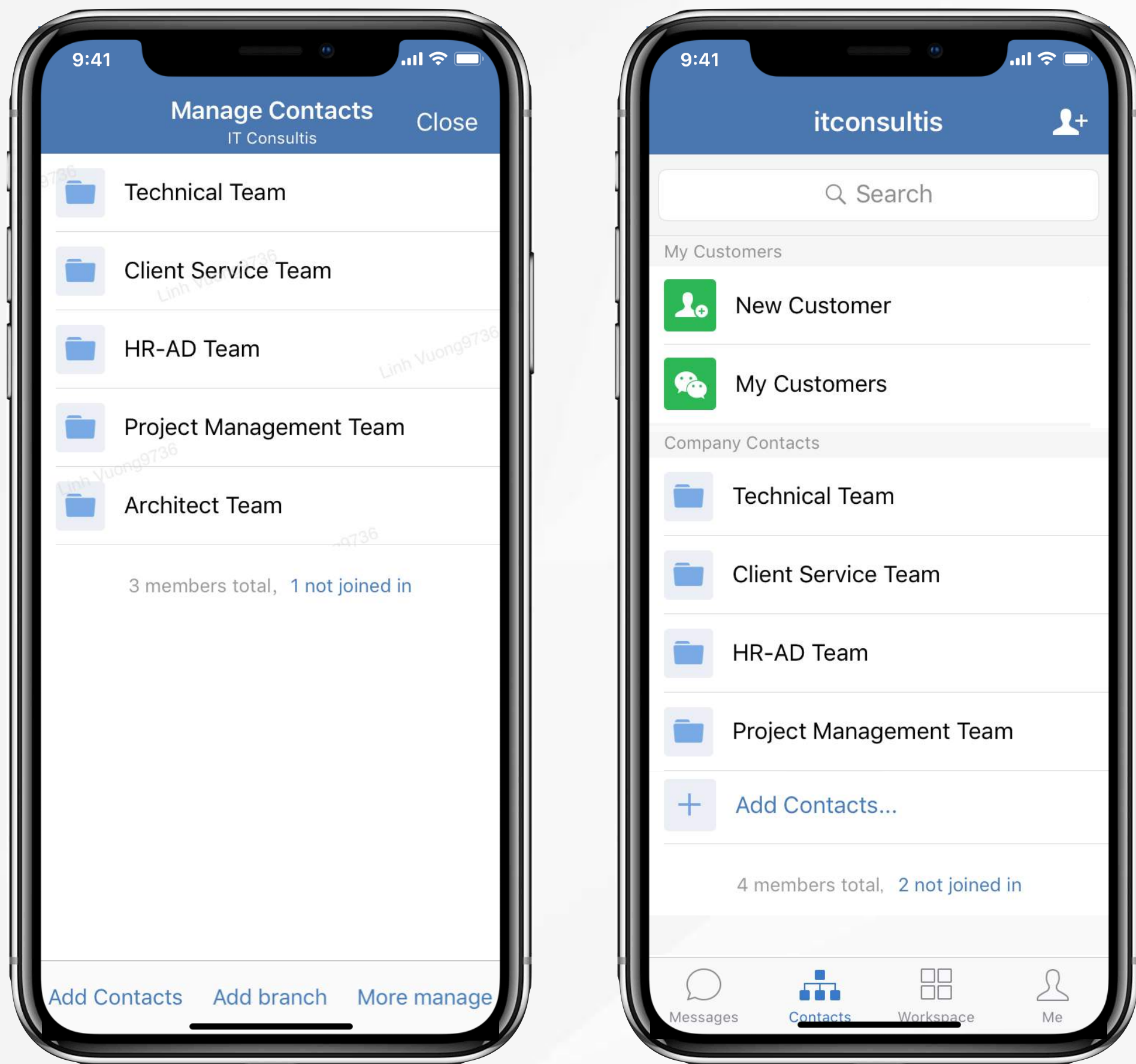
Allocate employees in the different
departments of the company
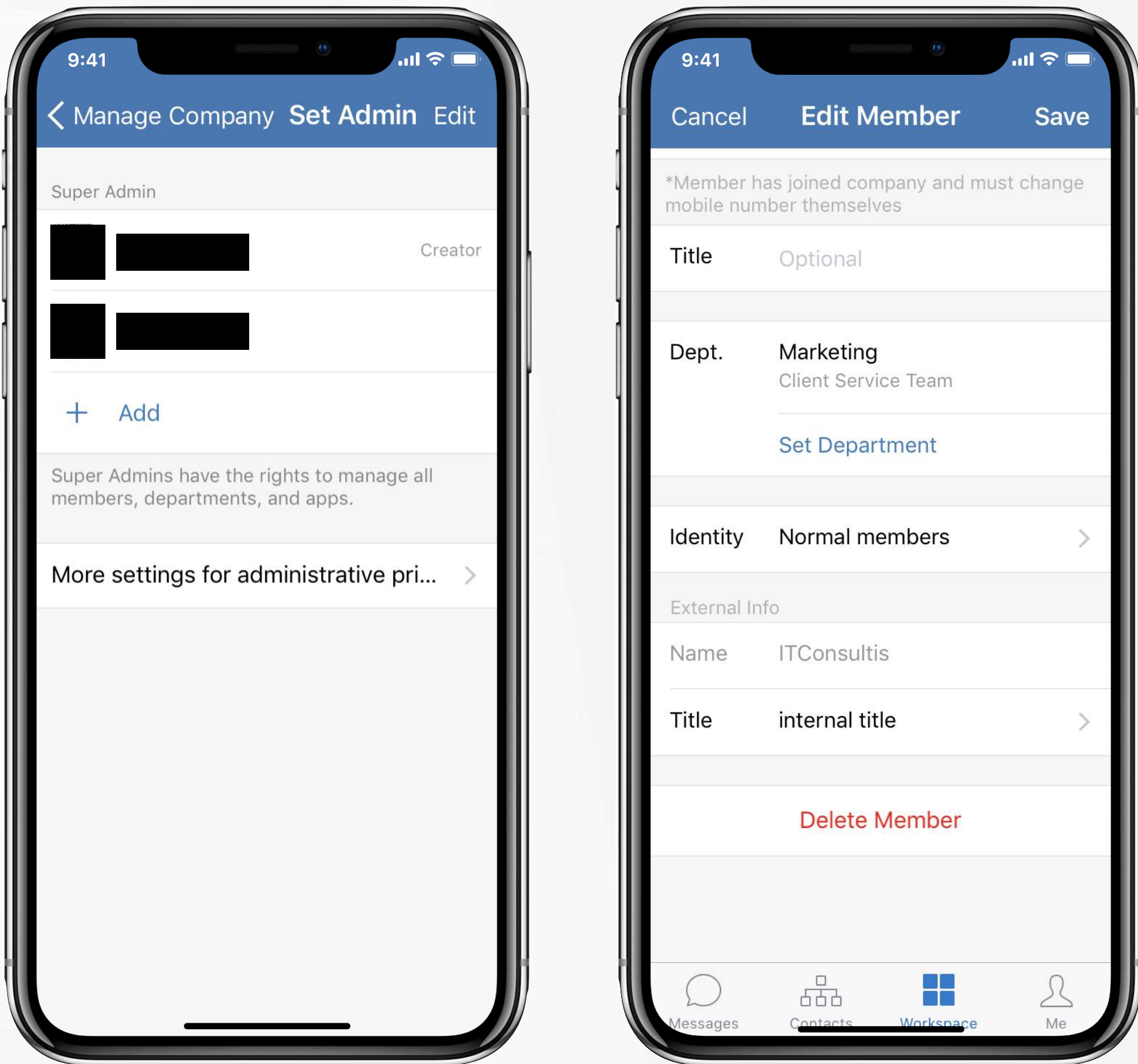
Set Admin status, edit or
delete members

Internal Communications

Group Management

The admins have various group management options to configure the group chats as they want, for example:

- Change the group name
- Add/remove members
- Assign the group admin(s)
- Configure words banned in the group
- Mute some or all members
- Set up a chat bot
- Set up the maximum numbers of group members (up to 2,000 members)
- Set up the duration of message storage on cloud (up to 180 days)
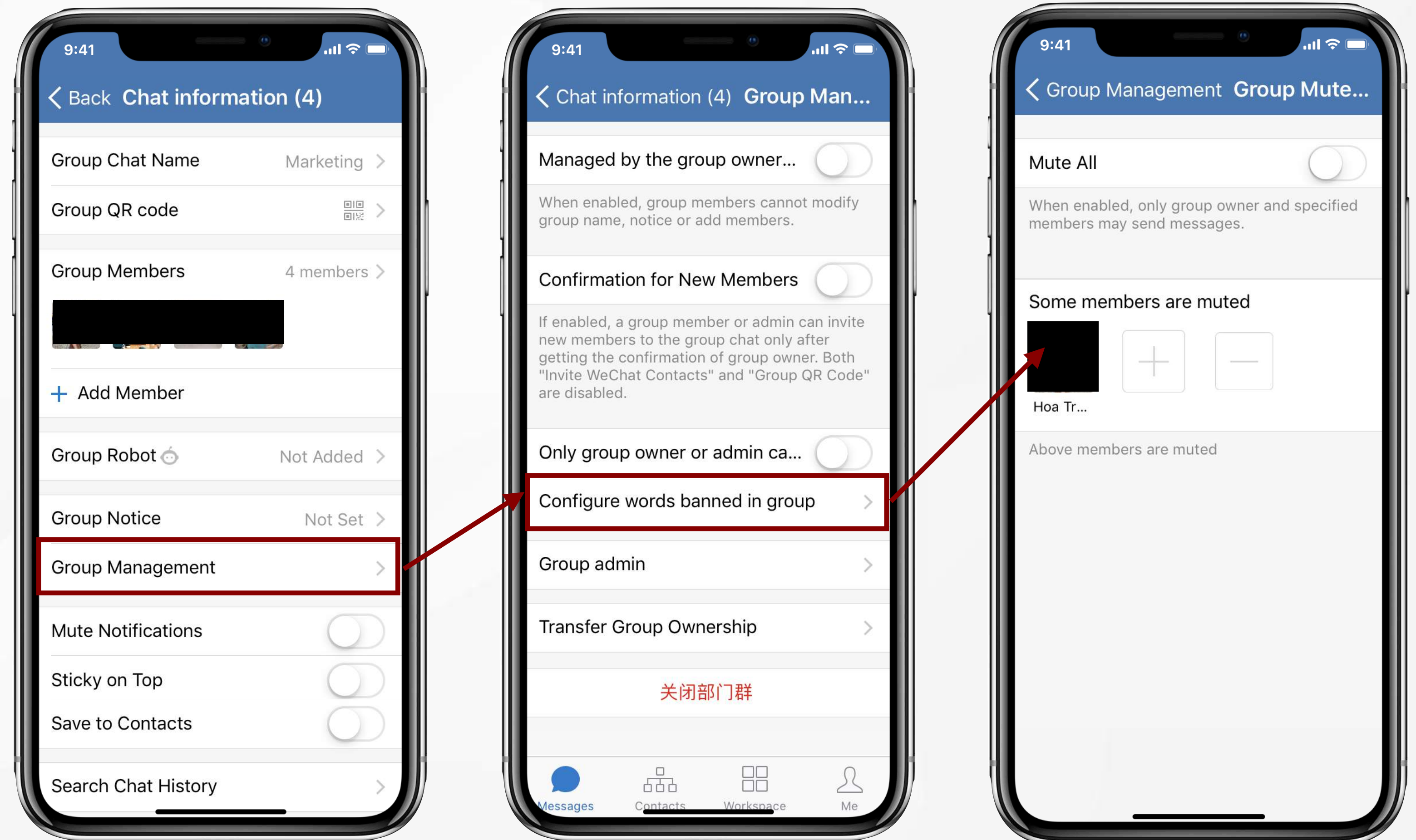
WeChat Work and WeChat Interoperability
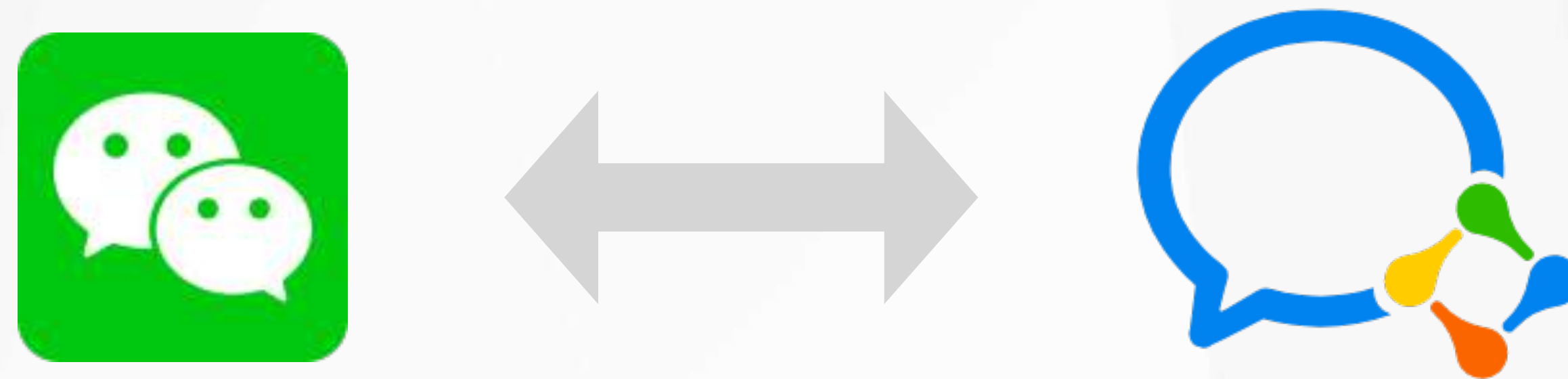
The huge power of WeChat Work is the seamless connection between WeChat users to WeChat Work users. Brands and corporations can leverage this competitive advantage to **facilitate B2B/B2C sales, CRM, customer experience and more.** This is what makes the WeChat ecosystem more superior compared to other communications platforms from Western countries such as Slack or WhatsApp.

External Communications

Contact Customer Service Tools

- Only admins and authorized members can access Contact Customers feature.
- A salesperson can add customers to WeChat Work from WeChat contacts, or share their WeChat Work QR code to customers.
- Only verified member can add customers (external contacts).
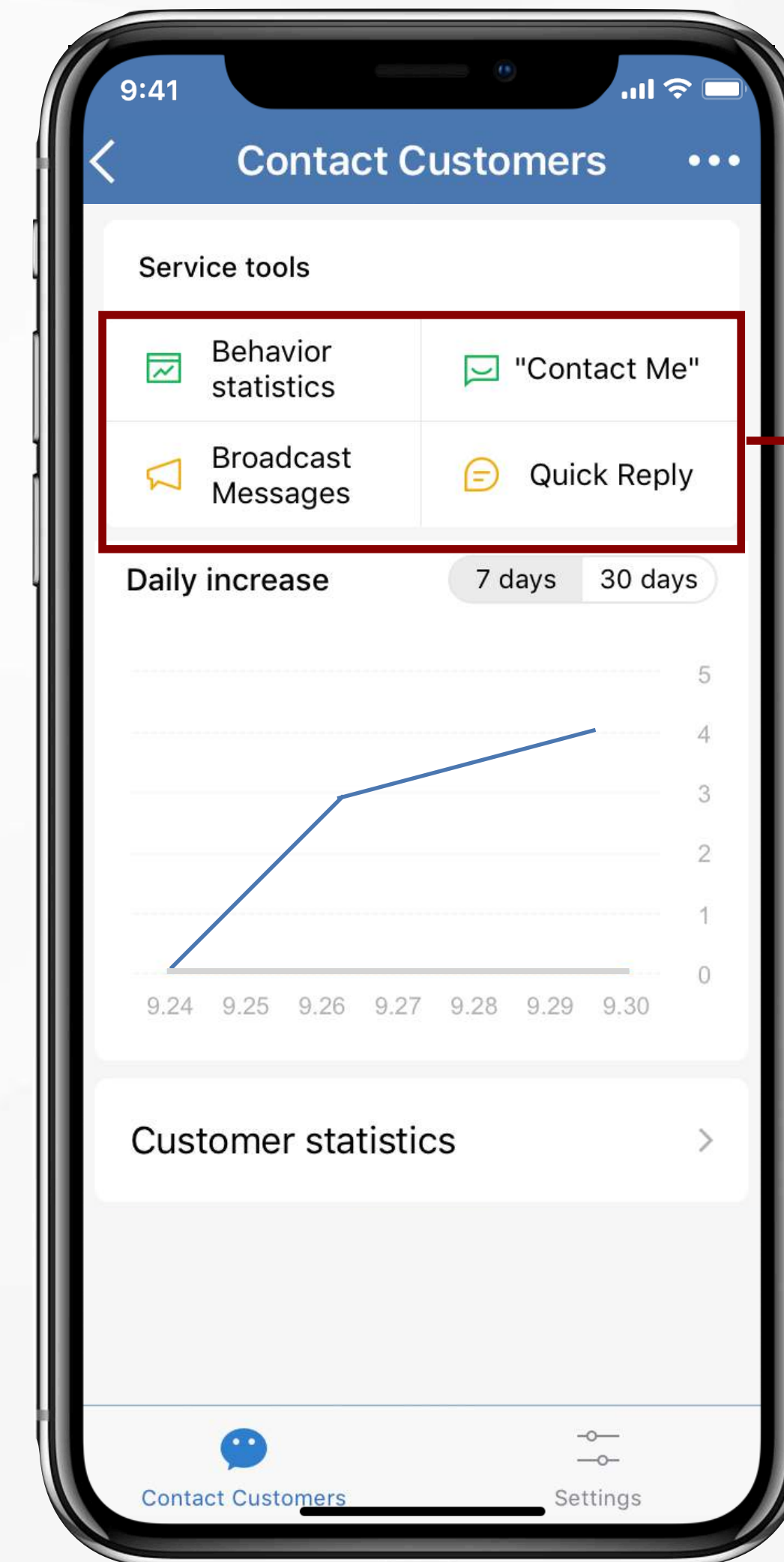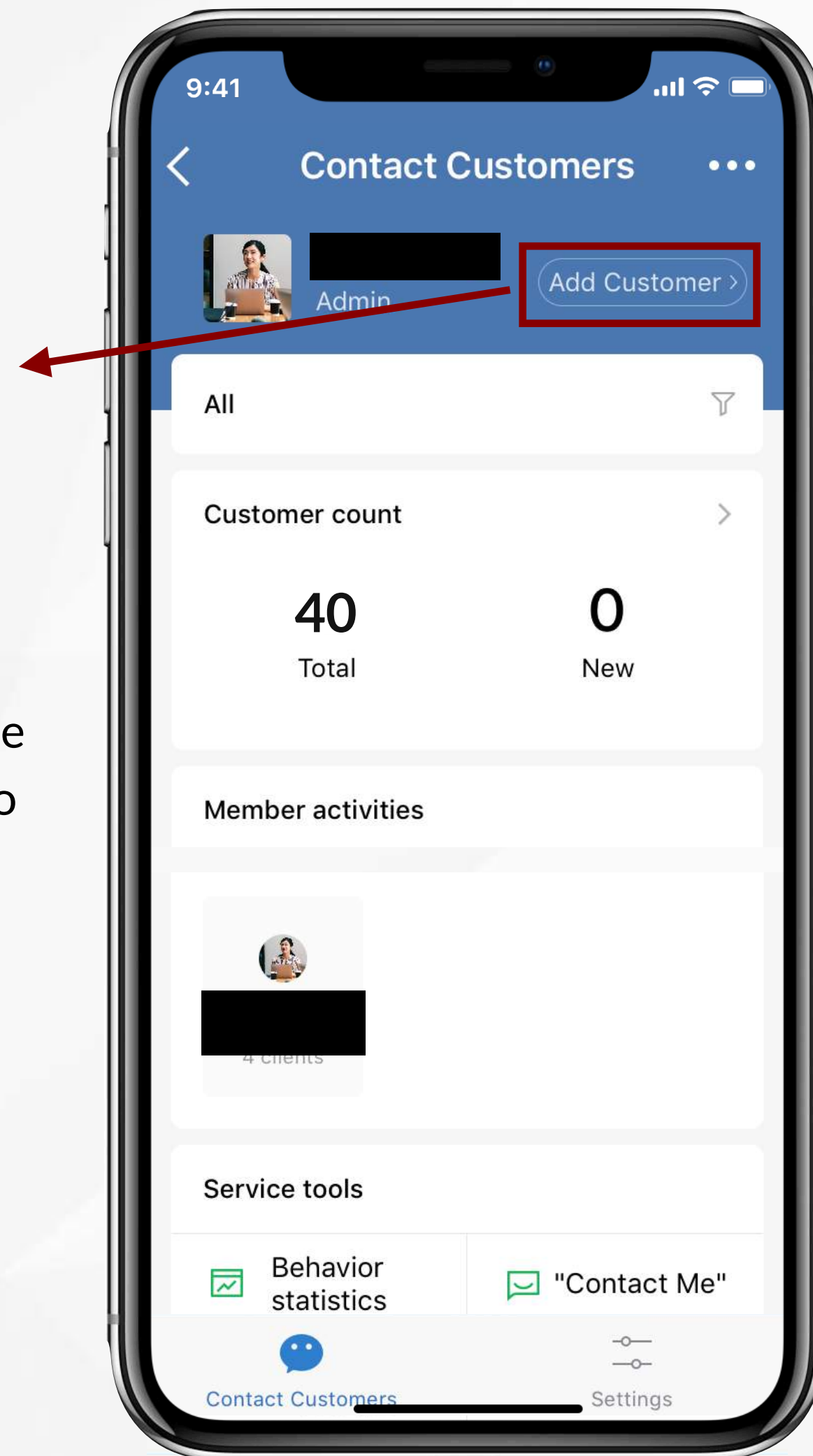
- **Behavior Statistics:** comprehensive reports of new requests, new customers added, total chats, chats replied, average time to 1st reply by each salesperson.
- **"Contact Me":** allows salespeople to share their WeChat Work QR code or embed their contact card in Mini Program/Official Account
- **Broadcast Message:** send messages to customers in bulk
- **Quick Reply:** template messages for salespeople to quickly "choose and send" instead of typing manually.

