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Boost user adoption

Increase return on investment

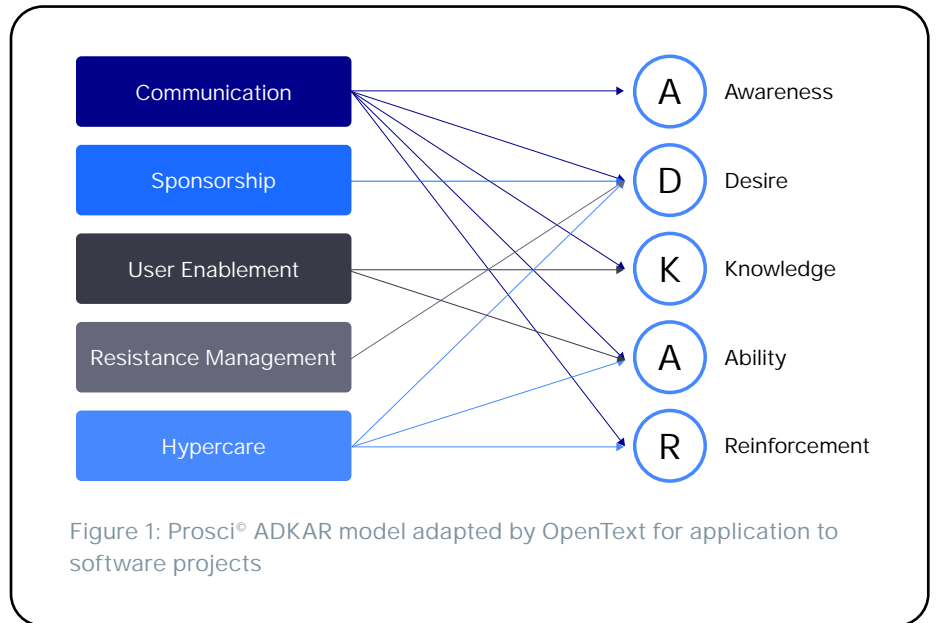Master change management

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Resistance to change is natural, yet seldom planned for. A few simple steps following the ADKAR model developed by Prosci® and applied according to software projects will ensure proper planning and execution to overcome resistance:

Figure 1: Prosci© ADKAR model adapted by OpenText for application to software projects

is key in building trust between the decision makers and the user community. The right information, at the right time, from the right sender to the right audience prevents rumors and provides a sense of inclusion.

supports not only the technology, but also business and communities that are exposed to the change.

New technology can be so different from users' previous experiences that proper training and

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As stated in the previous chapter, the most important user-related question is: "What's in it for me?" Aim high and follow these people-centric key performance indicators (KPIs):

• Keep people informed

• Keep people involved

• Keep people interested

• Keep people inspired

1.
Understand the different employee tasks to better demonstrate why and how the new software tool benefits them in their daily work.

2.
Include key users from the beginning and seek opinions of those who will be using the software daily. For users to enthusiastically adopt new software, they must feel like their work is easier and quicker to accomplish. Start planning how the organization will consult, inform, and enable users as soon as the new software is selected.

3.
Create buzz around the new system. Let people know about its functionality and

7.

Work out the best strategy for letting everyone know what is coming, when and how it will affect them. Be creative and inventive in choosing communication methods, which may include information sessions, webinars, posters, video clips, or more traditional documentation.

8.

Staff must feel comfortable using the software and they must want to use it. Managers, supervisors, and team leaders must lead by example, both using and promoting the system.

9.

Continue to support users throughout the software's lifecycle, especially during the first days after go-live. Designate a place where people can get help and go-to people and go-to sites. Consider organizing department-specific Q&A sessions.

10.

Any implementation needs to be measured to determine whether it is successful. Look at the data. Run a report on usage. Create surveys before and after system rollout. Measure by training outcome or by IT tickets opened for problems. Build a feedback loop and ensure that people know the organization is keen to get their feedback and will act on it.

4

- Discover key factors driving Information Management success
- Learn about the "5 streams to user adoption" approach
- Plan when to revisit user adoption

Information Management (IM) is a business discipline specializing in providing solutions for optimal use of information within organizations.

While the features are important to Information Management's success, the overall experience is paramount to easier adoption. Make sure the organization:

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Let's have a closer look:

Figure 3: The OpenText "Five streams to user adoption" strategy

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- Communication is key. Build comprehensive, targeted, ongoing communication plans based on the strategy for three purposes:

- **4**

  Enablement is a core element in successful people change.

