

Mac at Work Employee Experience Kit

January 2023

Get off to a great start with Mac.

Running an effective Employee Choice programme means more than just supporting Mac on your network. It's also important to provide a great employee experience.

This kit is designed to support you with your Employee Choice enablement plan and communications, so you can get your employees up and running with their new devices and provide the resources they need to succeed at work.

Inside you'll find guidance, customisable templates and reference materials you can use to build your programme, communicate details and support employees throughout the process.

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Developing your plan

Defining your vision

The first step in a successful Employee Choice programme is to define your vision. The statement should be simple, clear and connected to your company culture. And it should point to the outcomes of using Mac. Here are a few examples:

"We want to empower every employee to be productive, collaborative and creative."

"We believe that by giving employees a choice, they'll deliver their best work."

"Our employees will have the skills and tools they need to be successful."

Setting your goals

As you define your vision, decide which outcomes will indicate success. Examples include:

- For employees increased engagement, satisfaction and/or retention
- For IT teams faster deployment, simplified management and reduced support costs
- For the business increased productivity and efficiency and improved affordability

Naming and identity

Many organisations use an internal name for their Employee Choice programme, to mark the start of a new project and to make it easily recognisable. Some choose simply to use "Mac at [Company Name]" to ensure consistency. If you name your programme, please make sure that any branding aligns with the <u>design guidelines</u> found later in this guide.



Planning the basics

It's important to determine how you'd like to handle specific internal communications such as ordering, employee eligibility and software compatibility. Questions to ask include:

- How will employees order devices?
- How will managers approve employee requests?
- How will you train employees?
- How will employees get help (for example, a desk or portal)?
- Which software is compatible?

Timeline

Create a timeline for your key milestones and share it with your audience.

Measuring success

How will you define success? Consider a range of measures and refer back to your vision and goals when determining your criteria.

- Think about which measurement practices you'll use: surveys, interviews with participants, industry research, TCO, volume of support tickets or general employee satisfaction rates.
- Remember that change happens gradually, over time. Set the expectation that you're looking for positive change and that with considered feedback, you'll be able to make adjustments along the way.



Why Mac?

It's important to help your stakeholders understand why you're offering Mac. The following resources will help you highlight the features that support your vision and speak to your audience — whether executives, managers or employees — in the business or in IT.

Key messages can include:

Intuitive user experience

Whether you're new to Mac or refreshing from an older model, Mac makes it easy to find what you need, stay organised and take on any task. Its clear, simple design just makes sense — especially if you have an iPhone or iPad. So things like managing multiple windows and keeping track of your files are a breeze. And with guick access to all the controls you need, exactly when you need them, navigating your Mac is easier than ever.

Exceptional performance

The next-generation M-series chips make Mac more capable than ever — so you can work, play or create just about anything - anywhere.

Supercharged by Apple M-series chips, all Mac notebooks offer incredible performance along with brilliant displays, pro ports and super-fast SSD storage.

MacBook Pro delivers game-changing performance for pro users. Choose the powerful M2 Pro or the even more powerful M2 Max to supercharge pro-level workflows while getting amazing battery life. And with an immersive 14-inch or 16-inch Liquid Retina XDR display and an array of pro ports, you can do more than ever.

Amazing battery life

MacBook notebooks can deliver 18 to 22 hours of battery life on a single charge. Compared with traditional battery technology, lithium-ion batteries charge faster, last longer and have a higher power density for more battery life in a lighter package.

Compatibility with existing software and systems

Apple devices work with most enterprise systems and apps that your company already uses - mail and messaging, network connectivity, file sharing, collaboration and more - giving your employees access to everything they need to do their jobs. From Microsoft Office 365 to Slack to Zoom, Mac has you covered.

Built-in accessibility features

Features like text-to-speech and VoiceOver, Safari Reader, display settings (including Zoom and invert colours), trackpad controls and more give every employee the power to set up their device in the way they work best.

Putting security first

Apple designs Mac hardware and software with advanced technologies that work together to run apps more securely, protect corporate data and help keep employees safe on the web. Built-in features enable personal and corporate information to remain separate and protected on the same device, without compromising user privacy.

