

# How to Create User Adoption of HR Software Applications

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# Introduction & Overview

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# Scenario A

Which Is Better?

Old Software That Is Heavily Adopted

*Or*

New Software That No One Uses?



# Scenario B

You're A VP Of HR. Your CFO Asks You To Re-justify All Expenses In HR Software Purchases That You've Made In The Last 3 Years. She Wants To Know What's Being Used, By Whom, How Much, How Little, Towards What End, What Outcomes, Etc. She Eyeballs Line Items In Your Budget. In Particular, She's Looking For Waste... Variable Consulting Hours, Poorly Constructed Maintenance Agreements, Training For Software Purchased, Un-used Software Licenses, Etc.



# Situation Overview

- Great Software Doesn't Mean Great Adoption
- It's About Having A Cogent Post-sale Plan For Users
- Communication Strategy Is A Collaborative Process
- You Know Your Audience, They Know The Software
- Goal = 100% Adoption - Plan, Process, Programs
- Awareness + Interest + Understanding = Adoption
- Confidence + Competence = Satisfaction
- Without Adoption, Efficiencies Can't Be Achieved
- Fulfill ROI / Business Case For Software Purchases
- Software Churn Is Bad For Your Career / Business
- Happy And Fulfilled Users Make You Look Great



# How We Purchase Software Now

- A Game Of Selecting The “Right” Application
- Features & Functionality
- Alignment With Business Objectives
- Graphical User Interface / Intuitive Software
- Price / ROI / Business Case
- Fit To The Organization



# The New Purchasing Process

- Same As The Last Slide
- Don't Pay For Training (Ever)
- Ask... What Is The User Adoption Plan?
- Ask... What Is The Technology Roadmap (Next 2 Years)?
- Ask... I'd Like To See Audited Financials
- Ask... I'd Like To See Their Users Bill Of Rights
- Ask... May We Purchase Your Software Based On "Usage" Rather Than Traditional Licensing Agreements?
- Evaluate The Strength Of Their User Communities
- If You Can, Attend A User Conference
- Talk With Buyers AND Users Of The Software
- SaaS = You Have The Power (Think: Rip & Replace)



# Timeout

Questions & Answers



# Adoption For New Software Purchases

- COMS
- Assessment
- Training
- Onboarding
- Change
- Performance
- Succession
- Rewards
- Engagement
- Metrics



# COMS

- Work Collaboratively With Software Partner To Create A Communications Plan
- Think: Who, What, When, Where, Why, Etc.
- Build Positive Awareness & Interest
- Communicate With Clarity
- Communicate Relentlessly
- Define Audience Specific COMS
  - All Users
  - HR
  - Admins
  - Managers
  - Executives
- Define Welcome Experience
  - Welcome Letter
  - Welcome Package
- Think: What Do We Want Users To Feel The First Time They Experience The "New" Software?



# Assessment

- Survey Users Prior To Onboarding
- Set The Table
- Review For Learning Styles
- Review For Expectation Gaps
- Review For Anxiety Gaps
- Review For COMS Gaps
- Review For Skills Gaps



# Training

- What Is Important For Us To Teach?
- What Is Important For Us To Learn?
- What Content Should Be Delivered?
- How Should Content Be Delivered?
- How Will We Internally Share Best Practices?
- Ultimately, How Do We Train For The “New Way” Things Will Be Done?
- Partner To Create Training That Is Fun And Informative



# Onboarding

- Change Hurts
- Treat Users Humanely
- Make Users Feel Special
- Create Excitement For The “New Way”
- What Are The Tactical Goals
- What Are The Strategic Goals
- Hold Group & Individual Meetings



# Change

- Create: Current State, Future State
- Plan The Work, Work The Plan
- Anxiety Management (Read: We're Going To Take Care Of You... No Matter What)
- Expectation Management (Yesterday You Did, Tomorrow You'll Do)
- Think: The Different Stages Of Adoption
  - Early Adopters
  - On Pace
  - Laggards
- Develop Process Touches
  - Processflow First 30, 60, 90 Days
  - People Touches
  - Technology Touches
  - Management Of Data
- Long Term: How Will You Manage Periodic Check-ins



# Performance

- Add Software Adoption To Performance Review
- Add Software Use To Job Description
- Evaluate Skills
- Evaluate Competencies
- Create User Certification Program
- Manage Quality Via Usage



# Succession

- Identify Critical Users Roles
- Create Contingency Plan (Read: Critical Roles)
- Create Redundancy (Read: All Roles)
- Cross Train



# Rewards

- Create Usage Specific Incentive Programs
- Create Knowledge Sharing Incentive Programs



# Engagement

- Encourage All Users To Join User Communities (Online / Offline)
- Encourage Knowledge Sharing / Transfer
- Send (Super) Users To User Conferences



# Metrics

- What Is The Usage Goal
- Speed To Reach Goal



# Timeout

Questions & Answers



# Adoption For Existing Software Purchases

- Create A Baseline
- What's Our Current Usage?
- Can We Exit The Contract?
  - If So, Then Do So
  - If Not, Then Call The Vendor
- Identify The Chokepoints Of User Adoption (Read: People? Process? Product?)



# Timeout

Questions & Answers



Remember...

*"a feature is not a feature  
unless users use said  
feature"*



# Feedback & Thank You

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