SO DIGITAL

GLOBAL BRAND EXCELLENCE SOLUTIONS

DIGITAL ADOPTION SERVICE

CONTENT

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AS MOST DIGITAL TRANSFORMATION ACROSS INDUSTRIES AND COUNTRIES CONTINUES TO UNFOLD, THE PEOPLE DIMENSION OF THESE TRANSFORMATIONS HAS EMERGED AS THE KEY TO UNLOCKING VALUE AND ENSURING THE SUSTAINABILITY OF THE CHANGE.

THIS SHIFT IS LIKELY THE RESULT OF TWO THINGS:

1 TECHNOLOGICAL INVESTMENT HAS ALREADY OCCURRED

2 ORGANISATIONS ARE NOW PLAYING CATCH-UP WITH THEIR SKILLS AND PROCESSES.

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DIGITAL TRANSFORMATION INVOLVES TECHNOLOGIES AND HUMANS. UNFORTUNATELY, WE TEND TO IGNORE THE LATTER (HUMANS) WHEN LEADING CHANGE. IT'S PERHAPS THE MOST CRITICAL — AND MOST OVERLOOKED — SUCCESS FACTOR IN DIGITAL TRANSFORMATION TODAY.

DIGITAL TRANSFORMATION IS NOT JUST AN IT PROJECT. TO BE DONE WELL, IT DRIVES A MASSIVE SHIFT IN HUMAN BEHAVIOUR. THE HARDEST PART OF DIGITAL TRANSFORMATION ISN'T THE TECHNOLOGY, IT'S THE PEOPLE CHANGE AND CHANGE IN HUMAN BEHAVIOUR.

IN THIS SENSE, THE CENTRAL TERM FOR THE CONVERSATION BECOMES **DIGITAL OR USER ADOPTION.**

USER ADOPTION IS A SITUATION IN WHICH USERS ADOPT A SOFTWARE SYSTEM THAT WORKS TO FILL A SPECIFIC NEED.

THEY TRANSFER FROM AN OLD SYSTEM AND ADOPT A SOFTWARE SYSTEM THAT IS NEWER, BETTER, FASTER AND MORE EFFICIENT.

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THE BIG ISSUE IS ALWAYS THE TICKLISH TIME WHEN YOU TRANSFER FROM AN OLD SYSTEM TO A NEW ONE. RESISTANCE TO CHANGE IS NOTHING NEW. IT'S EMBEDDED IN THE HUMAN PSYCHE. CHANGE MAY BE POSITIVE, BUT GETTING EVERYONE TO BUY INTO THAT CHANGE ISN'T EASY.

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DIGITAL ADOPTION STRATEGIES REPRESENT A PLAN OF ACTION, DESIGNED TO ACHIEVE A LONG-TERM OR OVERALL AIM WITHIN AN ORGANISATION AND CAN BE CRUCIAL TO THE NEW TECHNOLOGY'S SUCCESS. WITHOUT A GOOD STRATEGY, YOU WILL NOT GET THE SEAMLESS TRANSITION YOU ARE HOPING FOR. THERE WILL BE DISSATISFACTION, FRUSTRATION, TECHNICAL PROBLEMS, AND GENERAL CHAOS.

