



Confidential Case Study

Helping a financial leader to transform their global service experience.

Sector: Fortune 500 insurance company

"Adopt gave us one platform that allowed us to measure and drive adoption before, during and after launch."

Key outcomes

- ✓ Drove a **50% time saving** on core tasks
- ✓ **Saved 3,466 hours** of user time on a single task in just 21 days
- ✓ **Improved task completion rate by 200%+** with in-app support
- ✓ Enabled access to unique user experience data and insight

The Objective

At the time of planning, the company's plan to transform its employee service experience was the only technology project to be rolled out globally in their 148 years of existence. This meant that along with the goal of streamlining processes through digitalization, it was doubly important to mitigate against the risks associated with change.

To meet these ambitions and standardize their outdated, inconsistent solutions, the organization selected ServiceNow to deliver a consolidated front-end portal. This would then connect with other new tools for vertical functions, such as Workday® for HR. Taking this layered, phased approach was undoubtedly the right method, but it also added an extra dimension of change.

After realizing that user adoption was the key to both achieving their goals and avoiding the risks, the company identified two key challenges. The first was to ensure their 50,000+ users embraced the new tools and self-service approach across 60 global locations, and in different languages. The second was to demonstrate the technology was enabling their target operating model.

"AppLearn are uniquely positioned to support the transformation of a global service experience. Their help, data and insight were crucial to our success."

"**Adopt** collects unique user experience data to provide a clear picture of user adoption and engagement with our technologies and processes. **This is critical to demonstrating business value.**"



The Solution

Establishing clear adoption objectives

From the beginning, AppLearn and the client agreed that establishing short-and long-term measures of success was critical. Before worrying about the functions of the companies applications and supporting their users, AppLearn focused on the available data, how it connected and what metrics mattered to their target operating model.

After combining the unique adoption data made accessible by **Adopt** with platform and call tracking data, the team drilled into all the sources connected with the project and created the companies objectives and key results (OKRs). With 10 OKRs and **Adopt's** Advanced Analytics in place for launch, as well as the previously inaccessible in-app interactions being tracked by **Adopt**, the company is now able to see how its technology is enabling its vision and operating model.



Users who engaged with targeted enablement content were **150% more likely** to successfully complete tasks.

Supporting users at every stage

With measurement established, AppLearn distributed targeted enablement content to ensure the company's worldwide userbase were equipped to embrace self-service. Delivered in line with existing change initiatives, both in and outside of application, this increased engagement and confirmed users' readiness for change.

The day one results showed that **95% of people used Adopt on their first session, with 61% actively seeking support in-app**. You could also see that the users who engaged with **Adopt's** targeted enablement content were **150% more likely to successfully complete day one tasks**. This level of performance wouldn't be possible without the work done to measure and boost readiness for change before launch.



The Outcomes

With AppLearn's pre-go-live resources, in-app support, clear measures of success and Advanced Analytics, the company's service experience transformation got off to the best possible start. As well as visibility on the thousands of in-app interactions that happen every day, they can now see the % of employee, manager and HR audience groups who not only logged in, but actively sought out support through **Adopt**.

In the months that followed, the performance and level of insights continued to improve. AppLearn was able to demonstrate that **Adopt** interactions not only improved general task completion rates by more than 200%, but drove a 50% time saving on core tasks within just 21 days. In fact, for the high volume 'Request Time Off' task alone, 3,466 hours were saved over this period by reducing average completion time to just four minutes.

Adopt interactions not only improved general task completion rates by **more than 200%**, but drove a **50% time saving** on core tasks within 21 days.

Today, the company can not only demonstrate the adoption and business value of its new applications, but access insights to support the ongoing demands of digital adoption. The two organizations are also working together on further recommendations and interventions to drive OKR behaviors and ensure the people service experience continues to provide the required performance and visibility.

"We realized we were on a journey to improve our employee service experience. We invested in **Adopt** and partnered with AppLearn to drive sustained success."

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