TECHNOLOGY ADOPTION OR TRAINING –
WHICH ONE IS BEST FOR YOUR COMPANY?

Meet Me In The Cloud

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Introduction

If you're ready to transform your business communications and collaborations, then it's time to determine whether your company needs technology adoption or technology training.

In this ebook, you will learn what technology adoption is, what technology training is, how they are connected, and which one your company needs. You will also learn how technology experts at Meet Me In The Cloud provide adoption and training services to help companies like yours successfully adopt technology and realize a faster ROI in your technology investment.
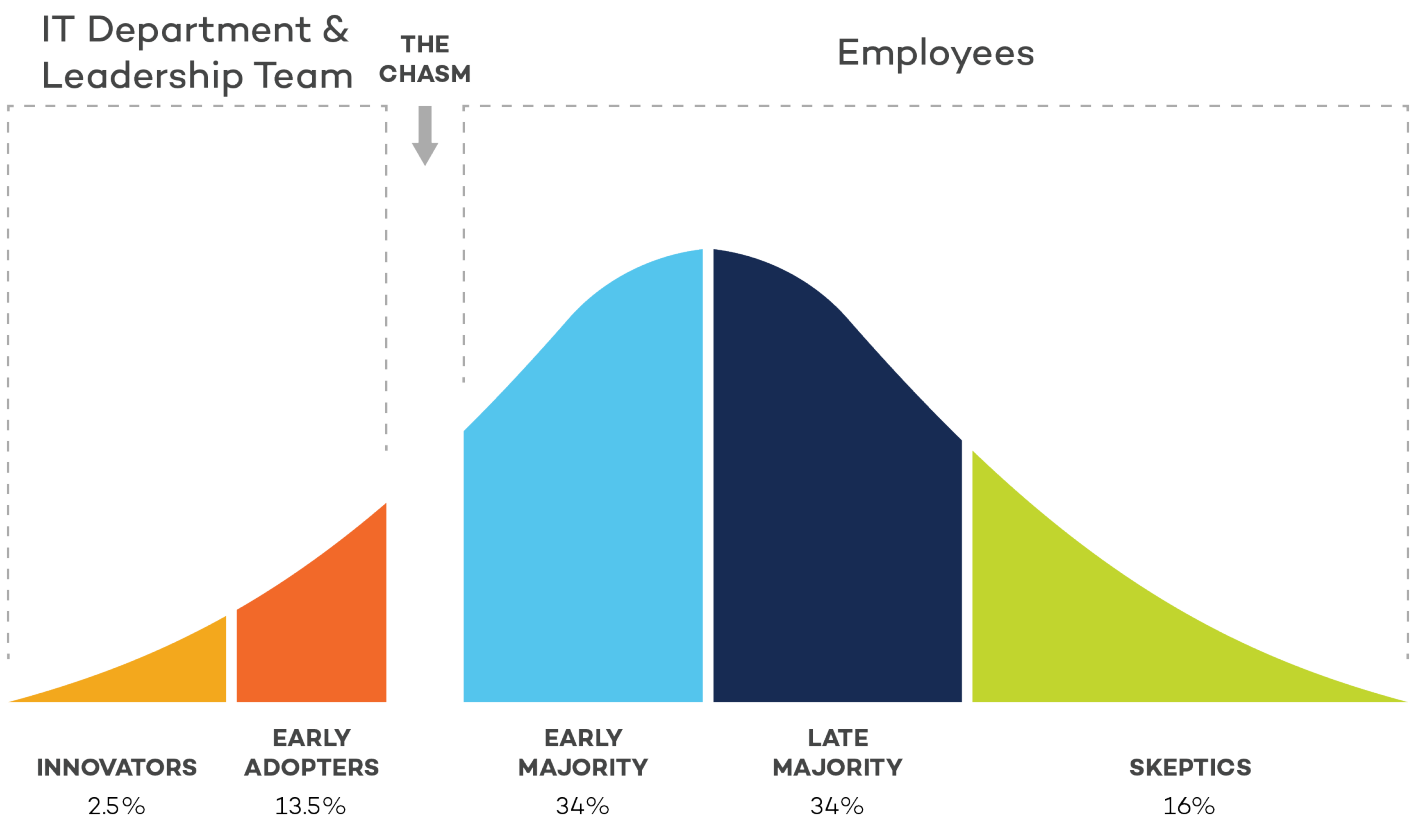
What is Technology Adoption?