RESEARCH SHOWS THAT

59% **OF NEW TECHNOLOGY IMPLEMENTATIONS FAILS BECAUSE OF LOW USER ADOPTION.**

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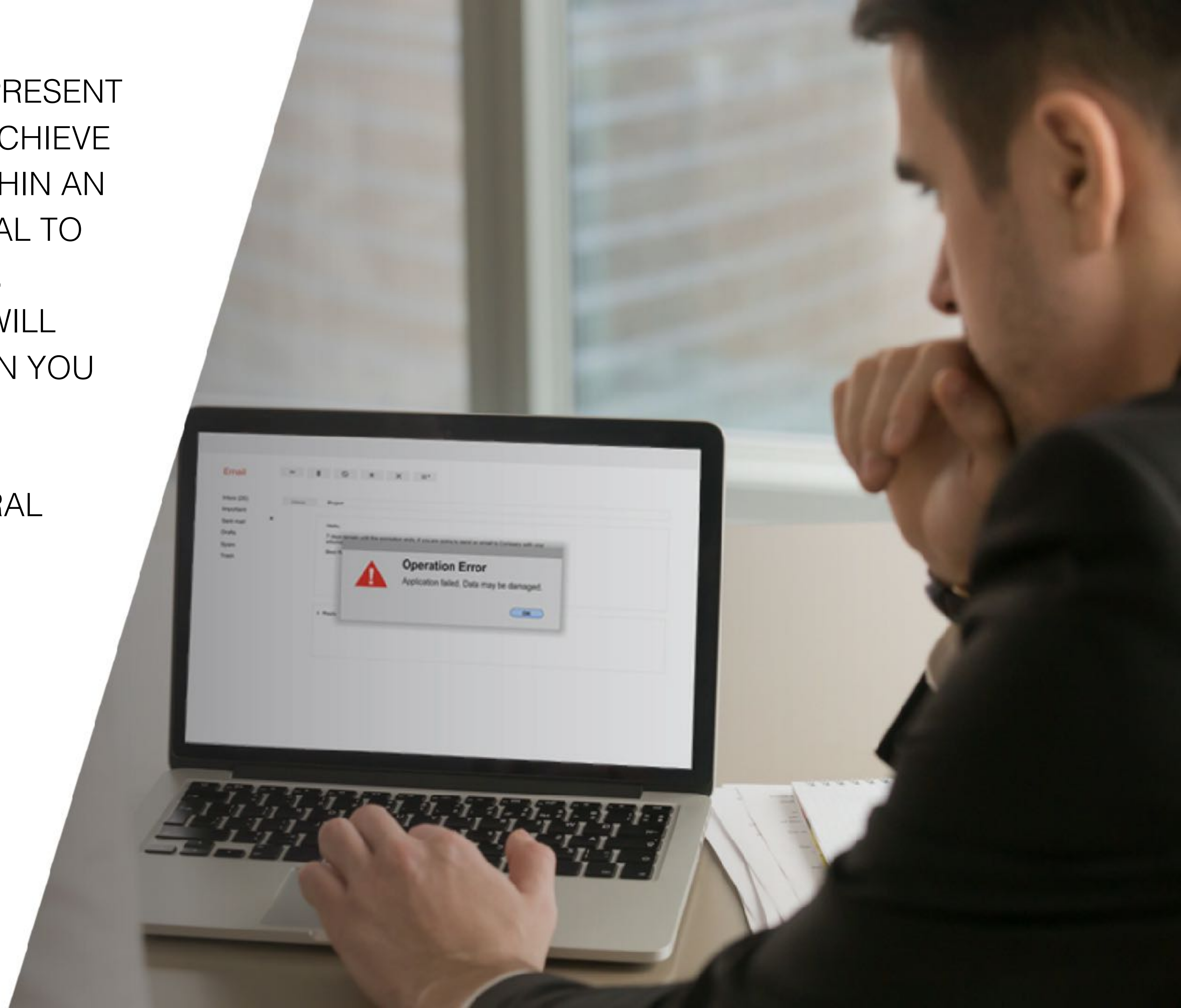
HOW WE DO IT

OUR DIGITAL ADOPTION TEAM BELIEVES YOU HAVE TO EASE THE CHANGE FOR EMPLOYEES AND PREPARE THEM FOR THE TRANSITION AS A TEAM. THAT'S POSSIBLE WHEN EXECUTIVE AND PROGRAM TEAM LEADERS COMMUNICATE DESIGNS, DEFINITIONS, PROCESSES, AND INFORMATION ABOUT FUNCTIONALITY WITH KEY STAKEHOLDERS AS SOON AS DECISIONS

TO DRIVE USER ADOPTION TO IT'S HIGHEST POTENTIAL AND TO GET AS MANY EMPLOYEES ON YOUR BOAT, YOU NEED A GREAT CHANGE MANAGEMENT STRATEGY. THIS MEANS YOUR STRATEGY:

1 CLEARLY ARTICULATES THE BEHAVIOUR CHANGES AND EXPECTATIONS

2 ENCOURAGES ADOPTION

3 BUILDS A COMMUNITY AMONG EMPLOYEES

4 PROVIDES THE RIGHT HELP AND SUPPORT AT THE RIGHT TIME

5 MEASURES USAGE AND ADOPTION WITH STATED GOALS

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DIGITAL ADOPTION STRATEGIES

DIGITAL ADOPTION STRATEGIES ARE SO IMPORTANT THAT A RANGE OF TERMS HAVE BEEN COINED TO DESCRIBE THEM AND MANY BOOKS HAVE BEEN WRITTEN ON THE SUBJECT.

