prodware

CRM User Adoption
Service

Practical steps to help your employees get the most out of their CRM and set your CRM project up for success

User adoption is a critical part of any CRM implementation project, where employees face a change in the way they work and some resistance to best practice can be encountered. Organizations invest in new technologies and processes to support their business transformation, and in order to see full ROI and positive business impact, users must embrace the change fully.

Why is managing the user adoption of CRM important?

| 50% of sales managers say CRM is difficult to implement | <40% of CRMs have full-scale adoption in a company | 47% of companies have an adoption rate of 90% < | 49% of CRM adoption projects fail |

That's why our CRM User Adoption service has been created to help in this change management process, for the long-term.

Based on our experience and best practice, our consultants focus on the people using the technology through three defined stages in order to align understanding, pinpoint challenges, map business scenarios and criteria for success.

We support your organization before, during and after CRM implementation to ensure you get the true value of the latest technology.

Envision → **Onboard** → **Drive Value**
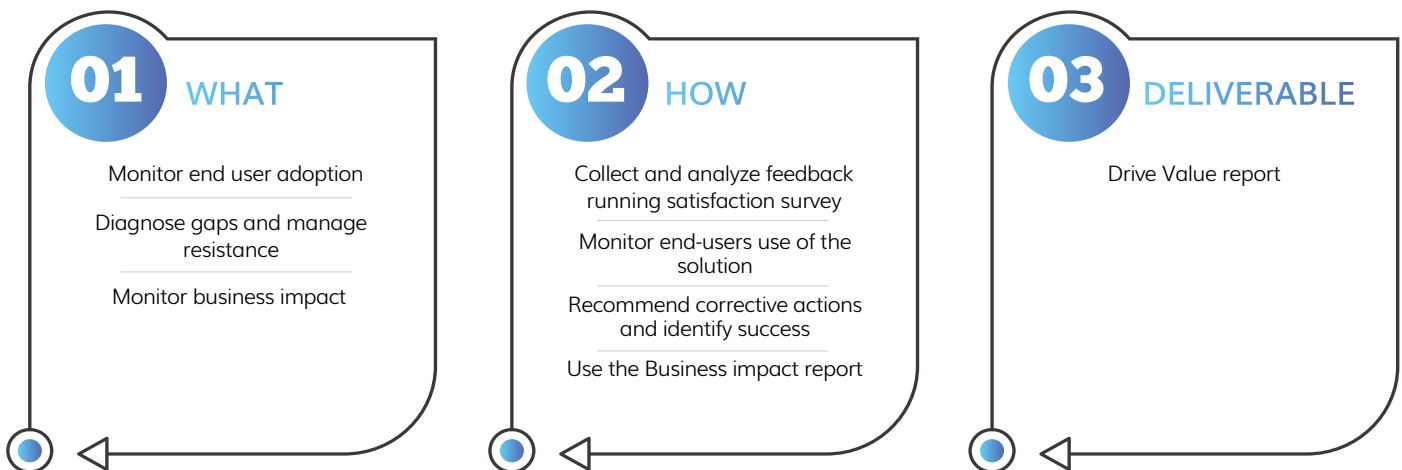
Let's look at each of these stages in detail.

Envision stage of CRM User Adoption

01 WHAT

Identify the change management ecosystem

Help the stakeholders understand the change

Identify business scenarios

Define success criteria

02 HOW

Drive interviews with selected stakeholders

Co-driving with end-users to understand the resistance and the pain points to solve

Usability Assessment Report

Run Envision Workshop

Build business scenarios

03 DELIVERABLE

Envision workshop report

Onboard stage of CRM User Adoption

01 WHAT

Engage people in the project

Assure CRM implementation from business perspective

Secure the launch

02 HOW

Create a communication plan

Build the training strategy
Carry out champions training sessions

Build a champions community

Run user-friendly test

Run business scenarios

Early adopters' program

03 DELIVERABLE

Onboard report

Drive Value stage of CRM User Adoption

01 WHAT

Monitor end user adoption

Diagnose gaps and manage resistance

Monitor business impact

02 HOW

Collect and analyze feedback running satisfaction survey

Monitor end-users use of the solution

Recommend corrective actions and identify success

Use the Business impact report

03 DELIVERABLE

Drive Value report

Speak to Prodware to support your CRM investment and the employee experience, so you can continuously drive adoption and transform your business in the long-term.