External Communications

Adding a WeChat Customer to WeChat Work

A WeChat Work
user can share her
business QR code to
a WeChat user.
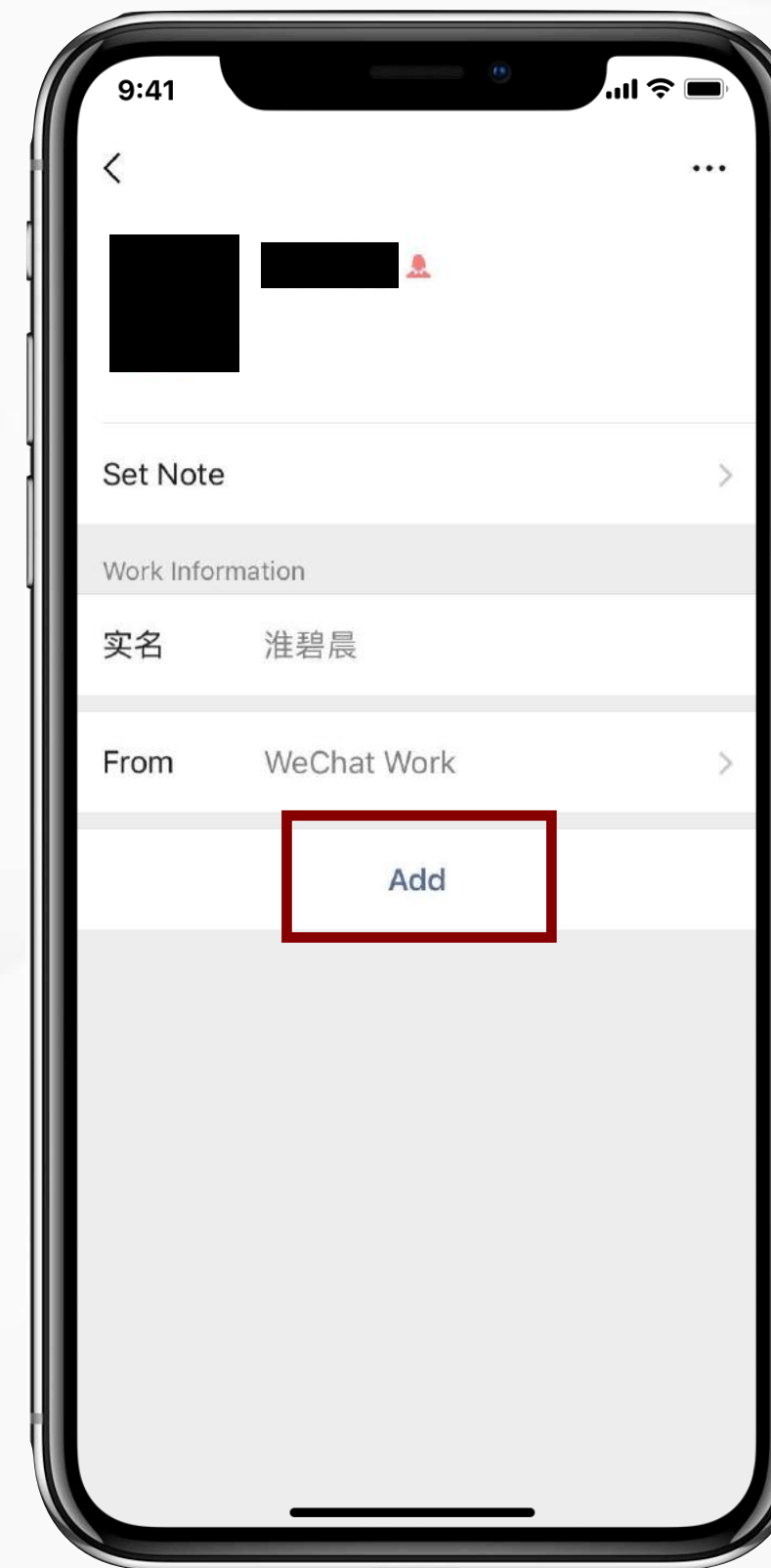
A WeChat user can scan
this QR code to add the
WeChat Work user to
her contact list.
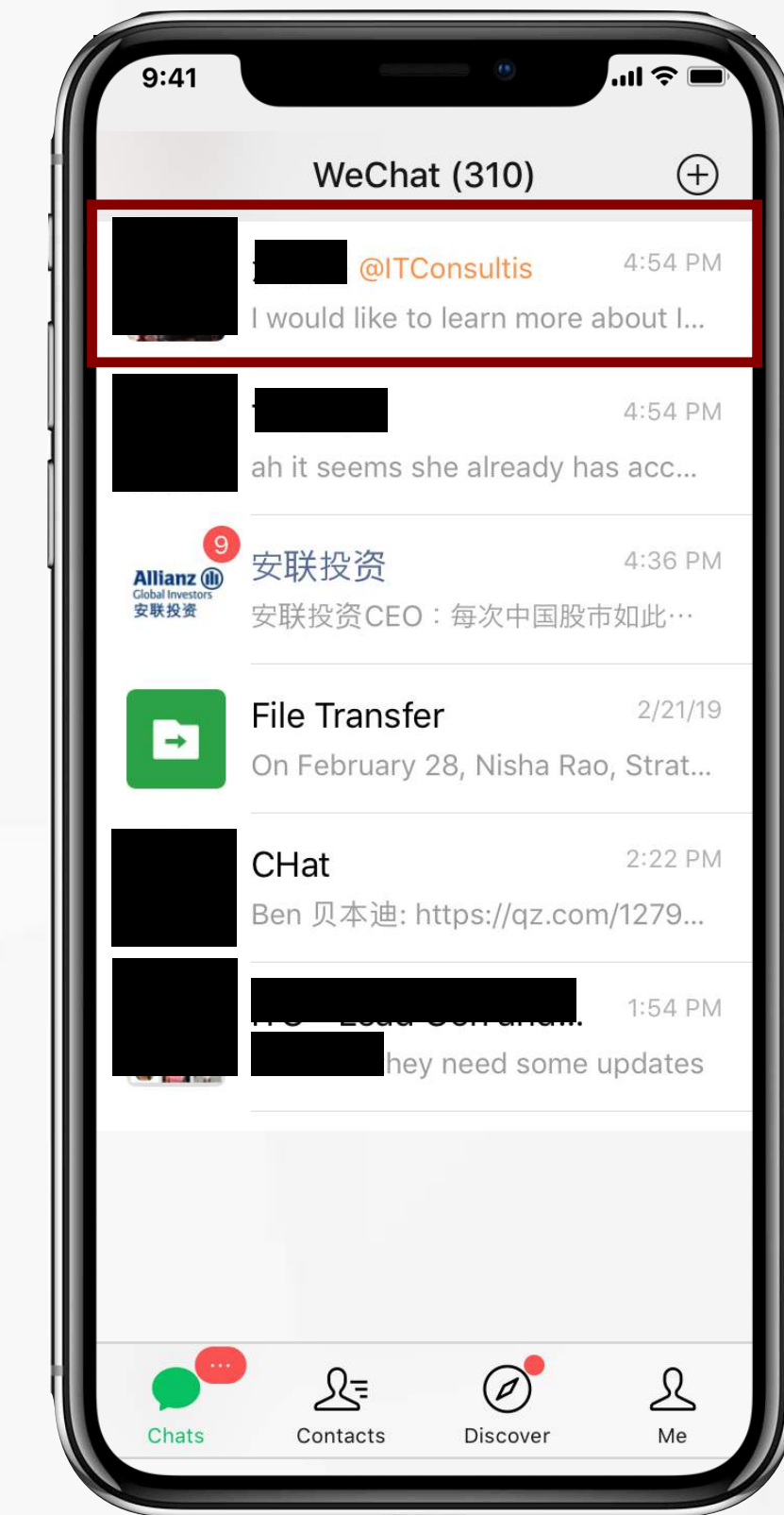
After the connection is
approved, WeChat user can
start the conversation with
WeChat Work user.

External Communications

Chatting with a WeChat User
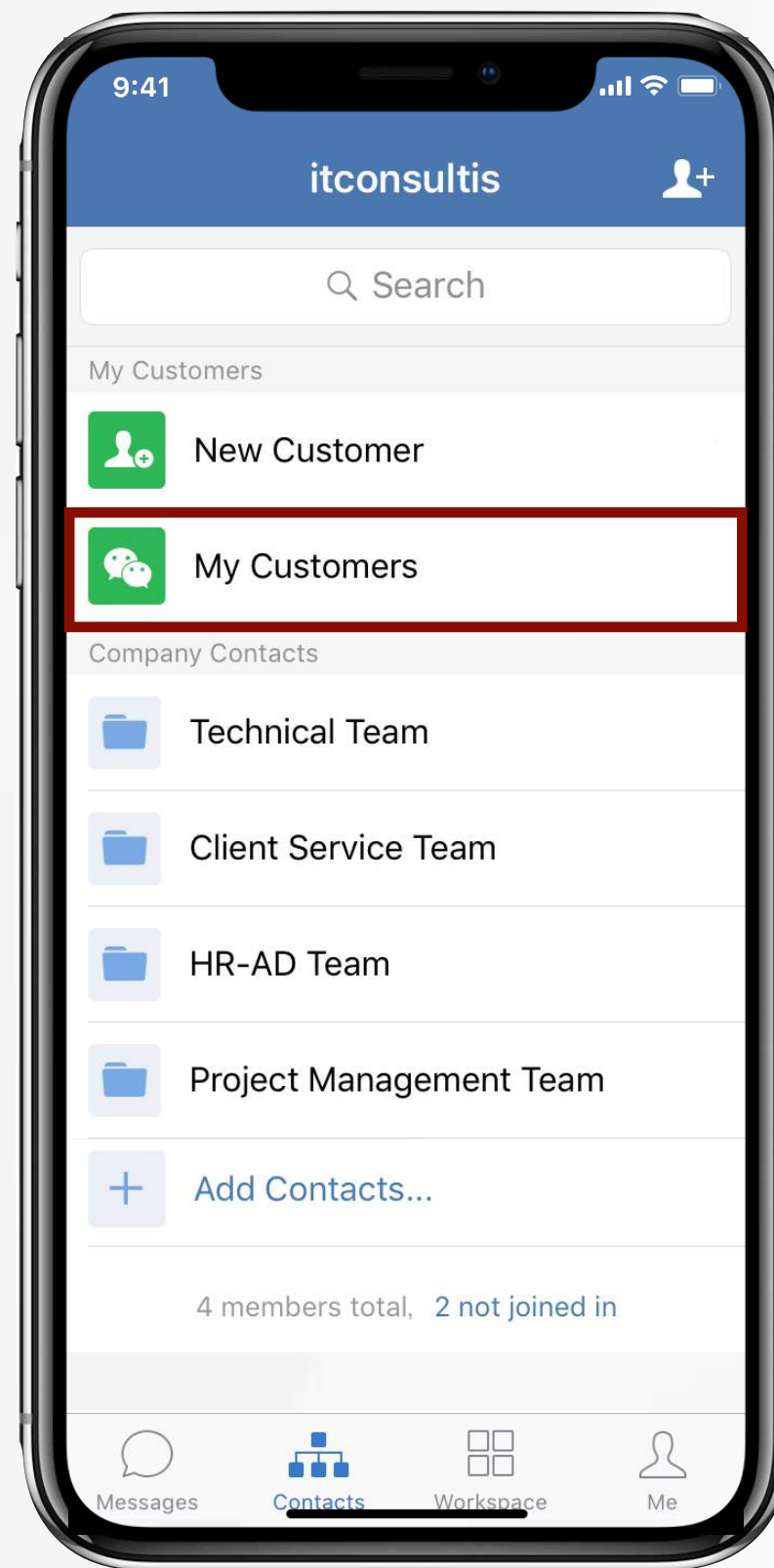
WeChat users connected to the company can be found under My Customers.

WeChat Work users can have a conversation with External Contacts directly from WeChat Work.

At the same time, the External Contacts can chat with WeChat Work users using their own WeChat.

The Power of External Communications
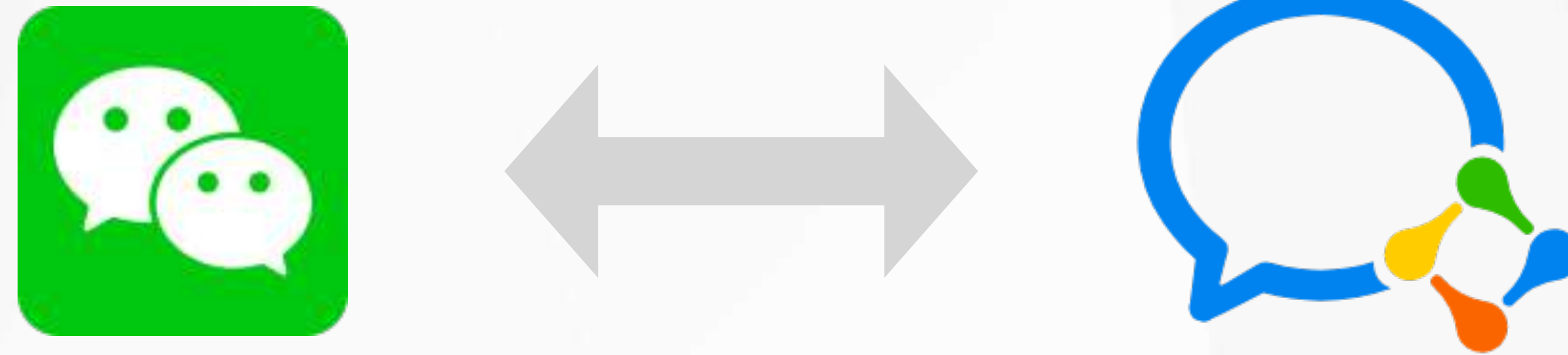
All conversations conducted by the salesperson with external contacts belong to the companies. Whenever a salesperson changes position or leaves the company, **those contacts can be handed over to another salesperson.** On top of that, salespeople can be connected to a social CRM platform to better understand and tailor the offers to the client needs.

External Communications

Reassigning Customers to New Salesperson
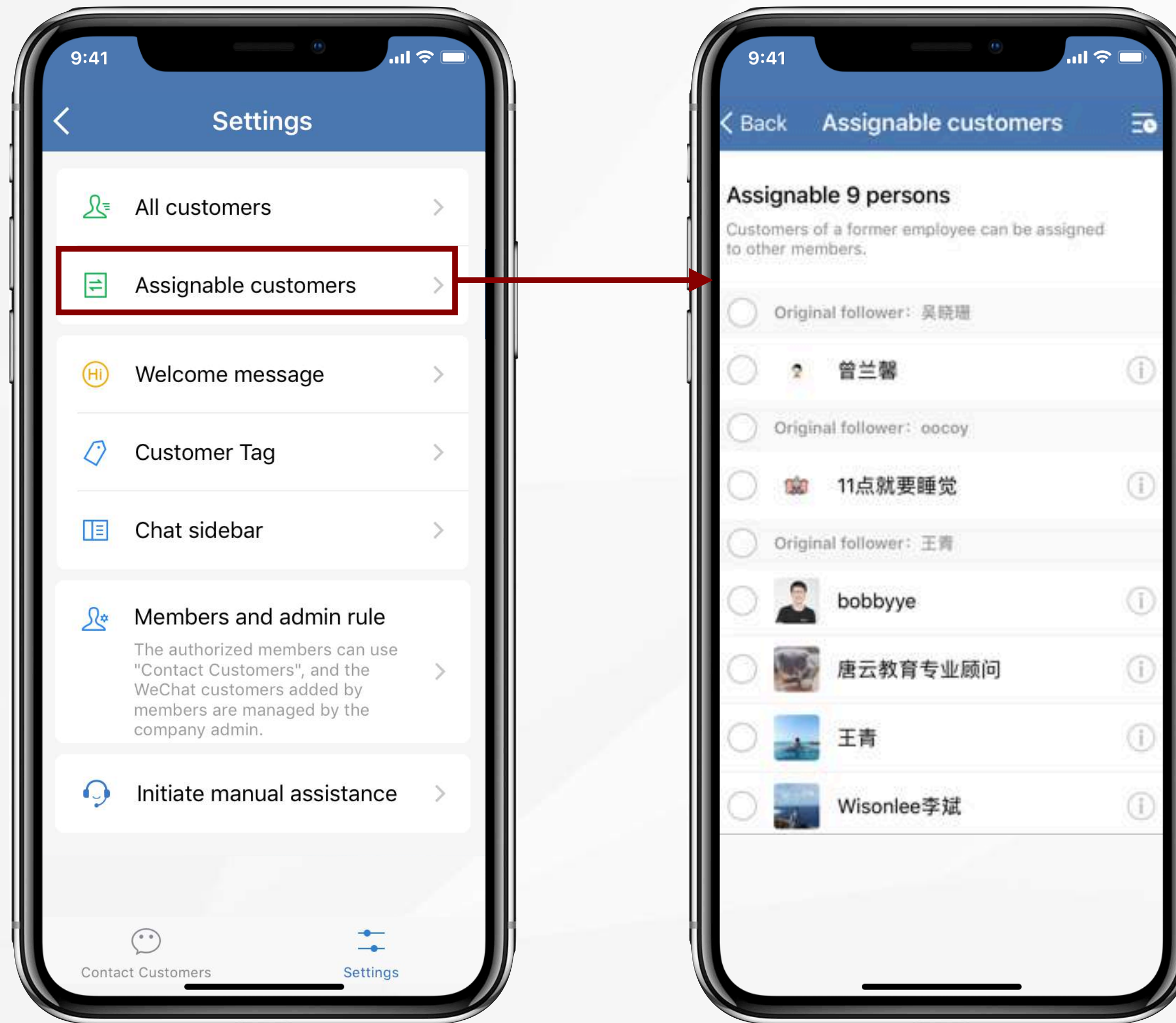
- Under the Settings, admins and users with permissions can access the list of All customers and Assignable customers.
- Assignable customers are customers of former employees who are not taken care by any person. Admins can reassign those customers to a new salesperson.

External Communications

Setting Tags to Segment Customers
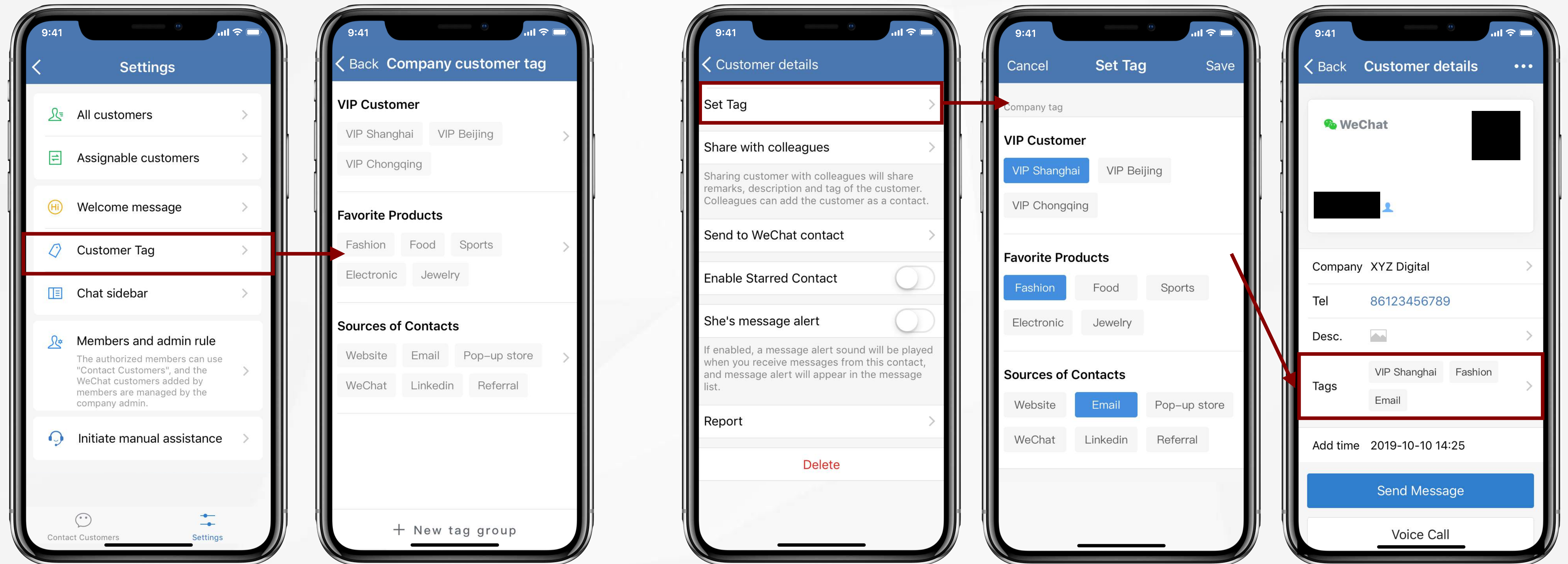
Users can create different tag groups and tags to segment the customers, for example, gender, location, professional, preferences, sources, etc.

Users can set different tags to their assigned customers and also use those tags to filter the customers when needed.

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External Communications

Managing Admins' and Members' Permissions
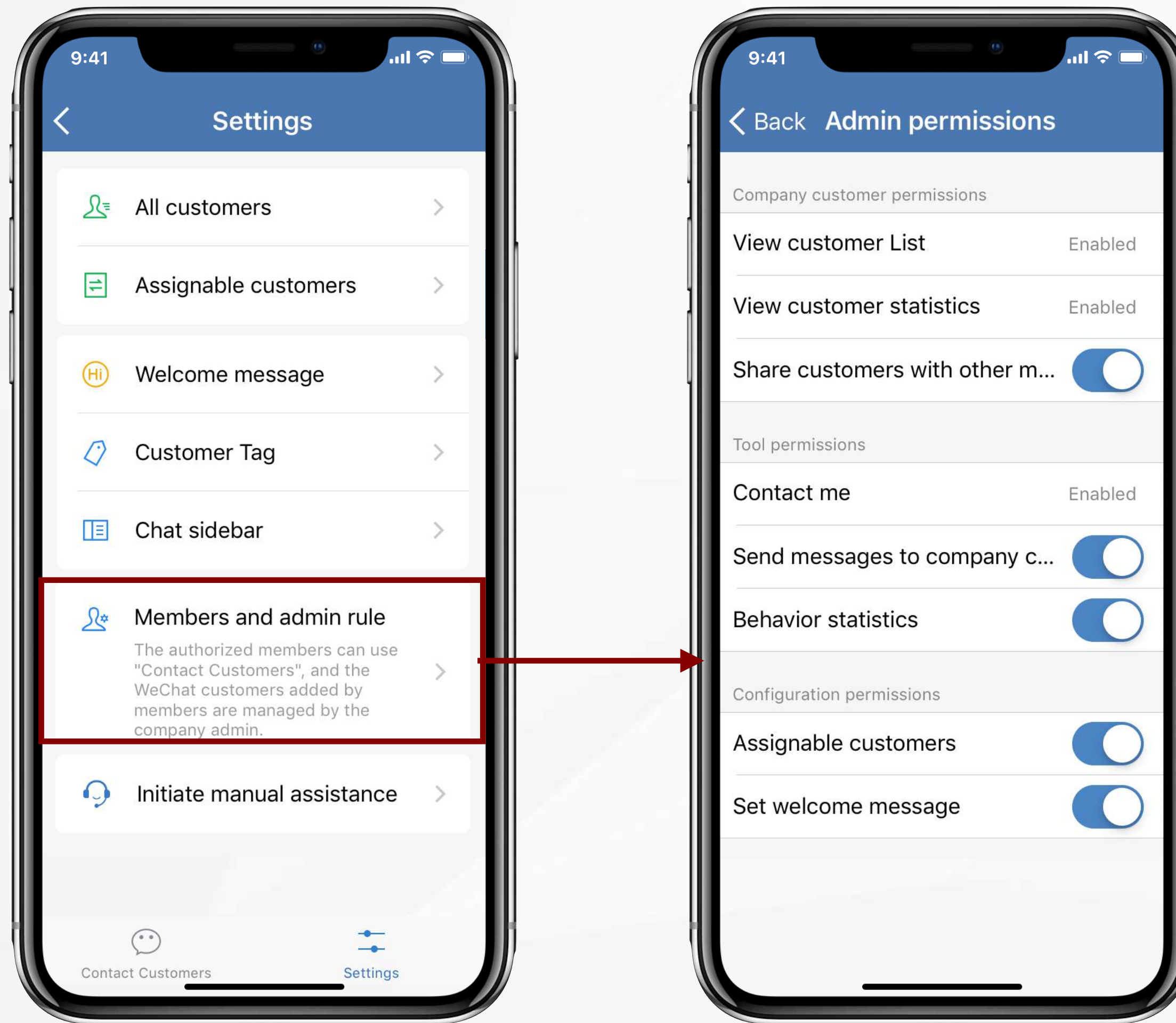
- Only admins and authorized members can access the Contact Customers feature.
- Admin users can set specific rules to sales group and assign an owner to manage customers added by the salespeople within that group.

