The importance of adoption in a UC&C deployment.

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Whitepaper | The importance of adoption in a UC&C deployment.

The case for deploying Unified Communications and Collaboration services within an enterprise or agency is no longer in question; study after study has demonstrated the value of UC&C in streamlining business processes and reducing latency in a variety of areas. Whether during the design, build, sales or service practices, UC&C solutions can expedite communications and help move business forward no matter where your users are located, on virtually any platform or device.

The value of UC&C delivered from the cloud is also no longer up for debate as enterprises and agencies recognize that in an increasingly competitive world, IT and telecom departments need to focus their limited resources on increasing their organizations' competiveness, rather than managing, maintaining and updating mission-critical services for their users.
A service like Verizon UCCaaS is a best-of-both-worlds service offering. It provides the agility and rich capabilities associated with an individually-owned, on-premises system, along with the predictable cost model associated with a cloud-based offering. In addition, the flexibility of the as-a-service financial model (per-user, per month; only paying for the services end users require and not requiring large up-front capital outlays) makes it a hard approach to argue with. The numbers speak for themselves.

According to IDC, 44% of respondents surveyed currently use UCaaS while 56% said they plan to implement UCaaS within the next two years[1].

While the advantages of deploying UC&C in an organization are obvious, simply installing call control, voice messaging, Instant Messaging and Presence (IM&P) and collaboration services like WebEx is not enough. These services need to be utilized. Only when employed do these tools improve communication.

According to IDC, 32% of respondents surveyed state that end users not being trained to use the technology or not being aware the capabilities exist is a barrier to organizations' usage of their deployed UC&C capabilities[2].

Ultimately, the success of your UC&C implementation efforts will be measured not on deployment metrics but on utilization.

Many do-it-yourself (DIY) customers actually purchase and have the intent to leverage this technology to enable employee mobility, desktop integration, video and other capabilities but never succeed due to its complexity. Purchased but undeployed capabilities are common. In those rare cases when these advanced capabilities do get successfully deployed, the business results are often disappointing because of the heavy IT focus on keeping the technology working and not enough focus on adoption and use of these new applications.

So how does a department like IT or Telecom management that has historically been focused on implementing these types of services get end users to take the required steps to start using them? The purpose of a technology deployment shouldn't be to reach a technology milestone, but to meet your business goals. To that end, Verizon has an adoption team whose sole purpose is to make sure the UC&C services you deploy are not just made available to your users but are actually being used, thereby enabling them to help improve business outcomes.

With so many integrated collaboration services, implementing them and knowing how to use them can be complex.

Through the Verizon Adoption Service program, we can help your users get the most out of these UC&C services, because no matter which ones you're implementing, you want them in action quickly and you want 100% of your workforce to adopt them.

Collaboration requires more than technology.

IT departments tend to focus their attention on network, infrastructure, hardware, and software, and then stop. They stop short of the end-user experience. When technology, which is only one portion of the entire collaboration framework, is the only focus, organizations shortchange their end-users. Adoption services allow organizations to focus their attention on the end-user experience level once the technology is implemented. It is a way to transfer the application knowledge to the end users to collaborate in new, more effective ways that support the organizational culture.

> **Without adoption services, the rate of consumption of collaboration services will be far lower than the rate of deployment. End-users won't use the new services unless they are easy and make sense to them.**

As a result, your investment in collaboration services may be diluted and you may not realize the return you expect. You may even risk losing focus on the project due to resource or budget reassignment.

With an adoption program, your employees will have new collaboration tools and skills to enable them to collaborate at a whole new level, and you will be better positioned to realize your organizational vision—such as increased productivity, enhanced collaboration, improved customer satisfaction and cost savings. Our adoption services program can help:

- Foster collaboration and innovation for end-users. Work from virtually anywhere, securely, in whatever mode that enables the most efficient collaboration for a given task.

- Increase the velocity of communications from within business applications. Simplify workflow and improve productivity by allowing users to access collaboration and conferencing capabilities directly from the applications that they use most often. Open APIs help enable integration with web-based and third-party applications including Microsoft Outlook and Salesforce.com.

- Enable mobile workers: Increase staff productivity and customer responsiveness. Give employees the flexibility to use mobile devices as a highly secure extension of your enterprise network and applications.

> **Adoption services allow you to tap into the full value of your UC&C investment.**

Verizon Adoption Service.

Verizon's Adoption Service is a value-added service allowing organizations to focus their attention on the end-user experience and achieving business results once a technology is deployed. It is a way to arm workers to collaborate in new, more effective ways that support the organizational culture and drive business results.

The process starts prior to any new or upgraded services being deployed. The Verizon Adoption Team will work with you to identify the desired customer business outcomes or

results related to the users of UC&C tools, capture information regarding end user segments across the business that may require specific treatment as services are deployed and document use cases that are unique to certain user groups. For example, an HR department may want to leverage high quality video meetings to perform remote job interviews, or a sales organization may want to ensure its teams are enabled to intuitively leverage mobile collaboration capabilities. The use cases are infinite, but the key is to identify and plan around as many as possible prior to an initial technology rollout.

As the deployment is being planned, Verizon will make suggestions and recommendations regarding communications to raise awareness to the end user base. This can be done in a number of ways leveraging email, intranet, on-site marketing, or even a customer's internal social media platform. A key attribute of any effective awareness campaign must emphasize the user benefit. While the "what" and "how" around any technology roll-out is important, answering the question of "why" from a user perspective can help create excitement and anticipation around the new capabilities that will soon be available.

End-user training and education is also an important piece of establishing early and continuous user adoption. This can be done both remotely or in-person, depending on the number and location of your end-users. On-demand digital training content can provide users who do not have the time to attend live training an opportunity to learn about specific features they will use or leverage. Verizon has invested in creative digital content to enable our customers to offer this type of option to their users. High quality and effective on-demand content training can also be leveraged or made available to users on a continuous basis, not just as part of the initial deployment. As the way users leverage technology evolves over time, this is a key distinction.

A significant part of the adoption team's value is the regular health check meetings that are held post-deployment with key stakeholders. At these meetings, our team provides monthly performance and end user consumption metrics. These conversations tie directly to the business outcomes or results identified in presale discussion, and give both Verizon and the client an opportunity to validate that we are jointly achieving success from the client point of view, or that gaps exists and remediation or an improvement plan or strategy needs to be developed. We often see opportunities in this process to help our clients evolve and further emphasize specific behaviors across the user base, and to create reinforcement messaging to enable improvement in adoption rates, again with emphasis on the benefit to the user of using certain tools and features.

As a primary interface during the life of the contract, our adoption specialists are aligned to driving user experience and adoption, and to improving the overall value of using Verizon as your UCC partner. By enabling and empowering your end users to collaborate and move business forward at a faster rate-whether at the build phase, the service phase or any phase in between — Verizon Adoption Services helps your organization to compete more effectively and positions you for a higher level of success.