LET'S TAKE A CLOSER LOOK AT HOW ORGANISATIONS APPROACH USER ADOPTION. THERE ARE SEVERAL ADOPTION STRATEGIES THAT CAN BE USED TO IMPLEMENT A SYSTEM IN AN ORGANIZATION.

THE MAIN STRATEGIES ARE:

1 BIG BANG ADOPTION

2 PARALLEL ADOPTION

3 PHASED ADOPTION

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DIGITAL ADOPTION STRATEGIES

1 BIG BANG ADOPTION

"BIG BANG" IS A METAPHOR FOR THE COSMOLOGICAL THEORY OF THE SAME NAME, IN WHICH THE START OF THE COSMOS HAPPENED AT ONE MOMENT IN TIME. THIS IS ALSO THE CASE WITH THE BIG BANG ADOPTION APPROACH, IN WHICH THE NEW SYSTEM IS SUPPOSED TO BE ADOPTED COMPLETELY ON ONE DATE. IN OTHER WORDS, YOU SET THE DATE, AND YOU DIVE RIGHT IN. THE OLD SYSTEM IS ABANDONED, AND THE NEW ONE IS ADOPTED.

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DIGITAL ADOPTION STRATEGIES

1 **BIG BANG ADOPTION**

ADVANTAGES

· YOU GET EVERYONE ON THE SAME PAGE ON THE SAME DAY, AND THEY RUN WITH IT.

· EVERYONE'S WORKING ON THE SAME SYSTEM, AND YOU GET INSTANT CHANGE.

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DIGITAL ADOPTION STRATEGIES

1 BIG BANG ADOPTION

TRAINING AND ORIENTATION ARE KEY:

· BEFORE THE STARTING GUN, EVERYONE KNOWS EXACTLY WHAT IS
  GOING TO HAPPEN, HOW IT AFFECTS THEM AND THE WAY THEY WILL
  WORK, AND HOW TO USE THE SOFTWARE.
· ALL THEIR QUESTIONS HAVE BEEN ANSWERED, AND ALL THEIR
  CONCERNS HAVE BEEN ADDRESSED.
· THE SOFTWARE ITSELF MAY INFLUENCE YOUR CHOICE.

RECOMMENDATION:

· THE MORE USER-FRIENDLY THE NEW SYSTEM IS, THE MORE
  LIKELY YOU ARE TO CHOOSE THIS STRATEGY.
· WITH COMPLEX SYSTEMS THAT ARE LESS EASY TO LEARN,
  BIG BANG ADOPTION CAN RESULT IN CHAOS.

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DIGITAL ADOPTION STRATEGIES

2 PARALLEL ADOPTION

IN THE CASE OF **PARALLEL ADOPTION,**
THE OLD AND THE NEW SYSTEM ARE RUN
IN PARALLEL INITIALLY, SO THAT ALL THE
USERS CAN GET USED TO THE NEW
SYSTEM, BUT STILL CAN DO THEIR WORK
USING THE OLD SYSTEM IF THEY WANT
TO OR NEED TO DO SO. PARALLEL
ADOPTION MEANS THAT THE TWO
SYSTEMS WILL BE RUN SIMULTANEOUSLY
DURING A TRANSITION PERIOD.

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DIGITAL ADOPTION STRATEGIES

2 PARALLEL ADOPTION

ADVANTAGES

- USERS GET A CHANCE TO GET USED TO THE NEW SYSTEM. IF THEY GET STUCK, THEY CAN ALWAYS TRANSFER TO THE OLD SYSTEM UNTIL THEY GET THE SUPPORT THEY NEED.
- IT CAN REDUCE THE CHANCES OF EVERYTHING GRINDING TO A HALT BECAUSE PEOPLE DON'T KNOW WHAT TO DO NEXT. IT'S A CAUTIOUS APPROACH, BUT IT WILL REQUIRE CAREFUL MANAGEMENT ALL THE TIME.

