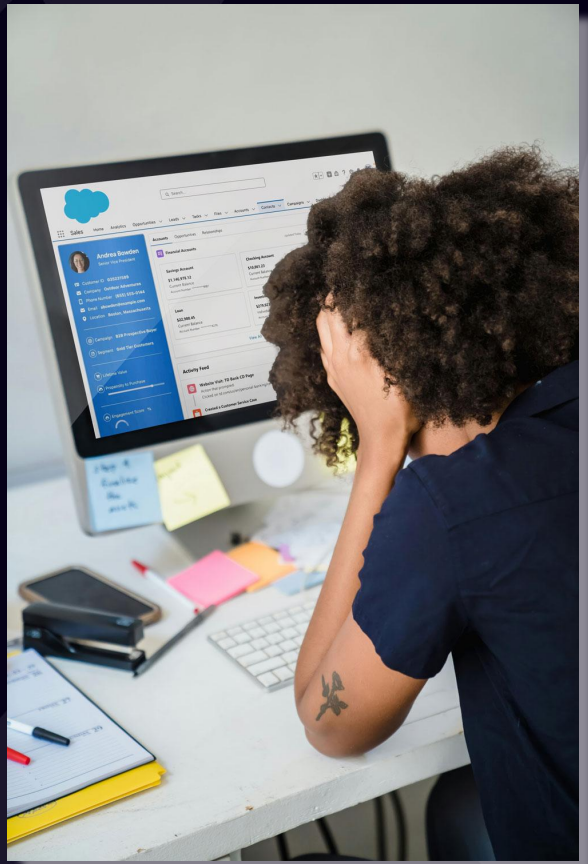
PENDO
MONIUM
2024

PENDOMONIUM 2024

Taking digital adoption to the next level

This is Julie...



David Alley

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MAVERICK SOLUTIONS

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MIRAKL

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TKXS

TELUS

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Agenda

- Who is Maverick?
- What we've seen
- Where do I start?
- Q&A

What is a digital adoption platform?

Data-driven insights

DAPs make the most of your software and help employees get work done productively