Security Management
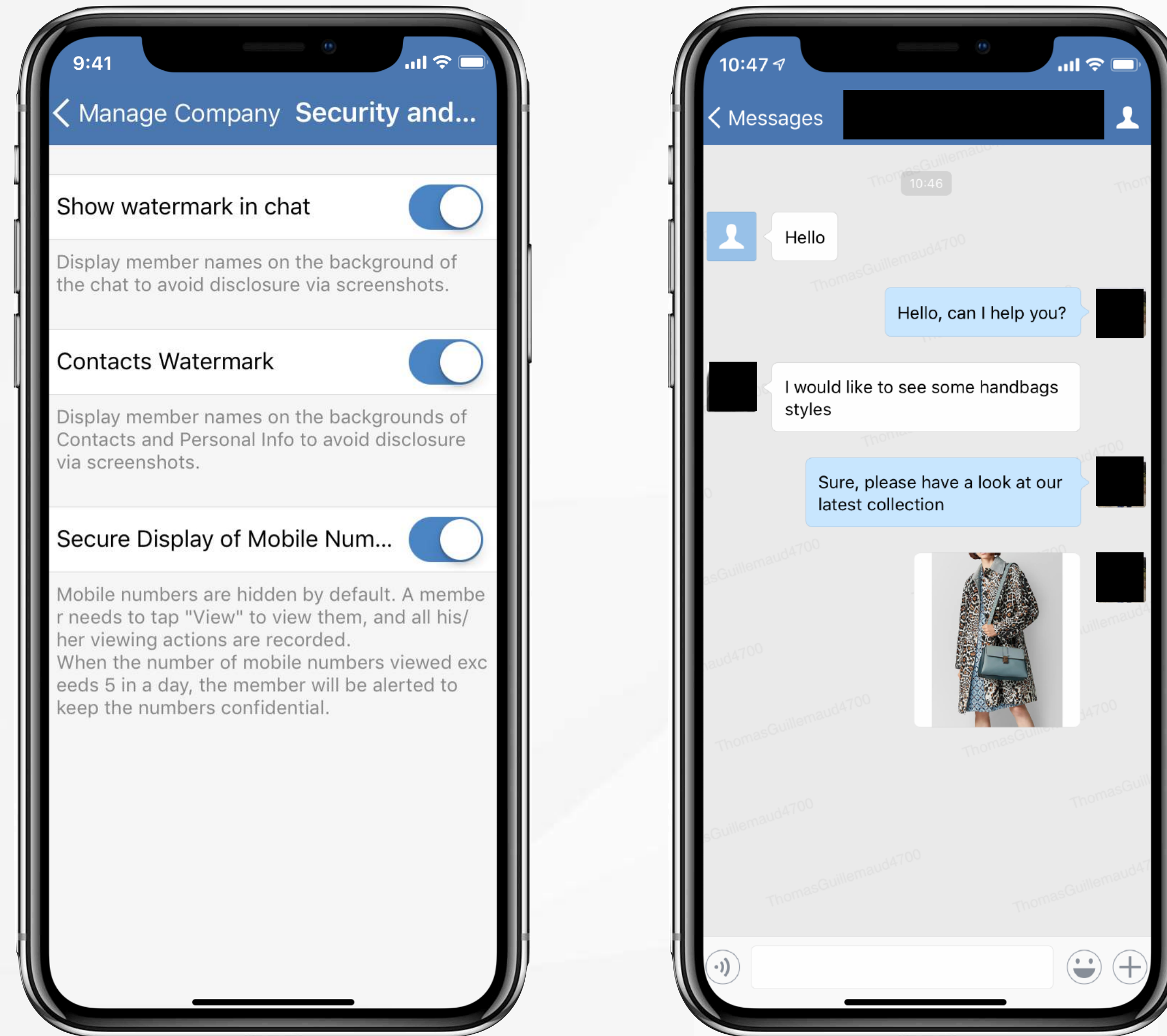
- Using WeChat Work, companies can protect their sensitive information better by enabling the watermark feature.
- After this feature is enabled, any screenshots of internal and external chats will be watermarked with the user name and the last 4 digits of that user's mobile phone number.
- This feature will discourage employees from taking screenshots of sensitive information, which can lead to information disclosure.

WeChat Work Workspace

Out-of-the-box Features

The Workspace section provides the company with out-of-the-box dedicated tools to ease many daily business procedures:

- **Punch in/out:** managing employees' starting and ending working time.
- **Approvals:** for employees to apply for leaves, vacations, reimbursements, etc.
- **Reports:** ready-made templates for submitting reports
- **Announcement:** for admins to publish company announcements
- **File Disk:** uploading and sharing essential material with your team
- **Forum:** for employees to post topics for internal discussion
- **Enterprise Mail:** sync with employees business emails
- **Third-party Apps**: ready to be added from the App store
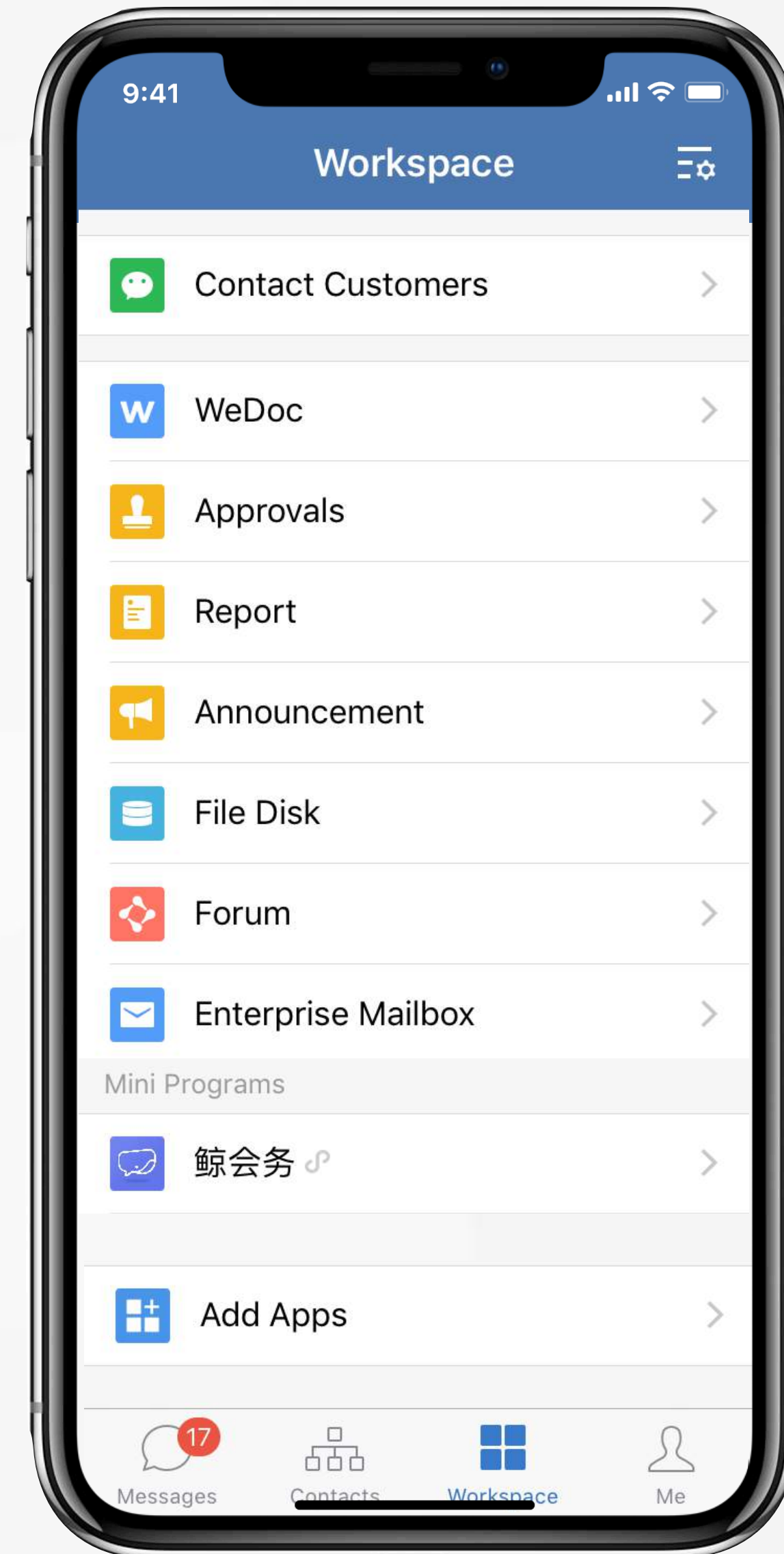
WeChat Work Workspace

Third-party Apps

Collaboration

CRM

Human Resources

Internal Processes

Corporate Services

Electronic Contracts

Mobile Office

Company's Culture

Training

Supply Management

Financial Operations

Mini Programs
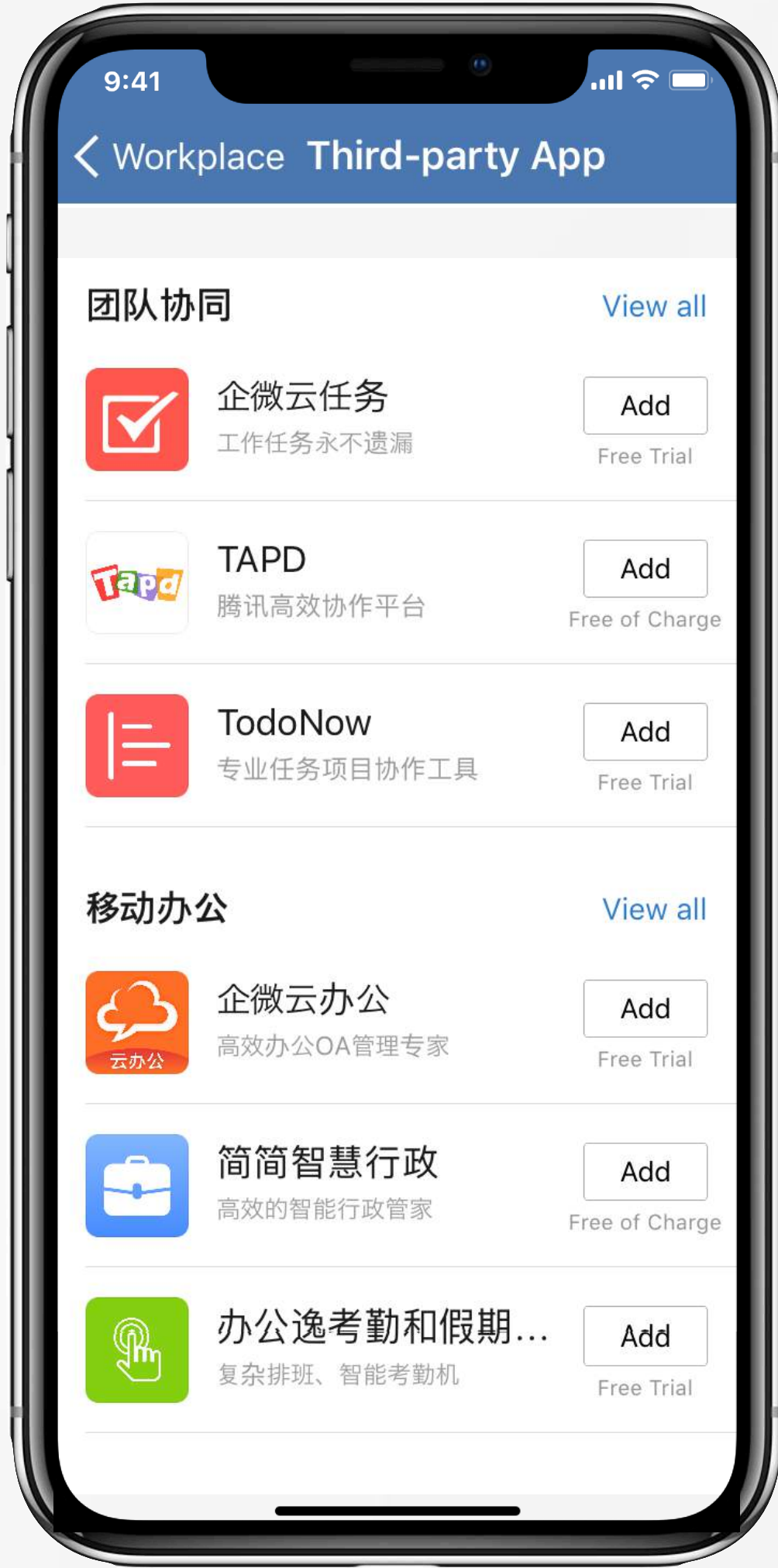
Benefits of Out-of-the-Box Features

✓ Provide a robust and mobile solution to acquire and maintain relationship with customers

✓ Great interoperability between WeChat Work and WeChat

✓ Communicate and manage your team effectively and securely

✓ Multiple third party apps - you can use your favorite apps conveniently within WeChat Work

02
CREATING YOUR WECHAT WORK ECOSYSTEM

WeChat Work's potential goes way beyond communicating: it provides you with the tools to consolidate all of your business operations inside the platform and build your own ecosystem. There are two different ways to do so: The first entails building in-house digital assets within the borders of the app through user-facing components, the second one consists of bringing your current tools together through API connections to optimize your operations in the back-end.

Aurelien Rigart

Vice President and Co-founder
IT Consultis

"

Two Ways To Build Your Own Ecosystem

There are two main approaches to building your own ecosystem and connect multiple tools together in WeChat Work.

1

User-Facing Components

The first approach is building in-house digital assets within the borders of the app through **front-end assets.** This works similarly, to a certain extent, to building Mini Programs and H5s in WeChat.

2

API Connections

The second approach is using **APIs to connect** your external tools with WeChat Work to optimize your operations in the back-end. APIs may not be visible to the normal users, but they are a powerful means of consolidating all your operations together.

1 User-Facing Components: Applications & Mini Programs
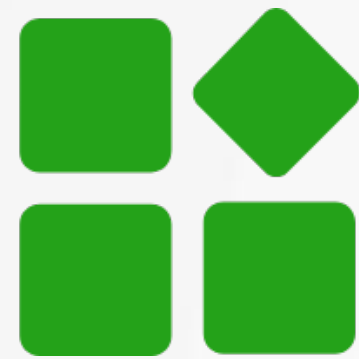
Applications

- They can be built quite easily from the admin's section.
- The functionalities and interface are very similar to a WeChat Official Account.
- The main difference is that they are private tools, built to serve your internal needs and available to your teammates only.

Mini Programs

- WeChat Work Mini Programs offer similar capabilities to regular Mini Programs, but have more business-related features since they are used mostly within your workspace.
- Mini Programs need to be developed and approved on WeChat public platform and then linked to your workspace using the admin console.

How To Add Applications and Mini Programs
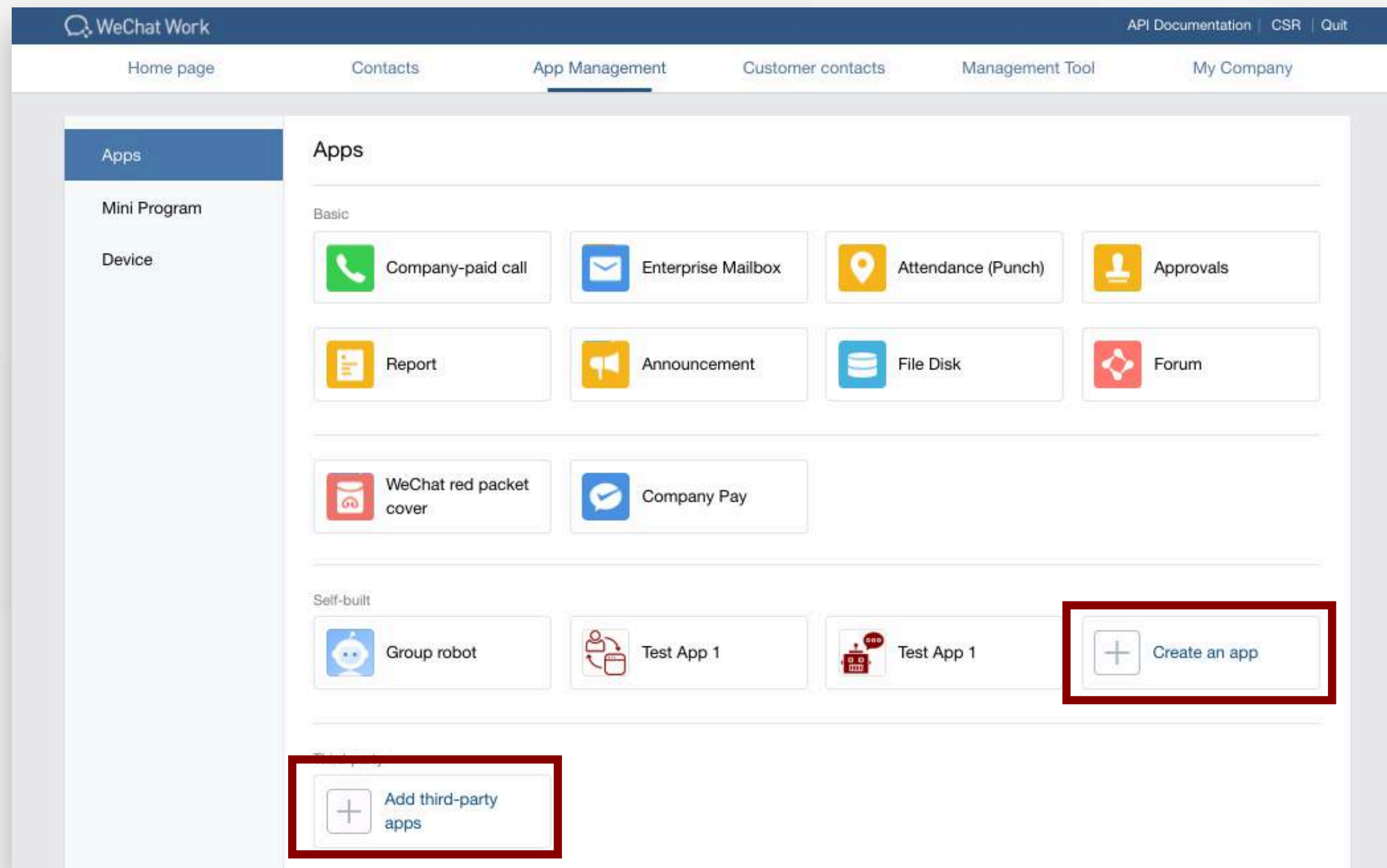
In App Management, the Admin can add adjust settings to the basic apps, create a new app or add third-party apps.
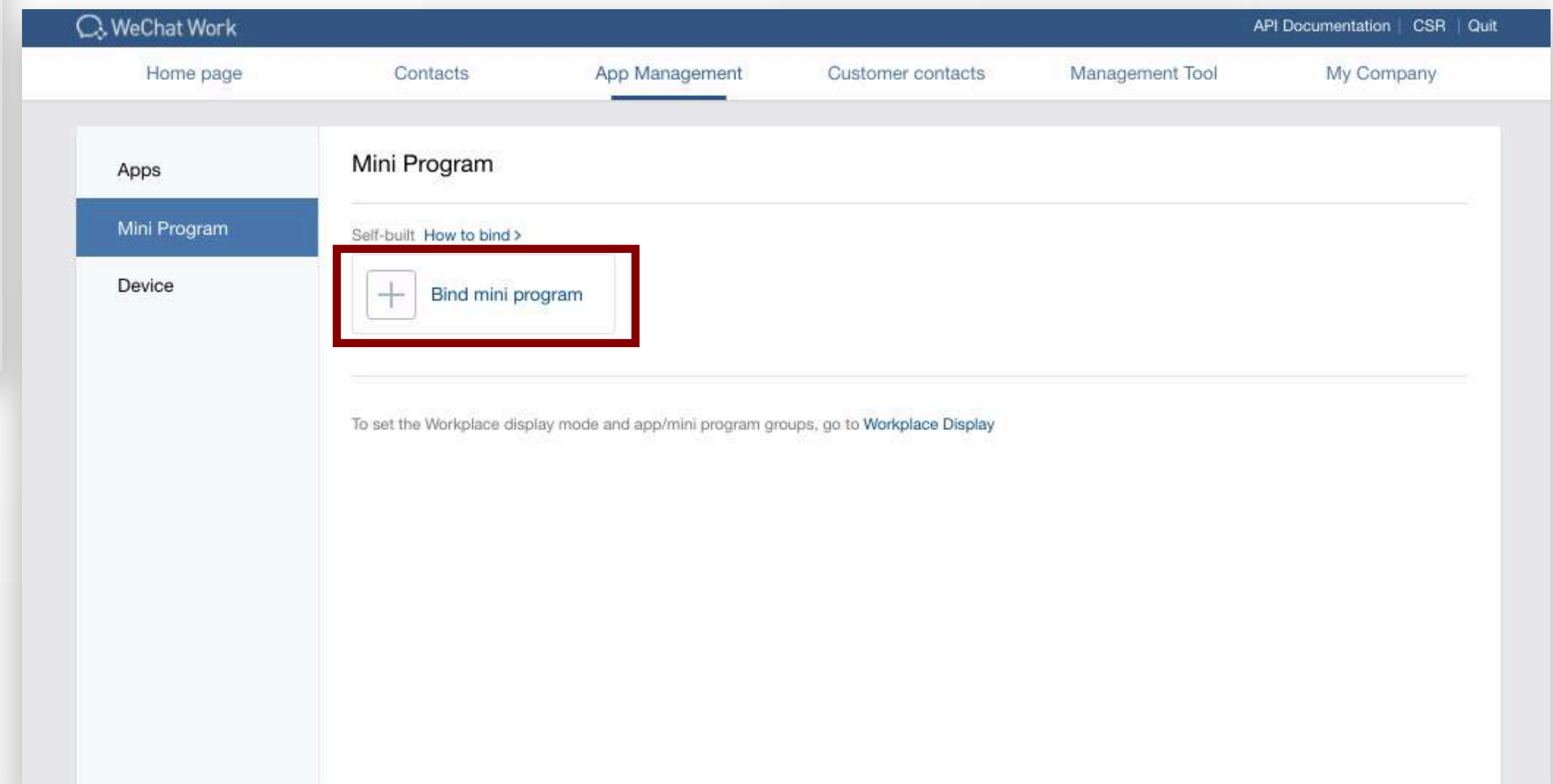
The Admin can also bind Mini Programs from the WeChat Official Account to WeChat Work. Only Mini Programs that are approved on WeChat platform can be bound.