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DIGITAL ADOPTION STRATEGIES

2 PARALLEL ADOPTION

TRAINING AND ORIENTATION ARE KEY:

- STAFF NEEDS TO BE AWARE OF THE STRATEGY, AND THERE MAY BE TIMES WHEN THEY NEED TO COMMUNICATE WHETHER WORK HAS BEEN DONE USING THE OLD AND/OR NEW SYSTEM TO AVOID CONFUSION.

RECOMMENDATION:

- YOU NOW HAVE TWO SYSTEMS TO MONITOR: AN OLD ONE, AND A NEW ONE.
- PEOPLE MAY STICK TO USING THE OLD, FAMILIAR SYSTEM FOR AS LONG AS POSSIBLE RATHER THAN ADOPTING THE NEW, IMPROVED ONE.

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DIGITAL ADOPTION STRATEGIES

3 PHASED ADOPTION

PHASED ADOPTION MEANS THAT THE ADOPTION HAPPENS IN SEVERAL PHASES, SO THAT AFTER EACH PHASE THE SYSTEM IS A LITTLE CLOSER TO BEING FULLY ADOPTED BY THE ORGANISATION. IN PHASED USER ADOPTION, MANAGEMENT DRIP FEEDS THE CHANGE INTO WORK SYSTEMS OVER A PERIOD OF TIME. FOR EXAMPLE, A SPECIFIC TASK OR A SPECIFIC TEAM MAY TRANSITION TO THE NEW SYSTEM, AND ONCE THAT IS GOING SMOOTHLY, THE NEXT PHASE IS IMPLEMENTED. THE CHANGE-OVER IS RAMPED UP UNTIL ALL TASKS OR ALL TEAMS ARE USING THE NEW SYSTEM.

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DIGITAL ADOPTION STRATEGIES

3 PHASED ADOPTION

ADVANTAGES

- **PHASED ADOPTION** USUALLY RESULTS IN A MORE ORGANISED TRANSITION THAN PARALLEL ADOPTION.
- EVERYBODY KNOWS WHAT SHOULD BE DONE WITH THE NEW SYSTEM, AND WHAT THE CUT-OFF DATE FOR THE OLD SYSTEM IS.
- IT HAS THE ELEMENT OF CAUTION THAT THE BIG BANG STRATEGY LACKS, AND IT OVERCOMES THE POTENTIAL FOR RESISTING CHANGE THAT'S IMPLICIT IN PARALLEL ADOPTION.
- IF THERE ARE HICCUPS, THEY WON'T AFFECT THE WHOLE ORGANISATION, AND MANAGEMENT OR TECH SUPPORT KNOWS WHERE TO FOCUS THEIR ENERGY.

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SELECTING AN ADOPTION STRATEGY

THE USER ADOPTION STRATEGY YOUR COMPANY CHOOSES WILL BE BASED ON THE GOALS THE COMPANY WANTS TO ACHIEVE AND THE TYPE OF SYSTEM THAT IS BEING ADOPTED.

HERE SOME EXAMPLES AND OUR RECOMMENDATIONS:

1 NEED EVERYONE IN THE COMPANY TO START USING YOUR NEW SOFTWARE "TOMORROW"?

WE RECOMMEND **"BIG BANG" APPROACH** AND MOTIVATE USERS TO CHANGE PACKAGE

2 WANT TO PLAY SAFE AND AVOID RISK OF REJECTION?

WE SUGGEST **PARALLEL APPROACH** WITH CUSHION USER ADOPTION TRANSITION PROCESS PACKAGE

3 YOU TELL US IF YOU NEED AN ORGANISATION-WIDE USE OF NEW SYSTEMS "TOMORROW" OR YOU WANT TO ALLOW YOUR PEOPLE SOME TIME TO ACCEPT AND ADOPT CHANGE.

