



Digital Champion Community Development & Management

Supplier: PWM Training (UK) Limited

1) Service Summary

PWM Training develops and manages a Digital Champion community to support sustainable Microsoft 365 adoption. The service includes Champion recruitment, onboarding, skills development, community site setup, governance, comms, and ongoing engagement, enabling local experts to support colleagues and drive long-term digital capability.

2) Detailed Service Description

This service creates or enhances a Digital Champion community to support Microsoft 365 adoption. PWM provides guidance on identifying Champions, defining roles, onboarding members, and equipping them with resources, toolkits, and structured learning. We establish and manage a central Champion community site, support ongoing engagement through regular events, and provide governance, reporting, and long-term development frameworks. Champions are supported to deliver peer-to-peer assistance, reduce support demand, advocate best practice, and drive continuous improvement in digital skills across the organisation.

3) Scope & Deliverables

- Champion recruitment and role definition guidance
- Champion induction programme
- Champion toolkit and learning pathways
- Monthly community events (e.g., Lunch & Learns, First Look sessions)
- Community site setup in Teams or SharePoint
- Comms plan support and engagement templates
- Governance pack (roles, processes, expectations)
- Monthly community management
- Engagement reporting and participation metrics

4) Features

- Recruitment framework for identifying Champions
- Champion onboarding and role guidance
- Community site setup in SharePoint/Teams
- Monthly engagement events
- Communications templates and messaging
- Peer-to-peer support model

- Coach-the-coach sessions
- Governance structure and toolkit
- Monthly reporting
- Engagement nurturing and support

5) Benefits

- Higher Microsoft 365 adoption
- Reduced support demand
- Local peer expertise
- Increased user confidence
- Sustainable behaviour change
- Faster adoption of new M365 features
- Scalable support model
- Stronger collaboration culture
- Better issue identification and feedback
- Increased employee engagement

6) SLAs

- Community management in UK business hours
- Monthly cadence of Champion sessions
- 1 business-day response to scheduling or management queries
- Monthly engagement reports (where contracted)

7) Onboarding & Offboarding

Onboarding:

- Recruitment and kickoff
- Training plan and comms setup
- Discovery session
- Champion recruitment planning
- Community site design and build
- Champion induction and role guidance
- Initial engagement plan

Offboarding:

- Handover pack
- Metrics
- Lessons learned

8) Technical Requirements

- Active Microsoft 365 tenant
- Access to Microsoft Teams and/or SharePoint
- User permissions allowing Champions to participate in events and access the community site
- Internal comms routes

9) Social Value & KPIs

- Inclusive Champion recruitment
- Accessibility-aligned learning content (WCAG 2.1 AA)
- Community engagement metrics
- Uplift in digital confidence and self-sufficiency
- Reduction in IT support demand
- Engagement targets (e.g., Champion attendance, activity levels)
- ≥30% diverse representation
- 75%+ usefulness rating; monthly wellbeing check-ins

10) Delivery Model & Support

This service is primarily delivered remotely via Microsoft Teams. Onsite sessions can be arranged for specific events if required.

This service does not include ongoing Helpdesk Support or phone/email/web-chat/ticketing support. Communication is provided as part of scheduled delivery.

11) Technical Requirements & Dependencies

- Buyer must provide access to Teams/SharePoint
- Governance and permissions must be in place
- Buyer SMEs available for discovery
- Community site content may require buyer documents or examples
- Internal comms support recommended for engagement

12) Constraints

Delivery is predominantly remote. Onsite visits can be provided for specific events or planned engagements if required. This service does not include platform configuration, security policy management, or technical support. Champions' success depends on ongoing buyer sponsorship and communication support.