

What's really behind your technology troubles?



5 SIGNS THAT LOW USER ADOPTION

COULD BE LIMITING YOUR MOBILE SOLUTION SUCCESS

More than ever, organizations are turning to mobile and other transformative technologies to help them get and stay on the fast track to success. According to Gartner, for example, worldwide IT spending is projected to reach more than \$3.8 trillion in 2019, with investments in mobile phones and other devices accounting for \$706 billion of that anticipated outlay.

But even as companies allocate more and more of their budgets toward technology, many aren't achieving the results they want or expect from their new solution rollouts. And the technology itself isn't necessarily to blame. Often, the primary reason for these shortfalls is low user adoption.

So how do you determine if your lackluster solution results are due to human factors or technical issues? The following article can help by alerting you to five key signs that typically signal low user adoption rates.

1

ACHIEVING LESS WITH MORE

DECLINING WORKER PRODUCTIVITY

Mobile solutions are often deployed specifically to help boost worker productivity by enabling employees to quickly and easily access the people, data, tools and other resources they need to serve customers, complete tasks and grow sales. Research also shows that productivity improves by up to 25 percent in organizations with connected employees. So when you see results indicating that the opposite is occurring—i.e., a plunge in worker productivity—it's a pretty safe bet that your new solution isn't being adopted or effectively used by staff.

Keep in mind, low productivity doesn't automatically mean that employees aren't using a new mobile device at all; instead, it might mean that they simply aren't leveraging it as fully as they could. When employees aren't properly trained on how to integrate a new mobile solution into their current workflows, for example, they could revert to using older, more familiar tools and processes that are more time-consuming and error-prone—contributing to growing inefficiencies and productivity losses.

2 BUSINESS AS USUAL

LITTLE TO NO CHANGE IN EMPLOYEE BEHAVIORS

Deploying a new solution involves a big investment and undertaking on the part of any organization, and companies expect to see some kind of measurable change as a result of all that effort. But what happens when nothing changes or the needle barely moves—in either direction? That's a clear sign that employees aren't embracing your new technology in a meaningful way. And that's likely due to the fact that they don't perceive any value in doing so.

The fact is that many companies deploy new solutions without communicating why the change is needed and how it will benefit employees. In one recent study, for example, less than half of surveyed employees felt that IT decision makers took their opinions into consideration when selecting business technology. That's a missed opportunity that can lead to one of the biggest causes of low user adoption rates: no sense of solution ownership by employees.

3 GROWING DISCONTENTMENT

DECLINING EMPLOYEE SATISFACTION AND RETENTION

Low user adoption rates can take a toll on the culture and morale of your organization, leading to heightened dissatisfaction rates among employees, fragmentation among and within teams, and even increased staff turnover rates. These issues are often the result of broadly deployed solutions that don't have broad appeal or benefits for your workforce.

Oftentimes, companies deploy solutions without inviting input and involvement from a broad cross-section of the company, which can result in solutions that work well for some staff, but not others. This can contribute to a lack of engagement and adoption by a portion of your workforce, causing them to feel disconnected from peers and the broader organization. This lack of connectivity and engagement can lead to numerous problems if left unaddressed. Recent studies, for example, show that disengaged workers have 37 percent higher absenteeism, 49 percent more accidents, and 60 percent more errors and defects.

4 RISKY BUSINESS

INCREASED DATA EXPOSURE AND SECURITY RISKS

Data security is a huge priority for every organization, and new mobile solutions are often deployed to help fortify protection against potential breaches by providing more advanced and layered protections to limit data exposure and other risks. A recent survey, in fact, found that some 62 percent of organizations are dedicating more resources to combat mobile malware and other attacks.

If user adoption of a new solution is low, however, data security risks and incidents can start to climb as employees opt to use older, less secure means, such as email, personal devices or third-party file share platforms to share business information and more private customer data.

5 OVERSTRETCHED IT

ONGOING OR ESCALATING SUPPORT NEEDS THAT AREN'T BEING MET

With any new solution deployment, organizations expect a certain amount of disruption and downtime as employees transition to using the new technology. IT is usually heavily involved in facilitating this transition and may even have additional staff on hand to provide initial solution training and support as employees come up to speed on their new mobile devices and tools.

But oftentimes, employees need solution help and support that extends well beyond initial deployment. Few companies, however, have resources readily in place to provide this—for example, “expert users” in each department who can help answer questions and troubleshoot problems. As a result, employees start to depend increasingly on IT. Over time, the added strain on already-limited IT resources can result in backlogs and long user help wait times that frustrate workers and prompt many to just go back to using the technology and tools they know.

If you're encountering one or more of these issues in your organization, contact us today, to discuss proven strategies and techniques to drive higher technology adoption and solution success.

SOURCES

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