How Customized Apps & Mini Programs Are Shown in the Workspace

- After being added to the WeChat Work back-end, Customized Apps and Mini Programs will appear in separate lists under the Workspace tab.
- Only users who are set in the visible range of an App/Mini Program can see that App/ Mini Program.
- There is one main difference between the two types of front-end assets: Mini programs can be shared easily to external contacts that you have brought onto WeChat Work while applications are only visible to your internal contacts.
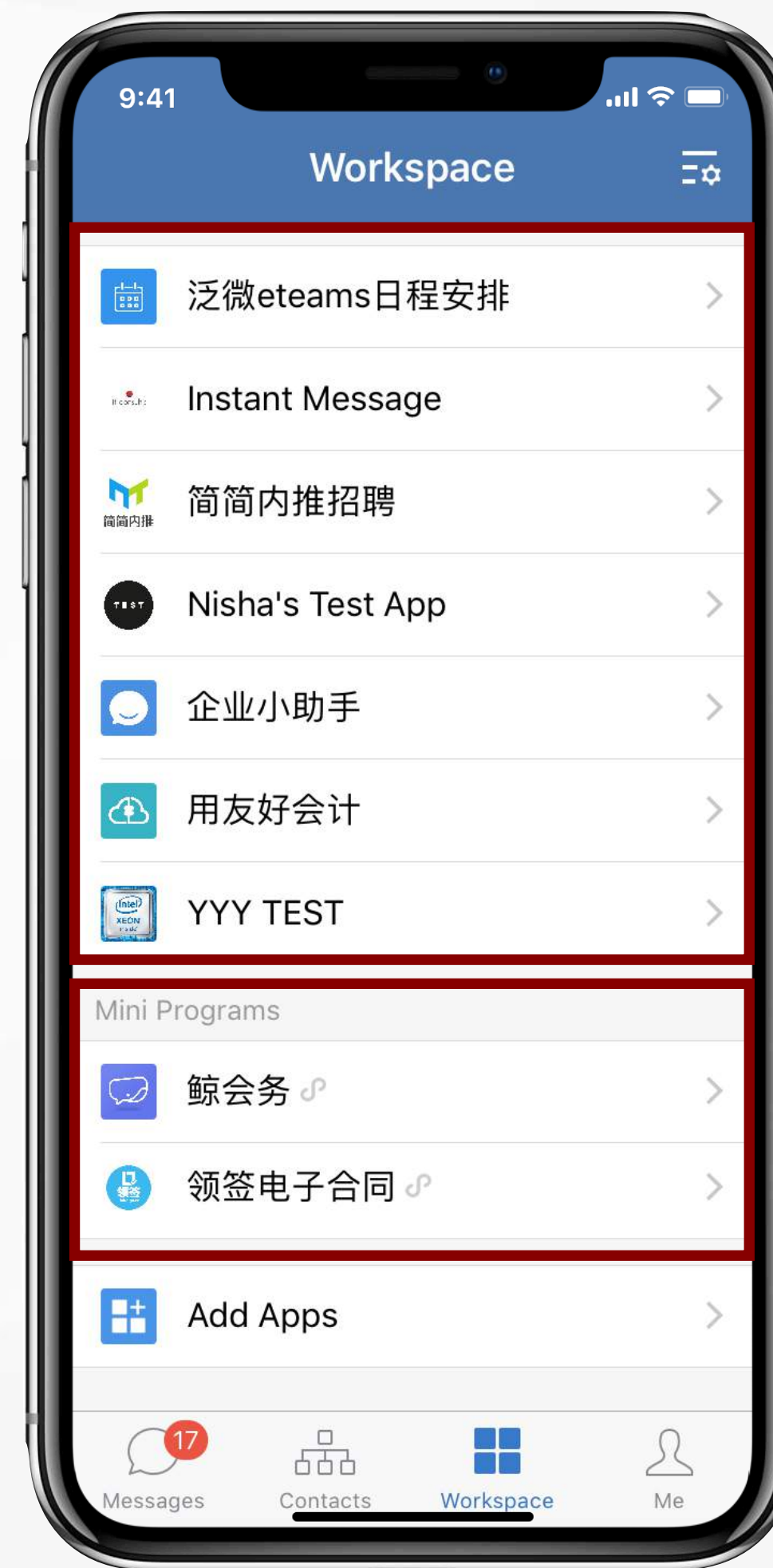
Customized Apps

Mini Programs

Where Can User-Facing Components Bring Value?

1 User-facing components provide you out-of-the-box tools at the service of all your team.

2 Upon adding user-facing components, the Admin can easily grant access to specific departments and employees, and remove the access when necessary.

3 All user-facing components can be gathered under the Workspace tab, providing your team a portal to carry out all their tasks conveniently.

2 API Connections

WeChat Work APIs Include:

Address book management
External contact management
Message push
Application management
Corporate payment
Material management
Authentication
OA data
Electronic invoice

- API (Application Programming Interface) is **an intermediary** that enables two software ends to communicate.
- API connections result in **more streamlined and optimized business operations and a clearer alignment between all the teams involved**, with different tools and software able to "communicate" and exchange information automatically.
- WeChat Work has its own set of APIs which **unleash the full potential of the app** and turn it into a one-stop-shop for all of your business operations.

Where Can APIs Bring the Most Value?

1 Consolidating all information among your departments under one platform

2 Clearly showing the stage of each project and the accountability of all the teams involved

3 Establishing trustworthy connections with your clients and drive more retail sales

WeChat Work empowers retail brands to harness the full WeChat ecosystem, and equips salespeople with the essential tools to connect with customers directly and provide personalized customer experiences. Increasingly because of the scale of business in China, leveraging tools and technology to expand the efficiency and automate the delivery of high level customer experiences is essential to win in the market.

Aaron Chang
Founder and CEO
JINGDigital

03
LEVERAGING WECHAT WORK ACROSS DIFFERENT DEPARTMENTS

Enhance Your Business Operations by Customizing WeChat Work

Similar to how WeChat Official Accounts and Mini programs are leveraged in thousands of different ways, there are infinite methods to use WeChat Work - how they differ will be based on your type of company, size, internal structure, goals, etc. **Surely it can bring clear benefits to multiple departments, from finance, going through security, landing on human resources.**

In the next parts, we want to show you some of the most significant ones to give you an idea on **how WeChat Work can enhance your business operations by the department, and give you inspiration for your own customized implementation.**

The Real Game-Changer

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Customer Acquisition

Social Selling

Clienteling

B2C Sales

Lead Generation and Nurturing

Account Management

B2B Sales

Payments Management

Electronic Invoice Management

Finance

Recruitment

Training

Employees Management

Human Resource

WeChat Work Authentication

Security

Procurements

Daily Transactions

Operations

Create your tailor-made digital business environment by connecting external tools.

By connecting external tools through APIs, companies can build a central hub for different business functionalities: **finance, sales, human resource, operations and security.** Communications within one department and across departments becomes more streamlined.

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RETAIL SALES

Leverage WeChat Work in Retail Sales

WeChat Work can be applied in 3 sub-functions of Retail Sales department:

Customer Acquisition

Customer acquisition is the process of bringing new customers or clients to business, as well as retaining customers. Major channels in retail sales include paid search, SEO/organic search, affiliate marketing, social media and more. Building online connections with customers is the main challenge for the traditional retailers in the age of e-commerce.

Social Selling

Social selling is a lead-generation technique where salespeople leverage social networks to directly interact with the right prospects. The process includes building trusted relationships, understanding and nurturing sales prospects, and ultimately achieving sales goals.

Clienteling

Clienteling is a technique adopted by salespeople to build sincere and long-term relationships with key customers. This relationship building process includes collecting omni-channel data about customers' preferences, behaviors and purchases using marketing and sales technology. The purpose is to provide personalized customer service and improve customer loyalty.

Leverage WeChat Work in Retail Sales
- Customer Acquisition

PAIN POINTS

HOW WECHAT WORK SOLVE IT

Due to the soaring customer acquisition cost on major platforms, companies are struggling with their traditional online customer acquisition strategies. On one hand, customers lack motivation to make connection with salespeople and thus the company cannot have a unified view of offline customers and their online identity. On the other hand, for these connected customers, company has limited control of salespeople's personal relationship with customers, which would lead to lost customers when there is salesperson turnover. Also salespeople are using personal accounts to connect, which would deteriorate company image.

By connecting with customers on WeChat Work, company can control and manage customers centrally, for example, customer acquisition progress overview and customers reassignment in case of staff turnover. With integrated customer insights, the company is able to provide personalized and seamless omni-channel customer experiences. Customers can receive timely and personalized experiences from the salespeople without repetitive communications across purchasing channels. On top of this you remain in the habit of the customer which is WeChat for any sort of communication

Customer Acquisition on WeChat Work

Connect
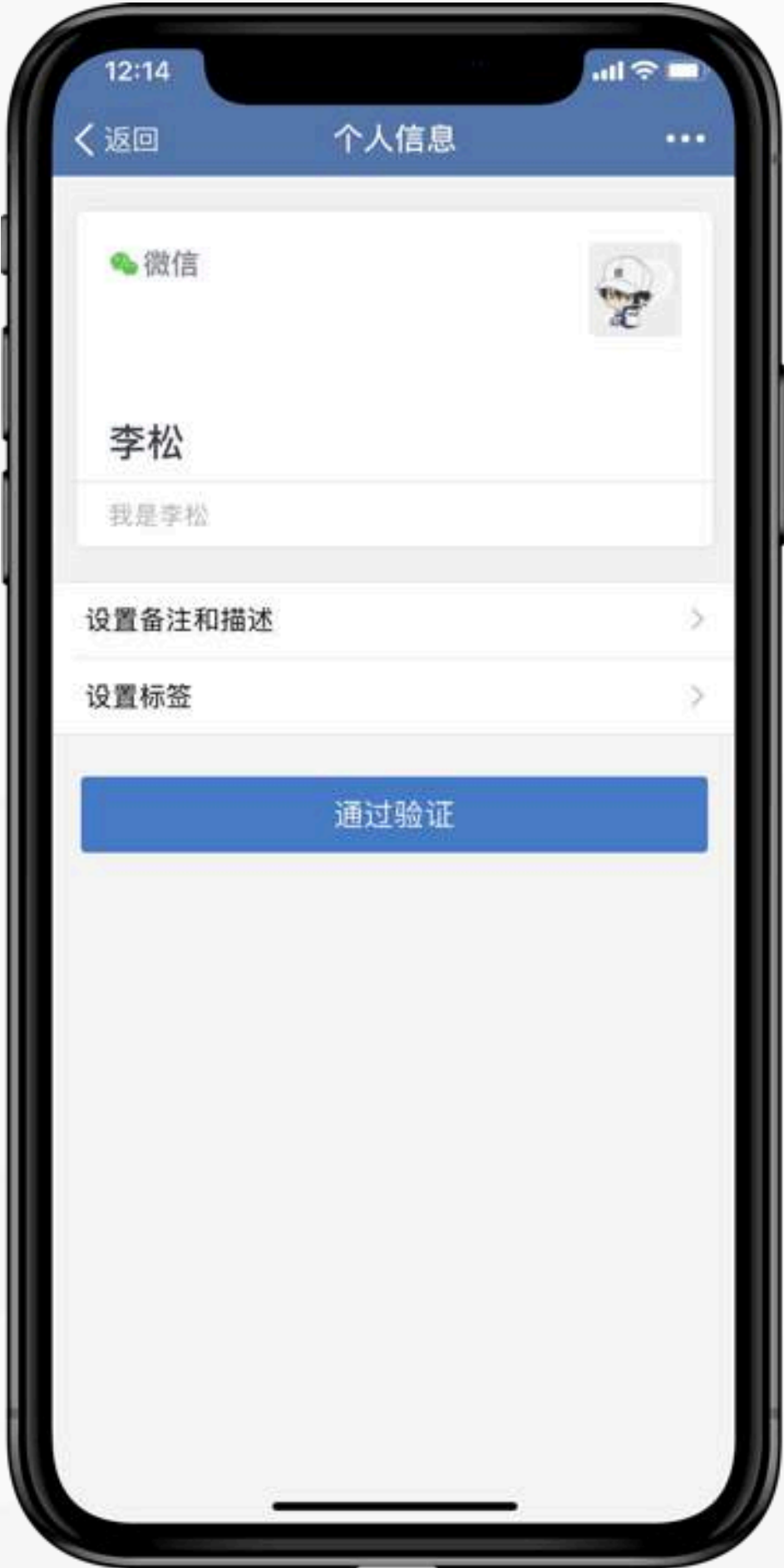
Scan to Add Contacts

Contact List

Customer Profile

Leverage WeChat Work in Retail Sales - Social Selling

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PAIN POINTS

Although salespeople build personal connections with customers, customer data is scattered in different databases and salespeople need to spend extra time collecting customer information to initiate meaningful engagements. During the selling process, salespeople have to prepare content about brand's latest campaigns and marketing events, since these materials are not readily available on mobile platforms. On companies' perspective, the communications is not controlled. Therefore, the return of communication efforts and other insights for future planning is unknown.

HOW WECHAT WORK SOLVE IT

Companies can extend store hour and enable full team selling by equipping individual salesperson with a mobile sales technology. Also the social selling process is controlled by the company for branding and future planning purposes. Salespeople are able to convert customers better by engaging with the right prospects at the right time with behavior tracking. And customers can shop with confidence, where salespeople are identified with company names and titles.

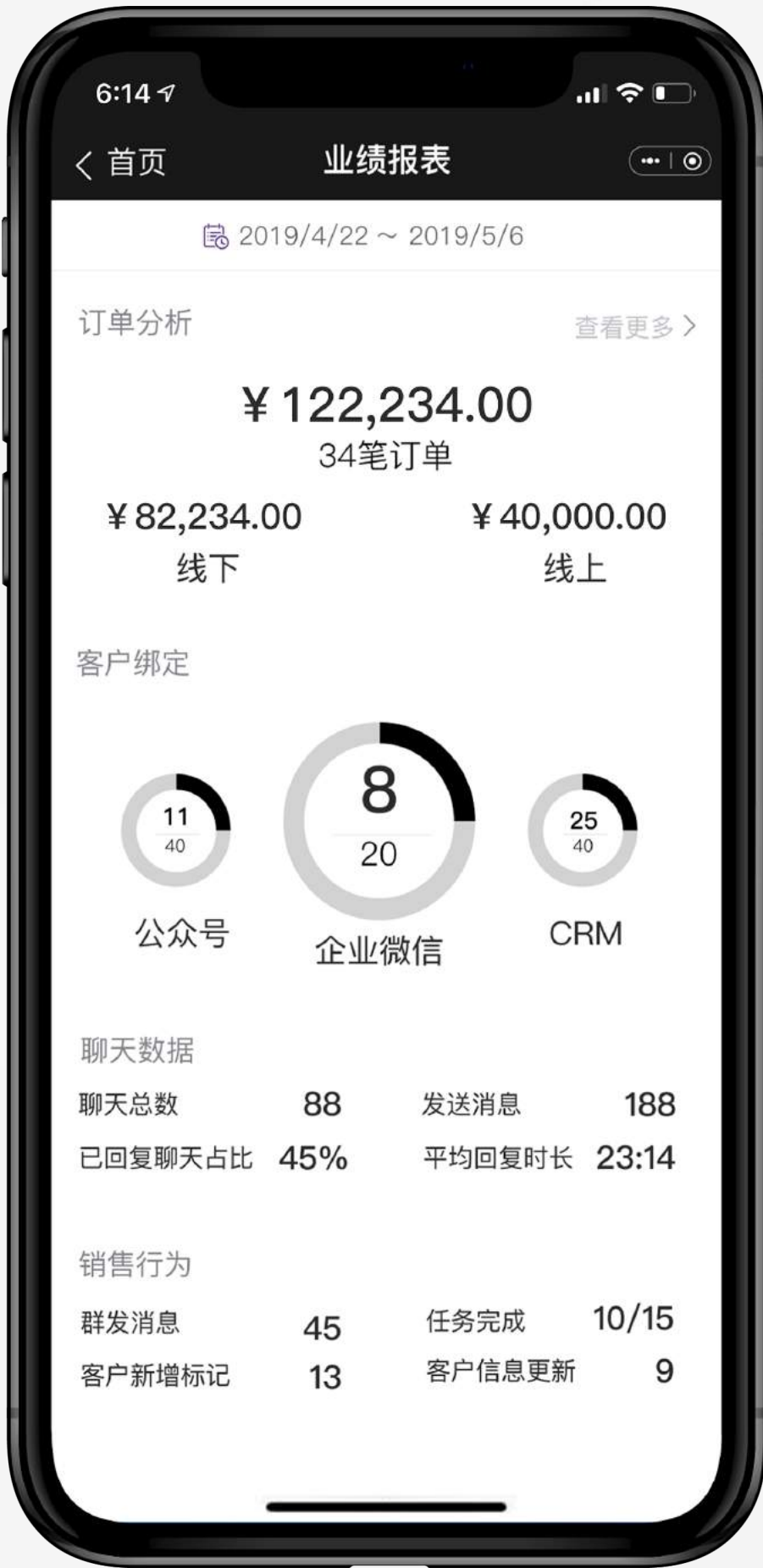# Social Selling on WeChat Work
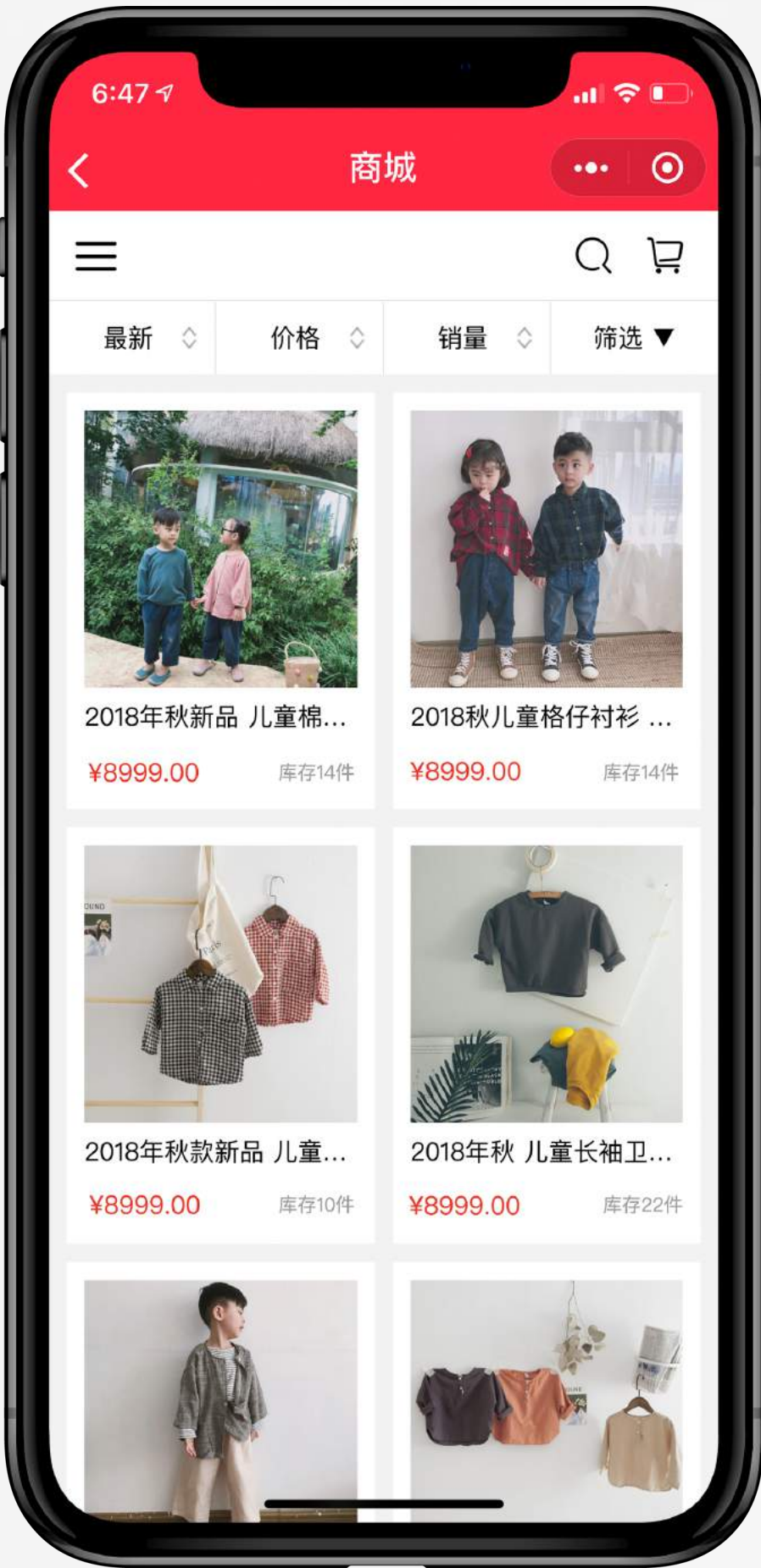
EC Platform

Share Products**

Track Behavior**

Identify Hot Prospects**

View KPI**

**Requires a Third-Party App

Leverage WeChat Work in Retail Sales - Clienteling

PAIN POINTS

Key customers are the most loyal group that brings the most revenue to the company. However, companies cannot always match these customers' offline identities with online presence. Customers and salespeople need to spend extra time to know each other when switching to a different salesperson or a new sales channel. Also, salespeople use personal accounts to connect, where personal transactions are not guaranteed by the company and customers might receive unofficial info that is inconsistent with the branding. Thus, customers experience inconsistent services and shopping experiences across purchase channels, which leads to increased customer churn rate.