WE RECOMMEND OUR **PHASED APPROACH** AND MOTIVATE USERS TO CHANGE PACKAGE

4 THE POSSIBLE NEED FOR ADJUSTMENT AND REDESIGN. IF USERS ARE LIKELY TO UNCOVER ISSUES THAT REQUIRE REDESIGN OR ADJUSTMENTS, USER ADOPTION OVER A PERIOD OF TIME AND THE OPTION OF FALLING BACK ON THE OLD SYSTEM COULD BE THE MOST SENSIBLE OPTION. HOWEVER, IF ADJUSTMENTS ARE EASY TO MAKE AND THERE ARE CONTINGENCY PLANS, RAPID USER ADOPTION IS STILL POSSIBLE.

WE RECOMMEND OUR **OVERCOMING ADOPTION PROBLEMS PACKAGE**

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+ FOR A SMOOTH TRANSITION TO A NEW SOFTWARE, WE OFFER GROUP AND ONE-ON-ONE WEBINARS, TRAININGS. YOU SHOW US YOUR COMPANY SYSTEMS AND PEOPLE IN A JOINT WORKSHOP AND WE SUGGEST THE RIGHT SOLUTION FOR YOU!

DIGITAL ADOPTION SERVICES

DIGITAL ADOPTION SERVICES IS A SET OF PLANNING AND MANAGEMENT SERVICES THAT HELPS USERS TO ADOPT TO THE CHANGE BEING IMPLEMENTED. IN THIS WAY, USERS CAN EMBRACE AND USE THE NEW SYSTEM EASILY AND MINIMISE THEIR PRODUCTIVITY LOSS WHEN THE NEW SYSTEM IS DEPLOYED. WE AIM TO PREPARE EACH USER TO EFFECTIVELY ADOPT TO THE NEW SYSTEM THE MOMENT IT IS DEPLOYED AND WE HELP YOU TO:

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DIGITAL ADOPTION SERVICES

AVOID FRUSTRATION BY:

- DECREASING RESISTANCE TO CHANGE WITH A COMMUNICATION PLAN AND STAKEHOLDER INVOLVEMENT.

- ENSURING A CONSISTENT AND COMPREHENSIVE APPROACH TO LEARNING.

- LOWERING THE RISK OF NON-COMPLIANCE AND INEFFECTIVE WORK AROUNDS.

- REDUCING THE RISK OF FAILED SYSTEM GO-LIVES BY EMPOWERING USERS.

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DIGITAL ADOPTION SERVICES

SAVE YOUR TIME SPENT ON:

- NEEDS ASSESSMENT TO ENSURE THAT ALL TRAINING REQUIREMENTS ARE CONSIDERED.

- PROVIDING A ROLE-BASED, NEED-TO KNOW TRAINING.

- ENSURING THAT EACH ROLE UNDERSTANDS HOW THEY ARE ALIGNED WITHIN THE INTENDED BUSINESS OUTCOMES.

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DIGITAL ADOPTION SERVICES

SAVE YOUR MONEY BY:

· AVOIDING PREVENTABLE ERRORS AND MINIMISING RESOURCES DEPLOYED TO NON-VALUE ACTIVITIES. THE COST OF ENGAGING SO DIGITAL USER ADOPTION'S SERVICES CAN BE A FRACTION OF THE COST OF OTHERWISE MAKING A MAJOR IMPLEMENTATION MISTAKE.

· WE WILL REDUCE COST, TIME SPENT, AND ERRORS IN CREATING AND MAINTAINING DOCUMENTATION.

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DIGITAL ADOPTION SERVICES

SERVICE PACKAGE 1

MOTIVATE USERS TO CHANGE

AND PREVENT THEIR RESISTANCE TO CHANGE

ON-BOARDING USERS TO A NEW SOFTWARE GIVES MANY A HEADACHE. EMPLOYEES RESIST CHANGE AND BECOME LESS PRODUCTIVE. THIS CAN'T STOP YOU GOING AHEAD WITH NEW TECHNOLOGIES, RIGHT? YOU HAVE TO KEEP PACE WITH THE MARKET AND ADVANCING DIGITAL TECHNOLOGIES AND CAPABILITIES. OTHERWISE, YOU LOOSE THIS COMPETITION.

