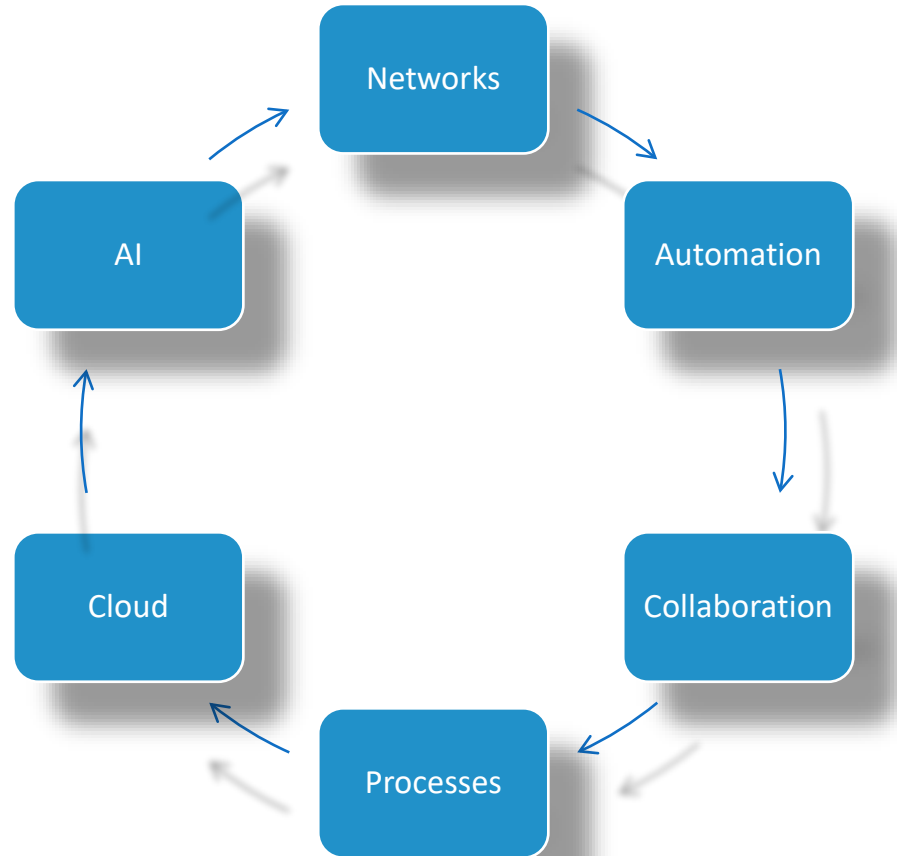


Digital Transformation through User Adoption





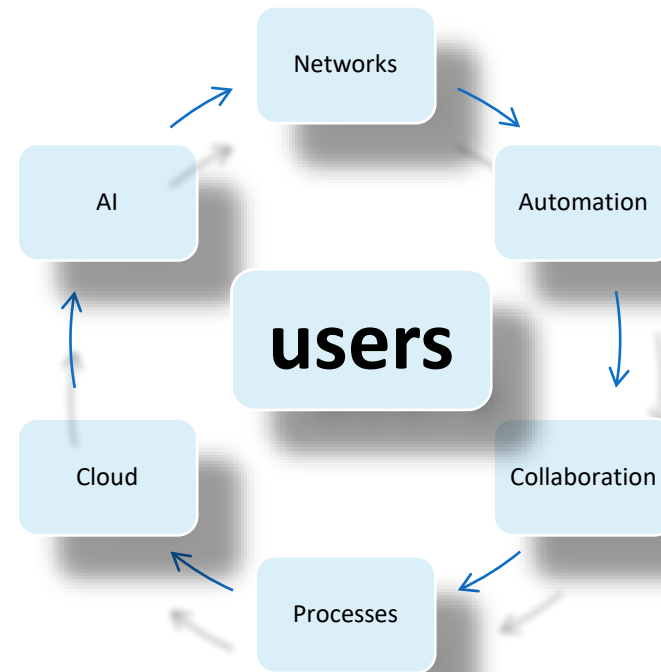
Digital Transformation means a lot of things.

But one important factor is usually neglected.





