

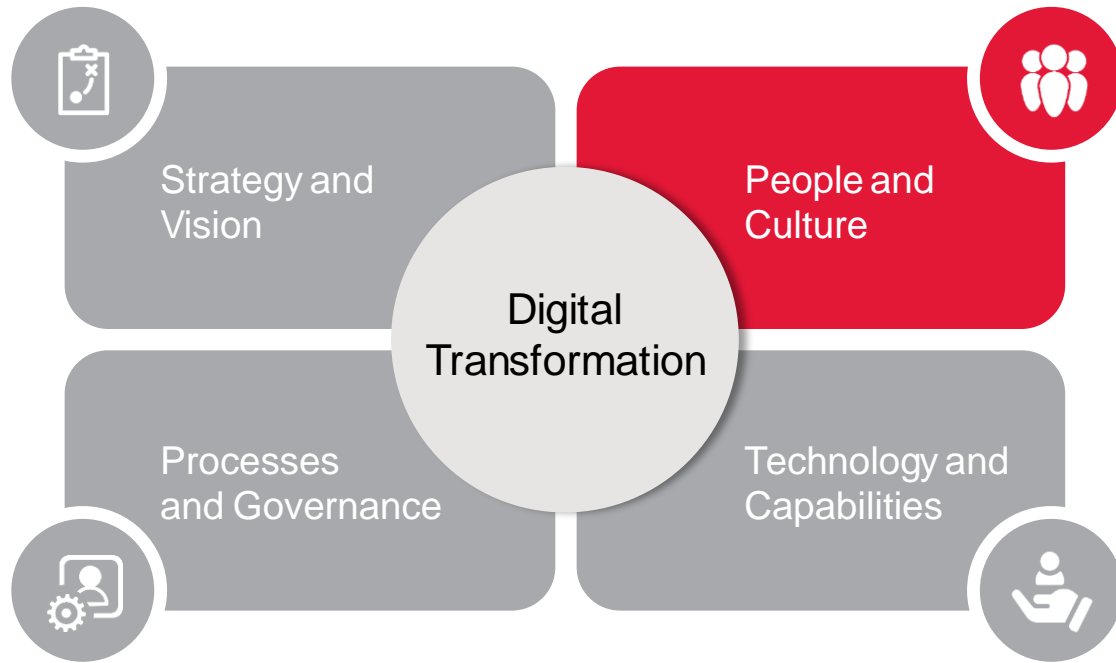
The logo for Tech Mahindra, with "Tech" in white and "Mahindra" in red, is positioned at the top center of the image.

Tech  
Mahindra

# Digital Transformation

Learning Solutions

# The Digital Transformation Challenge



Enterprises that want to tap the full potential of technology capabilities will need to focus on the **role of people** in digital transformation

Changes in every transformation pillar impacts the people involved in all areas of business.



Due to the impact of digital transformation, **global IT spending** in 2019 has **increased** to more than **\$3.7 trillion**.



But, studies show that more than **75%** of **business initiatives DO NOT** achieve **full benefit** realization.

Why?



The **success** of any IT transformation or product launch lies **in employee receptivity and adoption**.



Businesses in US **lose \$37 billion** each year as **employees do not understand LOB apps** leading to **delay in ROI**.



# Factors Affecting **USER ADOPTION OF NEW APPLICATIONS**



No Clear Understanding  
of the Objective



Resistance to  
Change



Lack of Effective  
Communication



Insufficient/Inconsistent  
Knowledge Transfer On  
Using The Application

WHAT IS THE MISSING PIECE?

How do you address this...

EFFECTIVE CHANGE MANAGEMENT

The discipline that guides how you prepare, equip and support employees to successfully adopt change in order to drive organizational success and outcomes.



Based on the **ADKAR** (Awareness, Desire, Knowledge, Ability, Reinforcement) principle to Change Management, Tech Mahindra follows the **A**nalyze, **C**onnect, **T**rain and **S**upport (**ACTS**) approach to support employee adoption through every stage in change management.

## Analyze

- Understand overall vision
- Perform user impact analysis
- Develop change management plan
- Create change communication strategy and governance structure
- Perform training needs assessment

## Connect

- Connect with the audience / end users
- Show the impact of the transformation on their daily routine, and in turn to the business and organization
- Develop communication plan and key messages
- Deliver the communication messages through different channels

## Train

- Develop different training artifacts
- Deliver role-based training in various formats
  - Classroom
  - E-Learning
  - Videos
- Focus on what's in it for them

## Support

- Provide run-time support post go-live
- Enable learning in the flow of work
- Obtain continuous feedback through feedbacks and surveys and constantly improve the support
- 30-60-90 day plans

# KEY DELIVERABLES TO OVERCOME USER ADOPTION CHALLENGES

Drive enterprise-wide employee buy-in by providing **information, training and support** at the right time to all employees who are impacted by transformation directly or indirectly.



## CHANGE COMMUNICATION CAMPAIGNS

Mailers / Teasers / Infomercials



## USER TRAINING

E-Learning Courses/ Videos/Task Simulations



## PERFORMANCE SUPPORT

Digital Adoption Platforms/Quick Reference Guides



## ENCOURAGE DIGITAL AGILITY

Encouraging **digital agility** throughout the organization requires top-down communication in every stage from overcoming resistance to increasing awareness to enabling adoption.

