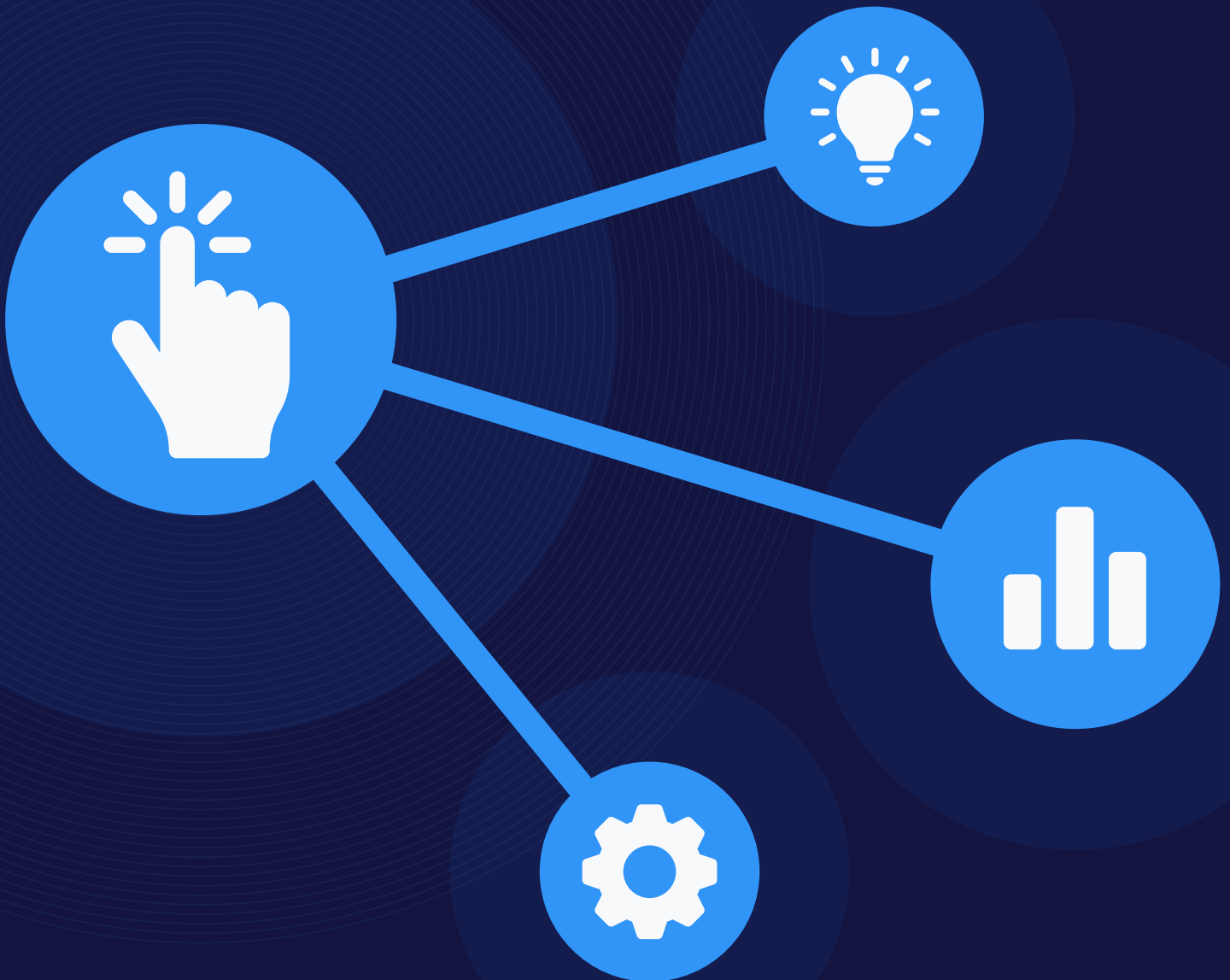nexthink

The Secret to Successful Software Adoption

Optimize Your Software Investments.
Engage with Employees. Unlock Real, Quantifiable Value.

Contents

01.
Introduction

Why is it so difficult for companies to unlock real value from their software investments?

The truth is most companies are ill-equipped to understand whether their employees even use, let alone like, the software they've got. Whether it's Salesforce, ServiceNow, or Workday — the teams who administer common but critical workplace applications lack the capability to connect the dots and know exactly what's going on inside and outside those applications.

Yet these platforms represent massive investments in the efficiency and productivity of your organizations. If employees fail to effectively leverage the tools available to them, productivity could grind to a halt. As application owners and people leaders, you have a responsibility to ensure the successful implementation and continued usage of the software.