A crucial factor is usually left out of the equation: **people**



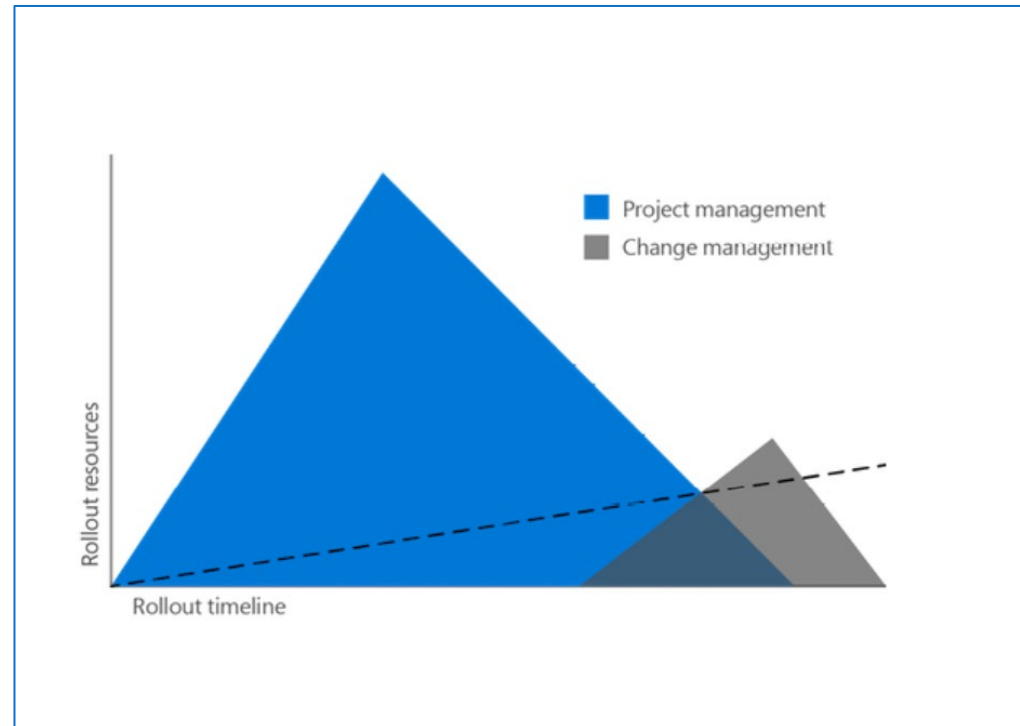
Value Generation Arrow

**Technology alone
does not lead to
value**

User Adoption fills the need for
people to be able to follow
technological changes