Total cost of ownership

Mac and iPad are durable, lightweight and built with the highest-quality materials, making them perfect for employee use. Because of their low-maintenance, high-quality construction and high residual value, Mac and iPad last longer and are worth more two, three and four years into their use.

Zero-touch deployment

With Apple Business Manager, devices can be distributed directly to employees and used straight out of the box, without manual configuration. And with flexible deployment models across all Apple platforms, IT can get employees up and running faster than ever with the best tools for the job.

Sustainability

We believe that we can make the world's most iconic products without depleting the earth's resources. As a company, our operations are already carbon neutral, and we're working to make every Apple product carbon-neutral by 2030. That includes manufacturing Mac with 100% recyclable or renewable materials and making sure that every link in our supply chain upgrades to 100% renewable energy.



Communication at key phases is critical to your programme's success.

There are five key phases in which clear communication will help create interest, support a successful launch and encourage engagement. In the following pages, you'll find templates for communication throughout these phases.

Prepare

Get set up for success with a clear strategy and with data from employees.

- Preparing your plan guide
- Survey template
- Sharing your plan presentation

Launch

Let everyone know about the programme with kick-off messaging and events.

- "Mac does that" videos
- "Ask for Mac" email
- "Ask for Mac" landing page
- "Ask for Mac" banners
- "Ask for Mac" event signage

Awareness and consideration

3

Keep communicating with existing and new employees to help inform their decisions.

- Mac is here email
- Time to refresh email
- New recruit email
- Return email for upgraders
- Landing page template
- FAQ for choosing Mac

Ordering and onboarding

4

Make the employee experience as seamless and enjoyable as possible.

- Device selection email
- Portal example
- Get ready for your new Mac email
- Welcome to your new Mac email
- Let's set up your new Mac email
- Tips to get the most out of your new Mac checklist



Support

Help users get up and running, and support their problem-solving as they go.

• Hints and tips email newsletter

Prepare 1

This phase is all about aligning your internal teams, agreeing on your strategy and laying the groundwork for a successful programme. During this phase, you should establish templates, create distribution lists and survey your employees to better understand their unique requirements. Everything created in this stage can be used across the rest of your communications plan.

- Preparing your plan guide
- Survey template
- Sharing your plan presentation

Preparing your plan guide

Preparing your plan.

Mac at Work

Survey template

COMPANY Subject: Mac is coming Tax Employee Mac at Work Mac is coming.

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Sharing your plan presentation

Our Vision ering a Great Experience Working Together



Kick off your programme with both physical and virtual events to ensure that your message reaches your entire organisation. Get your executive team involved in the launch to gain attention and show support for the programme.

- "Mac does that" videos*
- "Ask for Mac" email
- "Ask for Mac" landing page
- "Ask for Mac" banners
- "Ask for Mac" event signage

"Mac does that" videos "Ask for Mac" landing page Now you can ask for MAC. Did you know "Ask for Mac" email Employer Subject: Join the pilot. To: Employee É Now you can ask for <mark>MAC.</mark> you love Apple products, and we believe that Which Mac is right for you? ×2
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*Video assets are available in English and may be used by customers for internal purposes only until December 2028. Videos and images cannot be manipulated in any way; e.g. superimposed objects, frames, watermarks.



3 Awareness and consideration

Your programme requires ongoing communication to drive awareness with employees. The plan you created in the Prepare stage will help inform your communications. Use your existing internal communications channels to engage in ways that are familiar to them. Remind employees when to refresh or upgrade their devices, how to return old devices or even just how to take advantage of new features.

- Time to refresh email
- New recruit email
- Return email for upgraders
- Follow-up return email for upgraders
- Landing page template

Time to refresh email





New recruit email



Return email for upgraders



Follow-up return email for upgraders



Landing page template



3 Awareness and consideration (continued)

Some of your employees may be evaluating Mac for the first time. In order to help them make a confident, well-informed decision, offer up additional insights on the benefits of using Mac. If you're allowing employees to choose between MacBook Pro and MacBook Air, <u>here is a list of resources</u> that will enable them to decide which Mac is right for them.