Yet how can you do this without visibility into employee usage, pain points, process blockers? If you cannot see how employees are using the tool and where they may be struggling, you cannot continuously improve your optimization and utilization strategies.

Fortunately, there is a mountain of opportunity beneath all the headaches that come with software investments and the digital workplace. In this eBook, we will investigate the many problems organizations face and demonstrate how you can remove those obstacles and generate real productivity gains and value for your organization.

02.
The Problem with Application Adoption Today

What's the state of application adoption today?

In two words: not great.

Employees have more apps than ever before but they're constantly switching between them and rarely finishing tasks. Our research shows that in-app and intra-app navigation is circuitous and wasteful. And whether employees are raising tickets or not, they're frustrated, which means they're disengaged, unproductive, and leaving companies that can't meet their expectations.

When employees don't adopt and engage with their applications, there are massive ramifications to the business.

Time Lost Navigating

Data pulled from 1 million application-using employees found that on average, employees are spending 10% of their time in applications simply navigating to the tasks they intend to perform—a problem we've termed 'navigation burn.'

You might be wondering is 10% that big of a deal? Yes.

If you look across large enterprises (+5k employees) this figure translates into huge productivity losses.

3 hours lost per employee per week spent navigating applications	**156 hours lost** per employee per year navigating applications
219,024 hours lost each year for the average U.K. large business	**529,464 hours lost** each year for the average U.S. large business

It's true that some form of navigation will always be necessary, but productivity losses like these are visible with executive leadership, negatively impact business output, and threaten the successful implementation of the software investment.

Time Lost Looking for Help

Based on our research we found that nearly **40% of employees** who use business applications spend up to **30 minutes** a day looking for support, totaling more than **3 weeks a year per employee**.

This is backed by data from our 1 million application-using employees:

- Employees spend 2.7 hours per week looking for support materials when support isn't provided in the flow of work.

- When employees do access support, they are spending 1.5 hours per week reading support materials!

This means employees are spending 2x searching for support materials than they are reading them.

We can do better!

The Hidden Cost of Time Lost

Taken alone, the hours lost to employees looking for IT support and navigating tasks are shocking, but if you approach the **problem in terms of cost**, it's even worse.

We analyzed the time lost looking for support, identified by YouGov survey data alongside the latest national data on employee working hours and earnings in Great Britain and the U.S., and the results were staggering.

- In Great Britain, businesses lose 71,183 hours or £1 million a year.

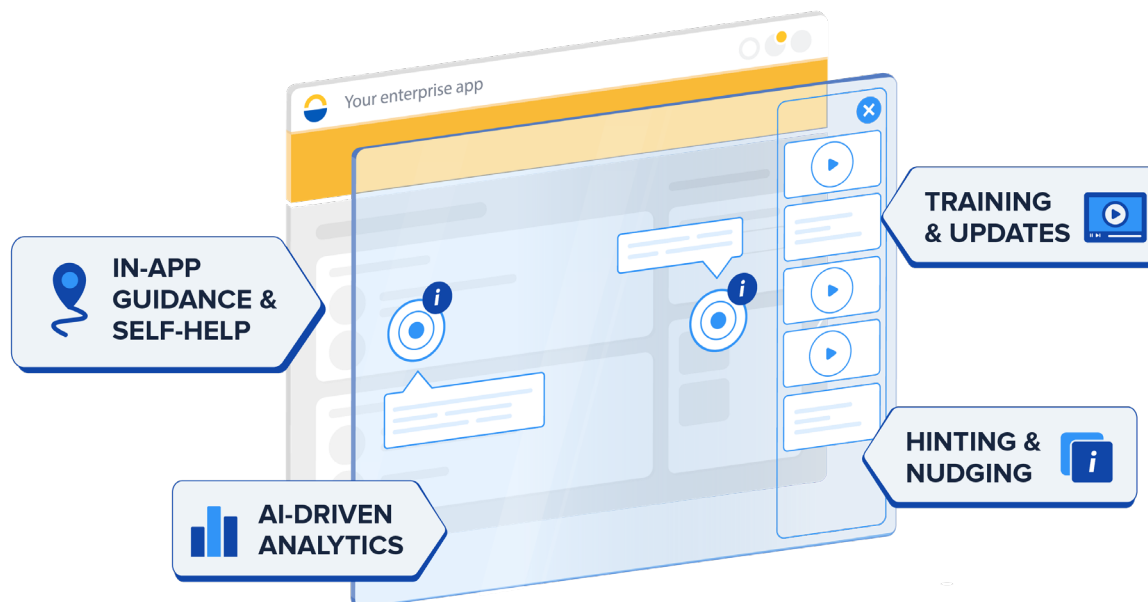- In the U.S., the annual losses amount to 172,091 hours or $6 million of lost productivity.
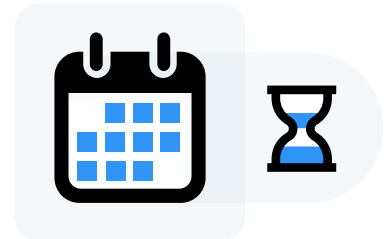
03.