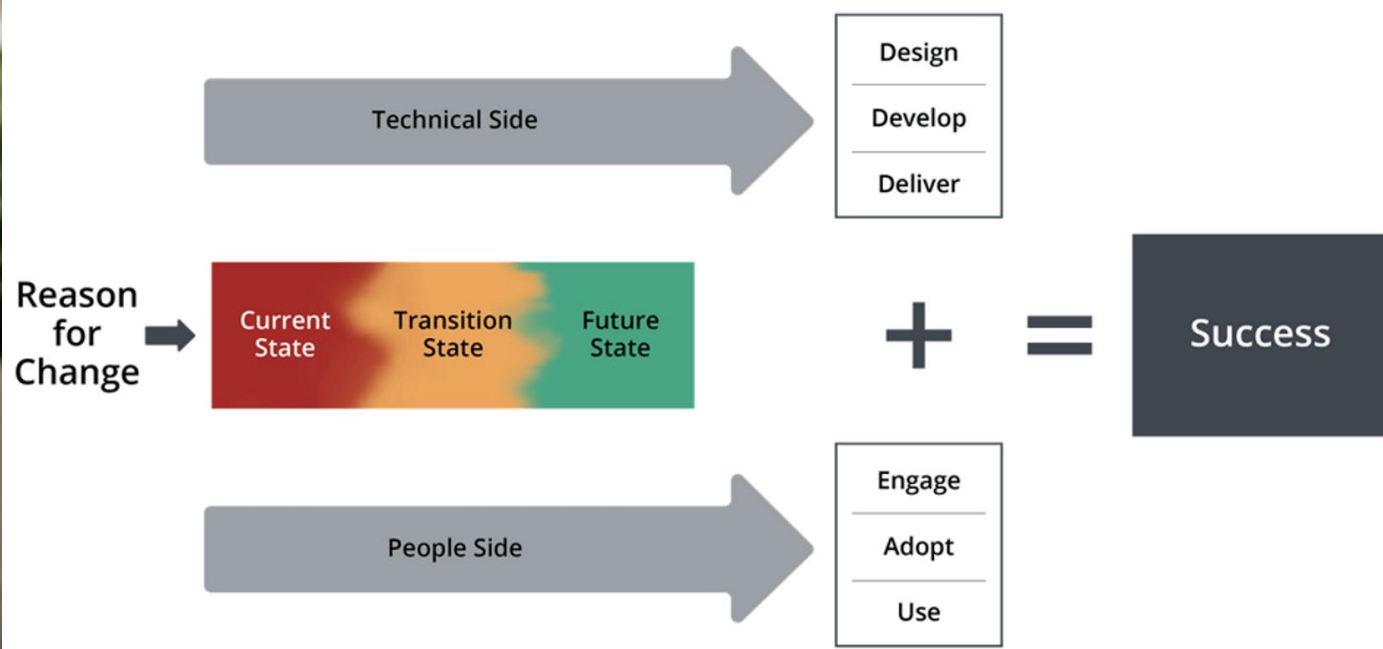


Non-optimal Adoption resource allocation



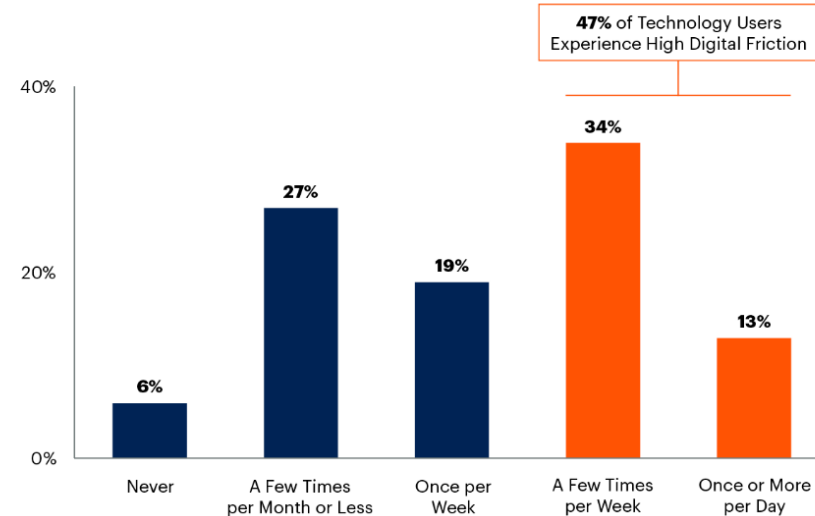


The technical and people side of change should run parallel with the same priority.



Without a user adoption strategy, a large part of employees will experience digital friction

