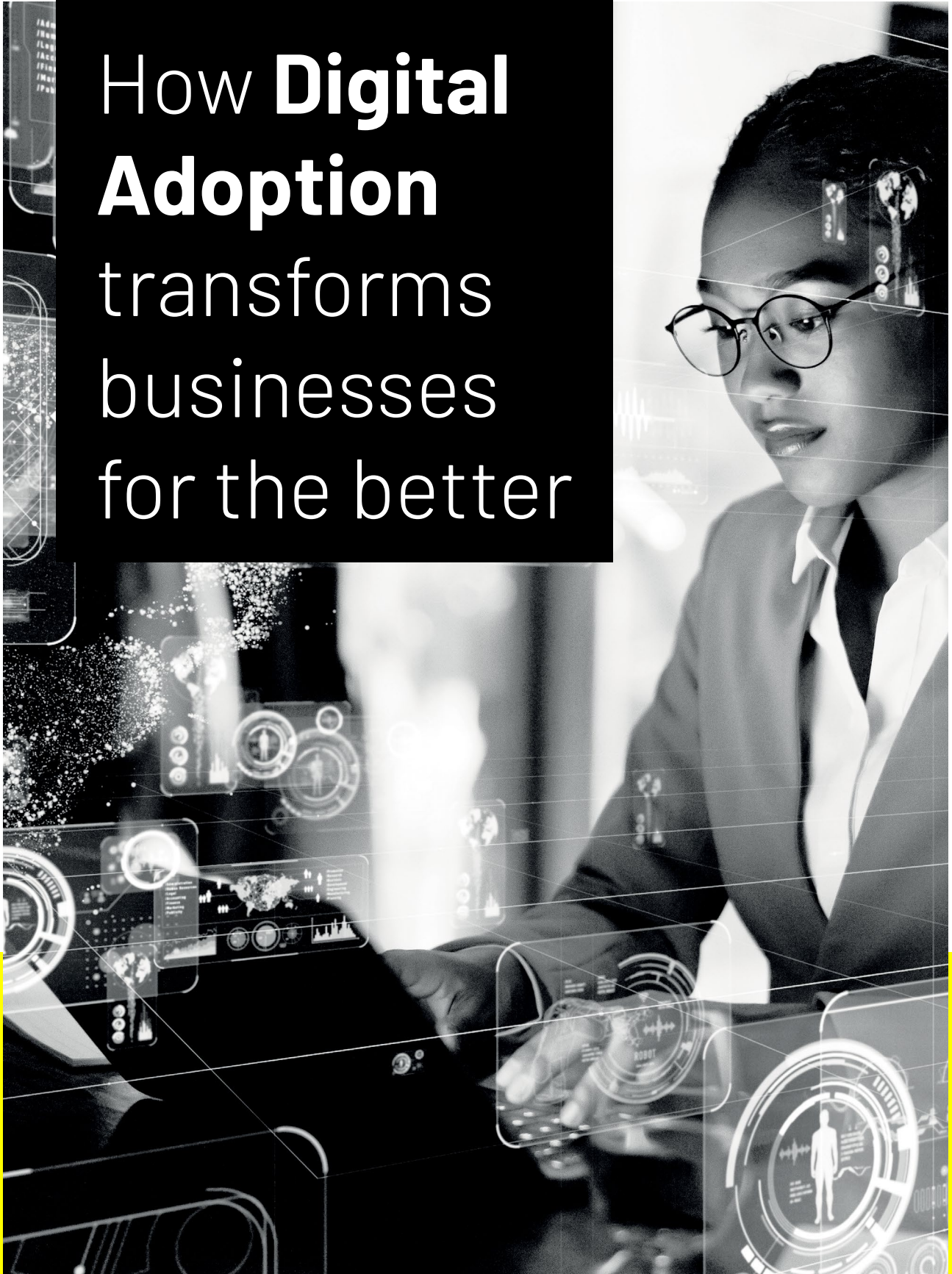


# How **Digital Adoption** transforms businesses for the better



Perhaps you have heard the term before or are researching it as we speak: Digital Adoption. As the concept gains momentum in the 20s of this already turbulent and rapidly changing century, this article dives into its importance for companies that want to stay competitive and grow sustainably.