HOW WECHAT WORK SOLVE IT

By connecting key customers on WeChat Work, companies can manage clienteling process and ensure that the highest customer service quality are delivered. Salespeople can communicate consistently to build long-term relationships with the key customers.

Clienteling on WeChat Work
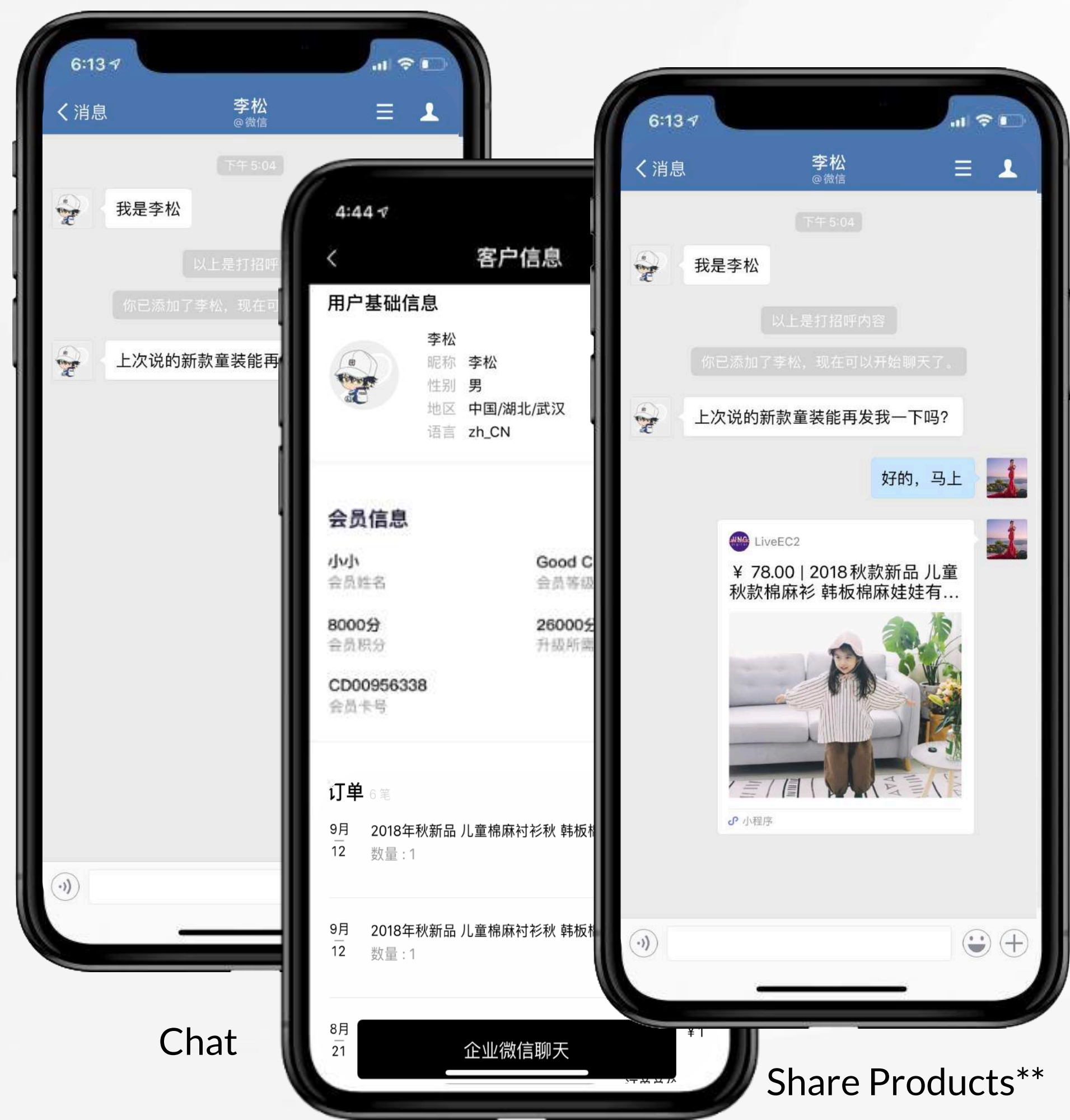
Chat

View Omni-Channel
Customer Profile**

Share Products**
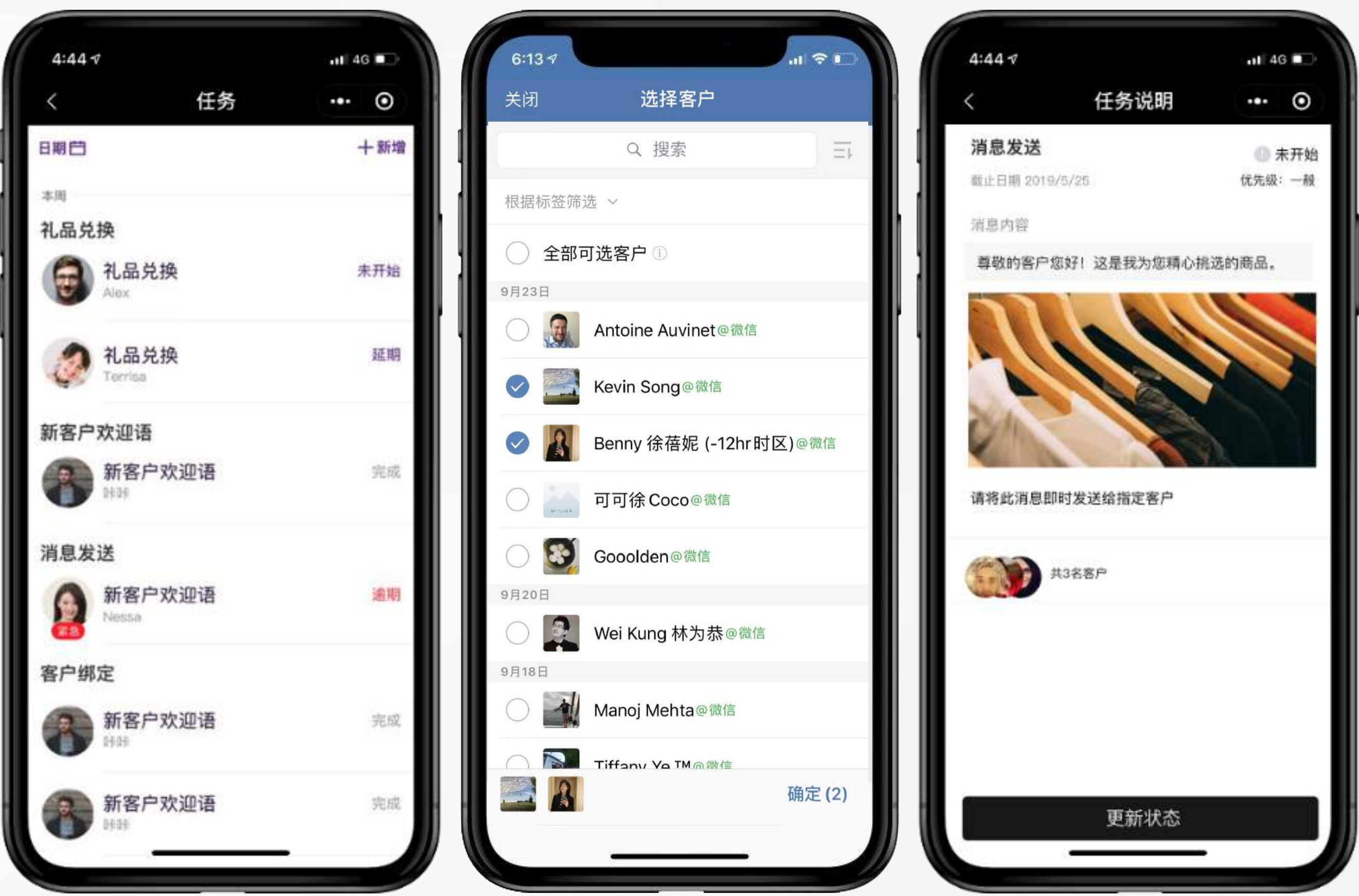
Tasks**

Group Chat Helper

Enterprises Group Chat

**Requires a Third-Party App

43

FINANCE

Leverage WeChat Work in Finance

WeChat Work can be applied in 2 sub-functions of Finance department:

Payment Management

Payment management refers to the process of synchronizing the ERP or finance management software with WeChat Work to manage the monetary transactions received from the clients or paid to the vendors, and coordinate effectively with the other involved departments.

E-Invoice

Finance department can connect WeChat Work with one of the electronic invoice service providers cooperated with WeChat to submit the invoice inquiries and receive reimbursement from WeChat Work app.

Leverage WeChat Work in Finance

PAIN POINTS

You have won a project but are waiting to receive a downpayment to break ground. Your financial team is not sure of when the down payment will be issued. Your project management team is not informed on whether or not it can take on the work. Your business developer has a different take on the situation. The result: your finance team is going from person to person, endlessly asking the same question only to be redirected to the same people over and over again. Has this ever happened to you?

HOW WECHAT WORK SOLVE IT

WeChat Work can serve as a catalyst to convey all the updates from every department and simultaneously inform all the parts involved.

The different steps and tasks of a project would benefit from a smoother transition and shorter loading times. Every department involved in a project can learn more about the latest stage of a project from a centralized platform, with no space for misunderstanding. This solution has every single team member contribute exactly when they have the power to act. The time and money saved are astounding.

Taking a step back, it is easy to imagine how this centralized approach could benefit more than just your financial department. The biggest win would be to gather clean data which would describe more accurately your financial health.

Receiving Payments - What the Current Process Looks Like

Without WeChat Work, Finance team needs to go to each team to check the payment status.

ERP needs to be updated manually.

Finance team: Why the payment is pending?

Project management team: The client doesn't know the payment methods.

Operation team: We have shared the payment methods. It should have been paid.

Sales: We need to push them again.
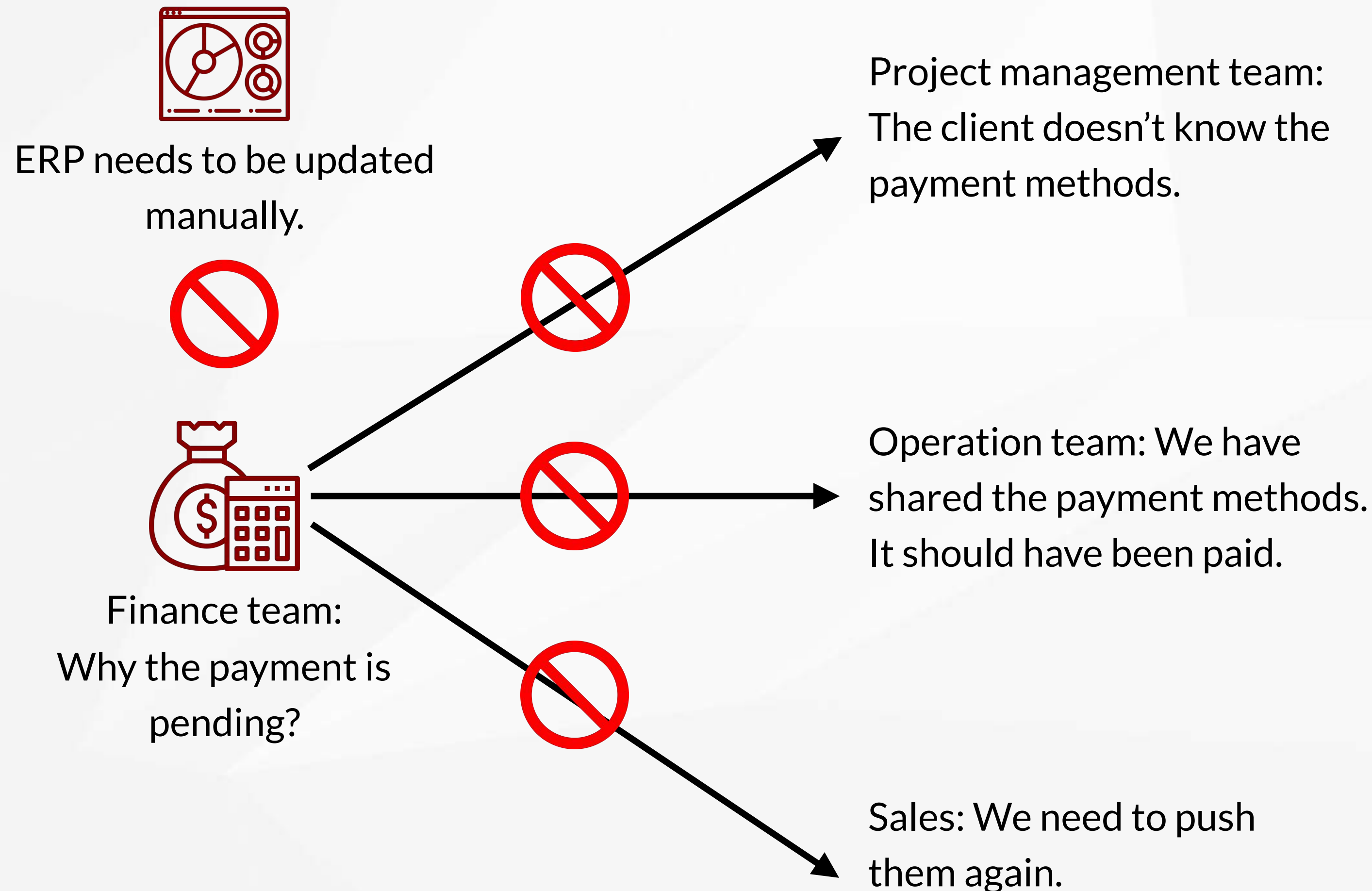
Receiving Payments - How WeChat Work Helps

With WeChat Work, each team can share real-time information about payments through the platform. Finance team can go to WeChat Work and be aware of every step.

Project management team shares information on the project status.

Sales team updates on payment milestones.

Operation team shares status on communication with the client.

Finance team is aware of every step.

ERP is synchronized.

SECURITY
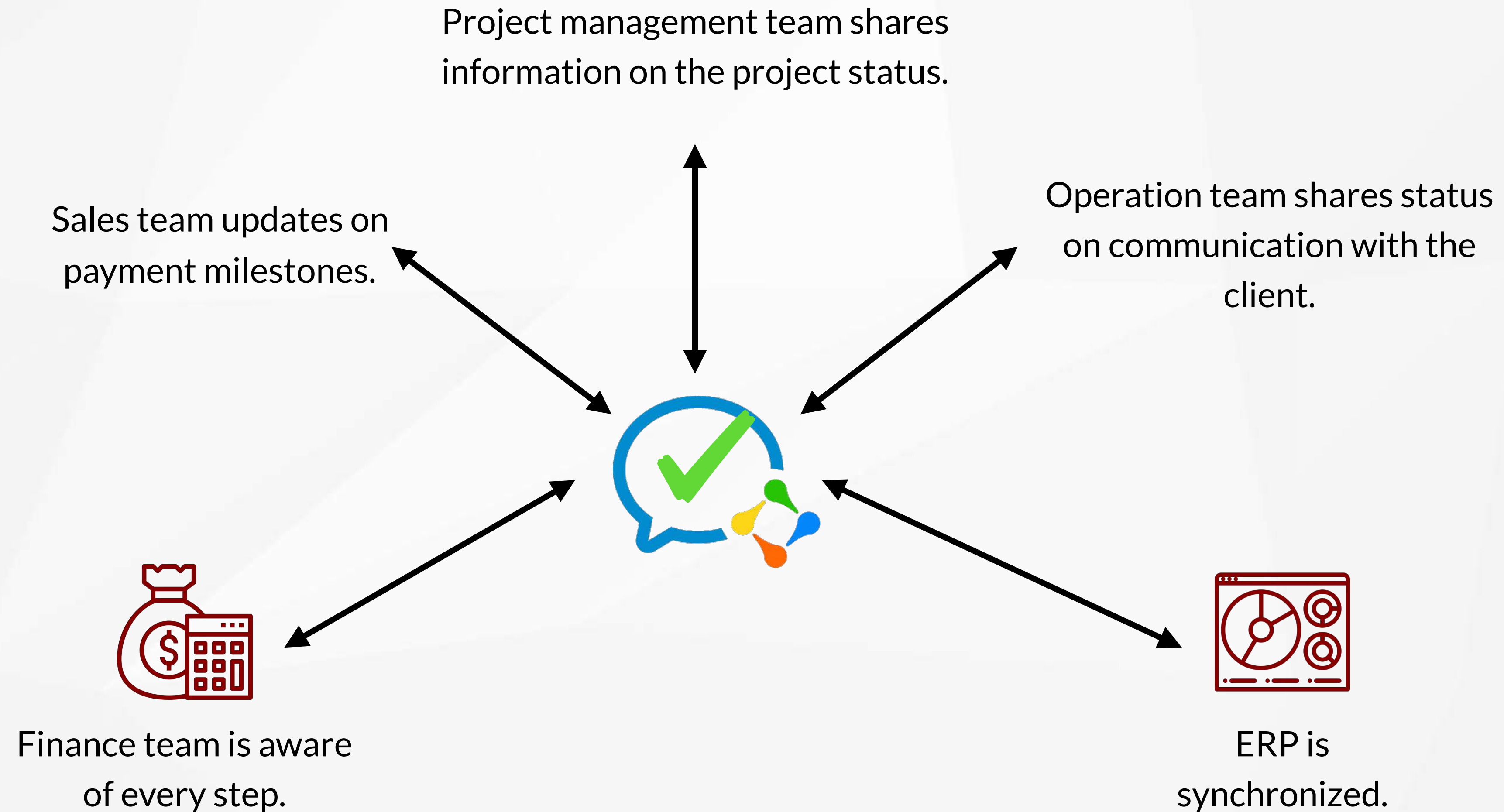
Leverage WeChat Work in Security

WeChat Work can be applied in 2 sub-functions of Security department:

Single Sign-on Authentication

Single Sign-on (SSO) is a system that enables users to securely authenticate with many digital assets such as websites, apps, Mini Programs with just only one set of credentials (in this case, WeChat Work credentials are used).

Set Visible Range for Apps and Mini Programs

When installing Apps and Mini Programs in WeChat Work, the admin can limit the permission by setting visible range, meaning that only the users in visible range can have access to those digital assets.

Leverage WeChat Work in Security
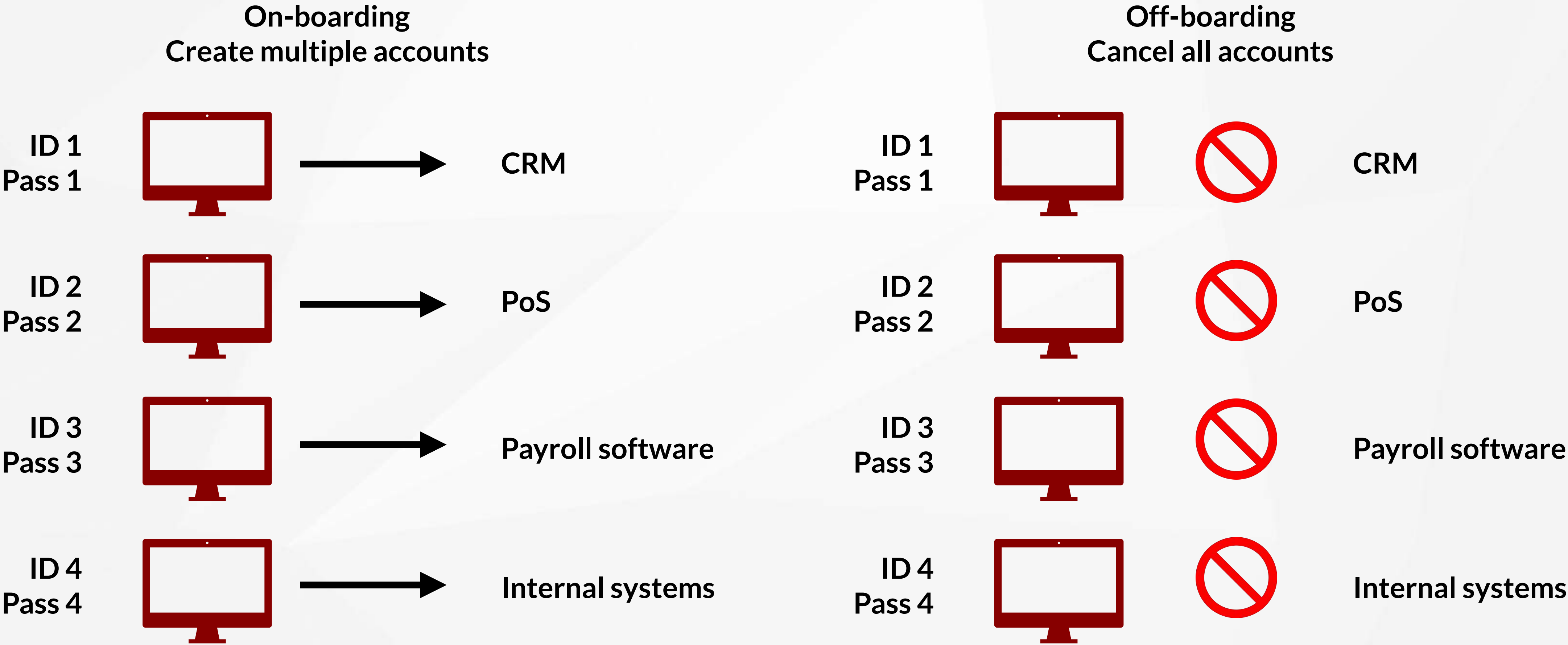
PAIN POINTS

Dealing with the leak of sensitive information today is a major source of concern for any company, to the point that even the risks associated with letting a team member go cannot be underestimated. Very often when people leave your company they bring data, information, even clients with them and it is extremely hard for a company to avoid it. They may be part of WeChat Group Chats you have no control over, or still keeping access to specific pieces of knowledge inside your company.

HOW WECHAT WORK SOLVE IT

- Security can be strengthened thanks to what is known as Single-Sign-On or SSO. WeChat Work makes it possible for a company to gate the access to all of its platforms, were they a CRM, a PoS, an ERP, A Payroll, etc, through a WeChat Work login interface.
- This is similar to users can use their WeChat account to log in into different platforms, but with WeChat Work only contacts who belong to your working space can access your platforms. This also eases the on-boarding process, avoiding the new team member the struggle of dealing with all the different logins. The second one is that when somebody leaves the company, once the admin removes them from the workspace, they will lose access to all of those very same platforms.