- Mac is here email
- FAQ for choosing Mac



4 Ordering and onboarding

Once an employee has selected Mac, it's important to make their experience as seamless and positive as possible. Simplify processes with straightforward communication and easy access to key resources for a smooth and exciting experience.

- Device selection email
- Portal example

There are many opportunities for you to deliver a great Mac onboarding process. Consistent, clear communication can ensure that employees know what to expect and when. Some enterprises take it a step further, making the experience fun and aligning it with their company mission and brand. The Employee Starter Guides and Quick Tours will be invaluable resources to support your efforts.

- Get ready for your new Mac email
- Welcome to your new Mac email
- Let's set up your new Mac email
- Tips to get the most out of your new Mac checklist

Device selection email



Portal example



Get ready for your new Mac email





2 Back up your Mac

Welcome to your

Welcome to your

new Mac.

Let's get you set up

you start transferring your data to your new Mac, make sure followed the 'Get ready for your new Mac' instructions here.

If you've lost or forgotten your Apple ID, click here for details about how to reset your password.

Get ready for your new Mac

2 Set up your new Mac

More help resource

Watch this step-by-step set up vider p your new Mac.

ow to easily transfer your information and get up and running in no time.

new Mac email

Mac at Work

Let's set up your new Mac email



Ð	Move your content to a new Mac			
	 Transfer your content: Use Windows Migration Assistant to copy yo documents, apps, user accounts and settings from your existing computer to your new Mac. 			
	* If your files are currently on a PC, follow the PC migration steps.			
	* If you're moving content from a Mac, follow the Mac migration steps			

0	Learn some of the Mac basics			
	 Open favorite apps: Use the Dock at the bottom of the screen and click on the icora to open apps like Photos and Messages. 			
	 Navigate with your fingers: Use the traciped and gestures to con your Mac. 			
	 Copy and paste: Learn the basics and reference the Edit menu at top of the screen to copy and paste text or other items. 			
	Find what you need: Find a document or app on your Mac with Spotlight. Just press Command-Space bar, then start typing.			

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    Collaborate with colleagues
    Collaborate in real time: Invite others, set permissions, and
together on documents.
    Track task and deadfines: Chare tists, assign tasks and set
reminders to keep track of assignments.
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    Check out Microsoft on your Mac
    Access Microsoft Office: Use Word, Excel and PowerPoint with
this version written just for Mac.
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Tips to get the most out of your new Mac checklist

Unleash your new Mac Tips to get the most out of Mac

Mac is supercharged by Apple silicon, so you can build complex spreadsheets, create stunning presentations, and multitaak across all your projects—all day.

Move your content to your new Mac.

Transfer pictures, documents and other data.

iccounts and settings to a new Mac from another computer—even a Windows PC nachine.

All your files available, from all your devices.

eep your files sale and secure with IOsud Drive. You can access all your files from the lies app on IOS and IPadOS; in the Finder on your Mac or File Explorer for Windows Cs; or on IOsud.com.

Do more with macOS.

Easily adjust the controls you use the most. Like Wi-Fit, volume and brightness — without opening System Preferences. Just click the Control Center before in the merchan



Apple has a rich set of materials and self-serve tools to help users get up and running and to support their problem-solving as they go. Here are ideas on how you can support your employees:

- Conduct surveys to understand how users are adapting to Mac and to address relevant questions with tailored communications.
- Include relevant Apple resources in your company newsletters, or provide more targeted communications to specific users.
- Use the Apple basic presentation materials for events or tech bars to teach new users how to navigate Mac for the first time.
- Invite employees to attend Today at Apple sessions at their nearest Apple Retail stores. Talk to your account team or visit <u>apple.com/uk/today/</u> for more information.

It may make sense to run surveys to find out how your users are getting on and any support queries they have, so that you can gather valuable insights and tailor communications accordingly.

• Hints and tips email newsletter

Hints and tips email newsletter



Training considerations

It's important to connect with the needs of all employees, at every level of experience. When rolling out your Employee Choice programme, consider the following:

Mac basics

For employees who've never used Mac, navigation and orientation should come first. Introduce key features and terms that might be new, such as the Dock, Finder, Spotlight and System Preferences.

