

# How to Successfully Launch New Technology and Increase User Adoption

Learn how to connect the dots between your processes and tech to create super users of your organization's new solutions.



**JOBVITE**



## Major Opportunities — and Challenges — of New Tools

It's the beginning of a new year which means new budgets, new goals, and for many talent teams, new technologies. It should be a time of exciting buzz and new possibilities. And yet, for some, the investment and implementation of new solutions prove to be a little lackluster.

It's a discouraging feeling for recruiting leaders — the idea that a new solution isn't fully embraced by a team or there's confusion surrounding its benefits and use.

We call this a lack of User Adoption, and it's something everyone who has worked with technology has experienced in some form or another.



# The Definition of User Adoption

User adoption indicates at what level users embrace and apply a system that solves a specific need.

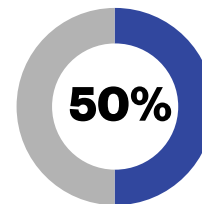
There may be rare cases where user adoption is near 100%, which would mean that every member of your team supports the new technology, understands how it's supposed to be used, and is applying the correct strategies and processes to run it effectively. Or, conversely, there may be a unique situation where there's close to 0% adoption, which would mean there is no support, comprehension, or use of the new technology.

The reality is that user adoption is a combination of triumphs and challenges. Maybe your team really supports the new idea, but they're struggling with the training. Or maybe the team is a bit skeptical of all the changes, but their progressing through education portals well.

One of the best ways to manage your user adoption success is by creating a user adoption strategy.



**3 out of 4**  
SaaS leaders spend up to  
half their week dealing with  
user adoption initiatives



**Nearly 50%**  
of SaaS leaders have no  
formal user adoption  
programs in place

Source: <https://medium.com/@useriq/3-recommendations-for-driving-higher-user-adoption-1dbe6c7b8ebf>



## User Adoption Strategy

User adoption strategies are crucial to helping customers achieve their business goals. While the focus is often on the system and users it should also focus on the business results. Without a good strategy, you will not get the usage needed to get more of the right candidates to apply to your jobs. This will result in frustration and a general misunderstanding of how to achieve your goals.

When building a User Adoption Strategy, you'll want to be sure it minimally includes:

- A User Adoption Plan
- Key user requirements that must be fulfilled for the plan to be considered successful
- Sign off from the user community
- User Training Plan
- Communication Plan that includes topics, session dates & expectations
- Success Metrics



Take a self-guided assessment that can help you determine what new tech works best for your recruiting team.

**TAKE THE ASSESSMENT** 

# Increasing User Adoption with Six Best Practices

While the basic elements of a User Adoption Strategy remain the same, we have identified best practices that we have seen are especially effective for ensuring user adoption that has helped organizations in various industries and different sizes. We like them because they're practical, and a little fun, too.

## 1) Gain executive and team buy-in early in the process

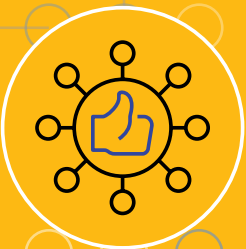
Even though executives don't normally oversee the process of choosing and implementing new technologies, it's important to show how any new solution directly ties to your business's goals. If you can show executives how new technology will contribute to your business's success, their support will go a long way in increasing user adoption.

And involve your team in the search for the right solution and include all members in the task of building a case to executives and communicating the selection to the entire company.

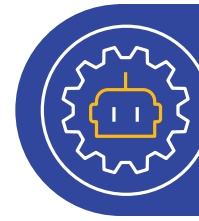
## 2) Make the launch and implementation a big event

New technologies and implementations are something to celebrate! Sure, it's hard work, but that's even more reason to spread the word that a new solution is on its way to bring the organization more success.

Consider hosting a special launch event that includes food, games, and music that the company is invited to. You could also consider a countdown to launch for your team and have the days leading up to launch be filled with prizes and fun activities as well.



## Best Practices continued



Existing AI can boost business productivity by up to 40%.



### 3) Automate as much as you can

There's a lot to consider when planning for user adoption, and one thing that almost always guarantees user adoption will go up is if you can tell your team that the new solution will save them time and get rid of unnecessary work. Automation does just that.

Of course, not every aspect of your solution and the process can be automated, but even if the training and tracking success metrics can be automated into learning portals and dashboards, it will get people excited to use new technology and set everyone up for success.


### 4) Create clear training and communication programs

For examples of good training programs, you don't need to look any further than tech companies like Salesforce or Hubspot. What started as training material and portals to educate their internal teams on how to use their products and technology became external courses that now benefit employees, customers, and prospects looking to implement their solutions.

Your training programs certainly don't have to be that robust, but you should set up a training program that allows for self-guided training through online modules or recorded webinars as well as collaborative training sessions where people can gather and learn together. And you can apply these same approaches to your organization's communication plan, which allows your team and organization to stay abreast of timelines, accomplishments, and changes.

## Best Practices continued



Read about how Schneider Electric turned to Jobvite's services team to expand its platform and train employees in a hurry. 

### 5) Establish and track success metrics

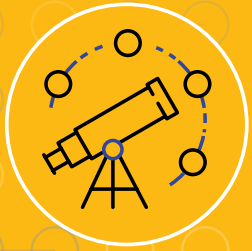
Like any strategy and project, it's important to define what a successful launch and user adoption will look like. These success metrics should be established in the planning phase and be built for accurate tracking before the launch occurs.

Success metrics can look different depending on the company, the team, and the new solution, but generally, you should aim to track how many people are participating in the implementation, the participation rates for training, the progress through the timeline, and always be tracking how your efforts are affecting the organization's goals and bottom line.

### 6) Choose the right partner

New technologies are emerging every day, and chances are, you may have too many options to choose from when you're looking for a new solution to add to your talent stack. One of the things that sets different companies and solutions apart is the quality of the partnership that will come with the new investment.

Ask if the partnership gives you the training you need, if they offer consultative services pre -and post-launch, and the type of access you have for help and support throughout the entire implementation process. And beyond these practical questions, it's good to trust your gut and partner with someone who has knowledge of your customers and aligns with your organization's values and goals.



# It's Never Too Early to Start Planning for User Adoption

Whether you're just starting to think about the possibilities of investing in a new solution or you want to seriously start the search for an improved platform, it's never too early to start thinking about what the implementation process and user adoption strategy will look like.



So reach out to us today to see how you can combine the right people, processes, and technology to kick off the new year with a partner you can trust.

**REQUEST A DEMO** >

Sources:

<https://highfive.com/blog/4-user-adoption-strategies-help-employees-embrace-new-tech>

<http://get.coupa.com/rs/coupa/images/7-strategies-user-adoption.pdf>



# About Jobvite

## Recruit with Confidence. Hire with Purpose.

Jobvite is a comprehensive talent acquisition suite that offers a marketing-inspired approach to recruiting by intelligently attracting your dream candidates, automatically screening for the highest quality, engaging employees invested in their futures, and retaining the people who care the most about your organization by combining the power of data and the human touch.

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