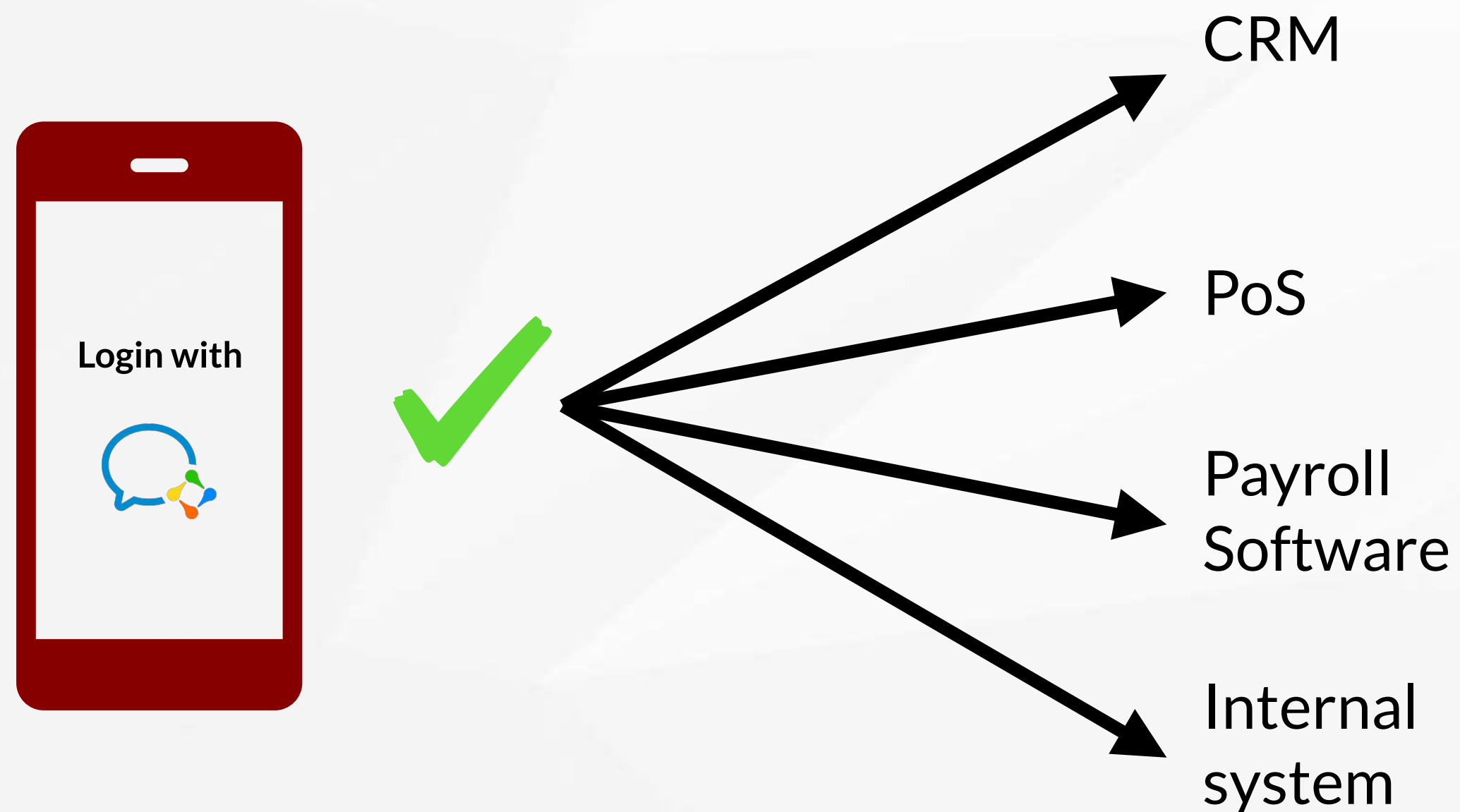# Employees Login - What the Current Process Looks Like

When on-boarding a new employee, a company needs to create multiple accounts for this employee to access different platforms. When the employee leaves, the company also needs cancel these accounts one by one.

On-boarding
Create multiple accounts

ID 1
Pass 1 → CRM

ID 2
Pass 2 → PoS

ID 3
Pass 3 → Payroll software

ID 4
Pass 4 → Internal systems

Off-boarding
Cancel all accounts

ID 1
Pass 1 🚫 CRM

ID 2
Pass 2 🚫 PoS

ID 3
Pass 3 🚫 Payroll software
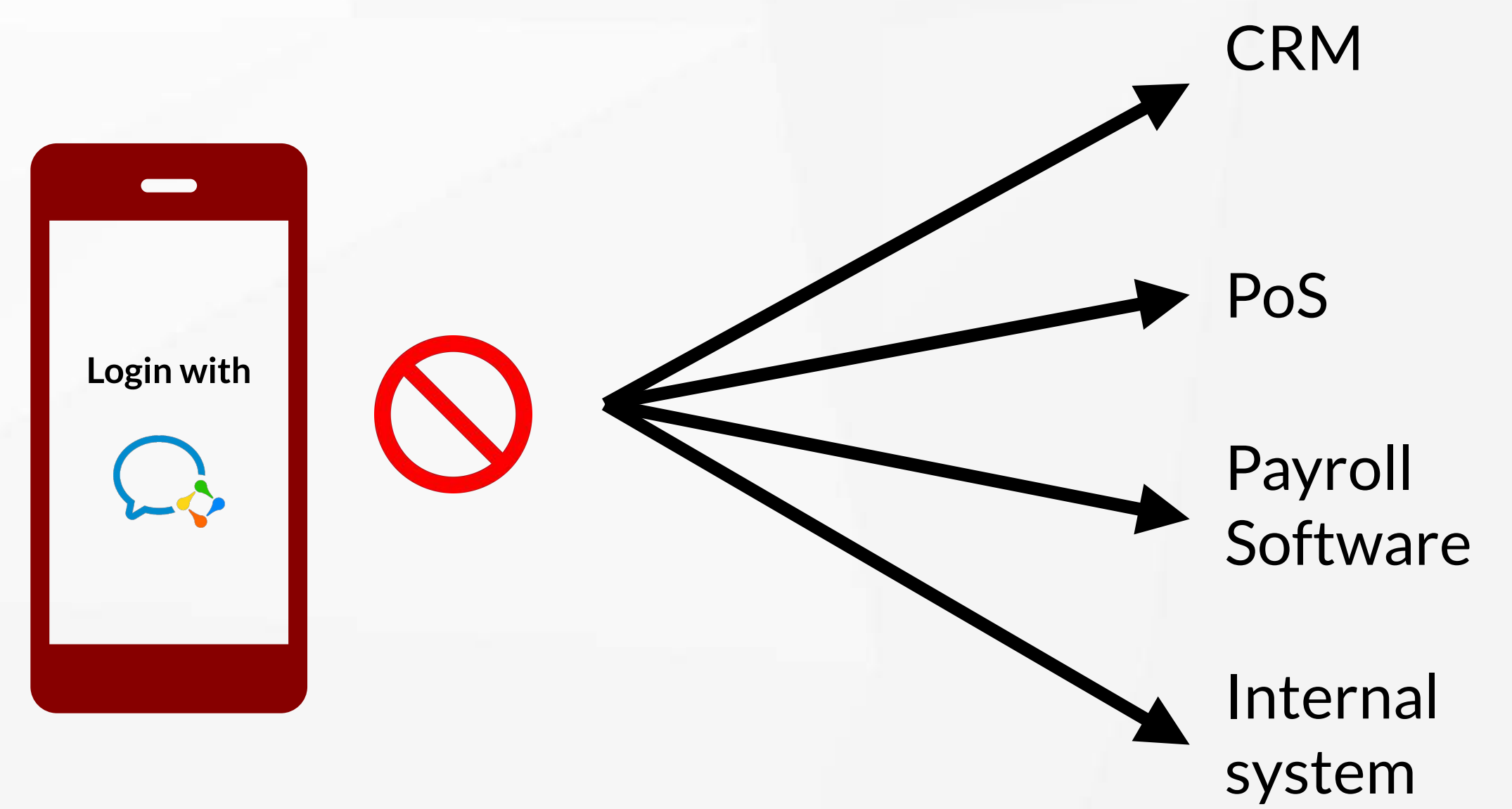
ID 4
Pass 4 🚫 Internal systems

Employees Login - How WeChat Work Helps

By using WeChat Work SSO (single sign-on), the company can share one single credentials with the employee to access all the platforms. When the employee leaves, the company only needs to remove the employee from WeChat Work.

Onboarding
Create WeChat account

Offboarding
Cancel WeChat Work account

Login with

CRM

PoS

Payroll Software

Internal system

Login with

CRM

PoS

Payroll Software

Internal system

HUMAN RESOURCE

Leverage WeChat Work in HR

WeChat Work can be applied in 2 sub-functions of HR department:

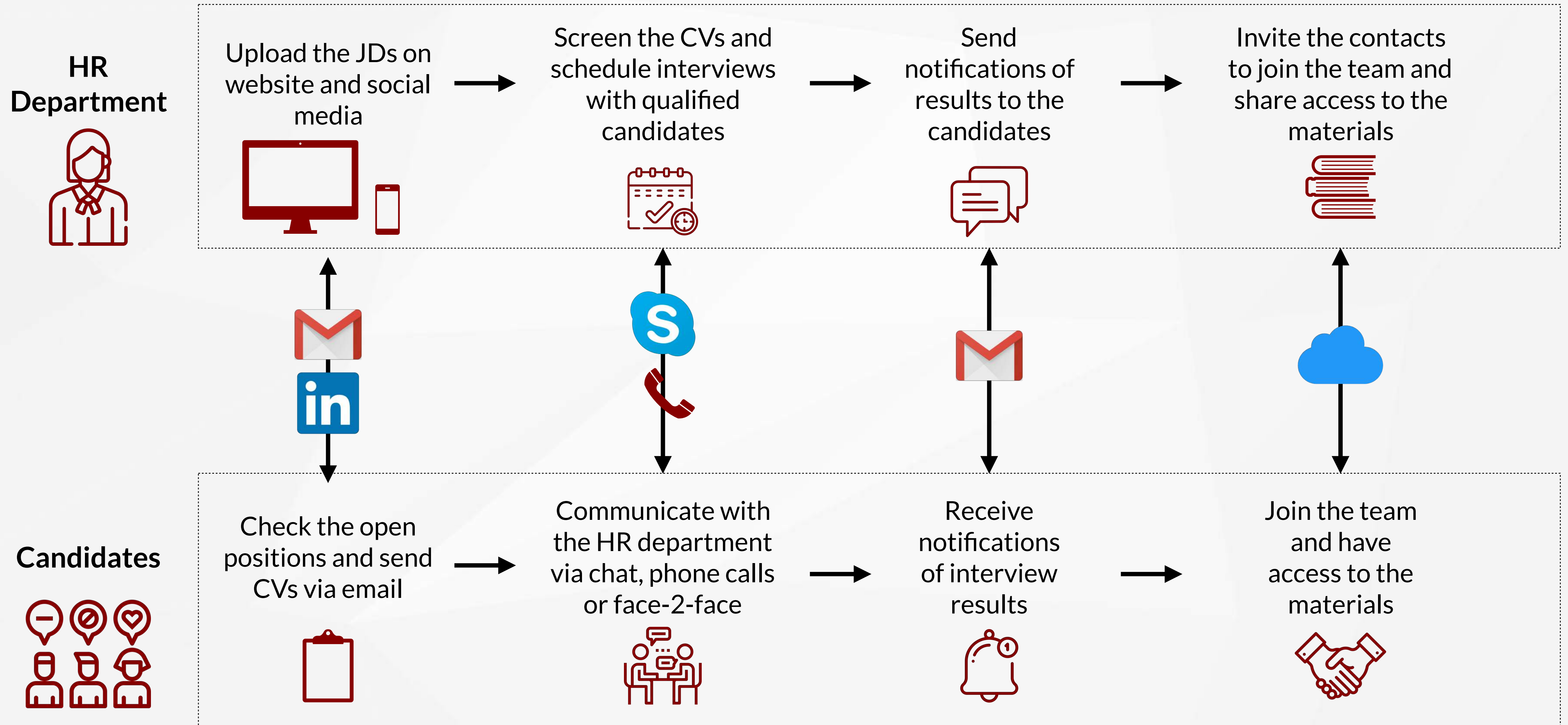| Training	Recruitment	Employees Management
Training is a function where employees are provided with opportunities to develop specific knowledge and skills that are important to their work scopes. Training can take place in different formats such as workshops, online courses, 1-1 mentoring, field trips, etc.	Recruitment is the process of attracting and selecting the most qualified candidates for a variety of job positions of a company or an organization. The recruitment process includes job posting, CVs screening, interviewing, testing, and other steps varied depending on the requirements of each company.	Employees Management refers to all the tasks that the HR department needs to handle for the current employees. Some of those tasks include: employees on-boarding, employees' data management, internal announcements, payrolls, performance review, etc.

Leverage WeChat Work in HR - Recruitment

PAIN POINTS

Finding suitable talents for your team is a resource-consuming task, especially in a high-turnover job market like the Chinese one, where inefficiency can easily cost you losing talent to a competitor. Your Talent Acquisition Manager may add people on their WeChat at a job fair, then create group chat with the manager in line, create another chat to share opinions, share resume online with yet another group, while the candidate is dragged from group to group and needs to submit and share his information over and over again.
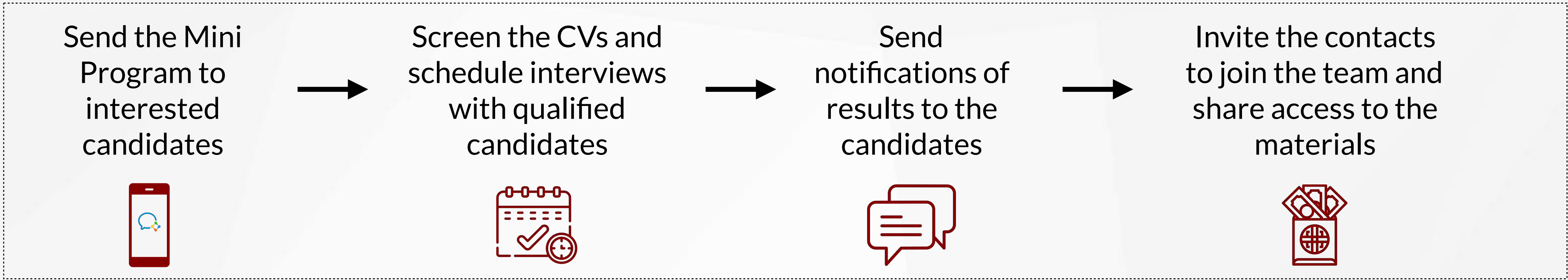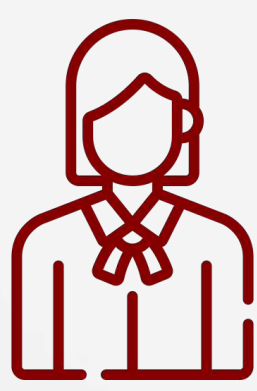
HOW WECHAT WORK SOLVE IT

A Mini Program could become a bridge between your company and the pool of talents out there. The coolest part of it is that the Mini Program would distribute the efforts of talent qualification and selection among all your departments. Line managers would have a direct channel to the pool of talents and could speed up the whole on-boarding process. In case an applicant turned out to be a better fit for a different position than the one he initially applied for, there would be no need to start over with the selection process. Finally, through the Mini Program, all recruitment steps would take place within a company-owned asset and not involve a third-party platform, enjoying more visibility and shorter feedback time.
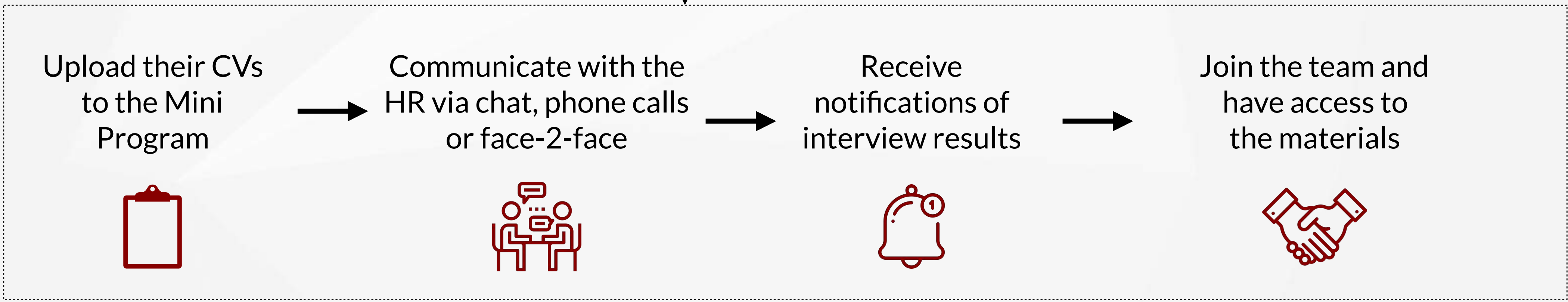
Recruitment - What the Current Process Looks Like

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HR Department

Upload the JDs on website and social media

→

Screen the CVs and schedule interviews with qualified candidates

→

Send notifications of results to the candidates

→

Invite the contacts to join the team and share access to the materials

Candidates

Check the open positions and send CVs via email

→

Communicate with the HR department via chat, phone calls or face-2-face

→

Receive notifications of interview results

→

Join the team and have access to the materials

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Recruitment - How WeChat Work Helps

HR Department

Send the Mini Program to interested candidates → Screen the CVs and schedule interviews with qualified candidates → Send notifications of results to the candidates → Invite the contacts to join the team and share access to the materials

小程序

Candidates

Upload their CVs to the Mini Program → Communicate with the HR via chat, phone calls or face-2-face → Receive notifications of interview results → Join the team and have access to the materials

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Leverage WeChat Work in HR - Reimbursement

PAIN POINTS

Another pain in the back for your HR and partially finance department is given by the reimbursement and payroll tasks. Most employees do not take care of their fapiaos on a regular basis but pile them up. A typical process could look like this: Your business developer goes for a business lunch. Then, After paying he would ask for the fapiao, fold it up and put it in his wallet. When his wallet is on the verge of exploding, maybe he realizes it is high time he dealt with his fapiaos. Upon submitting all the fapiaos, the finance department would likely lose hours and hours to make sense of this mess. Multiply this by all your salesmen on the road, and this means a massive waste of time.

HOW WECHAT WORK SOLVE IT

Once you get a fapiao you can take a quick picture of it and upload it on WeChat Work. Your company's payroll system will display the request for reimbursement so that the manager in charge can approve it or decline it. As soon as the manager takes action, you will be directly notified through WeChat Work of the status of your reimbursement. Sales can take care of their expenses on the go, during a moment of inactivity or while on the cab back to the office. Say officially goodbye to half working days booked for six-month-worth of "fapiao management".

More importantly, this WeChat Work-Payroll connection empowers you to clean your expenses faster, so to declare your taxes faster, resulting in overall better tax compliance.

Reimbursement - What the Current Process Looks Like

Confirm if any information missing

The salesperson went to 20 business meetings per month and piled up all the fapiaos.

The salesperson normally needs to input fapiaos details to a Spreadsheet.

Finance team collects all the spreadsheet and check the data.

Bottleneck between 2 steps

The salesperson submits information from the Spreadsheet to the payroll software.

Payroll service

Manager in charge receives notifications via email to review the reimbursements and approve.

Reimbursement - How WeChat Work Helps

Approved reimbursement is synchronized between payroll and WeChat Work.

Payroll service

Salesperson can submit fapiao easily by uploading a picture on WeChat Work.

Fapiao information is extracted and uploaded automatically to the payroll software.

Manager in charge is notified on WeChat Work to check the reimbursement and approve.

OPERATIONS

Leverage WeChat Work in Operations

WeChat Work can be applied in 2 sub-functions of Operations department:

Team Alignment

Team alignment refers to the process of ensuring all team members are aware of the status of the tasks within their work scopes. Team alignment usually takes place in form of stand-up meetings, daily/weekly/monthly meetings, project meetings, reports, etc.

Internal Transactions

A company usually includes many types of internal transactions such as purchasing food at the company vending machines, collecting money for outing activities, etc. Employees can pay using the WeChat Work app and have their money transferred to company account.

Leverage WeChat Work in Operations

PAIN POINTS

Probably many of you are familiar with stand-up meetings. They are a very effective way to align the objective of the team, level obstacles and assign accountability. Or at least they were as long as your team maintains a small scale. But when a company grows in size, they become ineffective and too timely and accountability becomes blurred and hard to detect. A solution can be found through WeChat Work and its in-house applications.

HOW WECHAT WORK SOLVE IT

The admin can create an app similar to an official account and set up a chatbot which every day asks to all of your team members the same 3 questions they would be asked during a stand-up.

- What have you accomplished Yesterday?
- What will you work on today?
- Do you have any obstacles?

The chatbot is the way to scale-up to large teams what is a corroborated alignment strategy for a small team. If your daily duties depend on a colleague, WeChat Work will make sure they know at the beginning of the working day, regardless of the size of your company. All of this results in a better vision of internal accountability, improved productivity and time management.

Team Alignment - How the Current Process Looks Like

When we have a small team, the team members can report to the team leader, who will report to the director or COO of the company. However, when the team becomes larger, we won't have enough time to go through all of these steps.

