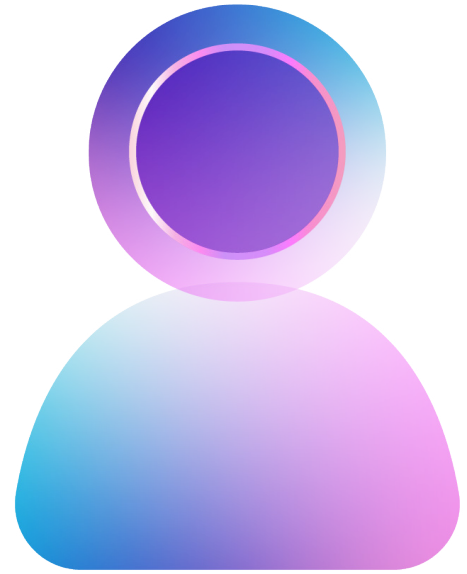**BT**

User adoption services

People first, technology second.

You need to put your people first when you're deploying new technology. Whether you are small-medium business or one with a global footprint you need a cohesive plan in place to demonstrate the benefits of the service to your people so they accept it, learn it, and to proactively evolve with it. But achieving behaviour change can be time-consuming and challenging. To help, we've built user adoption and training support into our service delivery.

Benefits of supporting your users

Our support goes beyond just achieving fast adoption. We focus on equipping you to build a positive, sustainable, and secure experience that encourages your people to use the full functionality of your new digital services.

"76% of managers agree that companies need to radically reengineer the experiences, bringing people and technology together in a more human-centric way."

Accenture

Ultimately this ensures:

increased satisfaction and user acceptance as users are fully convinced and supported

a better launch experience with clear instructions on getting started – taking the strain off your helpdesk

faster adoption as users recognise the benefits and buy-in to the new service

continuous adoption as users are educated on how to keep up with updates – key given the pace cloud apps evolve.

Our support model

Let us take your user adoption stress away with our three-step model.

1. **Expert advice from specialists** to help you identify the change your users need, advise on how to best engage and educate your users, and how to use analytics to support user adoption.

2. **Ready-to-use adoption assets** to help create awareness for users during launch, provide best practice, and continuously educate on new features.

3. **Training to suit different learning styles** from quick start guides, training videos, e-learning courses, and live sessions.

We recognise that projects vary and so should our delivery

Technology, organisations, projects, and most importantly people vary significantly. That's why we've developed different services depending on your needs.

1. **Digital adoption service.** Fast on-demand support to help your people get started and continue to use their new services. You'll have access to recommended best practice from experts, adoption assets, training videos, and guides – all via our online learning hub.

2. **User adoption specialist service.** Help from one of our named user adoption specialists who'll provide recommendations to help ensure success and guide you to build the right adoption programme, provide you with customisable toolkits , and guide you to the most suitable on-demand support and training that best matches your needs.

3. **User adoption with change management service.** If you're following a defined framework, have specific requirements or need more tailored support – our experts use a proven framework inspired by the ADKAR change management model.

"The self-serve online material provided is really helpful, saved us a lot of time".

Marketing agency

The BT user adoption team provided amazing support… our adoption lead was proactive and driven to deliver results. She worked to provide clear communication, support plans and materials in a highly nebulous space. In addition to adding great business value, the team worked as collaborative partners and were a pleasure to work with."

Professional services company

"The BT team were extremely collaborative working alongside our internal change management team to ensure the end user experience is fully considered and managed through a significant enterprise-wide change."

Global insurance company

Why BT?

We're a dedicated service adoption practice
we're not just bolted on to a customer success or project manager role.

We're certified adoption and training specialists
who're experts on our solutions and driving people engagement.

We offer different service delivery levels
to suit varied projects and organisation cultures.

Our highly rated framework
is recognised by analysts, customers, and partners like Cisco, Microsoft, Zoom, and Poly.

We use the very latest digital technology,
analytics, change management, and learning style practices.

Find out more about our user adoption services at

bt.com