

Guide staff to the
software you use.
Simply.

Pointzi Digital Adoption

THE TRANSFORMATION CHALLENGE

“New hires are faced with challenges learning new software or newly released features, often attributing this to inadequate training. This results in lower adoption of software and continued manual efforts.

GARTNER

“73% of enterprises failed to realize sustained ROI on their digital investments. One of the key reasons for this is the lack of user adoption of the digital solutions implemented.

EVEREST GROUP

We covered this in your onboarding



PROBLEM

73%
fail to reach
ROI on Digital
transform'n

No adoption
tracking
mechanism

Classroom training, static, poor retention

LMS are non-contextual

Poor for remote/WFH

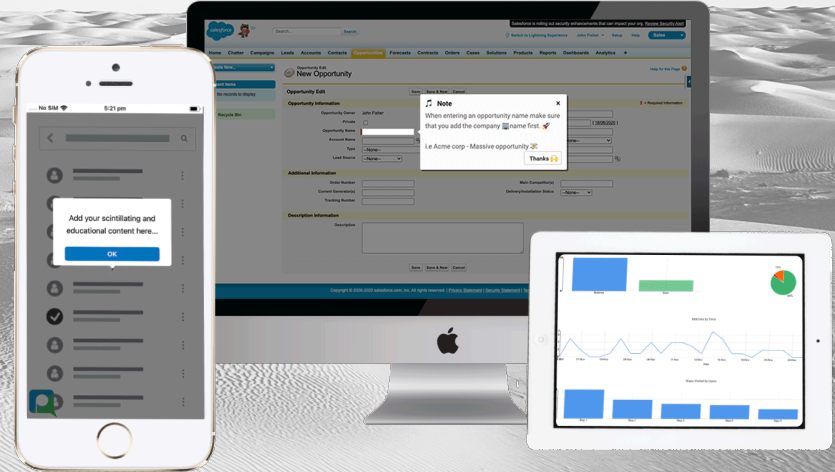
Without DAP, no visibility/reporting on uptake

Reactive handling on user problems

Frustration / low productivity

Pointzi Digital Adoption Platform

Digital adoption is a key component in achieving Digital Transformation ROI. By reducing friction, frustration, errors, your investment in new SaaS platforms is not met with resistance and failures.



Contextual Adoption Guidance

Drive higher utilization over outdated training/help materials

Reduce or suspend in-house 1-to-1 or classroom training

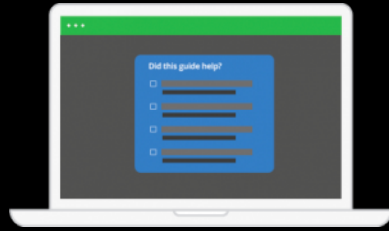
Reduces user frustration and increases productivity