Percent of Employees Experiencing Digital Friction



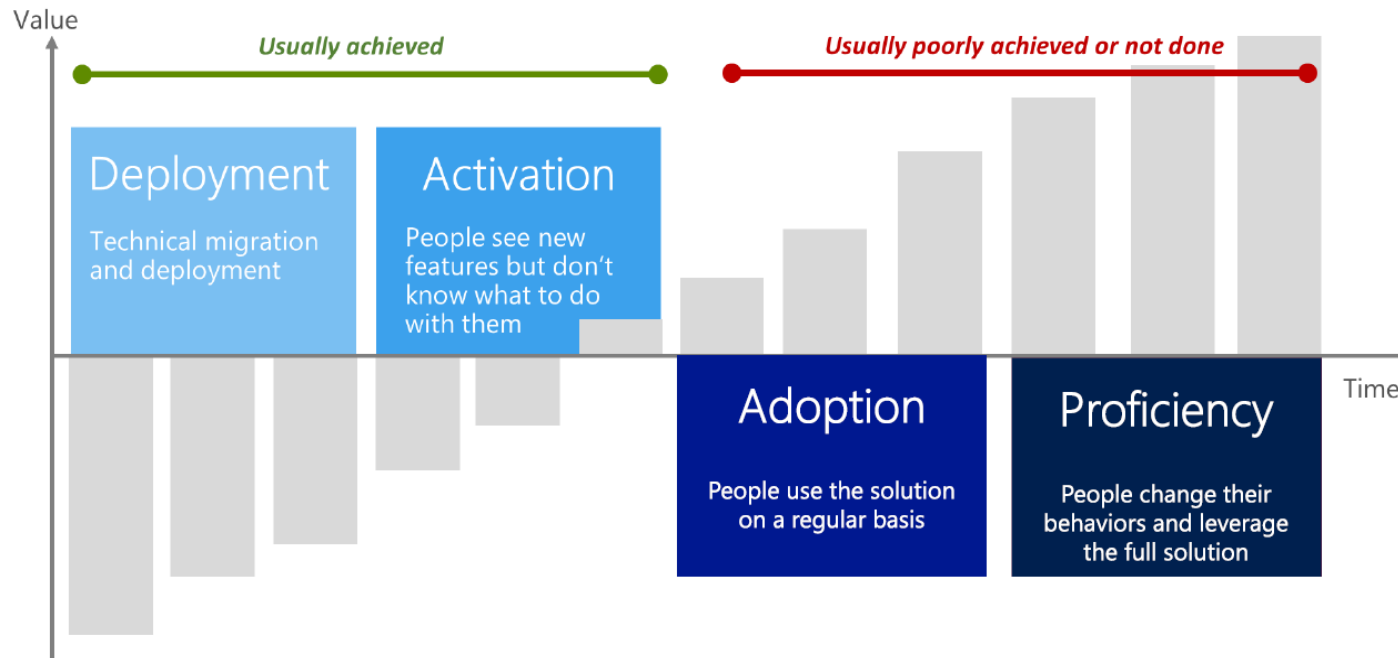
n = 4,582 technology users

Q: In a typical month, how frequently do you feel that using information technologies for work takes more effort than it should?

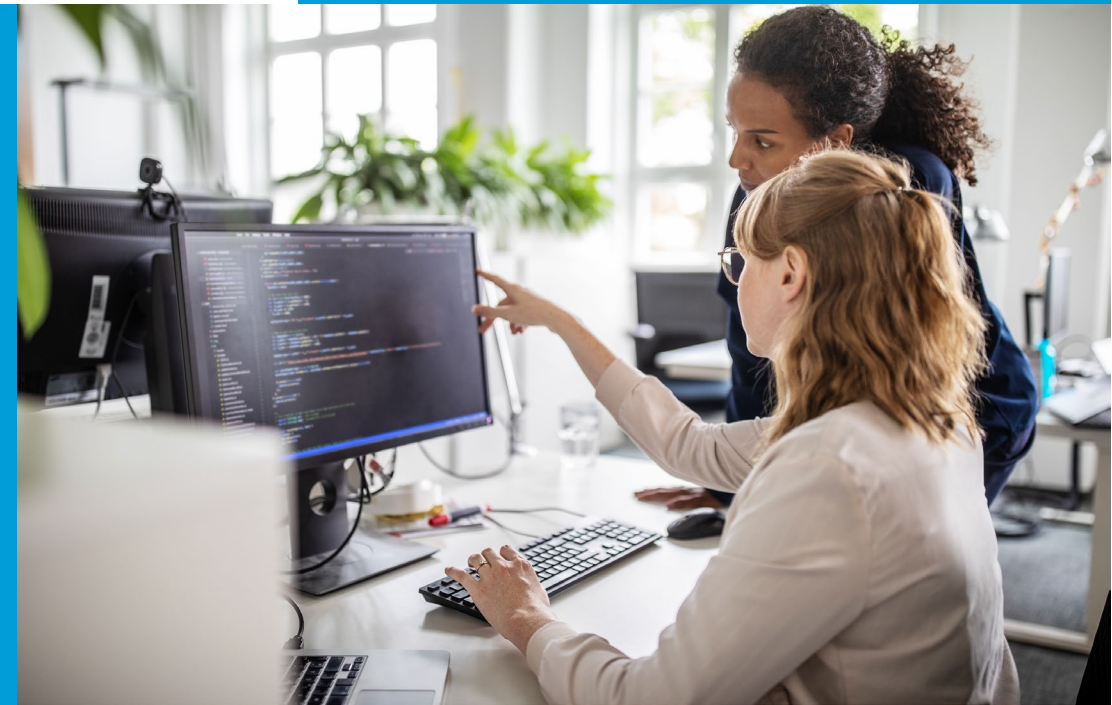
Source: 2020 Gartner Digital Friction Survey

761132_C

Gartner.