Securing Adoption Success: The Value of a Digital Adoption Platform (DAP)

What is a DAP?

Gartner defines a digital adoption platform (DAP) as one that overlays internal applications (e.g., CRM, HRM, ERP) with in-application guided learning, hinting and nudging, and analytics.

Digital adoption solutions ensure that employees can effectively use applications with in-app guidance, training, and support to successfully navigate the steps needed to complete a task in an application. This increased app proficiency and usage maximizes application value, reduces risks and frustration, and drives successful digital transformation.

Optimizing Digital Transformation, Onboarding, and Change Management

Any large-scale adoption project can impact several facets of the business, but if you have a reliable DAP solution like Nexthink Adopt, you can monitor and optimize any focus area.

Change Management

It's human nature to fear change but it's a natural part of life and work. With a DAP you can effectively communicate upcoming changes with targeted messaging and in-context, real-time guidance. Digital Adoption Platforms turn change management into a structured, data-driven process, reducing friction, increasing compliance, and ensuring long-term success in technology rollouts.

Onboarding

A business is only as successful as the talent it hires and retains. With DAP technology you can ramp up new hires and reduce the learning curve by offering personalized messages, in-app guidance, and interactive tours that are unique to them, no matter their role, department, language or location.

DAP technology ensures employees learn by doing and empowers them to be productive from day one—all while reducing reliance on IT and HR for ongoing training support.

Digital Transformation

Transforming the digital setup for any organization, no matter how dexterous they are, can be a challenge, but with DAP technology, you can enhance your organization's business processes, employee experience, and operational efficiency, all from one platform!

DAP technology enables you to gain real-time insights into user journeys, adoption trends, and engagement through pilot analytics and targeted reporting. With role-based training and tailored communications, organizations can ensure smooth transitions to new technologies while addressing adoption challenges proactively. The knock-on effect is that business leaders can continuously optimize application usage and deliver measurable ROI on software investments.
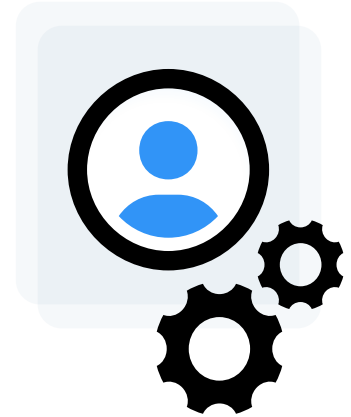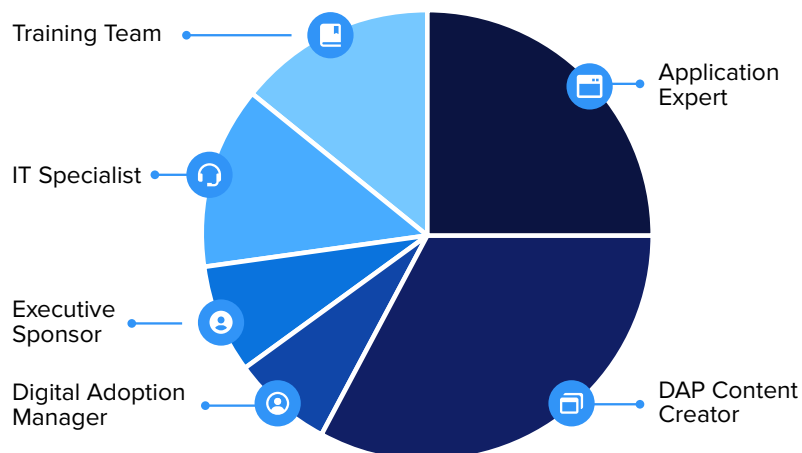
04.

How to Build an Adoption Center of Excellence (CoE)

Of course, the power and success of a DAP tool is only as good as the team using it.

You'll need a dedicated squad of application experts that can provide comprehensive expertise, hands-on delivery, and tailored resources to empower employees.

We've identified 6 particular roles to get the job done.