Enable remote and work-from-home skilling

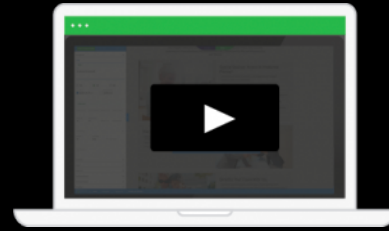
Guide without needing IT help



Tips, Tours
Guides



Ask Questions,
Capture Feedback



Help Videos on
the Right Pages

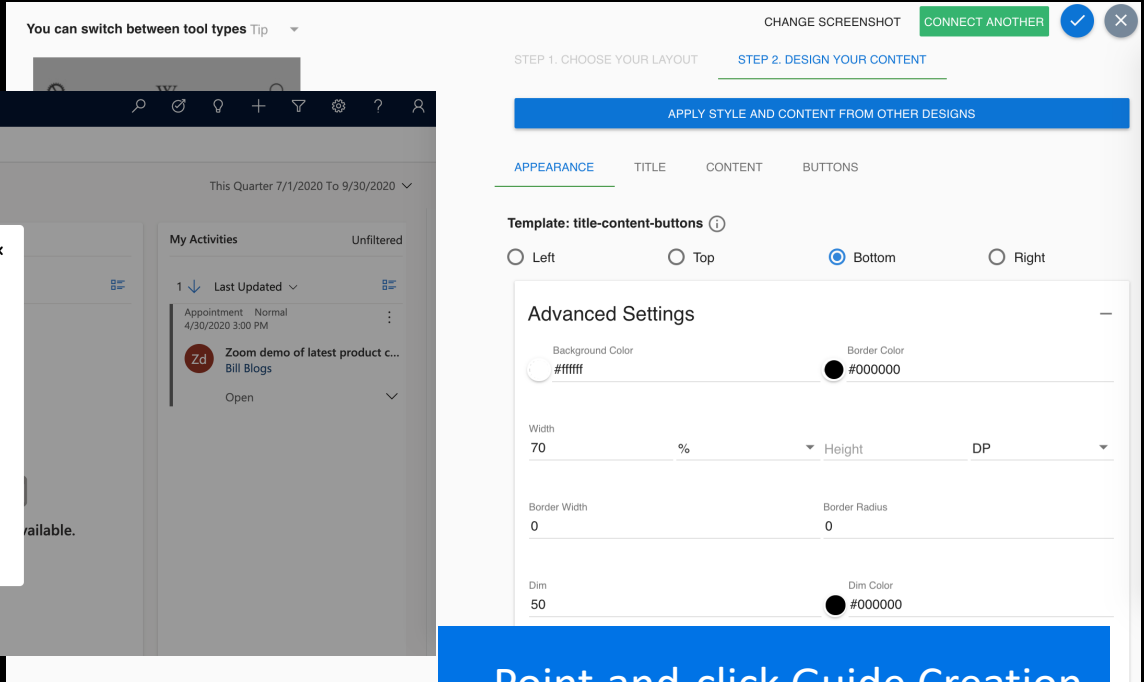
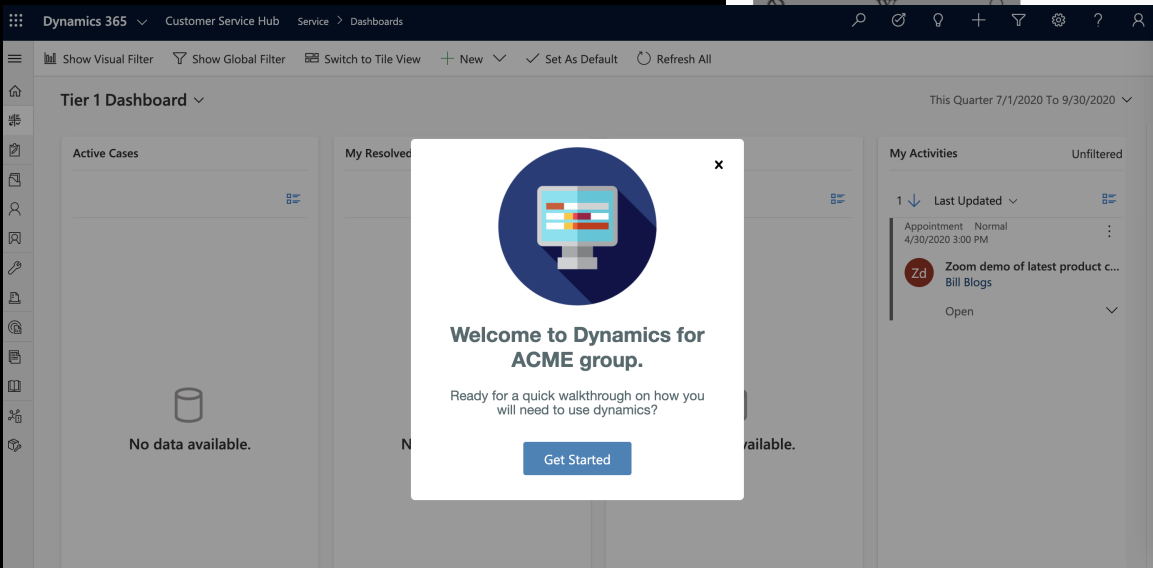


Measure Usage &
Adoption

The Software you use...



... and many more!