### Communication Channels



- **Executive Sponsor Message (Vision and Value Statement)**
- **Marketing Materials**
  - Infomercial Videos
  - Posters / Stickers / Brochures / Trifold
  - Weekly Status Emails / Newsletters
  - Lunch 'n' Learns with influencers
  - Roadshows and Games
- **Intranet Site**



## ENABLE WORKFORCE

EQUIP THE WORKFORCE TO BE FUTURE-READY BY PROVIDING TRAINING TRANSFERABLE SKILLS TO EMPLOYEES.

### CONTENTS:

- What's in it for me (Role-based training)
- Business Process & Workflows
- Logging on & Navigation
- Day to Day Transactions and Reporting

#### Super User Training



- Train-the-Trainer
- Classroom Sessions
- Assessment

#### End-User Training



- Web-based Training
- Videos
- Virtual Training
- Assessment
- Task Simulations

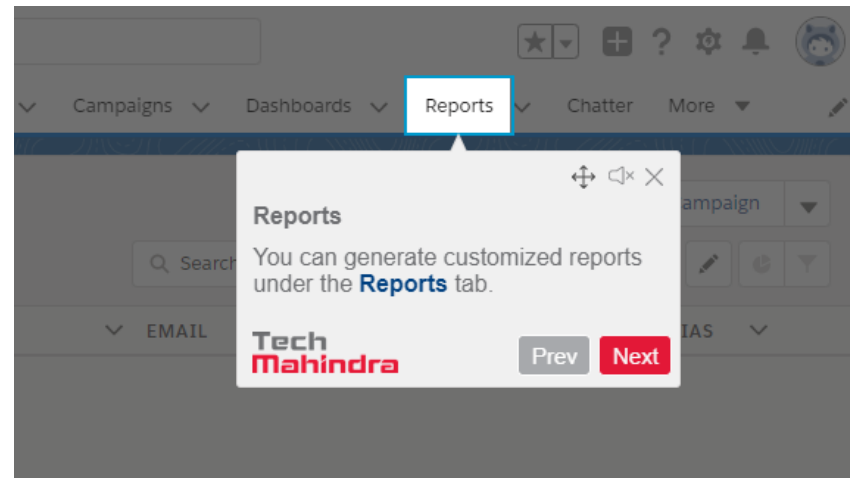




## BECOME A WAY OF BUSINESS

Provide support in the workplace during and after the changeover using job-aids, in-app guides and Digital Adoption Platforms (DAPs).

- Step-by-step guidance on how to perform a task
- Quick reference and help on-the-job
- Refresher post go-live
- Learning in the flow of work



- Job Aids: Printable 1-2 page material to be used as ready reckoner
- In-App Guides: Live step-by-step guidance without moving away from the application
- Digital Adoption Platforms: Software layer integrated on top of your CRM or other application that drives better adoption (including in-app guides)

### Use Case for In-App Guides and DAPs:

Major software rollouts, Digital transformation initiatives, Change management, User onboarding, Educating users on features, Supporting users based on context, Announcing new features, In-app surveys to measure satisfaction

# OVERALL BENEFITS



35%

Drop in Support  
and Training Costs



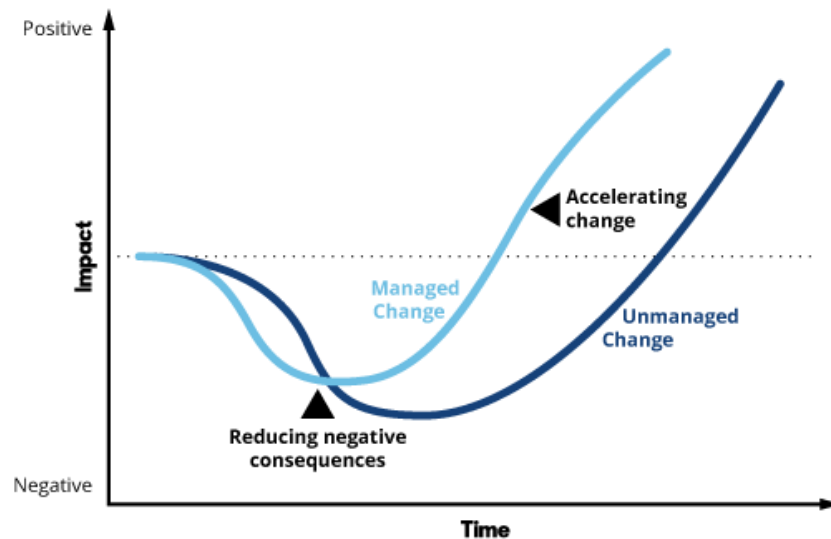
5X

Faster Product/App  
On-Boarding



75%

Increase Employee  
Productivity



- Fast, effective user adoption that speeds time to competency
- Fosters behavioral changes needed to maximize user adoption rates
- Delivers targeted training and communications to increase user acceptance and proficiency
- Engages executive leadership to help drive results and optimize project success
- Maximizes return on your investment for the experience you expect