## What is Digital Adoption?

Essentially, Digital Adoption is a process whereby your employees and customers begin to learn and use new technology, and take full advantage of it to derive value from it. The technology being adapted is often - but not limited to - software programmes, applications and websites. This process usually requires continuous training and a change in management culture.

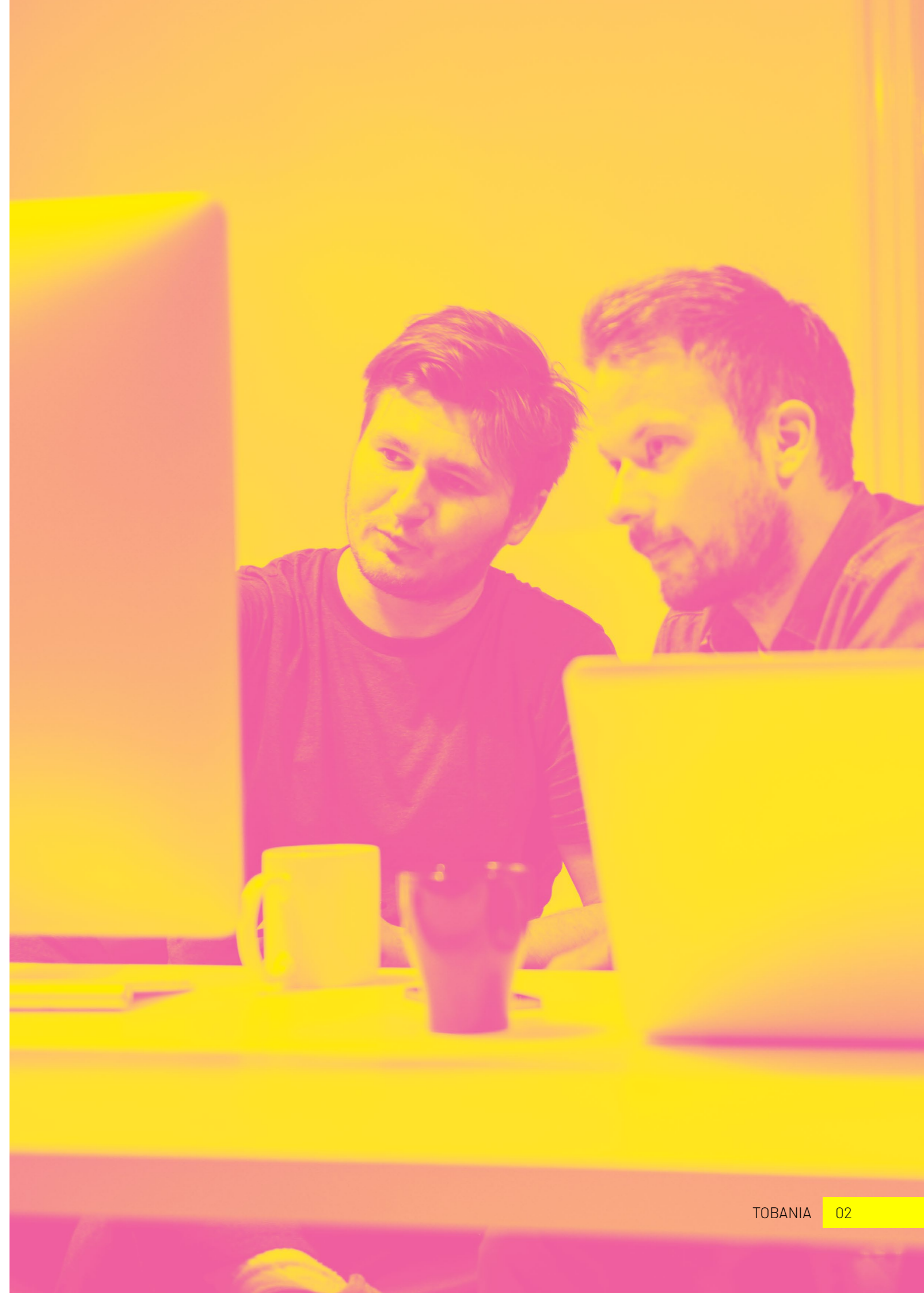
Digital Adoption can be considered a segment of the more extensive digital transformation process, which includes all use of software to adapt to changing requirements.