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BENEFIT

· ENSURES A FULL AND LONG-TERM ADOPTION OF NEW SOFTWARES TO STAY AHEAD OF YOUR COMPETITION

YOUR BENEFIT THROUGH

· SAVING TIME IN TRAINING AND ON-BOARDING

· SMOOTH TRANSITION TO NEW SOFTWARE SYSTEMS

· EMPOWERING EMPLOYEES WITH CONTEXTUAL LEARNING CAPABILITIES

· INSTANTLY MAXIMISING THE ROI OF DIGITAL INVESTMENTS

? DID YOU KNOW

... THAT 75% OF ORGANISATIONS DON'T ACHIEVE THEIR EXPECTED BUSINESS OUTCOMES DUE TO POOR USER ADOPTION AND LOSS OF PRODUCTIVITY ? SMOOTH SOFTWARE TRANSITIONS ARE KEY TO SUCCESS!

DIGITAL ADOPTION SERVICES

SERVICE PACKAGE 2

CUSHION USER ADOPTION TRANSITION PROCESS
AND PREVENT THEIR RESISTANCE TO CHANGE

WE KNOW EMPLOYEE TRAINING IS A COST MANY
WOULD RATHER SPARE, BUT THIS IS A KEY TO
ORGANISATIONAL SURVIVAL! TRAINING IS A
FUNDAMENTAL STEP OF COMPANY WORKFLOW. THIS IS
WHY WE OFFER TAILOR-MADE TRAINING PROCESS - WE
BOOST YOUR PRODUCTIVITY, ENABLE EMPLOYEES TO
LEARN AND KEEP THE PROFICIENCY IN NEW
TECHNOLOGY SKILLS IN AS SHORT TIME AS POSSIBLE.

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YOU BENEFIT AS

· YOUR EMPLOYEES USE NEW
  TECHNOLOGIES TO A FULL
  EXTENT

· EMPLOYEE ENGAGEMENT IN
  NEW (AND EXISTING) SYSTEMS
  GROWS

· WE IDENTIFY OBSTACLES IN
  ADOPTION PROCESS AND
  ADDRESS THEM TO IMPROVE
  EMPLOYEE WORKFLOW

· WE REDUCE RESISTANCE TO
  CHANGE WITH CONTEXTUAL
  GUIDANCE

· WE LEVEL-UP EMPLOYEE
  EXPERIENCE AND INCREASE
  SATISFACTION

?
DID YOU KNOW

**… THAT WE
FORGET 80% OF
THE
INFORMATION WE
LEARN?**
THIS CALLS FOR A
SHIFT IN
EMPLOYEE
TRAINING
PROGRAMMES.
THEY NEED TO BE
PRACTICAL AND
HAVE A CONCEPT!

DIGITAL ADOPTION SERVICES

SERVICE PACKAGE 3

OVERCOMING ADOPTION PROBLEMS
AND PREVENT THEIR RESISTANCE TO CHANGE

AS YOU KNOW, WE ARE ALL OVERWHELMED WITH VARIOUS APPS AND PLATFORMS TODAY. THAT IS WHY EMPLOYEES SOMETIMES DON'T WANT TO BOTHER AND USE A NEW ONE. APATHY CREEPS IN, AND THEY DON'T WANT TO SEE THE POTENTIALS OF NEW TECHNOLOGIES FOR THEIR OWN PRODUCTIVITY AND EASE OF WORK. YOU NEED TO MOTIVATE YOUR EMPLOYEES AND OFFER THEM A HELPING HAND WITH NEW SOFTWARES. WITH A TAILOR-MADE TRAINING AND HANDS-ON SUPPORT, WE ARE THERE FOR YOUR EMPLOYEES FOR A SMOOTH ADOPTION OF NEW SOFTWARE.