Value increases when a user adoption plan is in place.



Benefits gained with user adoption.

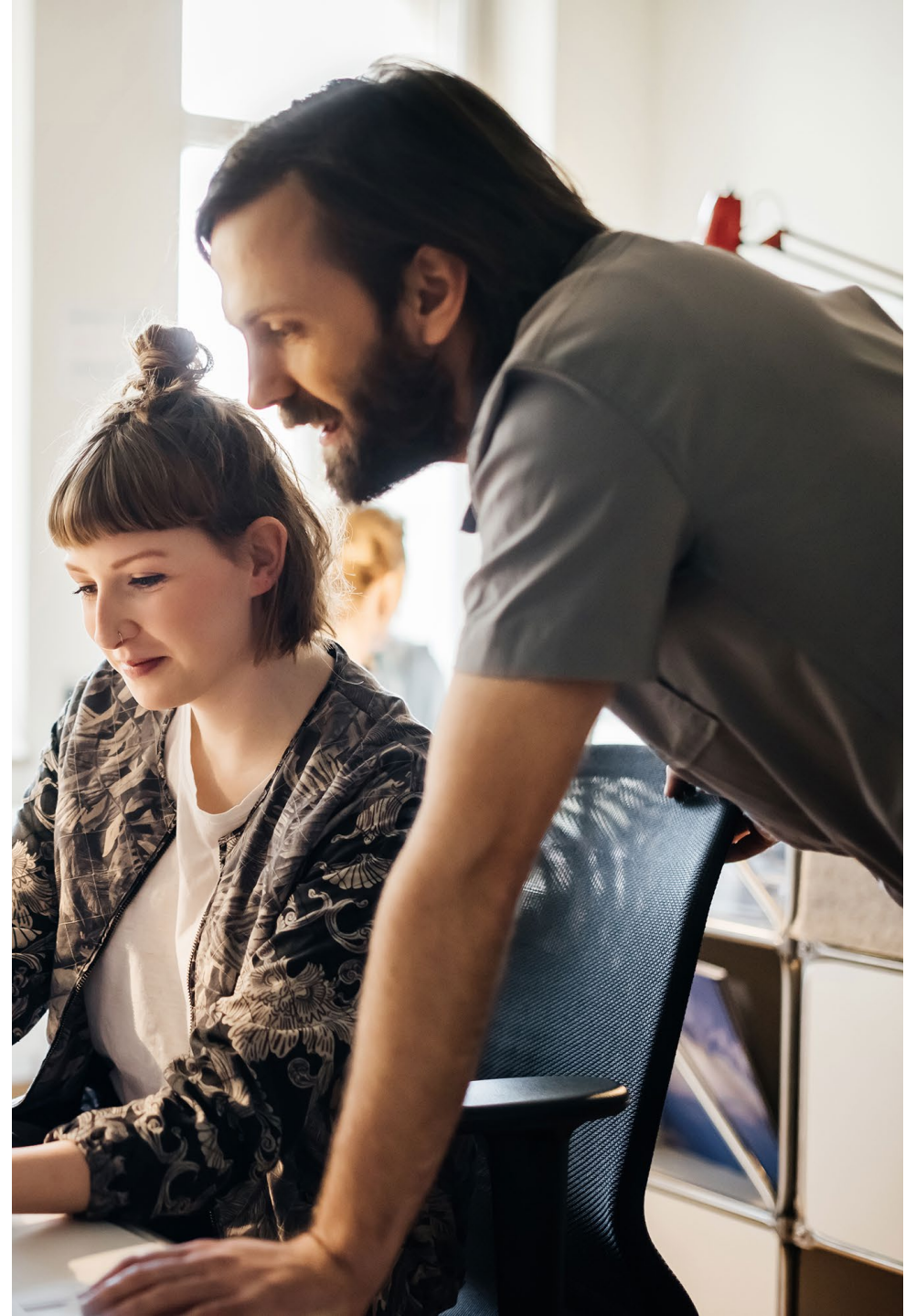
Productivity boost

Faster & higher ROI

Employee empowerment

Mitigate project risk

Less resistance to change



Factors contributing to productivity boost.