Point-and-click Guide Creation

Control over text, images, design, flow

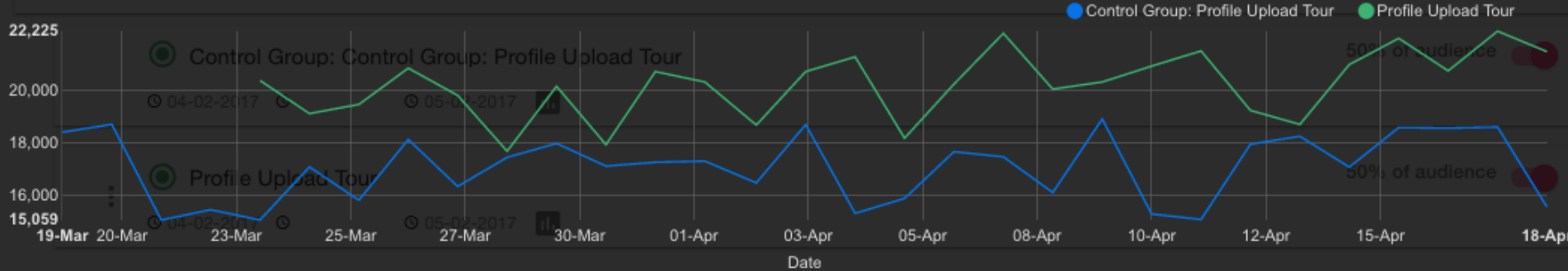
Track Feature Usage and Uplift

Last 30 days

AskPermissionActivity clicks

Success Metric Events for each Experiment

COMPARE



AskPermissionActivity clicks

COMPARE



Profile Upload Tour

50% of audience

04-02-2017

05-02-2017



Control Group: Profile Upload Tour

50% of audience


04-02-2017


05-02-2017





Guide a target Audience or User


TOOLTYPE **FILTERS** TIMING



Segment



Last Seen



New User



Tag