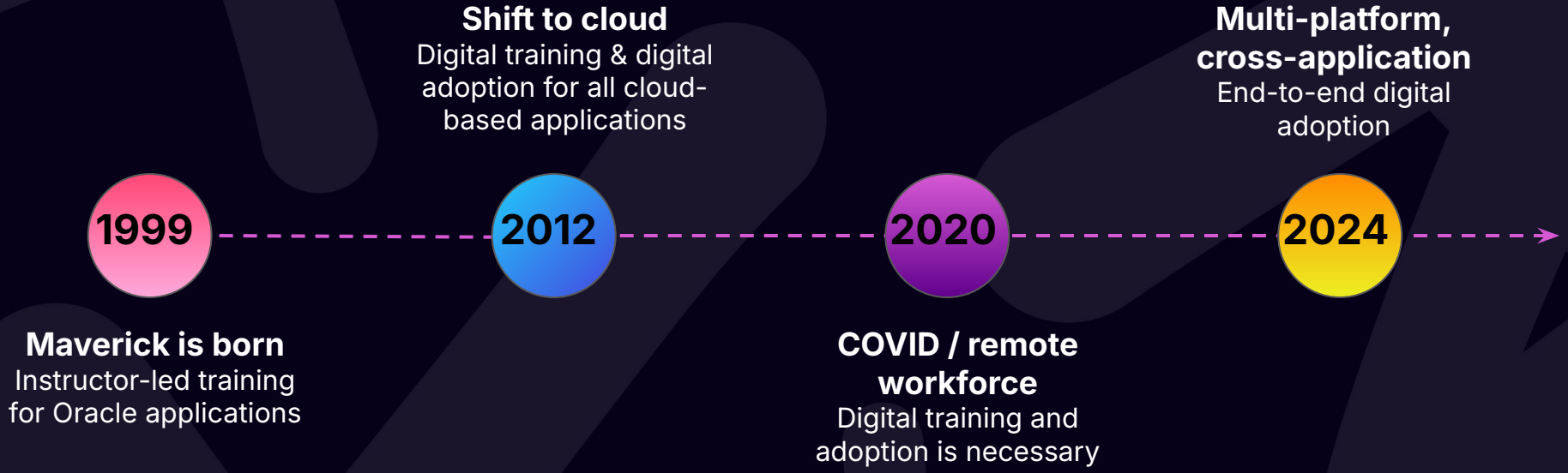
Real-time guidance

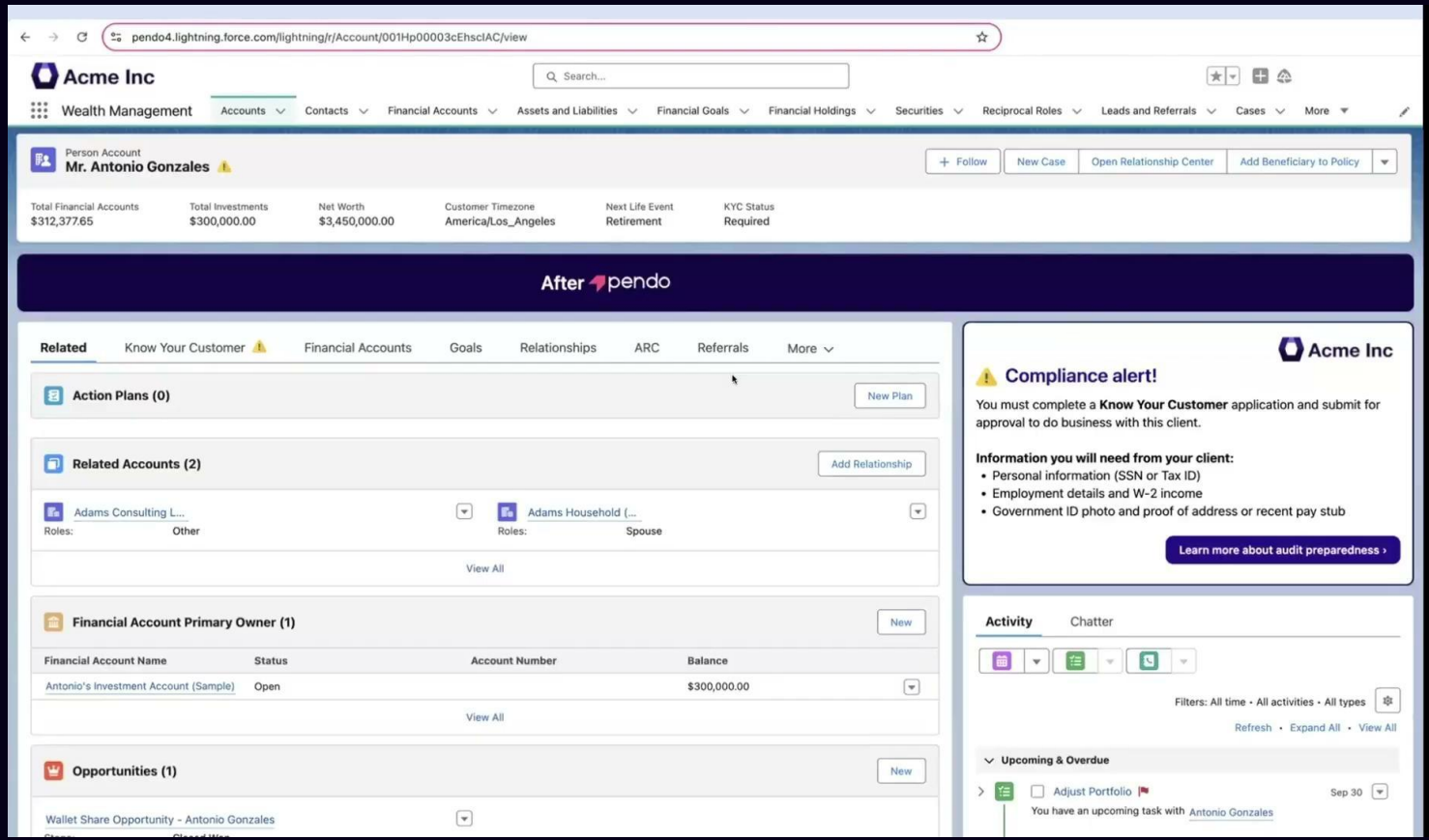
DAPs empower your teams to be successful right inside your applications

