Enterprises that want to tap the full potential of technology capabilities will need to focus on the role of people in digital transformation.

Changes in every transformation pillar impacts the people involved in all areas of business.

Due to the impact of digital transformation, global IT spending in 2019 has increased to more than $3.7 trillion.

But, studies show that more than 75% of business initiatives DO NOT achieve full benefit realization.

The success of any IT transformation or product launch lies in employee receptivity and adoption.

Businesses in US lose $37 billion each year as employees do not understand LOB apps leading to delay in ROI.

Data derived from varied sources from internet.
Factors Affecting **USER ADOPTION OF NEW APPLICATIONS**

- No Clear Understanding of the Objective
- Resistance to Change
- Lack of Effective Communication
- Insufficient/Inconsistent Knowledge Transfer On Using The Application
WHAT IS THE MISSING PIECE?

How do you address this…

EFFECTIVE CHANGE MANAGEMENT
The discipline that guides how you prepare, equip and support employees to successfully adopt change in order to drive organizational success and outcomes.
Based on the ADKAR (Awareness, Desire, Knowledge, Ability, Reinforcement) principle to Change Management, Tech Mahindra follows the Analyze, Connect, Train and Support (ACTS) approach to support employee adoption through every stage in change management.

**Analyze**
- Understand overall vision
- Perform user impact analysis
- Develop change management plan
- Create change communication strategy and governance structure
- Perform training needs assessment

**Connect**
- Connect with the audience / end users
- Show the impact of the transformation on their daily routine, and in turn to the business and organization
- Develop communication plan and key messages
- Deliver the communication messages through different channels

**Train**
- Develop different training artifacts
- Deliver role-based training in various formats
  - Classroom
  - E-Learning
  - Videos
- Focus on what’s in it for them

**Support**
- Provide run-time support post go-live
- Enable learning in the flow of work
- Obtain continuous feedback through feedbacks and surveys and constantly improve the support
- 30-60-90 day plans
KEY DELIVERABLES TO OVERCOME USER ADOPTION CHALLENGES

Drive enterprise-wide employee buy-in by providing information, training and support at the right time to all employees who are impacted by transformation directly or indirectly.

CHANGE COMMUNICATION CAMPAIGNS
Mailer / Teasers / Infomercials

USER TRAINING
E-Learning Courses / Videos / Task Simulations

PERFORMANCE SUPPORT
Digital Adoption Platforms / Quick Reference Guides
Encouraging digital agility throughout the organization requires top-down communication in every stage from overcoming resistance to increasing awareness to enabling adoption.

**Communication Channels**

- **Executive Sponsor Message (Vision and Value Statement)**
- **Marketing Materials**
  - Infomercial Videos
  - Posters / Stickers / Brochures / Trifold
  - Weekly Status Emails / Newsletters
  - Lunch 'n' Learns with influencers
  - Roadshows and Games
- **Intranet Site**
USER TRAININGS

ENABLE WORKFORCE

EQUIP THE WORKFORCE TO BE FUTURE-READY BY PROVIDING TRAINING TRANSFERABLE SKILLS TO EMPLOYEES.

CONTENTS:

- What’s in it for me (Role-based training)
- Business Process & Workflows
- Logging on & Navigation
- Day to Day Transactions and Reporting

Super User Training
- Train-the-Trainer
- Classroom Sessions
- Assessment

End-User Training
- Web-based Training
- Videos
- Virtual Training
- Assessment
- Task Simulations
Provide support in the workplace during and after the changeover using job-aids, in-app guides and Digital Adoption Platforms (DAPs).

**BECOME A WAY OF BUSINESS**

- Step-by-step guidance on how to perform a task
- Quick reference and help on-the-job
- Refresher post go-live
- Learning in the flow of work

**Use Case for In-App Guides and DAPs:**
Major software rollouts, Digital transformation initiatives, Change management, User onboarding, Educating users on features, Supporting users based on context, Announcing new features, In-app surveys to measure satisfaction

**Job Aids:** Printable 1-2 page material to be used as ready reckoner
**In-App Guides:** Live step-by-step guidance without moving away from the application
**Digital Adoption Platforms:** Software layer integrated on top of your CRM or other application that drives better adoption (including in-app guides)
OVERALL BENEFITS

- Fast, effective user adoption that speeds time to competency
- Fosters behavioral changes needed to maximize user adoption rates
- Delivers targeted training and communications to increase user acceptance and proficiency
- Engages executive leadership to help drive results and optimize project success
- Maximizes return on your investment for the experience you expect

To know more about our solutions or view demos, write to
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