

# Transforming user behaviour to make your new technology a success

It's one thing to introduce new technology – the real key is getting people to use it. Whether you're rolling out a new service or improving existing ways of working, we can help make your project a success, quickly and easily. We'll cut the complexity and cost of digital transformation, with a dedicated in-house team on hand to deliver your user adoption programme.

It's always a risk introducing new technology where behavioural change and new working practices are called for. Making it available is one step. But to succeed, you need to get all your employees on board.

Our digital workplace research shows:

- 48% of employees have collaboration tools, but don't know how to use them properly
- 91% say CIOs should make sure people know how to use the collaboration tools available to them effectively
- 80% of collaboration projects fail to deliver their expected business outcomes.

User adoption is essential for technology success and faster business results.

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“BT's flexible approach to adoption, using multimedia channels with tailored messages to reach our user base quickly and efficiently was also brilliant. Use of the coaching team meant that users were supported throughout the migration avoiding any disruption to business activity.”

Leading retailer

## Make your technology a success

BT One user adoption gives your employees the knowledge and skills to take up and continue to use your collaboration tools with confidence. We have the experience and expertise to help you drive:

**culture change:** we changed user behaviour and achieved 80% user adoption for a leading bank in four months

**global collaboration:** we delivered a simpler service across 49 countries worldwide for a leading insurance company and achieved 67% user adoption in 3 months

**rationalisation:** we migrated multiple applications to one for an IT company and achieved 61% user adoption in 2 months

**cost avoidance:** we enabled migration to a new platform within six weeks, avoiding £1.5 million resign contract commitments for a retailer.

### Adoption rates for customers we support

80% vs. 35%



# A tried and tested process to drive rapid user adoption

## Discovery and planning

Establishing user acceptance and everyday behaviour begins by recognising your environment, audience and what you want the technology to deliver.

We'll take you on a journey that begins by assessing current vs. new technology, use cases, identifying the upcoming changes for your people and setting measurable objectives. We can also help you build a business case to get board-level buy-in.

Once agreed, we'll create a tailored user adoption plan that covers your communications, training and coaching needs.

## Building the value proposition

How you position the new technology to your end user is critical to success. We make sure the focus is on the 'Why' first and 'How' second. We'll build a value proposition where the why is as much personal benefits for users as business.

## Driving awareness

People need to know about the new service, features and benefits so our first step of the roll-out is to build awareness among the employees. This can include emails, digital posters, desk drop, and promotion through your existing internal communication channels such as enterprise social network groups, newsletters and intranet sites.

## Welcome and education

We welcome people to the new service with information on how to get started, including access to tailored user guides and FAQs so they have all the information they need to make the most out of their service. We provide bitesize content to keep things simple and develop a series of post-launch communications for at least three months.

## Coaching and training

Providing the right skills to users through coaching and training is key to driving rapid adoption of the new service. Our training ranges from formal 60 second getting started videos, self-paced or instructor-led online training and our informal personal high touch coaching providing users with on demand one-to-one help to get started.

## Review and reporting

Throughout the programme we ensure there are regular project reviews, sense checks and measurement, this allows us to monitor success and develop next step recommendations in real time.

## Why choose BT?

### Experience

With over 25 years' experience driving user adoption, we inform, educate and support behaviour change of over 500,000 users globally each year\*.

### Simple

We bring it all together to reduce the complexity and cost of digital transformation, through a dedicated in-house team delivering customer user adoption programmes – a competence in its own right and something that helps us stand out from the rest.

### Unique

We start at the beginning to identify the behavior change required, execute not just advise and offer informal high touch coaching for rapid adoption.

### Proven

Customers we have supported achieved over 80% adoption of their collaboration services vs. only 35% where roll outs were unsupported.

### Recognised

Gartner has recognised our user adoption service as a major point of differentiation. We have also been accredited by Cisco as a Global Lifecycle Advisor Partner.

\*BT Analytics

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“The project was well planned as a technology exercise, but has also set a new standard for employee communications and engagement”.

## Leading retailer

## What could BT One user adoption do for you?

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### Offices worldwide.

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