

USER ADOPTION IMPROVEMENT

WHY SHOULD YOU WORRY ABOUT USER ADOPTION?



Modern, intuitive User Interface? Rich functionality?

Configuration in line with business processes?

No, today the most important part of enterprise software is the user adoption!

A perfect software solution that no-one uses is useless.



HOW TO INCREASE YOUR SYSTEM USER ADOPTION?

ACTION PLAN DEFINITION

Definition of possible actions, cost-benefit evaluation and selection of actions to be implemented

ACTION PLAN IMPLEMENTATION

Actions implementation foreseen in the plan

STATE OF THE ART MEASUREMENT

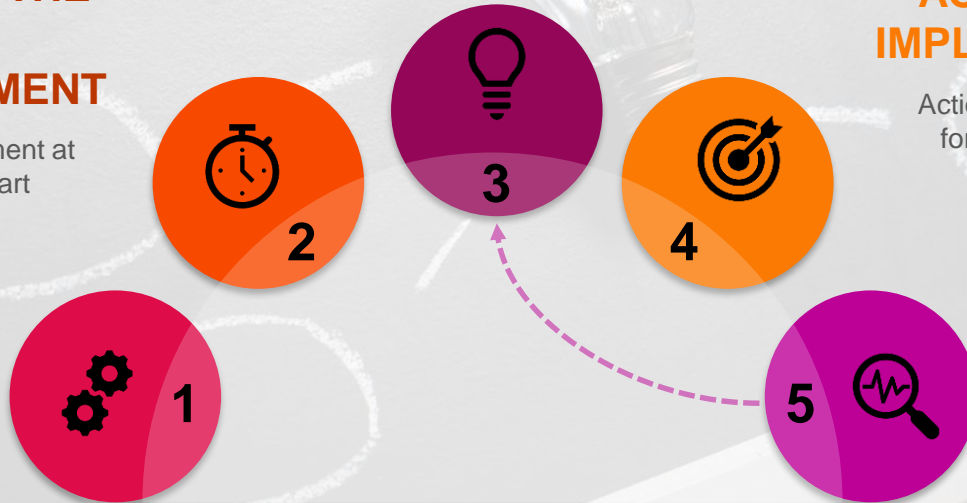
KPIs measurement at state of the art

GOAL SETTING

Objectives identification in terms of measured KPIs and target values

RESULTS MONITORING

KPIs periodic measurement following the actions implementation





In order to define the best strategy to increase the use of your Microsoft Dynamics, Cluster Reply provides a service useful to assess the actual user adoption of your system.

USER ADOPTION IMPROVEMENT ASSESSMENT

Our assessment includes first **two phases** of user adoption strategy:

STATE OF THE ART MEASUREMENT

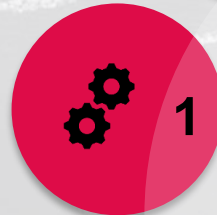
KPIs measurement at
state of the art

ACTION PLAN DEFINITION

ACTION PLAN IMPLEMENTATION

GOAL SETTING

Objectives identification in
terms of measured KPIs
and target values



RESULTS MONITORING



ASSESSMENT

GOAL SETTING

ACTIVITIES

- *Processes analysis**
- *Definition of KPI metrics and target values*


INPUTS

- *N/A*

OUTPUTS

- *KPIs list*
- *Target values of each KPI*

CUSTOMER INVOLVEMENT

- 
- *cooperate for KPIs definition*
 - *choose the KPIs target values*
 - *approve the phase outputs*

*During the kick off it will be agreed the scope of the assessment, meaning the processes analyzable during the 5 days of the service.



ASSESSMENT

STATE OF THE ART MEASUREMENT

ACTIVITIES

- *Measurement of the KPIs actual values**
- *Calculation of the deviations between actual and target values of the KPIs*

INPUTS

- *KPIs list*
- *Target values of each KPI*

OUTPUTS

- *Actual values of each KPI*
- *Deviations between actual and target values of the KPIs*



CUSTOMER INVOLVEMENT

- *approve the phase outputs*



*For some metrics measurement, it may be required to make ad hoc implementations to be considered out-of-service offering.



