

Maximise your ROI through higher levels of user adoption

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.

New research on digital employees 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 maximising your ROI quickly.

Driving awareness and educating users

Establishing user acceptance and every day behaviour begins by recognising your environment, audience and what you want your new technology to deliver.

We build this information into a plan that covers your particular training and communication needs, and we make people aware of the programme launch by building awareness.

Next, we help you teach even your least technical employees. It can be tough to change the systems and habits your people use to get their jobs done. But with the right communications, information, training and support, it can happen quickly and seamlessly.

Then using live project data, we measure engagement levels, and continue to educate users with guidance tips and best practices, keeping everyone engaged.

"A major point of differentiation for BT remains its adoption and on-going education capabilities."

Gartner

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 simple, easy to use collaboration service across 80 locations worldwide for an IT company
- **rationalisation:** we migrated five applications to one for a global retailer providing operational savings
- **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%

Get extra help if your solution is complex

We can take you on a digital transformation journey that starts with a discovery workshop to assess your current technical environment and working culture, leading to the development of a business case and objectives for board level approval.

We then agree your plan with you and move into the execution phase, measuring, monitoring, and reviewing progress with you — all the way to final results reporting and project sign off.

Coach your people

Our approach can also include our Genius Desk coaching service, where training is based on the real-life outcomes people are looking for in the job they do — and that's what makes the difference.

For an agreed amount of time, our team can become part of the fabric of your organisation, using your equipment and an internal profile to mirror the end user experience. We've found that by doing this, users identify and respond positively and have achieved over 80% adoption within four months of programme roll out.

"It's not often that we make a change that is so impactful to our staff; and with potential to adversely impact our customer interactions on a global basis. So it is all the more impressive that BT, as a cross functional team, pulled this together and were able to deliver such a positive outcome... the project was well planned as a technology exercise, but has also set a new standard for employee communications and engagement... "

Leading professional services provider

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.

Unique

Working with Sei Mani, our high touch collaboration partner provides the balance of skills needed to maximise your ROI quickly.

Proven

We've supported customers achieve 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

"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 Genius Desk meant that users were supported throughout the migration avoiding any disruption to business activity."

Leading retailer

What could BT One user adoption do for you?

Visit bt.com/globalservices

Offices worldwide.

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. © British Telecommunications plc 2018. Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No: 1800000.

Issued: July 2018

