

## know'N'act helps Microsoft improve audience engagement

The Online Services Division (OSD) at Microsoft wanted to expedite the gathering of feedback to help it better understand how its presentations were being received. OSD turned to know'N'act to design a system that would provide them with instant audience feedback on a minute-by-minute basis that speakers could see in real-time.

The know'N'act system helped OSD quickly and easily deploy a solution that has become a benchmark for similar initiatives at Microsoft. Speakers can now see granular feedback to their presentations as they occur. Audiences have become more engaged and participative as seen by the large increase in feedback/response rates. The results have led OSD to request that know'N'act power all similar efforts across the entire division going forward.

## Microsoft OSD

### Overview

At Microsoft, our mission is to enable people and businesses throughout the world to realize their full potential. We consider our mission statement a commitment to our customers. We deliver on that commitment by striving to create technology that is accessible to everyone—of all ages and abilities. Microsoft is one of the industry leaders in accessibility innovation and in building products that are safer and easier to use.