ASSESSMENT

USE CASE: SALES PROCESS MEASUREMENT

The customer complains of unsatisfactory use for the appointments management by users, who often prefer to track their appointments on the own notepad than on the company platform. Instead, the system is quite used to consult customer cards.

GOAL SETTINGS PHASE

- *Kick-off*
- *Process analysis*
- *Definition of KPI metrics (e.g. Number of daily accesses; Number of daily booked appointments; Number of users with at least an appointment)*
- *Definition of KPIs target values*

STATE OF THE ART MEASUREMENT PHASE

- *Measurement of the KPIs actual values*
- *Calculation of the deviations between actual and target values of the KPIs*
- *Output approval*
- *Delivery of report*



ASSESSMENT REPORT EXAMPLE

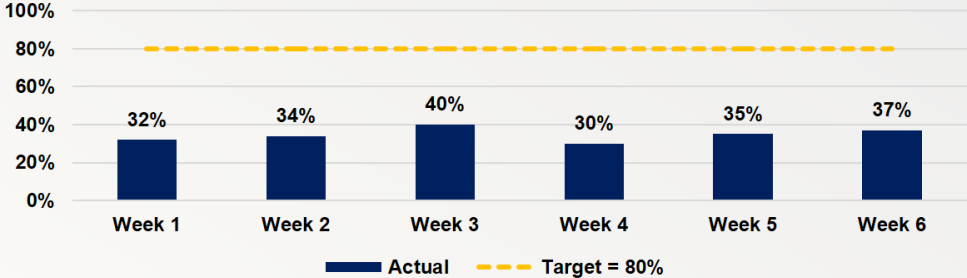


NUMBER OF USERS
100

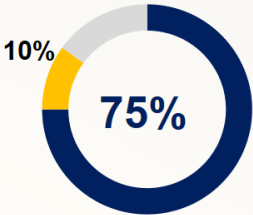
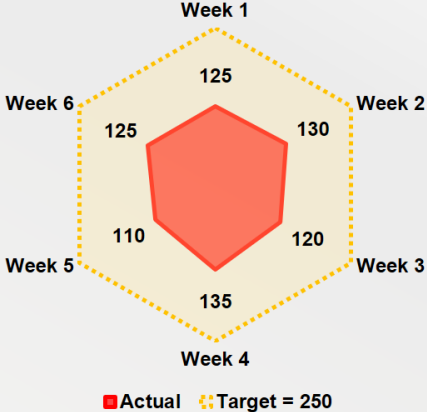


NUMBER OF CUSTOMERS
3000

USERS WITH APPOINTMENTS / USER ACCESSES (WEEKLY AVERAGE PERCENTAGE)

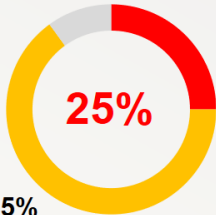


APPOINTMENTS PER WEEK



% DAILY
AVERAGE OF
THE USERS
WHO ACCESS
THE SYSTEM

%
TARGET GAP



% DAILY
AVERAGE OF
THE USERS WHO
ARRANGE AN
APPOINTMENT

%
TARGET GAP



ADDITIONAL SUPPORT



DO YOU NEED ADDITIONAL SUPPORT?

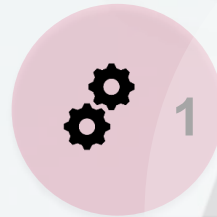
**ACTION PLAN
DEFINITION**

**ACTION PLAN
IMPLEMENTATION**

STATE OF THE
ART
MEASUREMENT

GOAL SETTING

**RESULTS
MONITORING**



Contact us to evaluate next phases of User Adoption strategy!



THANK YOU

www.cluster.reply.it

