Adoption & Change Management Services
In a Nutshell

Adoption Services & Change Management by NTT Technology Learning Services prepare your users to effectively adopt new technology from the moment it’s deployed.

Key features:
- a clear and consistent communications campaign
- user-centric change resistance management
- customised learning support for different user groups
- extensive repository of online resources and documentation
- message strengthening and continuous training
- detailed post-deployment analysis using reliable indicators

Key benefits:
- relieve strain on the help desk
- reduce resistance to change
- increase satisfaction among users
- leverage productively on the new system
- maximize return on investment
They are ready to roll or are they?

Technological change can make people more efficient, as well as drive strategic business innovation.

So, you equip them with a new IT system.

They have the technology. They are the users.
Too Much, Too Fast

Rapid technology change can be difficult for users to cope with. You soon realise that:

- Your users are uncertain of what to expect and how they will be affected.
- They are resistant to the unknown.
- Your organisation fails to achieve the expected return on investment.
- Your help desk is overwhelmed by a surge of calls from confused users.
- Your users take a long time to piece together bits of information. Ultimately, many are still unable to fully maximise the new system.

With the increasing number of organisations undergoing technological change, these risks are only too real. But you can do better.

User-centric Management

User-centric planning and management solutions can help to mitigate such risks. Our Adoption & Change Management Services provide you with the tools to:

- Analyse your current situation (‘as-is’).
- Construct a strategic roadmap of deployment, to transit from ‘as-is’ to ‘to-be’.
- Define and visualise your desired future state (‘to-be’).

We attend to users at each step of the roadmap. We consider their diverse concerns, learning needs, and comfort levels. Are some doubtful about the new system? We are there for them. Are others completely unfamiliar with it? We have the support they need.

Our Goal
to prepare each user to effectively adopt the new system from the moment of deployment.
Adoption & Change Management Services

How do we do this?
Our methodology centres on the Prosci® ADKAR® model of change management. The ADKAR® model has had wide acceptance among numerous Fortune 100 companies and government agencies across the world. It illustrates five stages that users experience in a successful change process:

**Awareness, Desire, Knowledge, Ability, and Reinforcement**

Our people-centric services are designed to directly meet your users’ needs at each stage.

### Awareness of need for new system
**Why** do we need a new system?
**What is it about?**
**Who** is affected?
**What** is the impact?
**When** will it be deployed?

### Knowledge on how to use new system
**What** does the user currently know?
**What** is he/she required to know?
**What resources** can help him/her?

### Ability to demonstrate relevant skills
**Is** the user physically/intellectually able to operate the new system?
**Does** he/she have time/resources to develop the relevant skills?

### Desire to support and participate
**How** does the user perceive current/new systems?
**What information** is he/she getting, and from where?
**What** are the possible reasons for resistance?

- **Coaching immediate supervisors** to cascade messages encouraging and embracing change
- **Focus group studies**, to identify possible causes of resistance and user concerns (and so on), and tailored to different user groups

### Communications from top executives
during town hall meetings, to broadcast announcements

- **Roadshows and awareness campaigns** with showcases, games, and various activities

- **Communications from project team** that are clear and consistent, regularly disseminated across multiple channels (emails, posters, briefings, and so on), and tailored to different user groups

### Customised learning support for different user groups, for example, technical staff, helpdesk staff, end-users, and VIPs

### Documentation for on-the-job learning, for example, quick reference guides, quick start setups, and keyboard shortcuts

### A people portal as a central online repository of all training resources, including discussion forums and FAQs

### Surveys/polls to assess user satisfaction and ease of use with the new system; the experience of the migration
Reinforcement to sustain use

What resources can reinforce the use of the new system?
Is user adoption backsliding?
How can this be prevented?

Message strengthening services, for example, bitesized ‘did you know’ tips, and so forth
Continuous training for support staff to obtain advanced certifications
User adoption effectiveness assessment by obtaining feedback and developing corrective plans

Your Benefits

Our planning and management solutions are designed to create meaningful and holistic gains for your organisation.

Relieve the strain on your help desk during deployment
Reduce users’ uncertainty about and resistance to change
Increase user satisfaction
Help users coherently develop skills around the new system, to use the system in a productive way
Minimise the initial dip in user productivity following deployment
Shorten the time taken to realise the returns on investment