User Adoption

Endearing CRM solution to the end-users

Greatest Challenge that an organization faces during the course of a CRM implementation is End-User Adoption of the final solution. Getting the end users to accept new systems and processes in spite of being concerned about having to change their longstanding practices and habits are, in essence, the "user Adoption Conundrum".

A User Adoption program is aimed at addressing the following aspects with regard to the end users and thereby ensuring a smooth & effective implementation / acceptance of the solution.
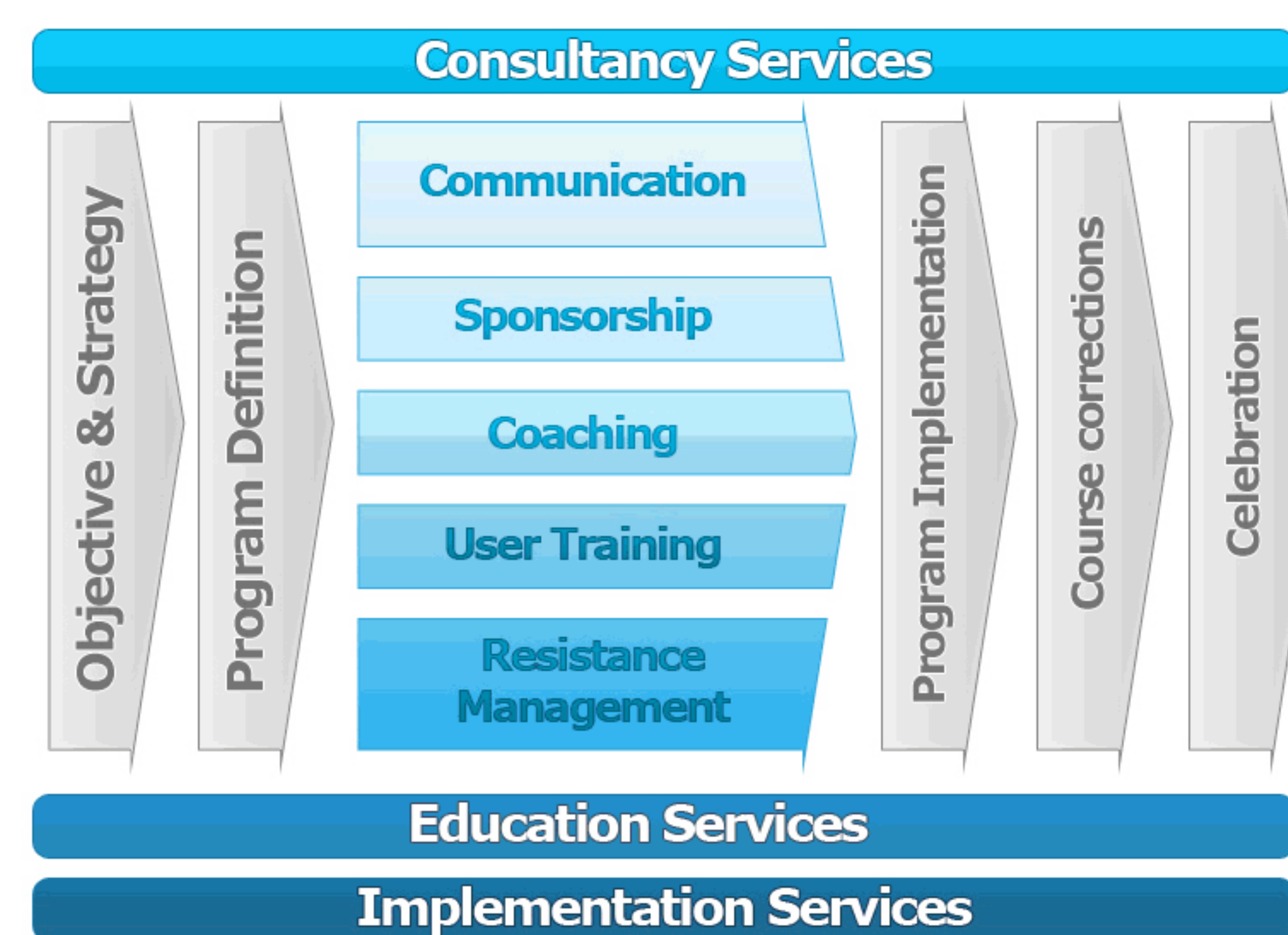> Business Alignment with regard to goals and objectives,
> Appreciation of new Processes and Procedures
> Training & Skills development
> Performance management
> Support & Reinforcement.

Most of the CRM Solution implementations, at small or large organizations, fail to meet their ultimate objective because of unstructured or total absence of User Adoption programs. We work with these organizations, helping them achieve their ultimate CRM goals through a well developed and executed User Adoption Program.   Our Services are delivered in three modes such as
> Consultancy Service
> Project Implementation Services
> Education Services.
Mode of a specific engagement may be decided as per the needs of a customer and the specific implementation.