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YOU BENEFIT AS

- SAVING TIME IN SOFTWARE ON-BOARDING

- SIMPLIFYING USER EXPERIENCE

- ON-DEMAND STEP-BY-STEP GUIDANCE FOR ANY IN-APPLICATION PROCESS

- ENCOURAGE SOFTWARE ADOPTION / TRACK AND ANALYSE SYSTEM USAGE / IMPROVE EMPLOYEE TRAINING

- GAIN VALUABLE DATA INSIGHTS OF EMPLOYEE USE-CASES TO FURTHER IMPROVE USER ADOPTION

? DID YOU KNOW
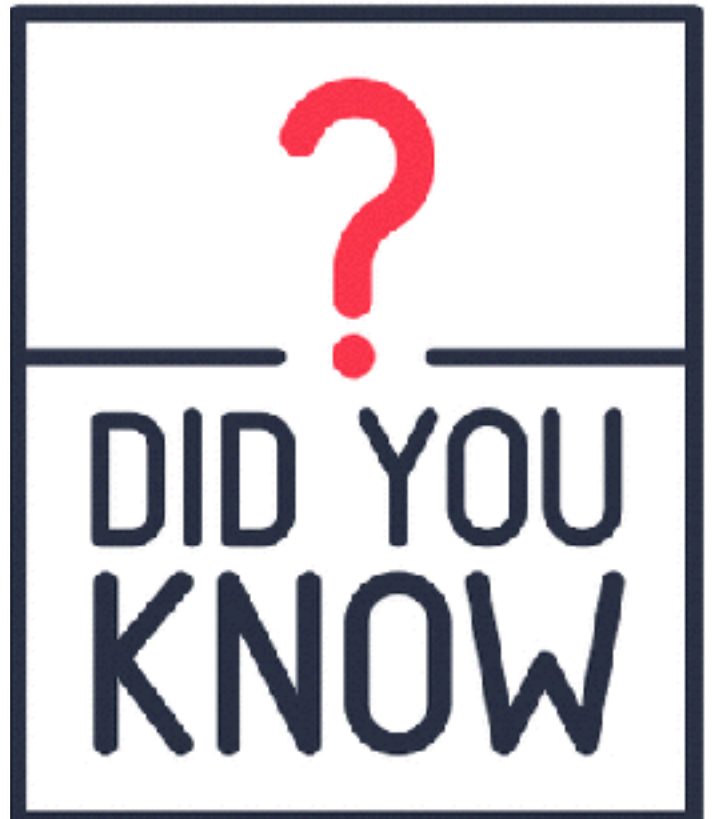
RESISTANCE TO CHANGE TAKES MANY FORMS : REDUCTION IN OUTPUT, INCREASE IN NUMBER OF 'QUITS' AND TRANSFER REQUESTS, CHRONIC QUARRELS AMONG TEAM MEMBERS

3 PHASED METHODOLOGY

1 ASSESSMENT

WE CHECK THE LEVEL OF ADOPTION NEEDED.

2 AWARENESS & LEARNING

WE START WITH AWARENESS-BUILDING OF THE COMING CHANGE AMONG YOUR TEAM AND START WORKING ON THEIR ADOPTION.

3 EVALUATE AND REPORT

WE RE-TEST THE USER'S KNOWLEDGE AND ADOPTION OF THE NEW SOFTWARE SYSTEM.

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SOME EXAMPLES OF SO DIGITAL USER ADOPTION EXECUTED PROJECTS

MOTIVATE USERS TO CHANGE
(AND OVERCOME THEIR RESISTANCE TO CHANGE)

CHALLENGE

- **SO DIGITAL** ADOPTION SERVICE TEAM WERE ASKED TO DEVELOP AND APPLY A USER ADOPTION PLAN TO SUPPORT THE IMPLEMENTATION OF A CONTENT MANAGEMENT PLATFORM FOR THE MARKETING TEAM'S IN-HOUSE CREATIVE AGENCY OF OUR PLATFORM-BASED TECHNOLOGY BUSINESS' CLIENT AT THEIR HEADQUARTERS. THE INITIAL IMPLEMENTATION COMPRISED ONE LOCATION.

- **THE ADOPTION PLAN INCLUDED:** ADOPTION ASSESSMENT PHASE, DEVELOPMENT OF ALL TRAINING MATERIALS, DELIVERY OF USER ADOPTION SESSIONS AND WEB GO LIVE ADOPTION SESSIONS.