## Why has Digital Adoption become so important?

There are several reasons why Digital Adoption has become such an important focus for a multitude of organisations and businesses. While every business has different needs and requirements, there are three key benefits of Digital Adoption that have made it essential. These are:

- **Time-savings:** Digital Adoption can significantly or even completely automate specific manual tasks.
- **Better digital experience:** Customers and employees require quick answers. Digital Adoption gives you the means to meet their needs in real-time.
- **Enhanced collaboration:** Digital Adoption creates a training shift from hard to soft skills, facilitating collaboration with other employees, branches or external third parties.

Overall, these three aspects have one important common ground: they all save costs and allow you to do (much) more with the same budget. However, properly implemented Digital Adoption - carried out by experts - brings many more benefits to your business. So, be sure to read on to find out what you can expect when we take care of your company's Digital Adoption.



# The **Benefits** of Digital Adoption

The following benefits are drawn from a real case study of Digital Adoption implementation. While results may vary from company to company, the positive impact of Digital Adoption below is reflected in just about every organisation.



## Fast implementation

Once your organisation has started the process and Digital Adoption is being implemented and/or guided by (external) experts, the implementation of the various processes can proceed relatively quickly and painlessly.

Did you know that a company can implement a significant part and the most important elements of the configuration and processes in just one year? In that time, not only the implementation of the technology, but also the adoption process by employees, management and customers takes place.

The main reason for this time saving is that with our Digital Adoption approach, no front-end and back-end programming is required. Since this time-consuming process is therefore eliminated, the result immediately translates into several months of time savings.

## Broad implementation

Digital Adoption offers a very wide range of implementation options. Regardless of the industry or process, there is almost always something an organisation can automate. When the process of Digital Adoption begins, it is often underestimated how much benefit a company gains from the whole ordeal.

Many additional applications are often found, further improving ROI. Moreover, Digital Adoption can be implemented company-wide: from the initial sales and lead acquisition stage, to customer service. All of these can benefit from this transformation and adaptation of new technology.

Regardless of the department, Digital Adoption empowers your business and employees to make data-driven decisions. This transformation gives you interactive tools to build a knowledge base. With this, you can make informed decisions about changes and upcoming updates based on insights into actual user behaviour.

## Quick and clear ROI

One of the key benefits of Digital Adoption is the quick and easy Return on Investment (ROI) you obtain. After all, since you are using technology and quantifiable data points, you can quickly see how the process is helping your organisation and how much.

The ROI of Digital Adaptation comes from the many benefits this process brings to a business, such as the greater degree of automation and corresponding time savings.

As mentioned, the automation can be implemented company-wide. This means that both the customer and supplier side can benefit from one smoothly implemented process. The same, of course, applies to internal procedures. These, too, can benefit significantly from the added efficiency that Digital Adoption brings.