User Adoption Services

Consultancy Services
- Objective & Strategy
- Program Definition
- Communication
- Sponsorship
- Coaching
- User Training
- Resistance Management
- Program Implementation
- Course corrections
- Celebration
- **Education Services**
- **Implementation Services**

Solution Components

User Adoption Program Workflow

Objectives and Strategy
Identify the Stakeholders, Define goals and objectives, Map Business processes and the gap, Metrics & measures and the management mechanisms.
Define program implementation strategy and guidelines

Program Definition
Assess critical areas w.r.t the implementation
Identify user segments and their unique needs
Plan the user adoption program
Develop tailored user adoption program.

Program Implementation
Implement the user adoption program
Progress review and analysis

Course Corrections
Issue tracking and resolution
Root Cause Analysis and Corrective measures
Adopt the Lessons in real time practically.

Celebrations
Celebrate early Successes
Promote reinforcement of learning
Facilitate handover to the operations team

Communication
Needs assessment, Communication Plan, Develop appropriate material, Deliver communication material, Analyze feedback.

Sponsorship
Program readiness assessment, Mapping stakeholder hierarchy against unique user adoption requirements, Prepare stakeholders to play their roles. Training in methods and tools.

Coaching
Identify immediate supervisors to play the coach role during change. Training in methods and tools.

User Training
Assess training needs and prepare training material, Develop training program. Schedule and Deliver training. Review and refine the programs. Train Master Trainers for the future.

Resistance Management
Identify potential gaps in user acceptance and prepare action plan accordingly, Root cause analysis to solve the problems and issues, Track implementation.

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Consultancy
Consultancy Services address areas such as a) Assessment of the necessity and Scope of a User Adoption Program b) Design of a User adoption program c) Guidance during implementation and d) Post-implementation Assessment
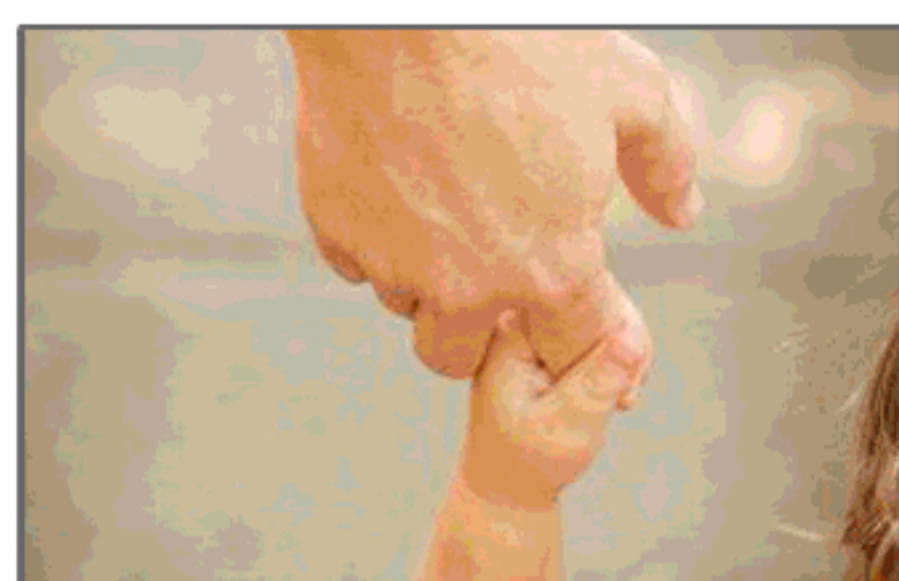
Education Services
Education Services cover areas such as a) Education / Training needs assessment b) Design of Education / Training program and material c) Education / Training Program delivery d) Post-implementation Assessment

Implementation Services
Implementation services would involve forming a customer's implementation team, providing technical consultancy as well as the Project Management services to the customer on User Adoption program.

Our Credentials

We have been part of multi-country, multi-language CRM implementations for some of our large customers. These implementations involved our playing a key role across the testing, implementation and post implementation stages - which formed part of their User Adoption efforts.

A CRM implementation engagement with a leading client in banking and financial services sector required our involvement in training the end users on the solution implemented.

Educational services has been another forte of CRMIT. With a group of highly qualified and experienced trainers, we offer trainings in many of the technologies, across various domains. More than 100 training programs have been conducted in different domains, for various customers, across the globe

Why CRMIT's User Adoption Services

Our consultants make special efforts to understand the most critical stakeholders in the domain - your employees - the user group.

We firmly believe in the following five building blocks of Change at the individual level and we have always received whole-hearted support from these most critical stakeholders.

> AWARENESS of the need for Change
> DESIRE to participate and support the change
> KNOWLEDGE on how to Change
> ABILITY to implement required skills & behaviors
> REINFORCEMENT to sustain the change

User Adoption approach, another key success factor, is of special interest to us as it involves soft aspects and other Individual, team and organizational attributes

About Us

CRMIT is a fast growing market leader in delivering On Demand CRM solutions using Software as a Service business model. We are partners with world's CRM giant and offer end - to - end implementation and post implementation services. CRM++, an offshoot of innovative labs at CRMIT is a pluggable extension to CRMOD, which answers to the extensive and expensive CRM customizations. CRM++ in CTI framework bridges the gap between telephone systems and business applications. Education service is another services integration, which we have undertaken, to full-fill the learning needs of technical job performers. The experienced and certified trainers we have, deliver trainings globally and train the candidates on latest technologies and CRM products.

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