

Transformation adoption is more than training, a few emails, and a team meeting

Benefits

Measuring an adoption gap removes assumptions and opinions, resulting in a precise time saving effort

Adoption curves are minimized, directly resulting in improved productivity

“Friction” is measured, analyzed, and resolved, resulting in speed and ease of use

“Do you have an adoption strategy that minimizes risk and clearly outlines various use gaps?”

“Are your users and customers typically surprised when process and system changes are implemented?”

“Are old behaviors and repetition incrementally decreasing productivity?”

Challenge

Depending on the culture of an organization, user and customer adoption initiatives are sometimes understaffed, poorly prioritized, and misunderstood. An “experience” is built around two primary principles: ease of use and speed, with an acceptable quality being assumed. These experiences are the building blocks for an entire journey. The company with the least amount of “friction” will retain and grow their customer base. When contact centers change staff, process, or technology, it inherently disrupts productivity for the team and the customer. We sometimes assume it will be short lived and quickly resolved relying on common sense and repetition. However, a number of contact center transformations continue to disrupt speed and use far beyond the initial go-live. Pre-existing expectations are contradicted, repetitive behaviors delay processes, and the overall productivity for users and customers decrease.

Effort

As changes progress through a development or operational process, eventually user acceptance testing (UAT) is performed. Shortly before or after this milestone, adoption analysis is conducted. It begins by analyzing and understanding your base of customers and users, such as personas, feature use, core value, and peripheral value. A gap analysis is conducted, but focused more towards use behaviors, repetition, patterns, and related factors. Customers and users are interviewed, assessed, and asked to contribute towards the “As-Is” versus “To-Be” use of the transformation. The team conducts “What is in it for me?” and “How will this affect me?” sessions. A formal adoption plan is created and delivered to all the users and customers. Marketing, Sales, and Training communicate the transformation in a purposeful, realistic, and exciting means.

Results and Summary

This strategy will result in a user and customer base that are willing and prepared to adopt change. Speed and productivity are maximized while “friction” is minimized. The journey and experiences are anticipated and expected.

Transformation adoption strategies provide a basis for understanding, measuring, and communicating change with your user and customer base.

Considerations

Depending on the transformation, the breadth and depth of the effort will vary. Consult with a tenured resource that has experienced and led a variety of transformation and adoption initiatives.