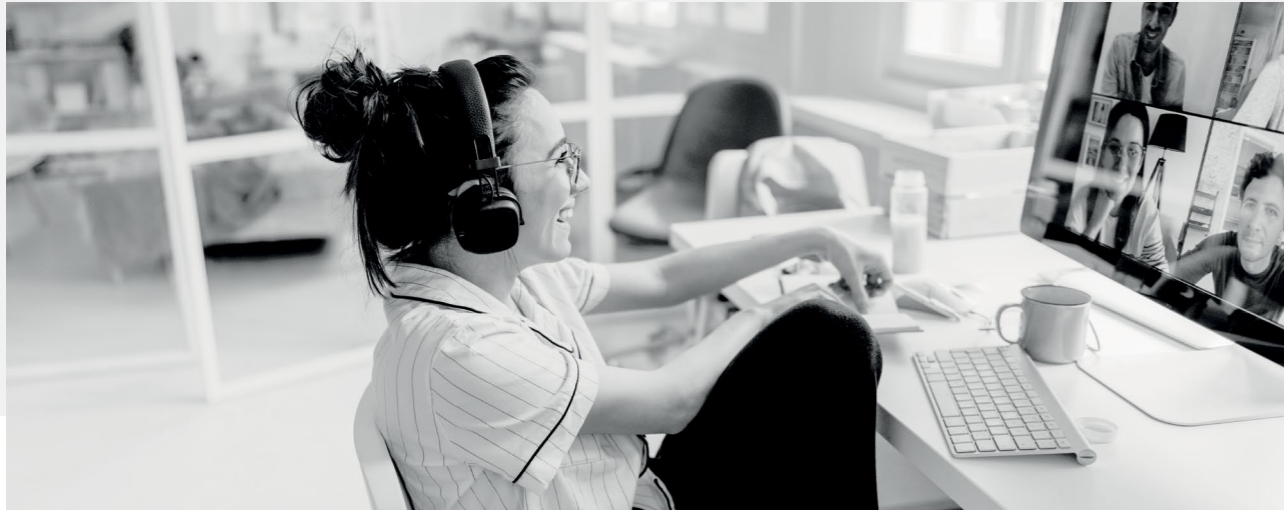
In short, these are some fundamental ways in which a quick and clear ROI is achieved:

- Improved ease and efficiency of service and communication with customers and suppliers.
- Streamlining of procedures in the internal organisation between individual employees and branches.
- Removal of redundancy and inefficiency of manual tasks through extensive automation.
- Unburdening IT with release management and change requests.
- Faster and more efficient onboardings for helpdesk, sales, etc.

## Direct customer User Experience impact

It is not just the company that benefits from more streamlined customer communication and services. The customer immediately reaps the benefits of a well-executed Digital Adoption within your company as well.

For example, in practice, the processing time of a customer request is often reduced by half, meaning the customer (or lead) gets an answer to his or her question or problem much faster. This almost always leads to a more satisfying experience. Not only for the customer, but also for the representatives handling the customer queries.



### Employee retention

One of the most underestimated benefits of Digital Adoption is employee retention. As mentioned, when customers are happy, employees tend to become more so too. Similarly, when your staff is equipped with the tools to help customers quickly and handle queries painlessly, you eliminate many of the day-to-day frustrations they might have and vent on the service helpdesk.

Another incentive for employee retention is that automation frees up resources and allows you to do more with fewer people. With this time saving and reduced burden on specific departments, you can easily promote people internally, improving employee satisfaction and retention.

Another department that benefits from Digital Adoption is IT. These improvements can give the department much-needed breathing space and also give them an efficient way to deal with IT-related issues.

### Positive sustainability impact

Companies often see a positive sustainability effect when they start to harness the power of today's technology and automate manual processes. For example, a significant number of employees can work from home, eliminating the need to commute and reducing their carbon footprint as a result automatically.

Another "quick win" is that with increased automation and more streamlined communication, much more can be done online and does not have to be done at the customer's premises. Far fewer shipments need to be sent to the customer, further reducing the company's climate impact.

**Digital Adoption empowers your business and employees to make data-driven decisions.**

## Challenges to implementing Digital Adoption

No radical change comes unchallenged. And Digital Adoption is no exception. To get the most benefit from this transformational change, it is vital not to set aside challenges to address them later. In fact, the most effective approach to Digital Adoption is when challenges are adequately addressed with all stakeholders involved.

