

WHITEPAPER

DIGITAL ADOPTION AND IT'S IMPACT ON TRANSFORMATION



Corporations are now scrambling to be innovative, agile, and visionary in an online world. As a result, organizations must shift their culture, align their [IT strategy](#) with a [transforming business strategy](#), and innovate continuously. All this while adapting to [digital technology](#) as a [fundamental agent of change](#), will enable new revenue sources, successful customer engagement strategies, and increased innovation and growth.

[Digital transformation](#) is not just about technology but more about how every profession changes in a digital environment, and digital services have to be manipulated and rejuvenated to deliver the [desired customer experience](#).

A significant part of this strategy is adopting new ways of working, removing unnecessary steps, [embracing new technology](#) to advance competitiveness, implementing best practices, and redesigning processes that can drive effective innovation.

INTRODUCTION

Digital Adoption?

Digital adoption is a part of [digital transformation](#), the process of maximizing the value of a digital technique or solution by [utilizing new technology](#) (software products, applications, websites, etc.) to its utmost capacity by the user.

For instance, if a software solution were to replace manual procedures, complete digital adoption would not occur until staff shifted from manual to digitally-enabled operations.

With digital adoption, people can learn about the benefits of using digital resources to their advantage, accept and use these benefits themselves, and get the most out of each technology's potential to spur new ideas and improve existing ones.

People must comprehend both the [functionality and benefits of digital processes](#), like

- Onboarding the most advanced capabilities of software programs
- Understand the role of digital techniques
- Contemplating the shift to achieve digital adoption



ROLE OF DIGITAL ADOPTION IN THE TRANSFORMATION TO THE DIGITAL WORLD

Technology-enhanced business processes, products, and services are all a part of digital transformation. New technology implementations include establishing new self-service portals for customers, adopting new cloud software to replace legacy systems, and so on.

Despite the fact that new software and digital processes can improve and revolutionize a company's product and/or service offerings considerably, businesses must first design an implementation plan that empowers their staff, end-users, and customers with continuous training and on-demand assistance to utilize it correctly. Digital adoption strategies come into play here.

It is through the empowerment of both employees and consumers to become proficient technology users and adopt new digital processes and tools that digital adoption propels transformation inside a business. The key to unlocking the value of digital transformation is the use of digital technology.

Why Digital Adoption?

Medium-sized businesses now utilize an average of [137 SaaS applications](#), and large enterprises are projected to [spend over \\$1.78 trillion on digital transformation projects](#) by 2022.

According to a 2018 survey from IDG, [89% of firms plan to pursue a digital-first strategy](#). As a result of adopting a digital-first strategy, organizations saw a 34% boost in revenue. However, whether these users are employees or customers, companies must ensure that the digital technologies they acquire are embraced.

With a [solid digital adoption plan](#), businesses may get greater returns on their technology investments while advancing their digital innovation activities. Your technological investments will be maximized if you utilize digital technologies. However, the total value of your product isn't being realized if people are only using a small portion of it. When staff only use a small amount of the program you purchased, you won't realize the benefits you had hoped for.

How Digital Adoption Provides Tangible Results?

To get the most out of new technology, you must get your staff and consumers on board. If your organization is adopting new technology, its benefits will vary depending on its technology.

Increased productivity can be achieved by implementing automation technology.

For example, digital adoption is commonly used by businesses to improve efficiency, cut costs, or address other business issues. If, for example, a bank is looking to save time, it might use automated form-generation software.

To maximize the software's potential, staff must fully embrace it. When a business has entirely accepted new technology and is reaping the rewards of doing so, this is referred to as "digital adoption."

The following are some of the most significant advantages of digital adoption:

- Helping new consumers get results faster reduces their time to value.
- Boosting the effectiveness of the entire company
- Your product's full benefits should be made clear to your partners.
- Make sure you're up to date in your field
- Decreasing customer or employee annoyance due to technical issues

A reduction in support requests, a reduction in the requirement for in-house technical support staff, and the empowerment of your employees to become technology experts.

Adoption and Change in the Digital Age

There is much more to digital transformation than simply implementing a new piece of software. [Disruption in the digital age](#) is mostly about people and the human condition. On the one hand, digital transformation is concerned with the needs of customers and the route they take to buy a product. But on the other hand, one of the most critical aspects of change is ensuring your workers have a positive experience at work.



In contrast, to [change management](#), digital adoption requires firms to restructure their internal processes to facilitate the effective disruption of their business models. It's pointless to introduce new technologies and processes if the staff doesn't utilize them to their full potential to improve operations and provide customers with a seamless experience.

[Employee productivity](#) can only improve through well-designed digital transformation initiatives and adoption processes.

Even more so, for firms that deal with employee-facing and customer-facing technology and digital processes, the importance of digital adoption grows.

Impact of Digital Adoption on Digital Transformation

We've already discussed the need to integrate digital transformation and change processes into a larger digital adoption strategy.

In today's world, digital assistants are becoming more and more commonplace in people's daily lives. Thanks to the advent of [digital adoption platforms](#), we now see the same process at work.

Automation of onboarding, training, and support for new digital processes lets employees and consumers cope with them successfully without the need for tutorials or documentation in this new software area.

A **workforce of digital natives** who can, for example, master a new CRM solution, work with an HCM platform, comply with new intranet requirements, and immediately put in place the right procedures driven by data mining applications while working with a new ERP system without hesitation or frustration are the result of this for businesses.

The deployment of digital technology has become an essential part of **transformation and change management**.



Ways to Promote the Adoption of Digital

Your staff and customers can be encouraged to use your company's digital services by following simple steps. **Change implementation**, client onboarding, and employee onboarding require a strategy. At this point, employees or customers first encounter the technology and establish their initial impressions. Successful and widespread adoption of digital technology requires a good and thorough user onboarding experience.

Increasing your company's digital adoption initiatives can be accomplished in five different ways:

- Make the users aware of the possible advantages of the **new technology**
- Employing the services of a **digital adoption manager** to supervise training and the deployment of new technologies
- **Onboarding** and **training** could be streamlined through the usage of a digital adoption platform, which includes an online knowledge library and a self-help menu.
- Analyze user activity to determine where your employees or clients are getting bogged down
- Onboarding is a great time to solicit input and make adjustments based on what you hear from new hires

How Companies are Changing to Get People to use Digital Technology?

Continuous education is the key to successful digital adoption. Learning culture and the correct technology are critical to winning firms that have applied them successfully.

Companies need workers who can swiftly **adjust to changing situations, demonstrate a willingness to try new things, and put new ideas into action**. As technology and other changes touch practically every industry, individuals' existing skill sets are becoming less valuable.

International Economic Forum (IEF)

A modern approach to people management facilitates disruption, and organizations that engage in their employees' development see the most significant growth. **Customer demands** and expectations will inevitably shift over time. As a result, the nature of labor itself will have to adapt to keep up.

Pluralsight's research on the **fourth industrial revolution** mentions that by 2025, large organizations' business strategies will be centered on employee training and development plans for their employees. Businesses must **invest in digital adoption** to maximize strategy and execution to stay relevant in the digital revolution.

Techminds LLC Group help companies transform their businesses by providing digital transformation services and employing the **latest technology to adapt their business models** and consumer experiences to changing market conditions. As a result, companies are better equipped to **adapt to the ever-changing needs** of their customers and gain a competitive advantage in an ever-changing market.