Personalization

DAPs tailor your employee experience so they learn and keep learning long term

Maverick Solutions





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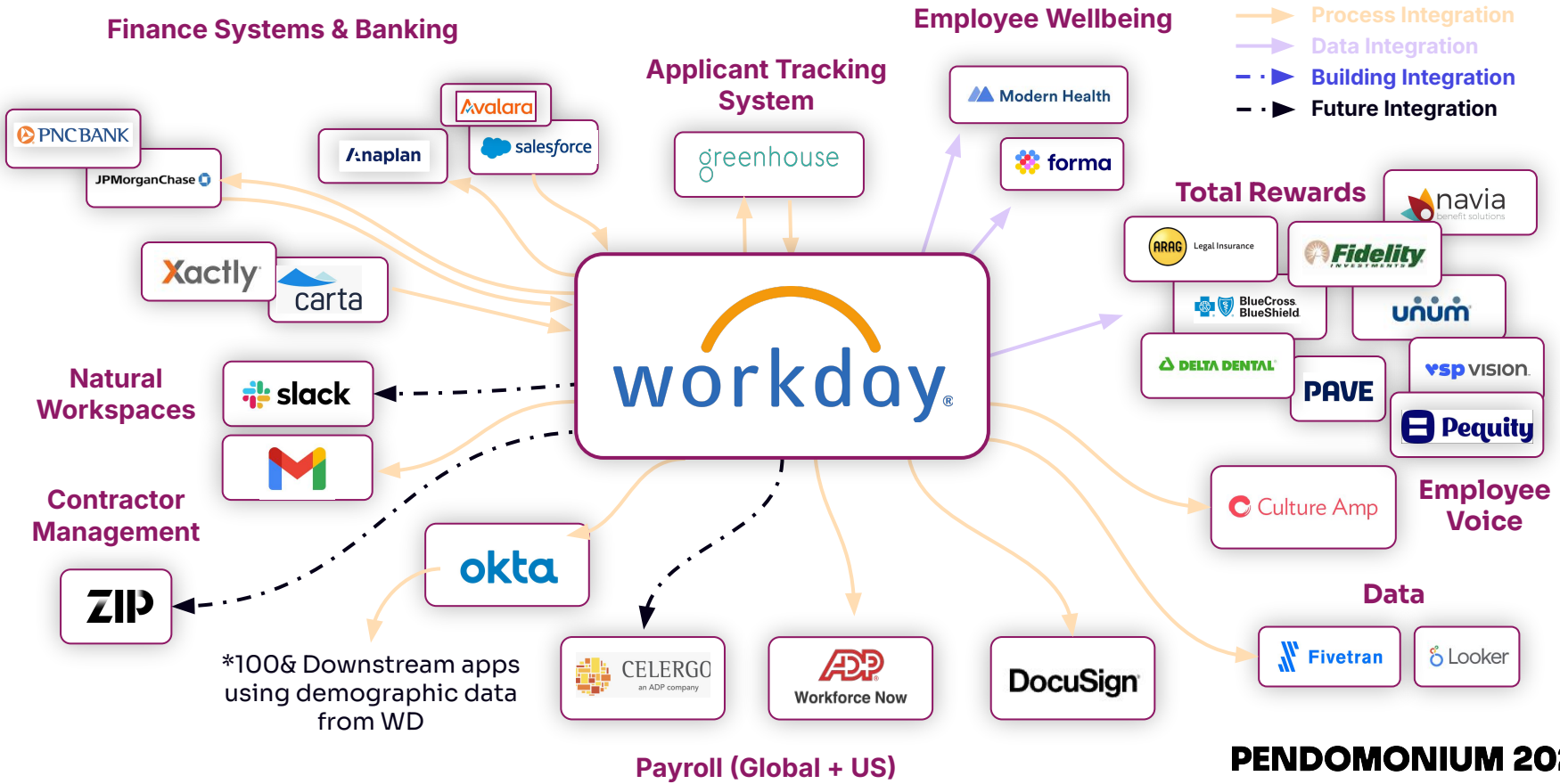
What we've seen...

Yikes!

