

Alithya CONNECT CRM Adoption Program

A Data-Driven Plan for Adoption

Adoption is often the reason companies give for why a technology initiative fails. The truth is: The longer you go without having established adoption of CRM – or, worse, not realizing you have an adoption problem – the harder it is to go back. That's why Alithya has developed a data-driven approach to adoption. This program gives companies an objective way of tracking technology adoption in line with their goals.

How It Works

At the end of this program, you'll be able to say whether you achieved your adoption goals based on a set of criteria tracked in your Power BI dashboards. Based on your desired Business Outcomes, we build a set of adoption criteria covering three areas:

Access

Are the right users getting into the system?

Data

Are the users entering data that will contribute to achieving your Business Outcomes? Relevant data is critical: Users could be putting any one of a thousand pieces of data in the system that have nothing to do with your Business Outcomes; this would lead to failure.

User Name	Work Days	Active Days	Total Weeks	Active Weeks	Usage (Daily)	Usage (Weekly)
Kirk	216	175	44	40	81%	91%
Chris	216	153	44	43	71%	98%
Luca	216	148	44	38	69%	86%
Dennis	216	144	44	39	67%	89%
Joy	216	143	44	39	66%	89%
Victoria	216	143	44	43	66%	98%
Greg	216	138	44	42	64%	95%
Donald	216	123	44	39	57%	89%
Hodges	216	117	44	37	54%	84%
Mark	216	109	44	39	51%	89%
Phillip	216	96	44	36	44%	82%
Total	216	1657	44	507	768%	1152%

Benefits

Speed adoption of CRM.

When you prioritize adoption, and put a plan into place to achieve it, you will see quicker and greater ROI from your investment.

Identify areas of improvement.

The idea that you can't improve something without measuring it is true in the case of adoption. This program will help you track progress toward your goals – and where you may be struggling so you can develop a plan to get back on track.

Ensure you're measuring the right things.

If you're tracking data – but it's the wrong data – you're essentially flying blind. We help you identify which metrics will reflect progress toward your goals.

Right-size expectations.

We often find that managers have expectations that don't always align with reality when implementing a new CRM system. Going through this program will help you develop criteria that make the most sense for meeting your Business Outcomes.

Process

Are users following processes set out at the start of the initiative that you view as critical to achieving Business Outcomes?

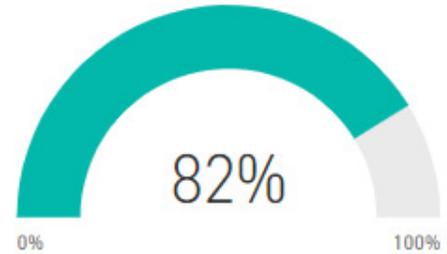
We set up a simple Power BI dashboard to track activity in each of these categories and train your team on how to use them. After go-live, we'll evaluate whether the criteria need to be adjusted based on actual usage and to ensure reasonable expectations. We'll also help you identify and train the right person or people to manage adoption.

In addition, we'll meet with the team once a month for four months from go-live to review progress and where and how gaps need to be addressed. After the fourth session, Alithya experts will conduct a comprehensive review, and deliver recommendations for ongoing adoption improvement.

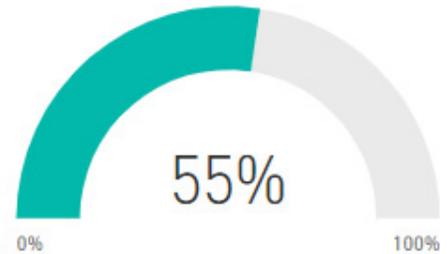
Alithya Connect

Our Adoption Program is available through Alithya Connect. Alithya has successfully completed 1,500 implementations, both small and large. We have seen what works – and what doesn't – to ensure long-term success. Alithya is developing new programs all the time that support our customers' ongoing pre and post-implementation needs, adoption and ultimately success. We can work with your team to customize a solution.

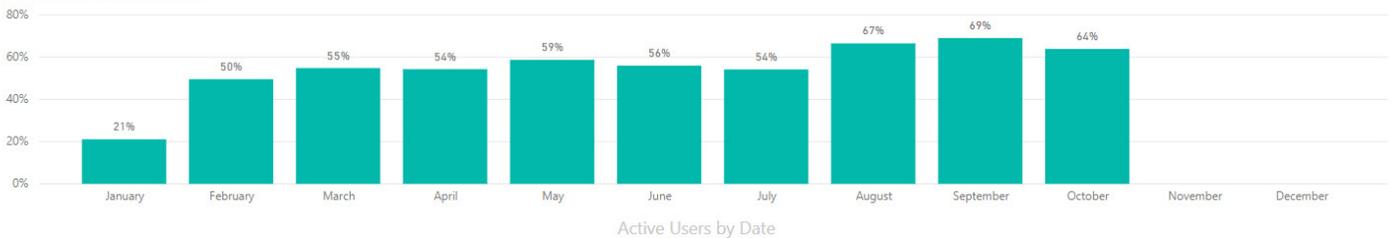
Overall Adoption (Weekly)



Overall Adoption (Daily)



Overall Adoption (Daily) by Month



Contact Us

Alithya is a leading strategy and digital technology company, with over 2,000 highly skilled professionals delivering solutions across Canada, the US and Europe. Alithya's Microsoft practice covers a wide array of capabilities, including Dynamics, Azure, business analytics, digital solutions, advanced analytics, application development and architecture. Focused on business outcomes, our combined companies have delivered Microsoft solutions to over 1,500 clients. Alithya's global offering is to deliver strategy and digital technology services in addition to implementing ERP, CRM and integrated solutions.