Training Optimization

Fewer Help Desk Support Calls

Employee Productivity

Less Time Spent Information Hunting

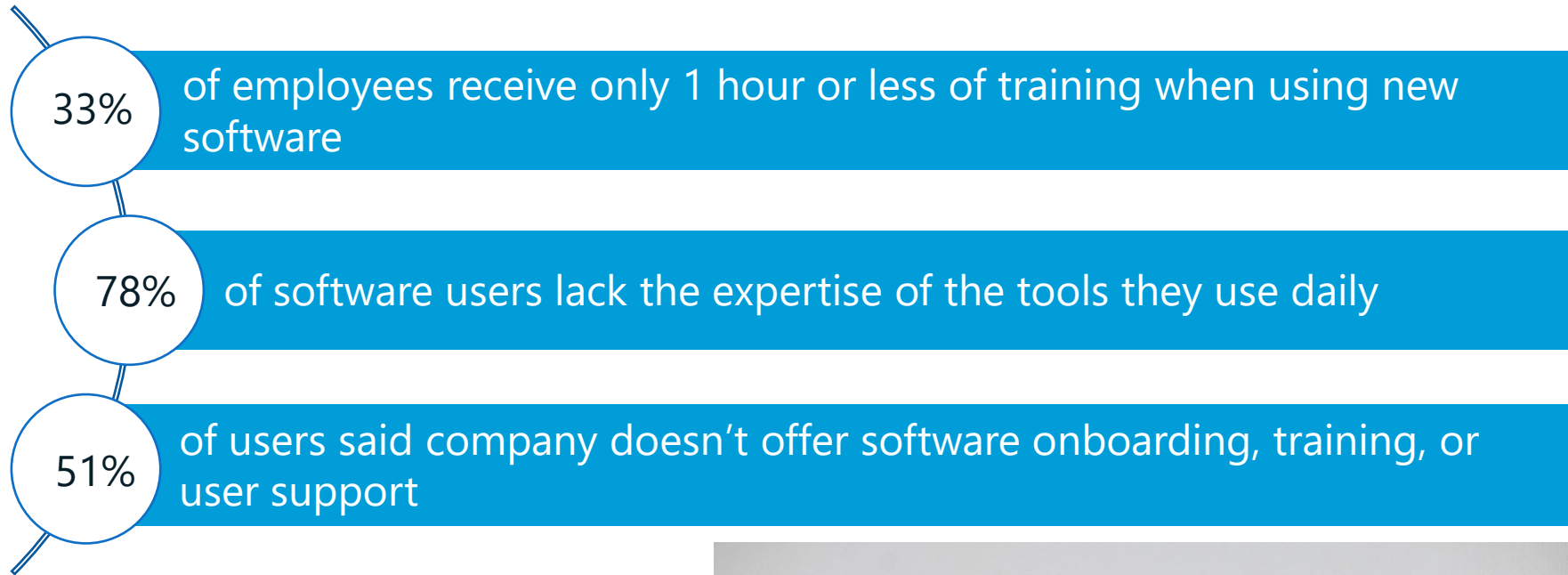
Fewer Peer Interruptions

Higher ROI achieved faster with user adoption.

For every dollar spent on elearning, companies make back \$30 in productivity

When employers spend \$1,500 per employee per year on training, they achieve improvements in profit margins of around 24%

