



IT Insights Series: Empowering the User – Adoption Programs Drive Technology Success



Technology can drive cultural transformation, help slay the status quo, propel team productivity and inspire unprecedented collaboration across an org chart.

But here is a secret that most tech providers don't want to admit: usually, new technology doesn't accomplish any of those things. Studies suggest that a full 80 percent of social business initiatives fail to achieve their desired **goals**. This has staggering implications for businesses that are pushing substantial resources—and pinning big hopes and dreams—to collaborative solutions.

What gets in the way? From enterprise deployment to mobile provisioning, there are a million little things that can go wrong. There are also a number of recurring oversights that will prevent a well-intentioned purchase from ultimately unlocking significant ROI.

A customer success program must meet these challenges head-on. Software best practices mean that on-boarding resources must be focused and designed specifically to ensure a smooth transition, drive end user adoption rates and maximizing ROI, while providing everyone in the organization the best possible experience.

"A successful implementation begins well before the day you roll out a solution. A best-in-class customer success team provides a partnership from the earliest stages of planning and determining processes. But too often, these first steps are often overlooked or over-simplified," says Angelina Beitia, SVP of Customer Success at PGi.

Beitia stresses the importance of talking, training and tracking. At PGi the Customer Success Team is designed to help customers target all three of these objectives. From identifying key stakeholders to opening up feedback loops to setting up the metrics and key performance indicators (KPIs), IT teams need to track the ultimate health and long-term viability of a software rollout.

No two implementations are identical; a dedicated implementation specialist should help tailor migration, communication and adoption strategies that are right for you. Your business doesn't aim for average, and your implementation plan shouldn't be based on averages, either.





Partnering with an industry leading customer success team can help you ensure you are getting the absolute most out of your UC solution:



Clarity of purpose. Businesses sometimes add great new tools to their toolbox, but forget to find a consensus on what the tools should accomplish, or to inform other users how (and why) they should be using the new tools. Works with a team that will pursue established goals, empower stakeholders and spread the mission to end users far and wide.



Alignment. Keep your team—all of your teams—in the loop with the status of implementation, and the achievement of deliverables.



Personalized training. Develop training and adoption programs that are actually based on how your users prefer to work and learn. Some users may want live training, others may prefer tutorials they can walk through themselves. Meet your students at whichever door they choose to enter; your usage rate will soar in return.



Benchmarking. Is the juice worth the squeeze? Set reporting that gives you a clear perspective on user adoption and the bang you're getting for your buck.



Tireless championing. Set up user adoption campaigns that will keep your users informed and engaged—and will also report on any areas of underperformance. User adoption campaigns will target stragglers who have yet to climb aboard.

The results of PGI's industry leading customer success program is staggering:

- Customers leveraging PGI success resources see adoption rates climb to nearly 80%—compared to 14% for typical software companies.

- Training and adoption programs drive a 5x increase in tool usage. If you're worried about team members clinging to the systems and processes of yesteryear, education and clear, consistent messaging is your best way to convert the clingers.
- It's rare that 100% of a group of people agree on much of anything—but a full 100% of customers implemented by the PGI team report being "Very Satisfied" with their experience.
- 97% of customers cite training and adoption programs as key implementation success factors. We've seen a clear link between commitment to training and sky-high user adoption rates.

Additional Resources

- [Turning the Problem of Shadow IT into Opportunity.](#)
- [Proving the Value of Collaboration Software and Get Buy-Ins from Decision Makers.](#)
- [IT Must Partner and Adapt to Deliver Business Value.](#)

About PGI

PGi is the world's largest dedicated provider of collaboration software and services. For more than 20 years, our broad portfolio of products has served the end-to-end collaboration needs of enterprises. Accessible anywhere, anytime and on any device, PGI's award-winning collaboration solutions drive productivity and teamwork for approximately 50,000 customers around the world. To learn more, visit us at www.pgi.com.