Technology adoption, according to WalkMe, is " the acceptance, integration, and use of new technology in society."

Technology adoption in an organization is similar to the process in society, but it is on a smaller scale and requires a customized plan to ensure efficient and effective success.

Technology adoption happens in stages over time. First, the innovators either create or decide to use the new technology. This may include people in your IT department. When your company decides to use that technology, your leadership team – or other "administrators" – becomes the early adopters of that technology.

Then there is a gap: your leadership team and the team behind the technology itself need to help your end-users – either employees, customers, or both – use that technology. The process of getting your employees to accept and use that technology is the process of adoption. This gap is called a "chasm" because how your leadership team and IT department will use the technology will likely (and largely) differ from how the rest of your employees use the technology.

IT Department & Leadership Team

THE CHASM

Employees

INNOVATORS	EARLY ADOPTERS	EARLY MAJORITY	LATE MAJORITY	SKEPTICS
2.5%	13.5%	34%	34%	16%

What is Technology Adoption? (Cont.)

To get past this chasm, it's critical that all members of the IT department and leadership team fully adopt the technology before having other employees adopt the technology. This helps leaders and IT professionals make the technology accessible to employees on a personal and practical level.

Once your employees start to use the technology, the process of adoption company-wide takes off. Some employees will adopt the technology rather quickly, understanding how it can benefit them and the company as a whole. This is the early majority. Over the course of the adoption process, the rest of your employees will follow suit in time, either as the late majority or skeptics. To speed up the adoption process and help those in the late majority as well as skeptics adopt the new technology sooner, you will want to take advantage of Technology Adoption Services.

Technology
Adoption Services

Successful adoption of new technology is heavily dependent on end-user adoption and the user experience. Even after you've selected a new technology platform, planned its implementation, and perhaps even integrated the solution into your IT environment, it could be months before your organization is using it fully and effectively. That's where Meet Me In The Cloud's Technology Adoption Services come in.

Technology Adoption Services accelerate the adoption process for your company, helping streamline the process for company leaders and employees alike. They fast track adoption, help increase company-wide productivity, build customer loyalty, and help you realize a faster ROI.

Technology Adoption Services work because our team of experts creates a plan for your company following the precise requirements you need before implementing and monitoring that plan, all while guiding your company through the process.

OUR PROVEN 6-STEP METHODOLOGY FOR TECHNOLOGY ADOPTION

Our proven, high-touch methodology enables your technology of choice to be deployed, and your employees to be trained and using the service successfully in 60 days. The structured approach includes expert consultation, provisioning, training, change management, and internal communications.

Our methodology includes a communications plan to drive awareness and aid change management, multi-modal training aimed to meet the varying ways people learn, formal project management and white-glove service focused on site configuration, and metrics reporting to ensure that you have the insight needed to increase adoption and achieve your goals.

Meet Me In The Cloud helps you overcome technology adoption challenges by mapping technology features to specific business outcomes, training end-users, and analyzing results in the following 6 steps:

Strategy Review

During the first step of our technology adoption methodology, we discuss your goals for the technology, including how you expect to use it, review the project plan and timeline, and prepare for the site administration and training sessions. We also confirm who will have what roles and responsibilities throughout this process.

We move forward with SMART goals for the adoption process, including having a timeline of 60 days or fewer.

Assessment and Preparation

During the Assessment and Preparation step, we assess your technology as it is to ensure it is set up using best practices. We also prepare your leadership team or other administrators to use the technology. This is where the training begins – at the top of your organization.

We help your administrators configure and use their administrative accounts with hands-on training and guidance. This step prepares not only your administrators but also the technology itself so it is ready to be used by your entire company.

Communication Review

During the next step, we finalize all internal communications before announcing the new technology to the rest of your organization. This includes specific content, like posters and other materials, as well as customized training development. We also confirm the timing of the announcement.

This step is critical because all administrators should be on board with the new technology and ready to share it with the rest of the organization. This helps build excitement for the next step.