Team 1 → **Reporting to** → **Team Leader 1**

Team 2 → **Team Leader 2**

Team 3 → **Team Leader 3**

Reporting to → **Director COO**
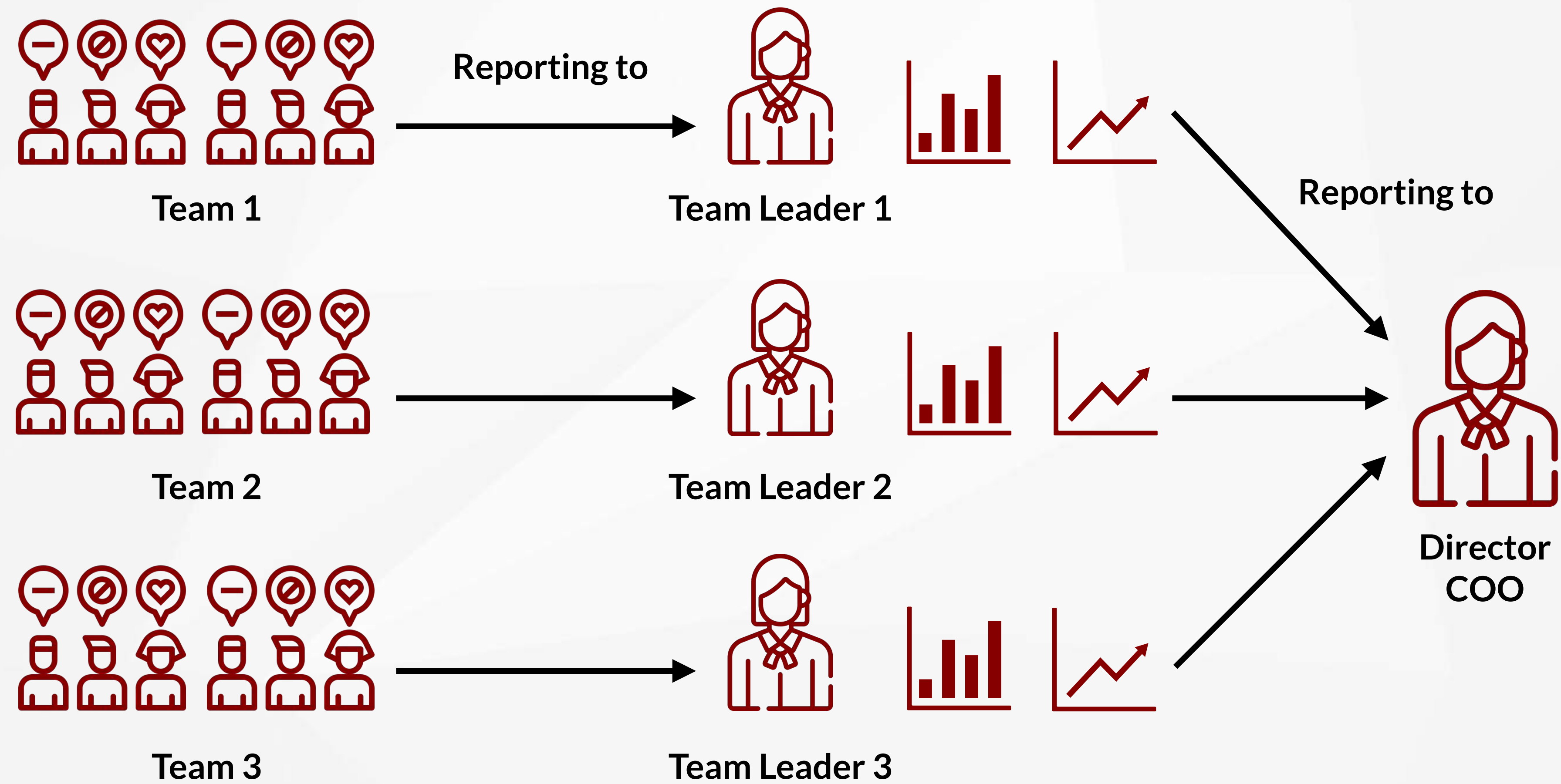
Team Alignment - How WeChat Work Helps

Instead, the COO can create a chatbot for team members to submit daily duties, accomplishments and blockers, plugged into the back end in order to track performance and generate reports.

Team 1

Team 2

Team 3

Stand up Chatbot

Tracking platform
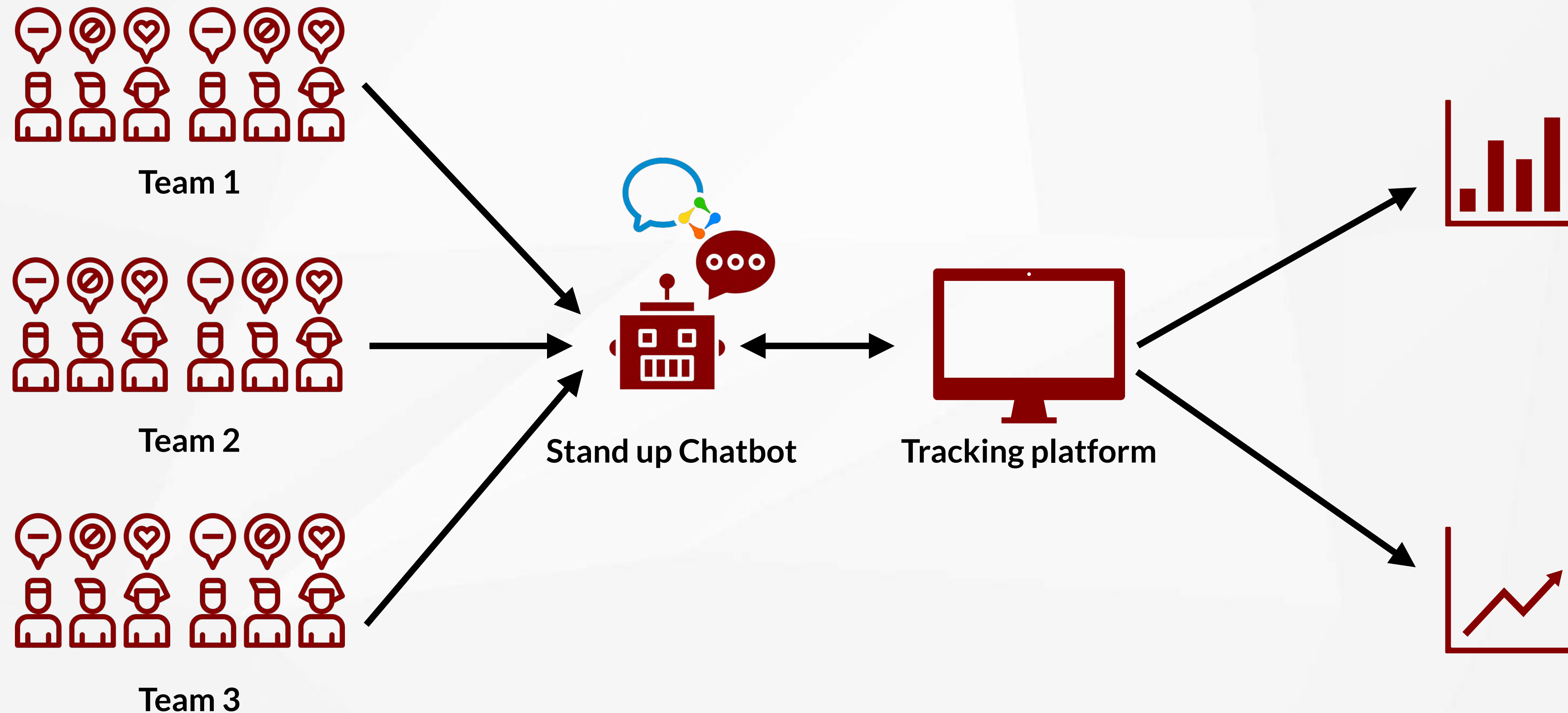
04
IMPLEMENTATION FRAMEWORK

While WeChat work can be beneficial, each company is different,

and WeChat Work cannot be deployed the same way.

?

How can you know what is the right approach for your company?

?

Should it be implemented at the feature level or department level?

?

Should you run all your business operations within WeChat Work or only part of it?

To answer these questions, we have created a

6-step guide for your decision-making process

and to understand how WeChat work can bring value to your business.

Framework to Steer Your Decision Making

1 Identify your internal business needs and processes

2 Current assessment of tools (who is using and how they are used)

3 Gap Analysis

4 Run a pilot (by tool or by department)

5 Gather feedback and begin evaluation

6 Decide, Communicate and Execute!

1

Identify Your Internal Business Needs & Processes

Why is this step important?

- By precisely mapping your current situation, you can understand the strengths and needs of all your units.
- The benefits of a thorough self-evaluation can go further beyond just WeChat Work matter, and constitute a basis for your further improvements.

How can we implement this step?

- Conduct brainstorming sessions in order to gather ideas and possible solutions.
- Involve working with the head of every department to have an in-depth view of their day-to-day operations.
- Run a survey form for your employees to fill out to gain their feedback on the current state of affairs and what they believe can be improved.
- In any case, the main mission (and first step) should be to map all your processes and internal procedures. The outcome of this phase should be a well-documented deliverable which outlines the needs of the company, the processes & operations to meet those needs, and the entities in charge.

2 Current Assessment of Tools

Why is this step important?

During this phase, you can assess if the tools you have chosen are suitable and whether or not you should look for alternatives. It is extremely important for this phase to come after a deep evaluation of your processes, as the risk is to mistake an internal issue for a software-related problem which could continue despite having adopted a different tool.
Once you have mapped your operations, ensured alignment with your goals, and assessed your processes, you can compare your current situation with the desired situation.

How can we implement this step?

This step involves doing an assessment of the tools your company is currently using for conducting the internal procedures outlined in step 1.
- What are the names of the tools and what purposes do they provide in each process?
- Are they being leveraged to their full potential?
- Do people using these tools understand them in full?
- Do your internal tools align with the goals you have set in step one?
You may find that tools which were suitable for you in the past might not be so anymore.

3 Gap Analysis

Why is this step important?

Now that you are all clear about the current situation and the goals your business needs to pursue, this step will help you set **a comprehensive plan to bridge the gap**.

During this phase, it is essential to be very specific, in order to avoid misunderstandings.

Step 3 is also when you figure out where WeChat Work can fit and how it would help you to fill the gap.

How can we implement this step?

A Gap analysis relies on three main questions:

1. Where are we
2. Where we wish we were
3. How to fill the gap

4 Run a Pilot (by Tool or by Department)

Why is this step important?

Before diving into a full implementation plan, it makes sense to test the water, and one way to do this is to run a pilot to figure out if WeChat Work actually is the right tool for your company.

How can we implement this step?

Although several approaches can be used to conduct a pilot, we have highlighted two you can begin to consider:

- **By Tool Approach**

WeChat Work can potentially replace more than one of the tools integrated into your company's operations. By conducting the above assessment, you can start to identify which tools are least effective and whether WeChat Work can come into the picture.

- **By Department Approach**

This approach focuses on single business units which you determine would benefit the most from adopting WeChat Work.

Pilot duration and timeline depend a lot on the scale of your implementation and on the internal structure of your company. We estimate that the optimal duration that would allow you to collect reliable data varies between 1 month and 3+ months.

5 Gather Feedback and Begin Evaluation

Why is this step important?

- You can start detecting new gaps and possibilities
- You have had the chance to explore some new features which you feel would be perfect for some other scopes.
- You might be interested in exploring the dedicated WeChat Work app-store and look to integrate new tools

How can we implement this step?

- New gaps may require a dedicated gap analysis, which brings us back to step 3.
- Another good measure is to conduct during this step a cost/benefit analysis to determine whether WeChat Work will be the best path forward in terms of budget/timeline/workload.
- Start looking into the capabilities of customized assets through API integration to enhance the features you find useful.

6 Decide, Communicate and Execute!

- Once you have explored and assessed all the possible functions, and conducted the necessary steps outlined above, it is time to make a decision and plan the official execution.
- You can present your findings and highlight the process and steps taken in order to reach this decision, as well as confirm alignment with key team members.
- You can also create documentation and training materials to educate and provide the proper direction to use the tool and its features.

It is extremely important that your internal communication reaches every single employee involved in the change so they can all use WeChat Work to streamline operations.

Sum up of 6-Framework Decision Making

- Map your internal processes
- Set short-term and long-term goals
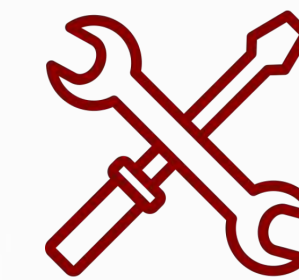
- Assess your tools, do they align with your goals?

- Figure out where WeChat Work fits
- Conduct a Gap Analysis

- Measure results
- Present them to your team

More Gaps?

- Choose approach: by tool or by department
- Run a pilot

- Decide, Communicate and Execute!

Takeaways

1 WeChat Work is way more than a communication tool, it can bring all your business operations within the ecosystem.

2 Multiple departments can benefit from WeChat Work's capabilities.

3 By making WeChat Work your data hub, your can get a clearer vision of your processes.

4 Based on your business needs, you can evaluate which WeChat Work's capabilities you want to leverage.

5 A step by step approach can lead you to the best implementation model for your company.

FREQUENTLY ASKED QUESTIONS

Common Questions

When should I use WeChat Work over WeChat (security and privacy, ownership)?

WeChat Work is used when you need a secured, scalable platform for your internal communication within the team, or monitored external communication with clients and partners.

How much does WeChat Work cost?

You need to pay 300 RMB to get your company verified when registering for WeChat Work account. All basic features can be used for free. Most out-of-the-box Apps and Mini Programs have trial version and paid plans (up to 1500 RMB per year). The cost of customized Apps and Mini Programs are varied depending on the clients' needs.

Is WeChat work available to companies abroad?

Companies abroad cannot use WeChat Work. Right now the app is only available to companies with business registration in China.

Are my data safe?

WeChat Work provides many security features to ensure your data are safe. Employees need to verify their real name before adding external contacts. Any screenshots of internal contacts will be watermarked by user ID of the employees, etc.

Common Questions

Who can I communicate with on WeChat work?

You can communicate with Internal Contacts (your colleagues) and External Contacts (your clients, partners, vendors, etc.). These users can be either WeChat or WeChat Work users.

What kind of communication can I have with people on Wechat Work?

WeChat Work provides all the same communication methods as WeChat, such as messaging, voice call, video call, materials sharing, etc. Besides, WeChat Work also provides screen sharing while calling, votes, surveys in group chats.

Can I integrate the Mini Programs from my Official Account? How?
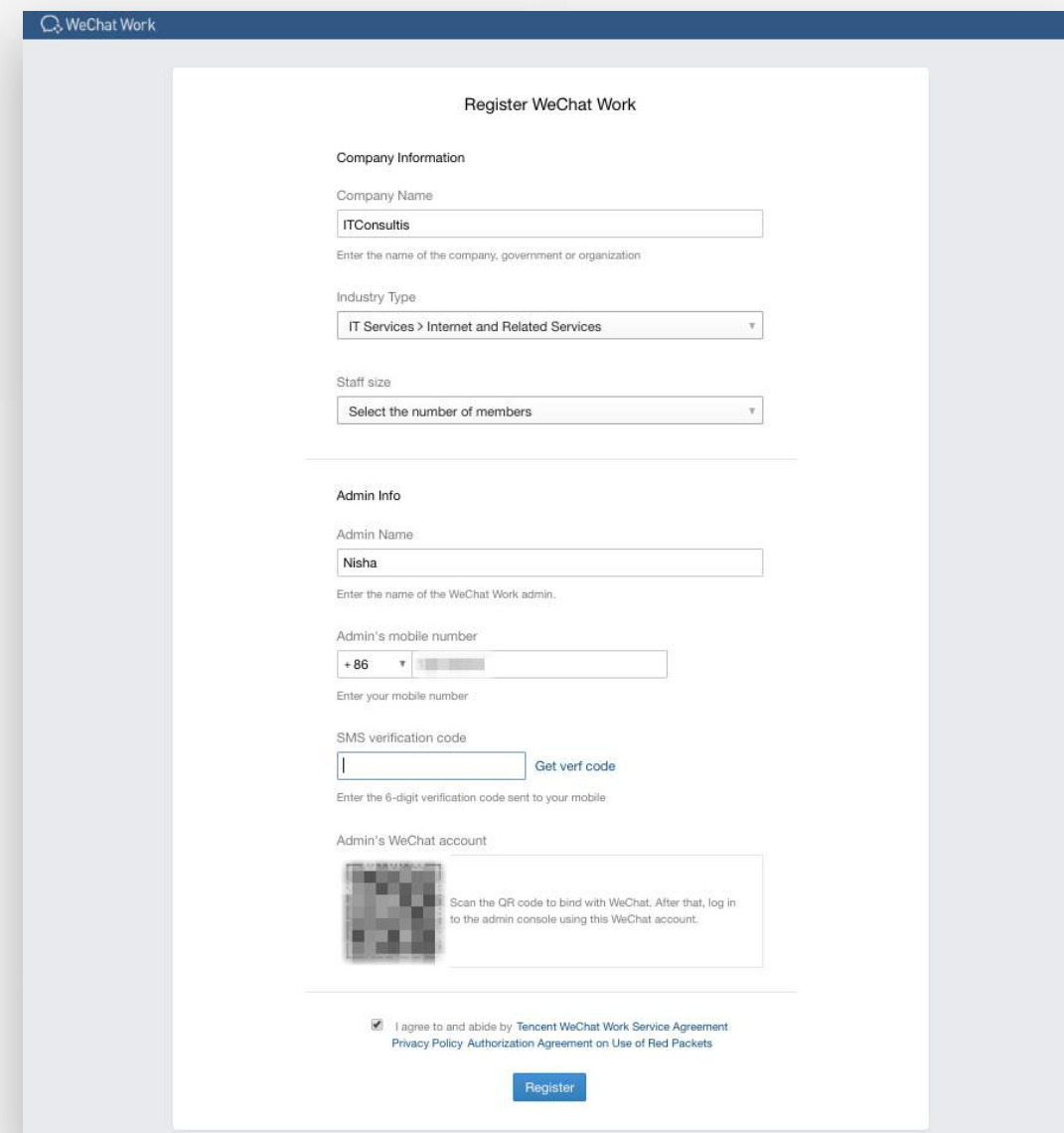
Yes, as you have a Mini Program approved on WeChat platform. You can associate that Mini Program with WeChat Work. You can associate a Mini Program in App Management > Mini Program > Associate Mini Program.

Can anybody develop on WeChat Work? Can I ask any developer?

To get your WeChat Work Apps and Mini Programs developed properly, you will need help from developers from UI/UX design to development and launching on WeChat Work platform.