Tag String



Operating System



First Time On Page/
View


App Version

 **First Time On Page/ View**
Users Who never visit page/ view

Select a page
FrontMenuViewController

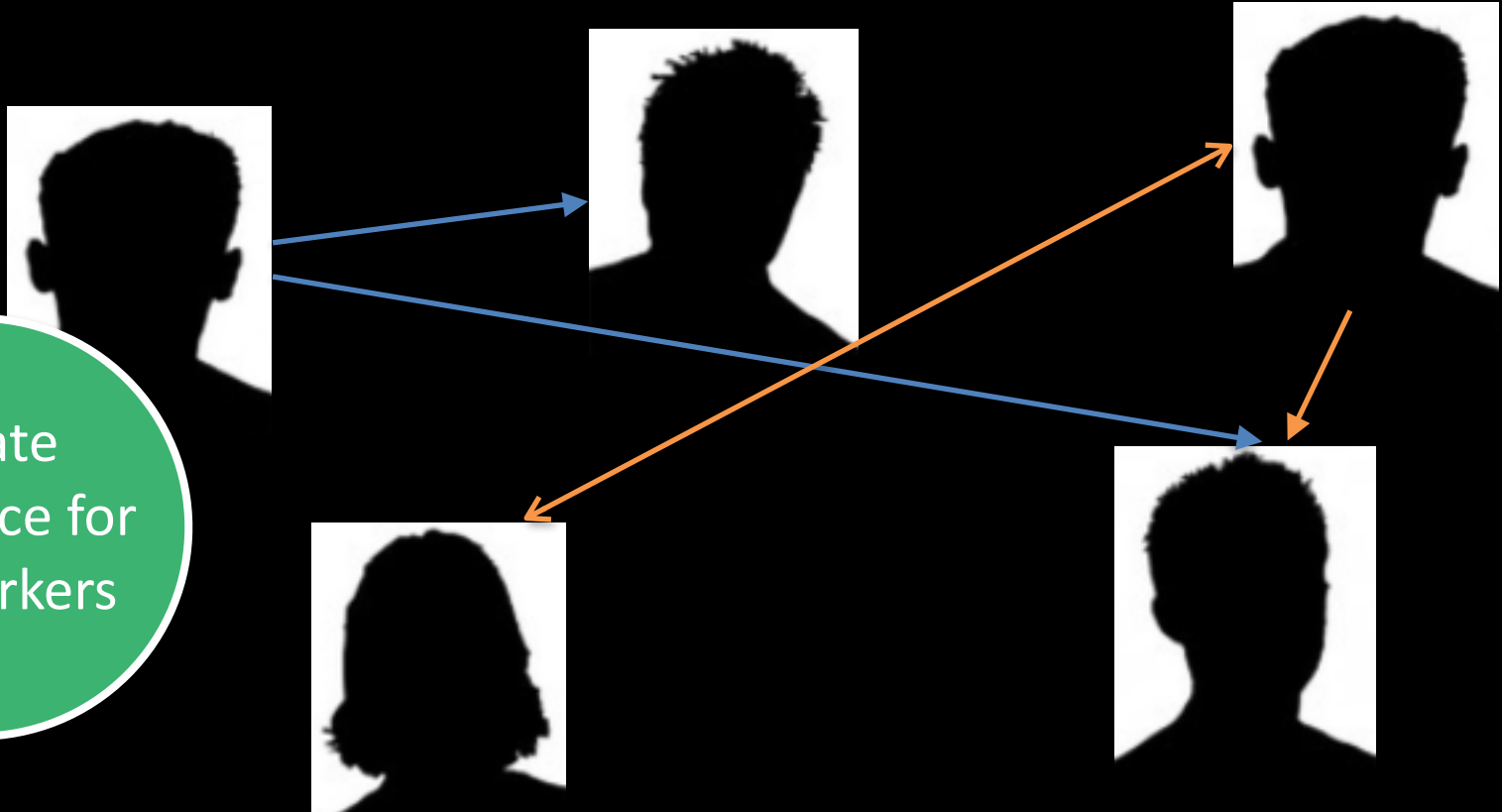


 **Last Seen**
User Activity

User was using the App the last time

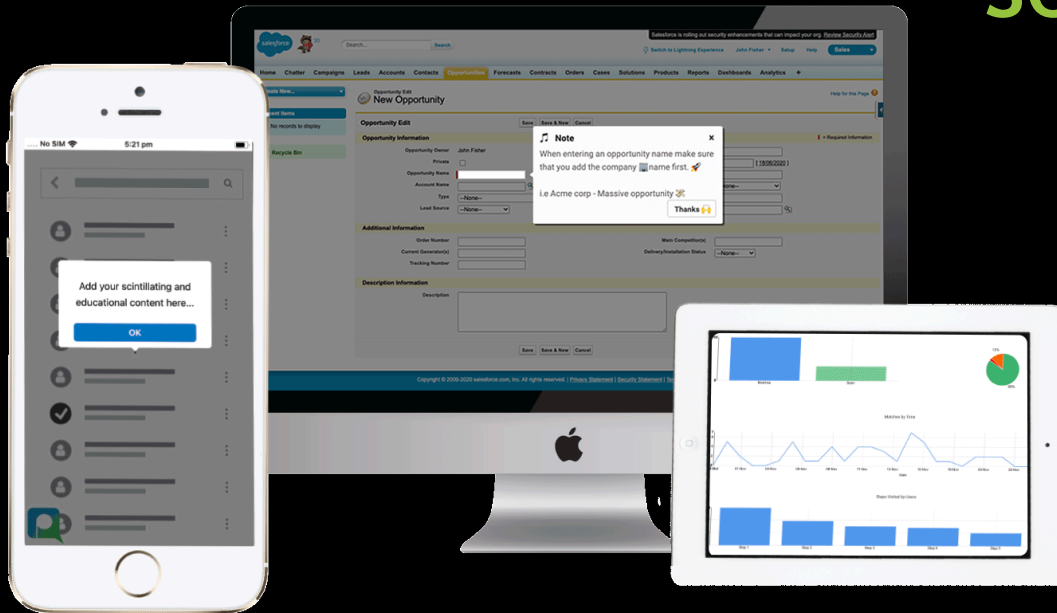
Operator	Value	Unit
Less than	14	Days

Pointzi DAP can be top-down or collaborative



Create
Guidance for
Co-workers

Guide staff to the software you use. Simply.



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