End-User Training

At the beginning of this step, the new technology is announced to the rest of your organization and the end-user (employee) training begins.

During this step, administrators configure end-user accounts and all internal communications are shared with the end-users. End-users receive their new accounts and begin their self-paced training modules in order to learn how to use the new technology.

We train each company's end-users with customized classes that address your company's use case scenarios and variables unique to your technical environment.

Metrics and Reporting

After training is underway, our team helps administrators pull usage reports and evaluate data to compare actual usage to your SMART adoption goals. This step is critical to accelerating your adoption process; without reviewing metrics, your leadership team doesn't know how well the adoption is going.

Based on the current metrics, we modify the plan to help you achieve your goals on your timeline and then help you implement that plan. This step assures that your adoption will happen in 60 days or fewer.

Completion

In 60 days or fewer, your company has adopted the technology of your choice.

While there is call for celebration at the Completion step, the adoption process is not completely over. Technology is constantly evolving just like your company is constantly growing and changing. This means that adoption is continuous and never-ending.

But don't worry. We have a methodology to continue your adoption, too, with Customer Success Managed Services (CSMS), which can help you continue to drive end-user adoption for your employees or customers with a focus on effective onboarding. Our white-glove CSMS continuously addresses the ongoing gaps presented in any organization's adoption framework.

WHO BENEFITS FROM TECHNOLOGY ADOPTION SERVICES?

Entire organizations benefit from Technology Adoption Services, including the leaders and all employees. Your customers will benefit from these services, too, because your team will communicate more effectively and efficiently.

Plus, if you use the technology to serve your customers, then it's necessary that your team knows how to walk your customers through the adoption process to ensure they stay customers for a long time.

WHAT IS TECHNOLOGY TRAINING?

As you can tell by Meet Me In The Cloud's 6-Step Methodology for Technology Adoption, training is a part of adoption. It is just one step to ensure your company adopts the technology of your choice.

Effective training is what drives adoption. This is because to have your entire organization adopt a technology, each end-user first needs to accept the change in technologies, learn how to use that technology, and integrate it with their daily work.

TRAINING SERVICES

In order to effectively train your end-users, you can use Meet Me In The Cloud's Training Services. These services come fully-integrated with our adoption process methodology and can also be used separately.

To accommodate the variety of learning styles your end-users have, our Training Services includes a multi-pronged approach to training. First, we provide custom, instructor-led, live online training classes. To supplement these live classes, we offer extensive libraries of custom video training modules, which your end-users can watch on-demand. We can also deliver courses on-site at any location around the world.

Who Benefits From Training?

Customized training, like adoption, not only benefits your entire organization but also your customers.

Your employees will engage with the technology during the customized training that feels relevant for their unique role in your company, whether the training is live and virtual or on-site.

Choosing the Right Solution for Your Company

When it comes to choosing between adoption services and training services, it depends on where you are in the adoption process.

If your organization has yet to roll out the technology in your organization or most end-users have not adopted the technology, then your company would likely benefit from Technology Adoption Services.

If your organization is on track to fully adopt the technology or your administrators already have the technology in place and it is ready for your end-users, then your company would likely benefit from Training Services. In this situation, you have staff members who can help end-users to a point, but you need experts to customize and lead the end-user training as well as answer role-specific questions.

If you're unsure what technology to use or your company's adoption process seems too muddy to decipher your unique needs, our team can help you determine the next steps that will lead you toward your goals.

Adopt & Train with Meet Me In The Cloud

Meet Me In The Cloud has helped small and large businesses, state and local government entities, K-12 schools, higher education institutions, and non-profit organizations adopt a variety of technologies since 2011. Our experts are well-versed in the best practices of multiple tools and platforms with over 75 years of experience working with thousands of end-users.

As certified customer experience specialists, Meet Me In The Cloud's team brings deep expertise and a thorough understanding of what it takes for technology to be fully and correctly adopted within an organization. We work hand-in-hand with customers to create a customized deployment plan that optimizes their technology of choice with aligned resources, a timeline, milestones, and deliverables.

We have the knowledge, experience, and motivation to help you succeed and start attaining your business goals using the technology you choose. We are here to help you utilize your technology to its fullest potential.

Are you ready to transform your business and communications?

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