ON-BOARDING PROCESS

Step 1. Register & Login to the Admin Console

Fill in the registration form
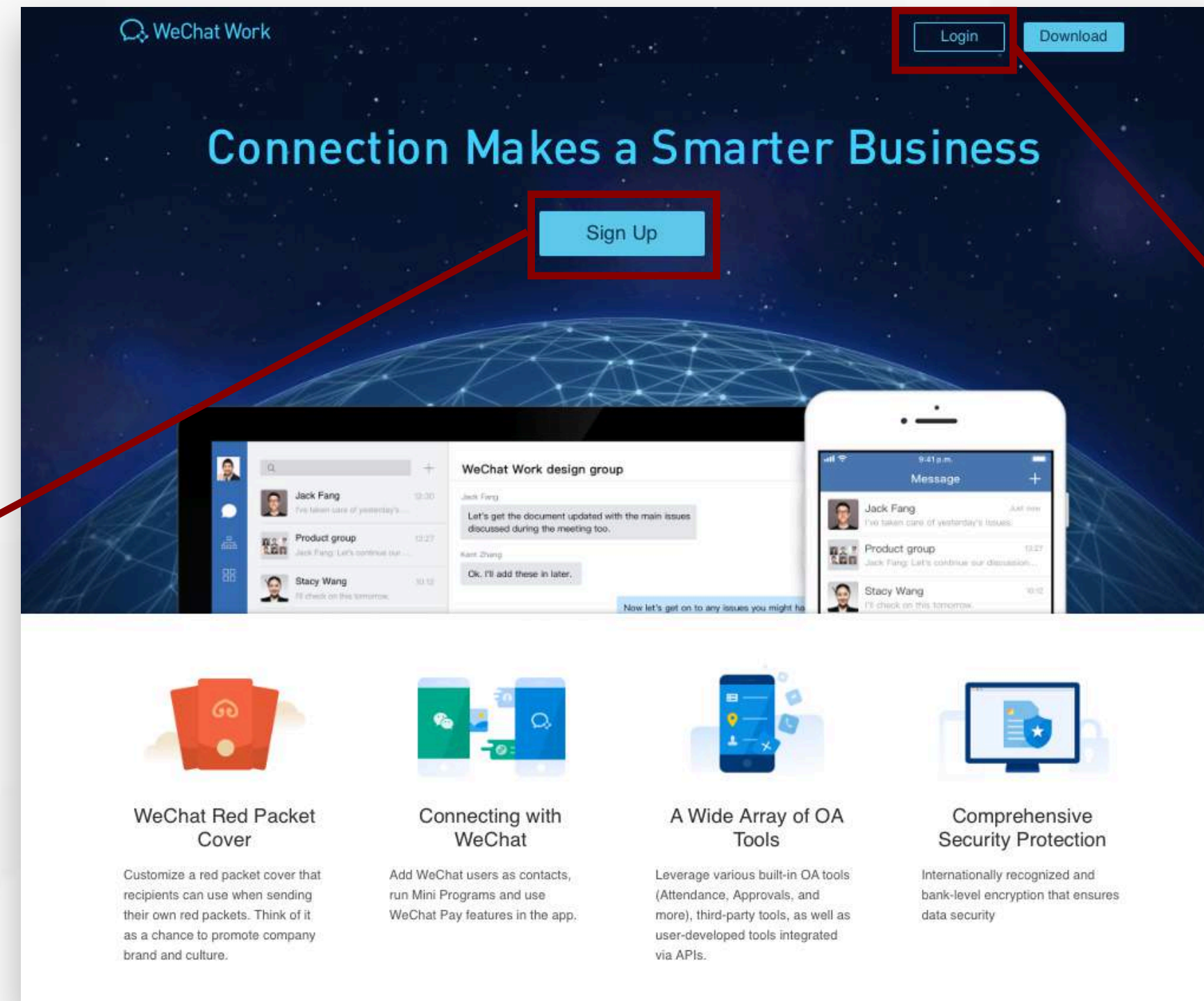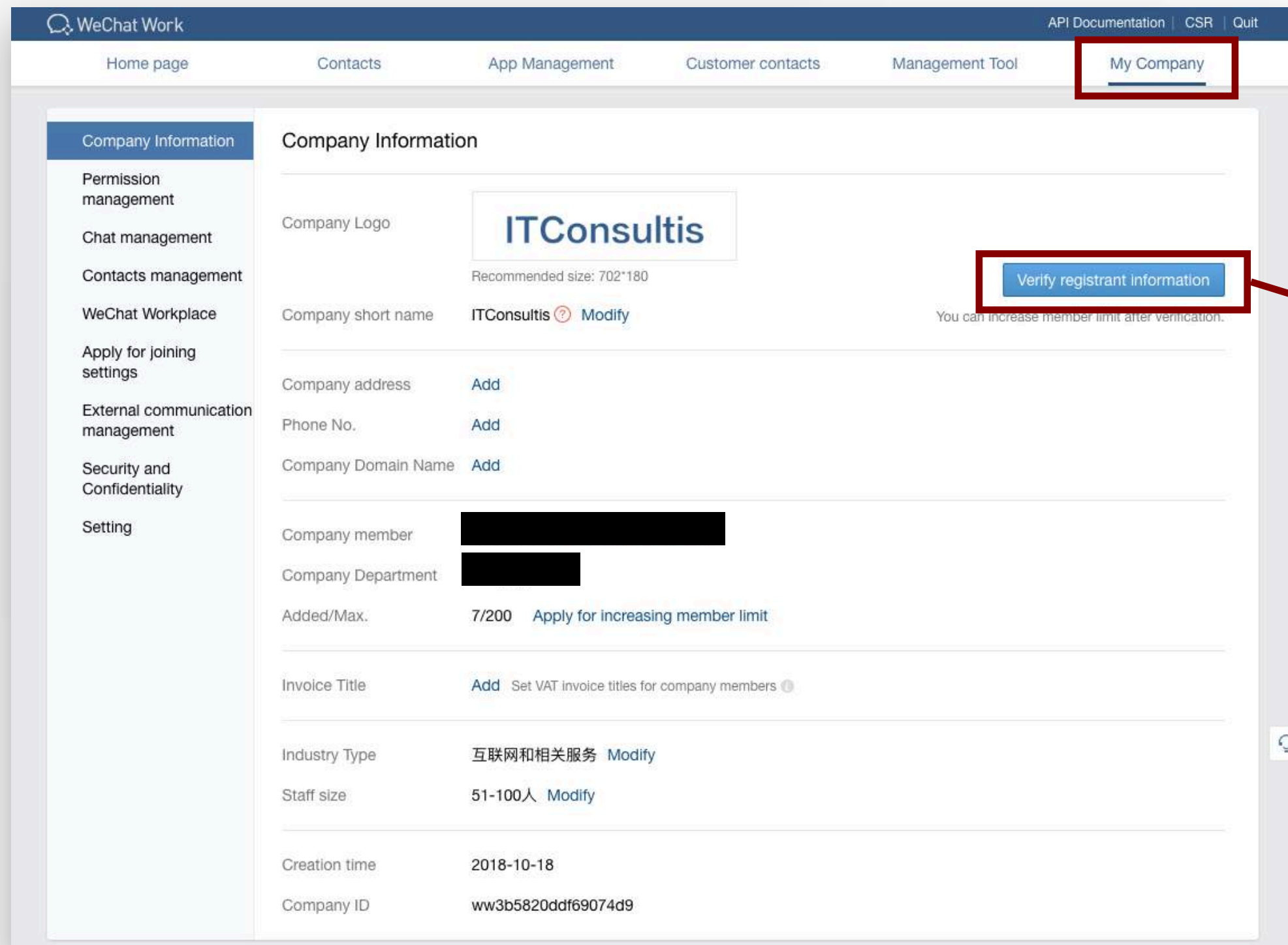
Go to work.weixin.qq.com
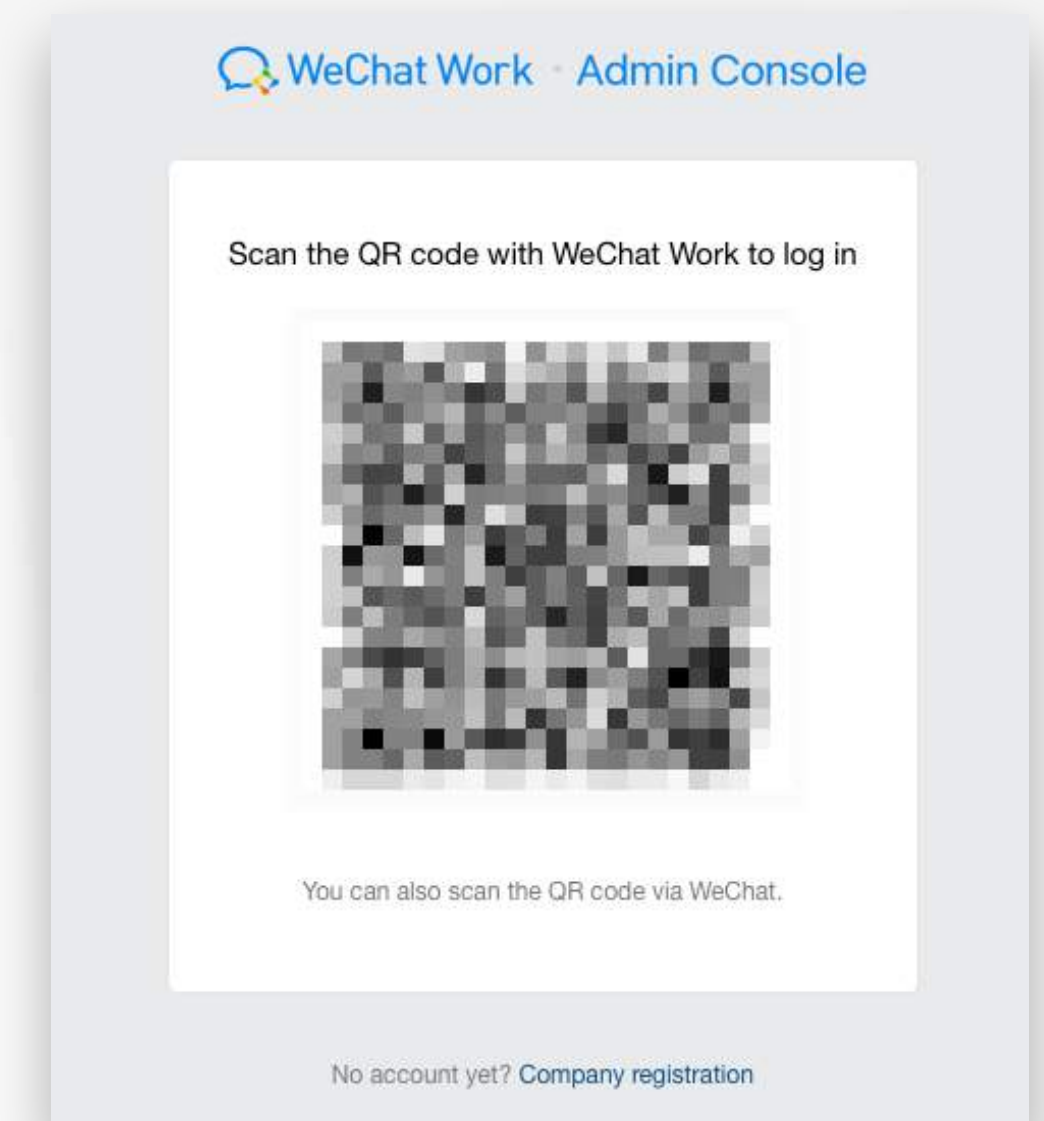
Scan the QR code to login

Step 2. Get Your Company Verified

A verified company not only enables you to increase the member limit, access the full features on WeChat Work. If you are having a WeChat Official Account, choose Option 1, you will be redirected to WeChat Official Accounts Platform to bind your WeChat Official Account with WeChat Work. Otherwise, you can choose Option 2 and submit necessary legal documents.
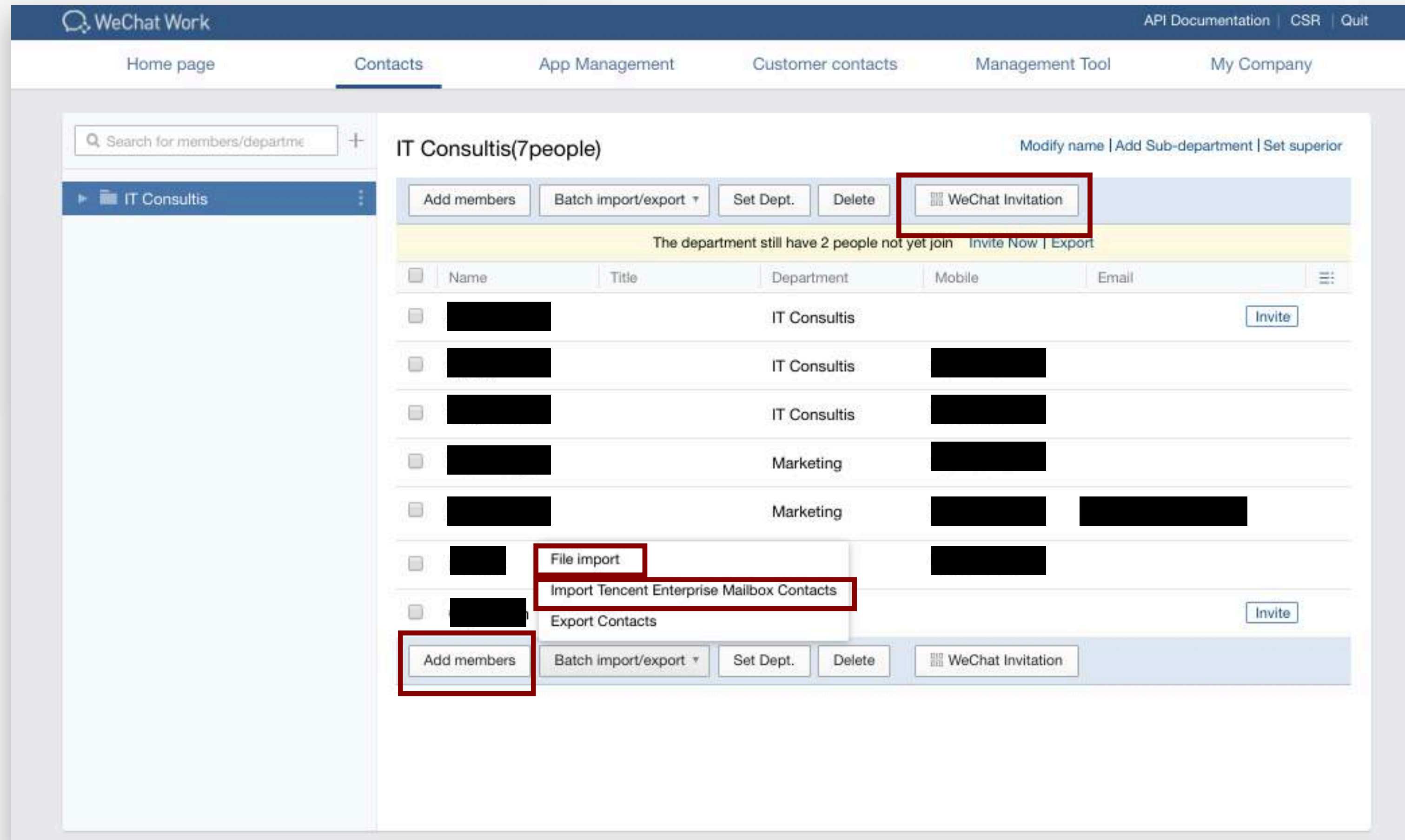
Step 3. Download the App
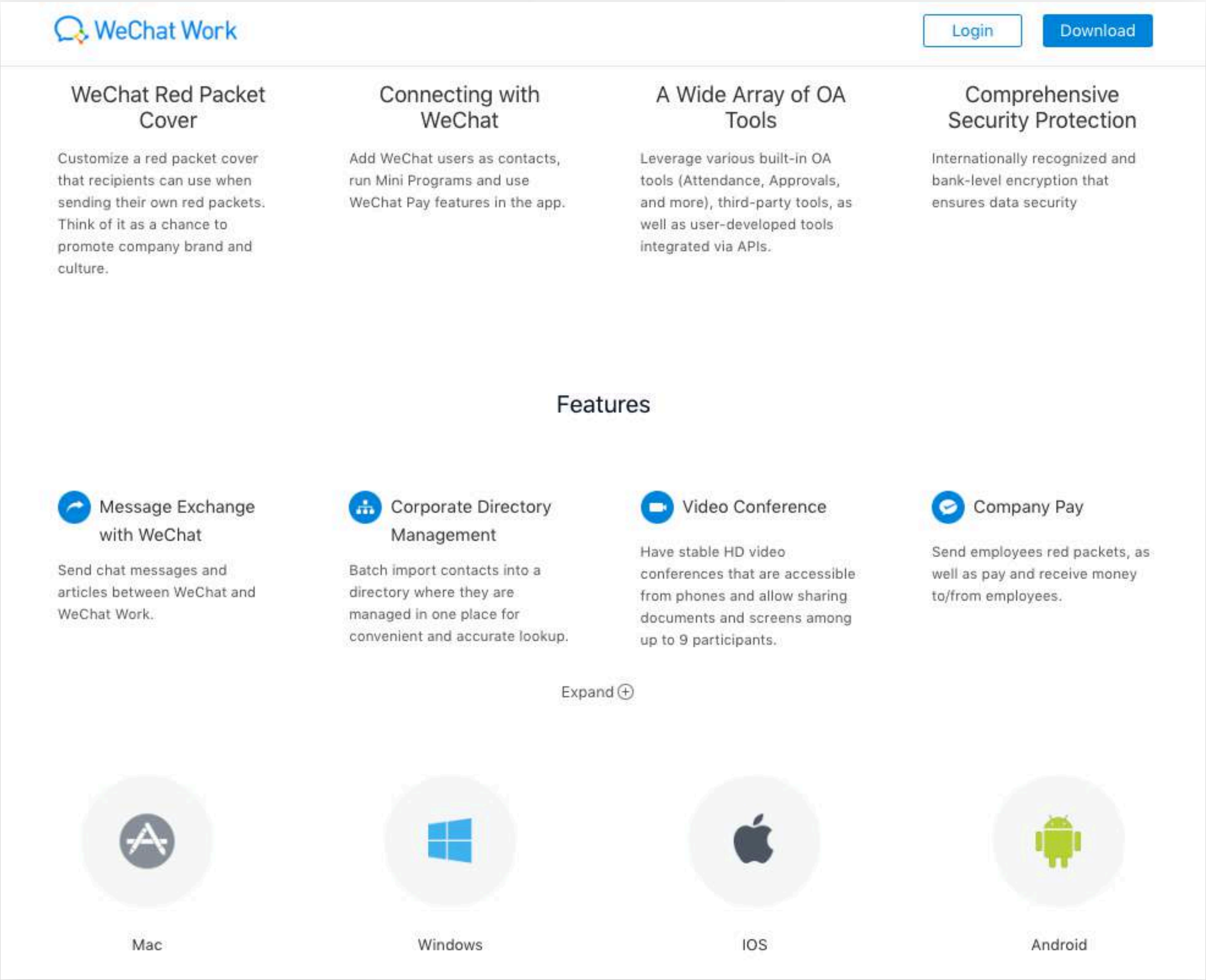
Download the
app
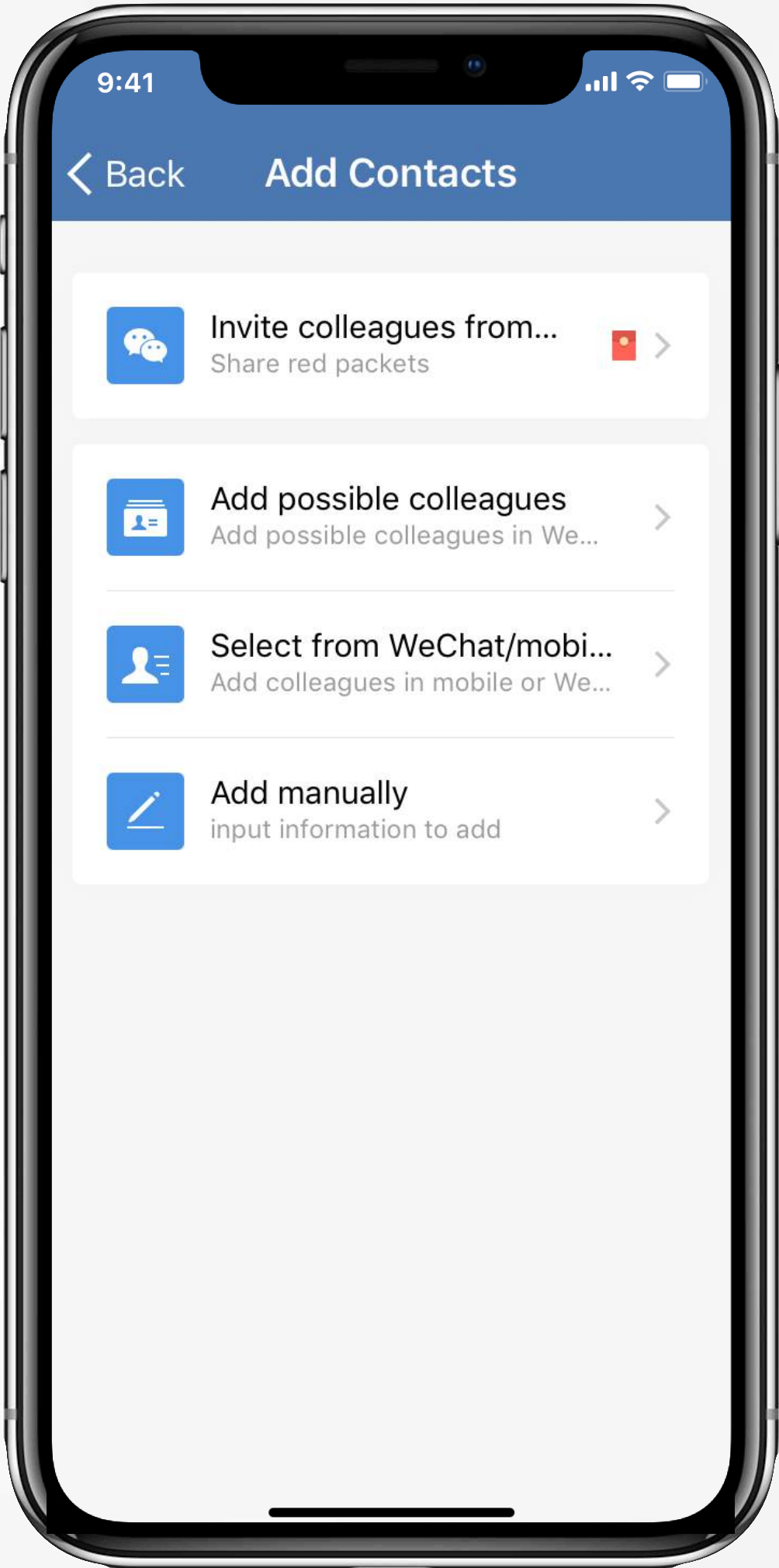
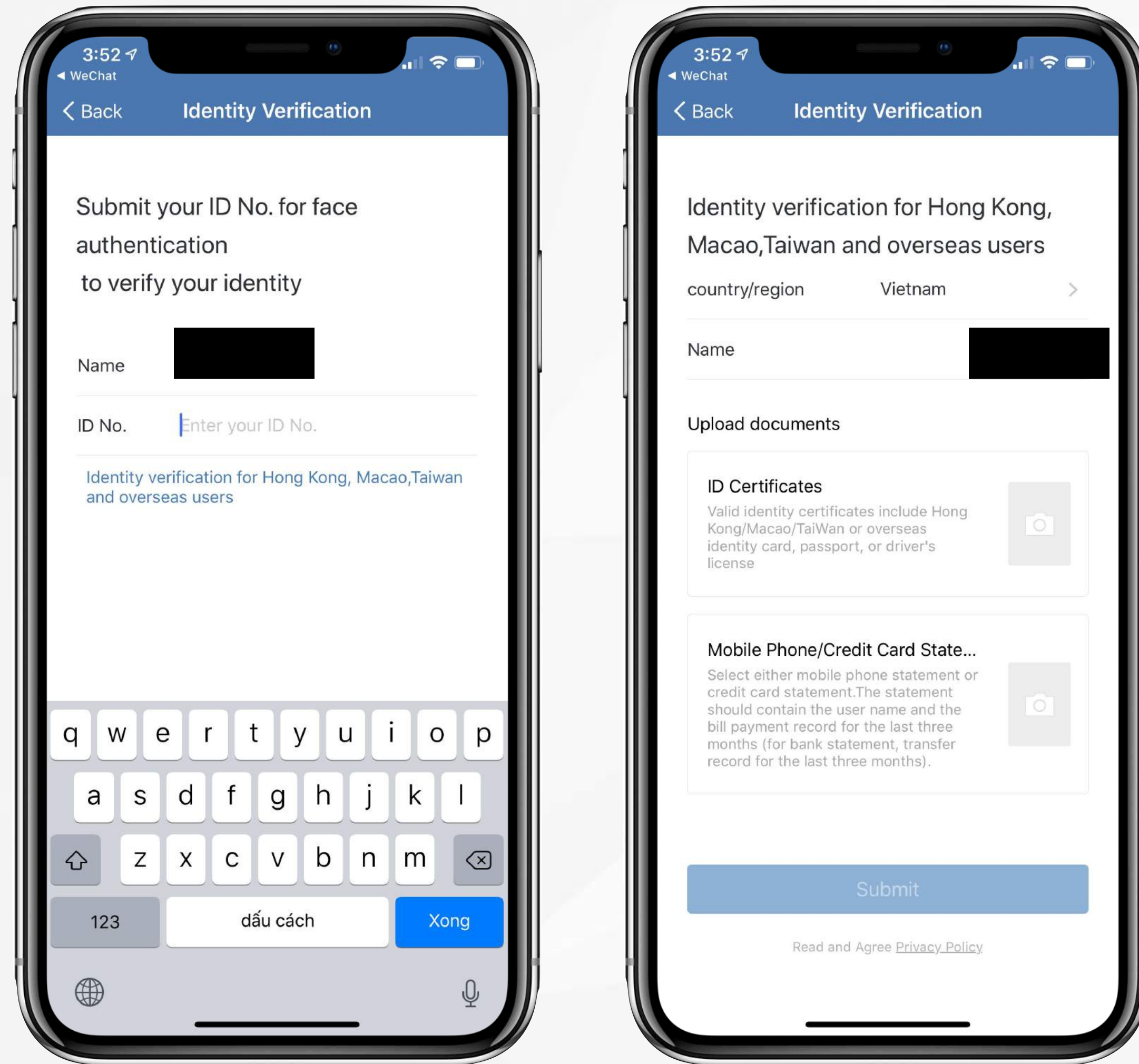Most of the admin tasks can
be done within the app

Step 4. Add Contacts

As an Admin, you can start adding your team to WeChat Work by:

- Importing contacts from Excel file
- Importing contacts from Tencent Enterprise Email address book
- Adding manually
- Sharing QR code on WeChat to invite them to WeChat Work

Step 5. Verify Your Real Name

To verify your Real Name, please head to the "Me" tab on your WeChat Work app, tap on your Name and choose "Identity Verification"

- If you are a Chinese citizen, submit your ID No. for face authentication
- For Hong Kong SAR, Macau SAR and overseas users, submit the image of your ID card, passport, or driver's license, together with mobile phone statement or credit card statement

CONTACT US

INTERESTED IN LEARNING MORE?

We regularly publish content about the Chinese digital ecosystem, connect with us to keep up to date!

AURELIEN RIGART

Vice President and Co-founder at IT Consultis
Email: aurelien.rigart@it-consultis.com
WeChat: aurelien-r

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KAI HONG

Chairman and Partner of JINGDigital
Email: kaihong@jingdigital.com

JINGDIGITAL

JINGdigital empowers brands to turn fans into customers. JINGdigital is China's leading marketing automation platform. Since our founding in 2014, JINGdigital has been providing brands with digital marketing optimization solutions. The platform enables brands to better understand customers and empowers brands to create valuable personal connections at scale.

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