HR ecosystem



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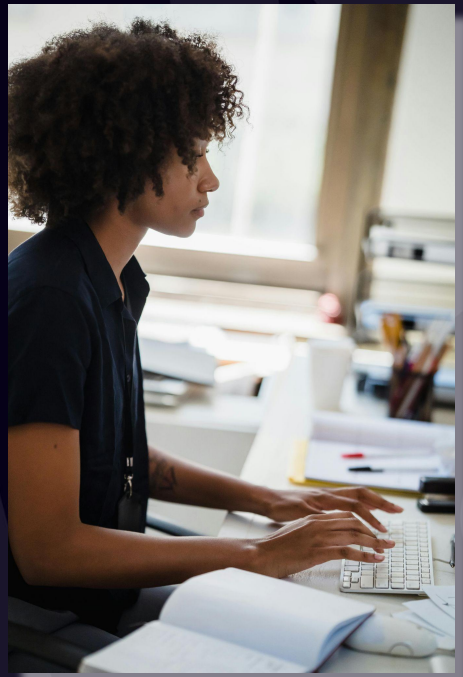
Challenges

Remember Julie?



- Compliance violations
- Declining productivity
- Increase in support tickets
- Loss of efficiency
- Inaccurate data
- Lack of relevant help or training
- Failure to onboard
- Feature or application fatigue
- Resistance to change
- Failure to adopt...

Only 39% of an employee's day is spent on core, role-specific tasks

Common mistakes

How do most organizations tackle these challenges?

...the same way Julie did

- “Just wing it!”
- Train-as-you-go
- “Go ask someone”
- Shadow IT - yikes!
- Ramp up support FTEs
- “Google it!...”
- Company-wide email
- Unused doc repository
- Vanity metrics

What if there was a better way?

Give Julie what she needs

- Confidence to do her job
- Proficiency in her role
- In-task guidance right when she needs it
- Focus to complete a task
- Ability to be promoted!

Give leadership what they need

- Track compliance, lower risk
- Increase data accuracy and reduce rework
- Correctly measure and report digital adoption over time
- Actually SEE the bottom line ROI of your software!

Where do I start?

How to get to value, fast

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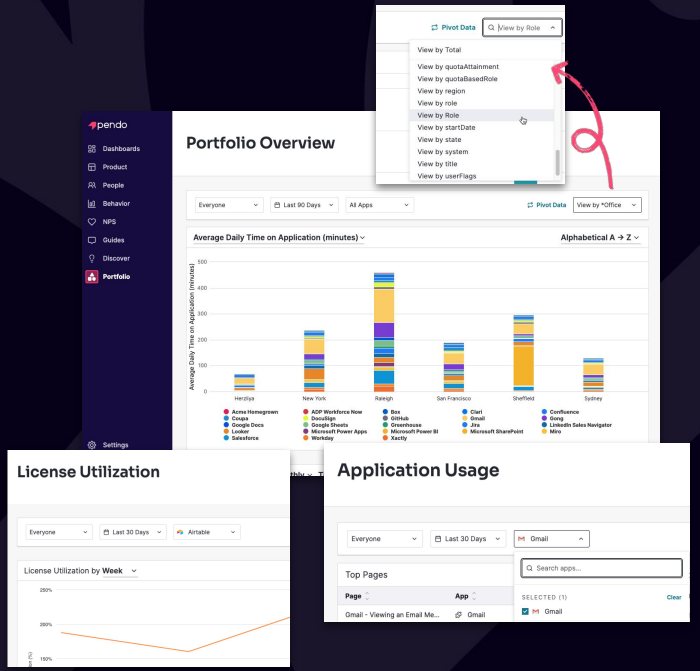
Start small

Do it for Julie!!!

Before you start...

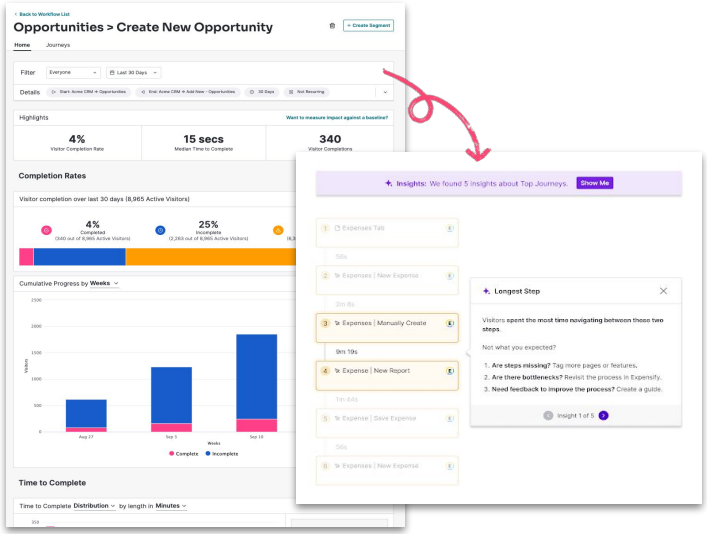
You need to know where you are



- Is a **42% adoption** rate good or bad?
- You started at 7% - a **500% increase**. How about now?
- Find a DAP that can **listen first**

