



*by Mark Unwin*

# Digital Adoption Platforms Rethinking Training



Presentation

# What is A Digital Adoption Platform

A digital adoption platform (DAP) is a Cloud-based solution designed to provide tools for organisations to improve their customers digital experiences. It offers users step-by-step guidance and in-app support to increase engagement, adoption, and retention of an organisation's digital products and services. DAPs consist of a variety of tools and features within the platform, such as walkthroughs, help widgets, tooltips, and automated onboarding processes to provide guidance and support to our most vulnerable users.

# What is Not a Digital Adoption Platform

- DAP should not be considered as static or rigid.
- DAPs do not replace good human-centred design.
- A DAP does not replace effective stakeholder engagement.
- DAPs cannot address every user's situation, expectation, and digital maturity.

# Poll

Choose which DAP scenario applies to your organisation

## Has your organisation found a need for a DAP?

1. DAP utilised with customers and staff.
2. DAP utilised with customers only.
3. DAP considered for customers and staff.
4. DAP not considered.

# Identify DAP Deployment Value

Key DAP features that provide value:

- Accelerated user adoption of the digital product.
- Capturing and utilising user behaviors insights.
- Increased feature utilisation by prompting user engagement.

A DAP's effectiveness is achieved by:

- Greater uptake of digital services through an improved customer experience.
- Setting productivity goals for internal users to achieve acceptable system uptake.
- Observing and responding to behavioral insights from customers and staff.

# Poll

How do your  
problem  
management  
processes  
respond

Recalling a recent digital deployment, was a DAP used and how successful was the customer experience?

1. DAP used, highly successful.
2. DAP used, not successful.
3. DAP not used, highly successful.
4. DAP not used, not successful.

# DAP Implementation Strategy

Core strategy is to transform digital service delivery. Therefore the implementation plan should:

- Adopt user-centered design to address multiple learning styles.
- Test the DAP with focus groups and users.
- Provide thorough, real time instructions in multiple languages.
- Establish metric driven outcomes.

# A Practical Implementation

IBRS recommends a practical framework to address your DAP implementation:

- Defining the vision for your DAP on which product(s) need user support.
- Plan, build, and test the DAP tools and features required.
- Launch and monitor using metrics and inbuilt observability of trends.
- Apply metrics, governance, and continuous improvement.



# Industry Best Practice with a DAP

Countering rapid deployment failures by:

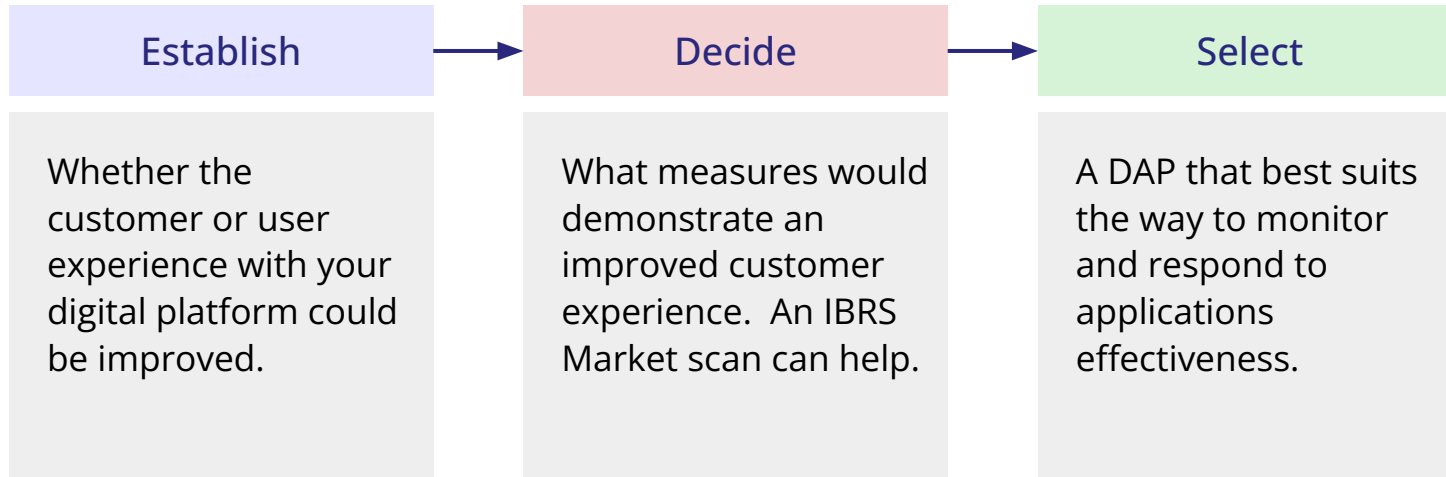
- Create a variety of use cases that ensure the DAP meets your business needs.
- Provide adequate training and support for DAP developers.
- Simplify the onboarding process for all apps by utilizing DAP toolsets.
- Establish metric driven outcomes that deliver continuous improvement.
- Monitor and analyse performance metrics for your industry.

# Leading Digital Adoption Platforms

Examine where your digital experience is not delivering then choose a DAP to lift the customer or user experience. These are some leading market products in this market segment:

1. WalkMe
2. WhatFix
3. UserPilot

# Next Steps – IBRS Recommends:



# Q & A

*Submit an inquiry* or *schedule*  
*a whiteboard session*



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