Team Roles

1. Digital Adoption Manager(s)—This person takes ownership of the DAP solution and its efficacy. Often, this may be the same as the application owner or team responsible for the success of the application roll out. As the CoE team lead, this role should be actively engaged in bringing together all stakeholders to ensure the successful implementation of the target software and its continuous support and improvement.

2. DAP Content Creator(s)—This person intimately knows your application and how to best leverage a DAP to improve the application and user experience further. They will work closely with several stakeholders within the CoE, including training specialists, IT, and application experts, to understand what information employees need, and how best to deliver it to them using the DAP technology.

3. Training Specialist(s)—This person understands that 74% of organizations primarily focused on traditional learning methods fall short of empowering employees to acquire skills to keep pace with change[1]. Instead they ask: 'How do people truly learn?'. They can help identify potential pain points and develop training materials to weave

[1] Bersin by Deloitte, Deloitte Consulting LLP

into in-app walkthroughs and on-demand training, ensuring employees are presented with the training materials they need to use the software quickly and efficiently. This role will become a key partner in delivering the right information to the right employee at the right time.

4. Application Expert(s)—This person knows the ins and outs of how the application works, they may be one in the same with the digital adoption manager, or may be a function within IT, managing the backend performance of the application. Either way, this key member of the CoE will understand the configuration of the tool, the desired function, and help guide the implementation of the DAP technology to best support employees in completing key workflows simply and efficiently.

5. IT Specialist(s)—This person understands the departments' technology needs and requirements and coordinates with other departments to ensure data is secure. Your IT specialist will be essential not only for the implementation of your software, but the continued optimization of your DAP processes.

6. Executive Sponsor(s)—This person offers the support you need from leadership and is the closest to your organization's goals. They are ultimately responsible for the investment in DAP to drive revenue and are a key stakeholder in the success of your ongoing DAP strategy. They will be involved in reporting and evaluating the success of your project.

Bringing the CoE Together: Top Tips

Members of your CoE come from different departments and have different responsibilities. Neither the success of your target software and nor the use of your DAP technology may be their primary concern, so it's important to have a strategy for bringing your CoE together and making the most of their involvement.

When bringing your CoE together, be mindful of each member's time and workload. If regular strategic meetings are not possible, consider other approaches that allow for information sharing and brainstorming, while creating pathways for future communication.

One Nexthink customer, **Mars Veterinary Health** (MVH), achieved this through their Roadshows program for Workday, a human capital management (HCM) software. The core Workday administration team set up a series of roadshows at various offices in different locations, designed to share the capabilities of their DAP technology and gather insights from the other members of their CoE. After the roadshows, they note that CoE members had a better understanding of what was possible and became much more active participants in the design of learning materials and training tips for
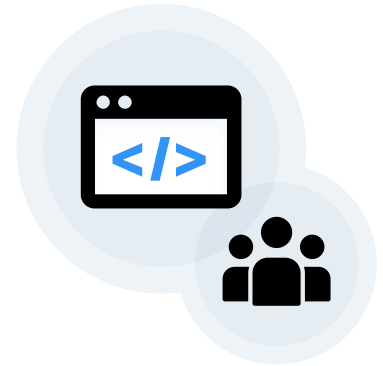
Workday.

Additionally, their CoE ensured they had regular, validated, and appropriate reporting across all levels. With clear communication of the tool and its capabilities, plus the outcomes against defined KPIs, the team at MVH easily communicated the success of their Workday rollout to stakeholders at all levels.

The Benefits of Working Together

Ultimately, a DAP team will unlock and scale value by accelerating your digital transformation journey.

A capable CoE means:

• Everyone is working from the same key metrics for success.

• The team's success is repeatable and scalable across other applications and teams to ensure a seamless multi-app journey for employees.

• Your leadership stakeholders are regularly updated and are clear on the value of your DAP program.