Mac productivity

If employees are already using iPhone or iPad, they'll find that Mac works seamlessly with their Apple devices. For example, they may benefit from hearing how apps like iMessage, Reminders and Notes can sync effortlessly and how features like Instant Hotspot, AirDrop and Sidecar work on their Mac. Check with your IT team to make sure that these features have been enabled within your organisation.

Connecting to your corporate IT

Whether employees are experienced with Mac or not, they'll want to know how to get set up in your corporate environment. You can help them get off to a strong start by providing user guides on key topics like zero-touch deployment, app compatibility, connecting to Wi-Fi, logging in to the VPN, printing and ordering a new Mac.



Resources

Here are useful resources that you can use to support your communications.

Apple at Work

Mac does that. apple.com/uk/business/mac/

Product pages

Get all the latest Mac information, including key features and detailed specifications.

Mac: apple.com/uk/mac

MacBook Air: apple.com/uk/macbook-air

MacBook Pro: apple.com/uk/macbook-pro/

macOS: apple.com/uk/macos

Support pages

These are a great place for users to get started — and easily see new features at a glance.

macOS Monterey: support.apple.com/en-gb/macos

MacBook Air: support.apple.com/en-gb/mac/macbook-air

MacBook Pro: support.apple.com/en-gb/mac/macbook-pro

macOS: support.apple.com/en-gb/macos

Mac Tips for Windows Switchers: support.apple.com/ en-gb/ HT204216

What's it called on my Mac support.apple.com/en-gb/guide/mac-help/cpmh0038/mac

User guides

Each Table of Contents provides access to quick hints and tips, with detailed support pages following.

macOS: support.apple.com/en-gb/guide/mac-help/welcome/mac MacBook Air: support.apple.com/en-gb/guide/macbook-air/welcome/mac MacBook Pro: support.apple.com/en-gb/guide/macbook-pro/welcome/mac

Apple values

Learn more about Apple's approach to accessibility, sustainability and privacy.

Accessibility: apple.com/uk/accessibility Environment: apple.com/uk/environment Privacy: apple.com/uk/privacy

Support channels

These additional content channels can help Apple users at any level.

Apple Support Website: support.apple.com/en-gb

Apple Support App: apps.apple.com/gb/app/apple-support/id1130498044

Apple Support on Twitter: twitter.com/applesupport

Apple Support on YouTube: youTube: youtube.com/applesupport

Trademarks

Using the name Apple in text

Business and consumer-facing communications may refer to the company name as Apple. The legal company name, Apple Inc., is reserved for legal documents.

Using Mac at Work and Mac Employee Choice in text

Always write the programme name as "Mac at Work" or "Mac Employee Choice", observing the use of uppercase and lowercase characters.

Logo and lockup

Keep the Mac at Work lockup and your logo on opposite sides of the design.

Mac at Work	<		Employer logo		
Mac at [Company Name]: Join the pilot.					

Product names

All products that start with a lowercase "i" should always be written with a lowercase "i" and an uppercase "P" (or appropriate letter) followed by lowercase letters, even at the beginning of a sentence, paragraph or title. For example, iPhone, iPad and iMac.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English, even when they're surrounded by text in a language other than English. Always write Apple trademarks exactly as they appear in the Apple Trademark list at www.apple.com/uk/legal/intellectualproperty/trademark/appletmlist.html. Always use Apple product names in the singular form. Do not add possessive apostrophes. Never say Apple Watches or iPhone's. Modifiers such as models, types or devices can be plural or possessive.

Trademark information

Whenever you create marketing materials, please review the Apple Trademark List at www.apple.com/uk/legal/ intellectualproperty/trademark/appletmlist.html for the latest Apple trademark information. For more information about using Apple trademarks, visit www.apple.com/uk/legal/intellectualproperty.

If you have any questions after reviewing the information provided on the Apple legal website at www.apple.com/uk/ legal, please contact the Apple Trademark Department by email (appletm@apple.com). Allow up to one week to receive a reply.



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