Comprehensive training programs lead to 218% higher revenue per employee



Employee empowerment



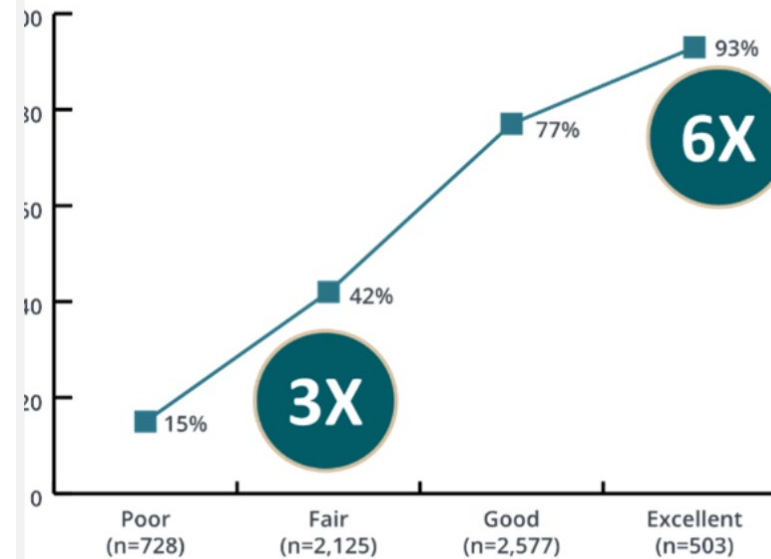
only 8%

of global companies achieve their targeted business outcomes from their digital transformation investment.



Mitigate project risk

Correlation of change management effectiveness with meeting objectives



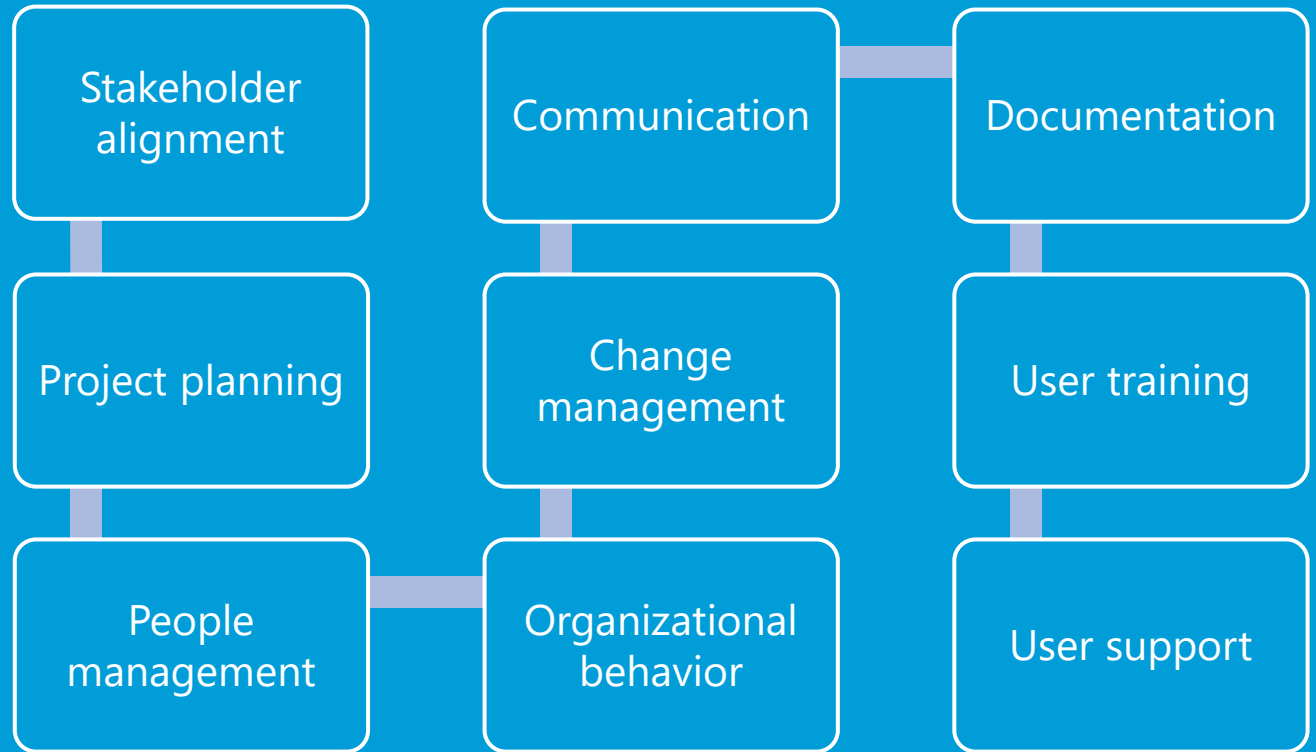
Prosci 2020 Benchmarking Data from 2007, 2009, 2011, 2013, 2015, 2017, 2019

Minimize resistance to change





User adoption success path





T h a n k Y o u