• You have a proven ROI for your software.
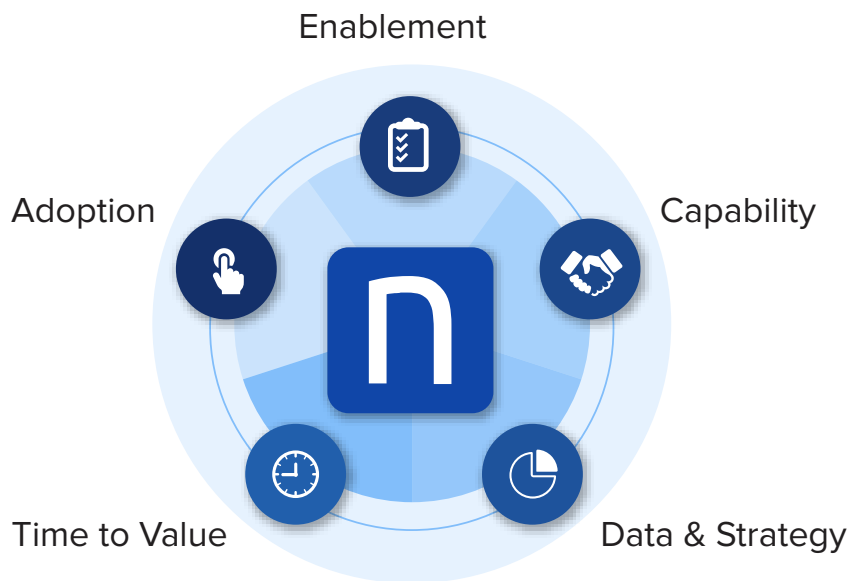
05.
Seeing Results Beyond the Rollout

What makes a software investment 'successful'?

Apparently, that's a question few organizations can answer. Based on research we conducted with 500 business leaders, there is a huge drop off in KPI measurement for software post-implementation. Of the organizations that measured technology against KPI, only **12% continued to measure success** and outcomes 1-2 years after implementation. And amazingly, **just 5% continued measurement after 3 years!**

While a DAP brings tremendous value during software migrations, new application rollouts, and employee onboarding, the value doesn't end there. Post-implementation, a DAP can deliver continuous use cases to improve the user experience including:

New Hires
While an application may no longer be new, you will still have new users. Whether it's a new employee or a person new to a role, a walkthrough can offer a step-by-step interactive tutorials that onboards users and ensure proficiency in applications.

New Functionality
It's hard to keep up with all the feature enhancements to applications. Rather than send an email, create a short video tutorial that will appear when the user logs in to your application and update them while they are most attentive.

Process Improvements
Introduce new processes through context sensitive pop-ups that provide real-time explanations and assistance to minimize employee disruption and accelerate adoption.

Infrequent Processes
Some applications are only used once or twice a year, like for annual reviews or job requisition. For these infrequent processes, you can monitor user progress and provide guidance to avoid any mistakes or friction points.

Increased Personalization
You can leverage DAP analytics to understand how to optimize guidance and resources for increasingly segmented audiences—targeting by role, language, location, and more.

Source: Nexthink, **The Hidden Cost of Poor Digital Employee Experience**

06
Seeing Results Beyond DAP

Today, digital adoption tools help employees get from point A to point B. But on that user journey, there are a lot more disruptions than these tools can anticipate, prevent, or resolve.

With Nexthink, we don't need employees to stay on a single path. Nexthink rises to meet them on their journey. We keep the path smooth by eliminating application performance issues. We help forge new trails with AI-powered in-app guidance. We answer the calls for help with on-demand training and targeted desktop pop ups.

Nexthink Adopt is a DEX-powered digital adoption solution that implements an overlay onto any browser-based application, empowering application owners to streamline onboarding and process adoption. Employees receive in-the-moment, in-app guidance, ensuring accurate data entry and reducing reliance on lengthy training content or IT support. Predictive AI-driven insights highlight adoption challenges, allowing application owners to refine processes and optimize engagement. Progress checklists and real-time process reminders improve task completion rates and employee productivity. Unlike other digital adoption solutions, Adopt is built on a Digital Employee Experience platform, ensuring a fully supported application experience for every employee.

"Businesses have always spent energy, time and money on the customer experience, but the employee experience is equally as important."

Raju Vijay
Vice President Global People Services
Nissan

07.
Conclusion

While the state of digital adoption today is rife with obstacles and confusion, Nexthink's customers are sailing high thanks to massive productivity gains made with our platform.

With Nexthink Adopt, our customers have achieved the following:

$200k+
SAVED

Self-Help
In-app self-help during the flow of work reduced support costs and deflected 14,000 IT tickets in 9 months.

104%
INCREASE

Predictive Analytics
Increased self-service with analytics that highlighted areas to improve with in-app support.

91%
INCREASE

Process Reminders
Increased user engagement with in-app process reminders resulted in 4x improvement in required task completions.

70%
UTILIZATION RATE

Process Guidance
Reduced demand for support with process guidance and 75% open rate of in-app support.

8k hrs
SAVED ANNUALLY

Conextual Guidance
Reduced navigation time and average session duration in their LMS by 50%.

$800k
SAVED

Tooltip Pop-Ups
In-app prompts resulted in 210% increase in accurate first-time inputs and 35% customer productivity improvements.

For a smarter way, check out Adopt and unlock the power of Nexthink.

nexthink