

[You've bought the system...now it's time to maximise your investment]

In its Market Guide for Digital Adoption Platforms (2022), Gartner said that organisations seeking to accelerate digital transformation through tech-investment must enable employees to easily adopt new and changing technology systems, all of which need to facilitate working from home.

So how do you ensure you can operate like a pro and really drive value from your investment..?

1 Invest in training

According to research, 39% of employees who use business applications spend up to 30 minutes a day looking for support (that's three weeks a year, per employee). When asking about training insist on specific details about the type and format of the training materials, as well as the delivery methods and schedule.



2 Value the asset

Treat your business voice system as a well-respected asset that requires ongoing governance and optimisation. Software is subject to constant updates, with new features regularly added as part of every release. So don't view training as a singular event. If successful adoption is the goal, training should be constantly revisited.



3 Mine the experience

Data is good. But data becomes great when it allows you to deliver intelligent insights back into your organisation. Understand how your employees are using and interacting with your business voice solution, ensure employee experience is captured, and utilise the data to help encourage greater adoption and usage.



4 Know your metrics (and how to access them)

It may seem obvious, but the analytics tracked by your communications system should provide relevant metrics that align with the business goals and objectives. If the goal is to increase user engagement, metrics like active users, time spent on the platform, and user retention should be tracked. In addition, you should seek to understand how (if any) CRM integration tools are helping with customer engagement.



5 Choose a partner wisely

Technology needs more than traditional helpdesk or document-driven support for high impact. With the right partner and with the right support in place, you not only see how your people use the technology you've invested in, but you can take on board real-time guidance to boost understanding and drive productivity.



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