Launch your top 5

Now that you have your baseline, it's time to **see the improvement**

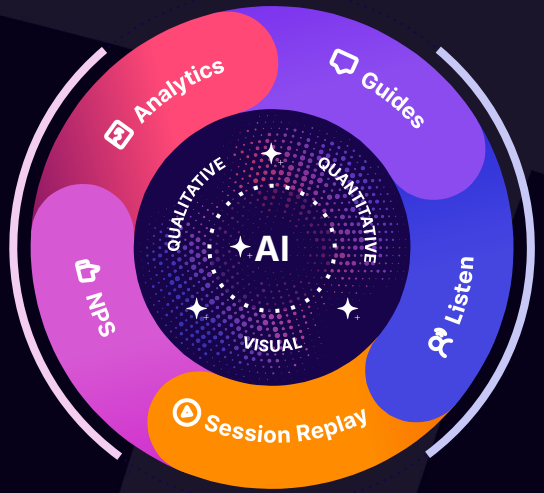


- Analyze support tickets and MDM requests
- Consult with compliance
- Build your top 5 guides
- 3, 2, 1…launch

Launch and listen

What to do after launch

- Continue to listen
- Analyze new data and compare with baseline
- What do you hear?
  - Are there fewer support tickets?
  - Fewer master data rework requests?
  - More process compliance?
  - Are users spending more time in the application?



Results

103
Workflow steps removed

70%
Reduction in support tickets

82%
Increase in process compliance

39%
Increase in data accuracy

Enterprise SaaS ROI in
60 days

3 day process to
2 hours

Getting buy-in

Influencing up the chain

Hi Julie!

You gave Julie **what she needed...**

Now let's get leadership onboard

- Where did we start?
- What did we do?
- What did we see?
- How did that make us better?

Your buy-in checklist

1 Baseline listen

- What apps are being used?
- To what capacity?
- Time to complete tasks
- Rework/support requests

2 Launch

- Build top 5 guides
- Launch top 5 guides

3 Listen for results

- Match baseline listen

4 Report up

- Extrapolate the data to the org
- Speak the right language:
  - FTEs / efficiency
  - Reduced top line
  - Impact to bottom line

Questions?

Connect with David

Thank you!

Connect with Paul

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Appendix

Buy-in influence framework

Where did we start?

Department: [Name here]

Application: [Name here]

First we listened:

- [Document apps being used]
- [Document usage capacity - licenses & whole apps]
- [Time to complete tasks]
- [# Rework/support requests]
- [Compliance concerns]

What we learned:

Highlight the **PROBLEMS**

- Current Adoption Rate: **32%**
- 100 **support tickets** from single workflow
- 5 **unused licenses**
- 1 **unused application**
- 5 areas of **compliance violations**
- 35 **data errors** within a single workflow

What did we change?

Based off of our learnings, we created guides for:

- [List Top 5 guides here]
- ...
- ...
- ...
- ...

The potential business impact:

- [Why were these guides chosen?]
- [Reduce rework]
- [Decrease risk]
- [Increase compliance]
- [Improve efficiency/productivity]
- ...

Results

This is the section where the rubber meets the road.

Quantify **business impacts** seen (i.e FTE reduction, bottom line impact, reduction in support spend, etc):

- **$12,000/year saved** in unused licenses
- **$50,000 saved** from contract/compliance violation fines
- **3 Support FTEs** freed up to work other tasks
- Process completed **80% faster** (5 hrs vs 3 days)
- **39% more** backlog prioritization
- Departmental efficiency **increased 5.2x**
- New adoption rate: **71%** @ 93% utilization - **121% increase**

Business projections

Here you want to extrapolate the pilot results across all applications, within a department, or across the entire org:

- [What could this look like in full-scale?]
- [How much savings if similar results in every department?]
- [How many support FTEs freed up for backlog prioritization?]
- [How does this compare with the cost to implement?]
- [If we saw this in a single pilot case, imagine the power of DAP across the org... **a 437% ROI** on software purchased]