



Digital Learning – Adapt Framework

Enabling end-user adoption through focused Change Communication, Training, and Post Training

In a recent global survey by Econsultancy of over 800 executives in marketing, sales and technology, 90% said that their company's growth depends on rapidly developing skills and capabilities, while 80% percent noted that their strategic plan requires skills and capabilities that are new to the organization.

Typical de-railers/ challenges faced during user adoption

Lack of alignment between business and IT teams

Lack of training and dedicated onboarding team to enable adoption in the environment of change

Increasing focus on **remote working** due to lack of in-person interactions in the **New Normal** regime

Keeping **communication and awareness** alive on a constant basis

Confusion caused by **lack of clarity and lack of alignment** with the organizational culture

Lack of communication due to **lack of resources and awareness**

Retaining knowledge and applying on the job, post initial training sessions

Our Approach

Our user adoption framework is based upon our previous experience in managing changes and incorporating industry best practices.



Customized for your People, Culture & Processes

Our approach in conducting deep-dive analysis of your landscape enables us to develop a bespoke solution across a client's audiences, their tasks, processes, and tools tailored to our their specific needs.



Marketing-Oriented

Our user adoption framework is based on the AIDA (Awareness | Interest | Desire | Action) marketing funnel, and the SHOW-TELL-TRY methodology. This ensures that we deliver the right messages at the right time, and offer training and post-training support based on best practices.



Industry Recognition

Our tried and tested strategies are recognized and validated by our various clients and industry. We have won the prestigious Apex Awards for Publication Excellence, and Brandon Hall Awards.



Adapt: Our step-wise strategy

Our step-wise strategies guide customer and employee experiences across business scenarios, industries, and geographies, helping leadership teams effectively steer the audience through transformation and adoption.

Our multi-pronged approach is below:



Communication

Communicate the intent, benefits and overview of the upcoming new system implementation and what it would bring about in the day-to-day activities of the users

Share the leadership vision with the impacted users. Articulate the 'What's in it for me' messaging and provide explanation of new services



Training

Provide robust training across modalities like virtual webinars conducted by Trainers and complemented by self-paced eLearning with videos and simulations that replicate key use cases of the new system through high fidelity simulations

Assess learners through assessment frameworks to check retention and application of knowledge



Acceptance & Advocacy

Highlight key successes, user testimonials, and benefits realized from local market teams – all tying to the adoption of the new system implementation



Adapting to Change

Messaging from leaders / experts to act as 'just in-time advice / clarification of queries

Provide engaging post training support to sustain the change through an interactive Marketing Playbook containing online help and digital FAQs, performance support nuggets, and quick reference guides (QRGs)



Case Study

Success Stories

Microsite for Intuitive User Adoption of Adobe Experience Manager

Winner
Brandon Hall Gold Award



Challenge

Cognizant expects its creative designers to use Adobe Experience Manager (AEM), one of the fastest growing digital experience platforms to collaborate, create content campaigns, manage, and employ analytics.

Solution

To aid this workforce readiness plan, Cognizant designed a custom-fit learning solution on AEM. It is a single source Digital Knowledge Center in the form of a microsite, with different learning interventions.



Winner
Brandon Hall Bronze Award

Custom Training Material Development and Delivery for a Leading American fast-food chain

Challenge

Jack In the Box, a leading American hamburger chain was replacing its legacy Back-of-the-House (BOH) system with Altametrics eRestaurant. They had been relying on classroom trainings and Webinars to train their users. However, they needed additional learning interventions that the learners could refer to even after going through the in-person trainings.

Solution

Cognizant decided to use short, focused microlearning videos as the primary learning intervention to supplement JIB's classroom trainings and webinars.

Global Training of a Custom Digital ERP Platform for a Leading Tire Manufacturer

Winner
Brandon Hall Bronze Award



Challenge

A global tire manufacturer was replacing their legacy system with SAP OTC. The key to successful implementation of SAP OTC would require readiness and extensive, hands-on training on the new system for the workforce.

Solution

Based on an exhaustive Training Needs Analysis, Cognizant designed a three phased end-to-end training program, to support the client's user adoption journey. In the Pre-training phase, communication collaterals were circulated to create awareness of the change and build support for the transition. The training phase was designed to equip learners with workable knowledge of the application and provide hands-on practice; Post-training support was provided to aid continual learning.

Offering Contact

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