  Building knowledge and ability starts with product familiarization for the project team. This prepares members for upcoming discussions in the software design phase. The enablement of all user groups has to be pl

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Even though software change can lead to positive outcomes, it can still cause anxiety and the perception of threat. User productivity takes a nosedive when people become stressed over learning something new. Eventually, because they are being less productive, self-esteem drops and they experience feelings of inadequacy.

Emotional reactions to change are natural and unavoidable. The key question is how best to manage them to produce more clarity and less confusion. How can emotions fuel a project rather than block it?

Change must be carefully planned for organizations to successfully roll out a software tool and minimize resistance. User satisfaction is a key factor for a successful implementation. Determine what people need to excite, inspire, and nudge them to make the new software a daily habit and for it to become what is designed for: a tool to make work life easier.

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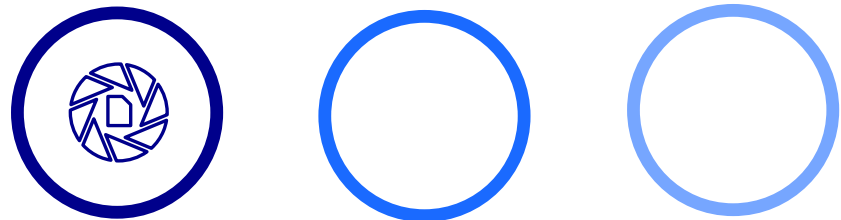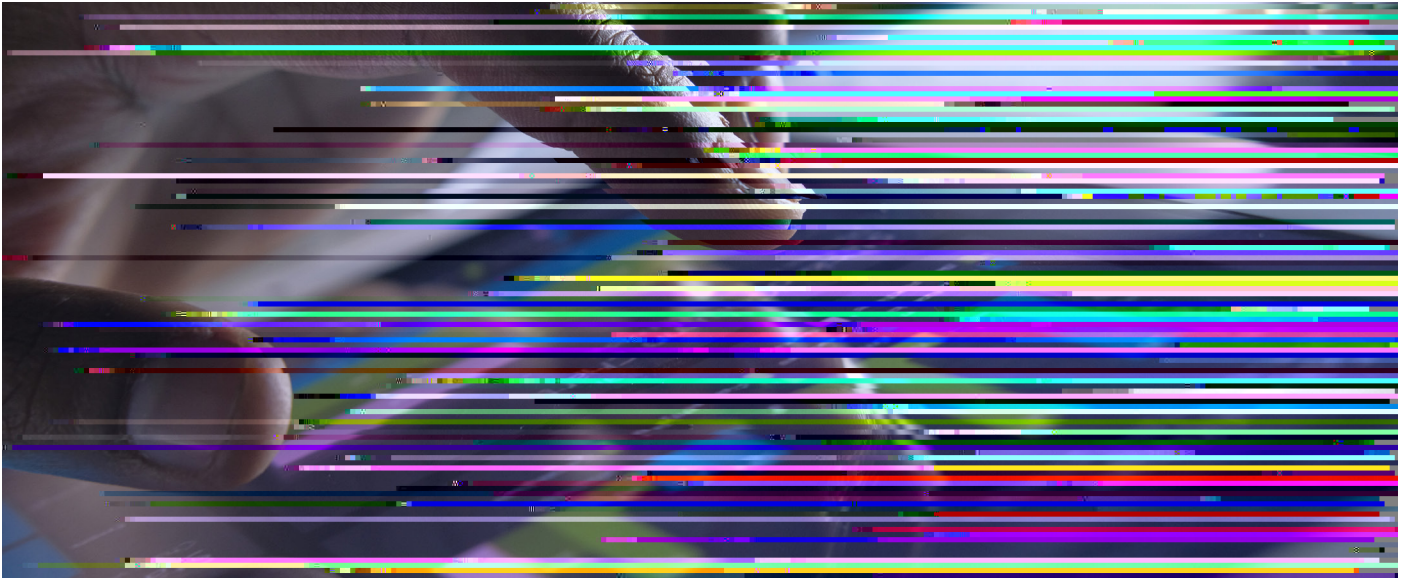
Successful technology implementation is not measured by whether the system is up and running, but by how many users are working in it each day.

In digital transformation projects, the majority of the investment goes into technology, but often companies struggle to get their users to adapt to the new system.

This guide delivers insight into the importance of user adoption and provides key strategies to maximize information management investments.

- Understand why user adoption matters
- Acknowledge the impact on users
- Watch out for the adoption gap
- Recognize the reasons for resistance
- Learn key strategies for adoption success
- Understand people-centric user adoption
- Learn the importance of change management

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is a Senior Manager within Learning Services in EMEA, certified as a Prosci® Change Practitioner and Business Analyst in several OpenText Products such as Extended ECM. He is passionate in helping to drive OpenText solution adoption where the user-side of change is the most important aspect.