PROPOSED SOLUTION
(WE DEVELOPED A CUSTOMISED APPROACH)

1) ASSESSMENT PHASE: IN THIS STEP, WE ASSESSED THE PREFERRED WAYS OF LEARNING OF PROGRAM USERS, AND DETERMINED THE DESIRED LEVEL OF ADOPTION.

2) USER ADOPTION SESSION: ADOPTION SPECIALIST LEAD SESSIONS WERE ORGANISED, CREATING HANDS-ON REAL WORK SCENARIO'S TO ENABLE PARTICIPANTS TO SEE THE POSSIBILITIES AND BENEFITS OF THE NEW TECHNOLOGY – NOT SIMPLY THE CHALLENGES;

3) WEB GO LIVE ADOPTION SESSIONS: SO DIGITAL USER ADOPTION SPECIALISTS, AT THIS POINT FAMILIAR AND HELPFUL PARTNERS TO THE END USERS, WERE PRESENT ON THE MONDAY OF WEB GO LIVE, TO ASSIST USERS THROUGH THE MOST CHALLENGING TRANSITION PERIOD.

4) RE-TEST: UPON ANALYSIS OF RE-TEST, WE PROPOSED A NEW TEST IN 6 MONTHS.

RESULTS

- **SO DIGITAL** TRAINED 30 USERS, WHICH IS 80% OF THE USER COMMUNITY, AND HELPED TO ALLEVIATE CONCERNS ABOUT TRANSITIONING AWAY FROM A TRADITIONAL WAY OF WORK.

- CAREFUL PLANNING, COMPREHENSIVE MESSAGING AND 360° USER ADOPTION ARE CRITICAL COMPONENTS FOR A SUCCESSFUL OUTCOME.

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SOME EXAMPLES OF SO DIGITAL USER ADOPTION EXECUTED PROJECTS

CUSHION USER ADOPTION TRANSITION PROCESS
(FROM OLD TO NEW TECHNOLOGIES)

CHALLENGE

- **SO DIGITAL** ADOPTION SERVICE WAS ASKED TO DEVELOP A PLAN TO PROVIDE INTENSIVE HANDS-ON USER ADOPTION TO 70 "PILOT" USERS TO ENSURE THEY WERE COMFORTABLE AND CONFIDENT IN THE USE OF CONTENT PLATFORM FUNCTIONALITIES IN DAILY WORK.

PROPOSED SOLUTION
(WE DEVELOPED A CUSTOMISED APPROACH)

1) ASSESSMENT PHASE: IN THIS STEP, WE ASSESSED THE PREFERRED WAYS OF LEARNING OF PROGRAM USERS, AND DETERMINED THE DESIRED LEVEL OF ADOPTION.

2) WE WORKED WITH PLATFORM CREATORS TO DEVELOP THE ALL SUPPORTING MATERIAL FOR USER AND ORIENTATION GUIDES PRIOR TO THE PROJECT BEING LAUNCHED.

3) TRAINING MATERIALS (AUDIO, VIDEO AND READING MATERIALS) AND A SERIES OF ADOPTION SESSIONS IN OFFICES WERE DELIVERED OVER A SIX WEEK PERIOD. THE SESSIONS WERE DELIVERED TO ALL "PILOT" USERS.

4) WE WERE ENGAGED FOR A NINE-MONTH PERIOD TO SUPPORT THE "PILOT" USERS THROUGH THE MOST CHALLENGING TRANSITION PERIOD.

5) RE-TEST: UPON ANALYSIS OF RE-TEST RESULTS, WE PROPOSED A NEW TEST IN 12 MONTHS.

RESULTS

- **SO DIGITAL** ADOPTION SERVICE TEAM TRAINED 70 USERS AND MET THE ORGANISATIONAL NEED FOR A SMOOTH PILOT PROGRAM CREATING A POSITIVE RUNWAY FOR NEW PLATFORM USERS.

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CHANGE MAY BE POSITIVE, BUT GETTING EVERYONE TO BUY INTO THAT CHANGE ISN'T EASY.

GET IN A CONTACT WITH SO DIGITAL USER ADOPTION TEAM AND IMPLEMENT WITH GREAT SUCCESS ALL CHANGES IN YOUR COMPANY.

THANK YOU!

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