Here are the four key challenges - and how to address them - related to Digital Adoption:

- **Internal resistance:** as you probably know, people - in general - often do not take change well to heart. There is always a certain resistance to (radical) alterations in the way things are conducted. This could be the traditional generation that has been doing things the way they are for years, or newcomers who refuse to retrain. However small the minority, it is vital to address those people and listen to their grievances.
- **Non-customised Digital Adoption:** every business is different. While a general approach to Digital Adoption is sufficient for some companies, a customised one that directly addresses your company's needs and capabilities is always superior in terms of ROI. Tailored Digital Adoption is often more difficult to implement, but your organisation can reap the benefits sooner if you choose the right partner.
- **Inadequate Digital Adoption:** one pitfall of Digital Adoption is quitting too soon. Any change takes some time to manifest its benefits, and depending on employees' adaptability, waiting until you see positive results can be frustrating. The reverse is also quite common. Some companies may spot the ROI very quickly. However, it would be a mistake to perceive that as a sign that Digital Adoption is complete and no further investment and effort is needed.
- **Stopping iterative improvements:** Digital Adoption is about using new technology to improve your company's processes in terms of time savings and overall efficiency. New technology becomes obsolete relatively quickly. So, if you want to stay ahead of - or keep up with - your competition, you need to make continuous iterative improvements to your Digital Adoption model.



# Digital Adoption steps and timeline

So, how long does it take to implement Digital Adoption? And what are the different steps? Well, unfortunately, the answer depends on your business, niche and workforce. That said, we possess extensive experience and real-life cases from which we can draw to give a fairly accurate estimated general timeline and the necessary steps.

## 1

**Discovery phase:** The first step is the discovery phase. During the discovery phase, a thorough analysis of your company occurs. This is aimed at finding the opportunities and processes that would benefit from Digital Adoption. The key here is to identify a way to achieve the maximum added value to quickly get an ROI and achieve a sustainable transformation. The discovery phase takes one month on average.

## 2

**Set-up:** The second step in the timeline is the set-up. As the name suggests, the set-up is the phase in which we establish the platform. This phase takes only about a week, although this duration can vary from one company to another depending on its needs and requirements.

## 3

**Proof of Concept:** During the proof of concept phase, at least five processes undergo a "makeover". These processes are ideally significant and important aspects of the business and are streamlined and automated to a greater extent as a result of Digital Adoption. Depending on factors such as the number of processes, complexity and the business itself, the proof of concept phase takes about one and a half months.



## 4

**Acceptance:** Once the proof of concept phase is completed and has been successful, the acceptance phase kicks in. During this phase, we consider any issues that arose during the proof of concept phase. This step in the timeline takes about a week.

## 5

**Go-live:** The next step on our timeline is all about the go-live. Digital Adoption is fully leveraged across the processes it has transformed. The purpose of the go-live step is to ensure that the implemented technology can mature and that missed opportunities or potential setbacks are acted upon quickly. The go-live phase lasts about one week.

## 6

**Additions and iterative improvements:** To keep our finger on the pulse and get the most out of Digital Adoption, we constantly improve, optimise and add new processes. This is a continuous, never-ending stage in which we focus on factors such as analysing the various processes upon which we have implemented Digital Adoption. As mentioned, there is no natural end to the final phase of this timeline. Companies and organisations need to continuously improve Digital Adoption, and implement new technologies on the right processes in a timely manner.

## Some final thoughts

In today's interconnected world, it is more important than ever to adapt quickly and adopt new technology. Digital Adoption - if executed properly - can quickly transform a business by automating time-consuming manual processes and labour-intensive tasks.

While Digital Adoption almost always has a net positive impact, it is worth remembering that almost every radical change is met with at least some resistance. So, these challenges must be adequately addressed to get the ball rolling as soon as possible and ensure that the transformation is more sustainable.

In a nutshell, the key benefits for a business and organisation are that Digital Adoption saves costs and makes employees and customers happy. All you need is a reliable and experienced partner to guide you through the process. This way, your Digital Adoption can be implemented significantly faster than one would dare to expect.

Valorising business, data and technology



**Wouter Buckinx**

Director Tobania.Business

wouter.buckinx@tobania.be

+32 474 39 85 45

## CONTACT US

**Tobania | HQ Strombeek-Bever**

Heizel Business Park - Building II

Romeinsesteenweg 564 - 4

1853 Strombeek-Bever

+32(0)2 300 80 30

info@tobania.be

www.tobania.be

linkedin.com/company/tobania