

An abstract graphic showing two hands, one in shades of pink and purple, the other in shades of green and blue, holding a white square. The square is tilted, with its top-left corner pointing towards the top-right of the page.

# **SUPERCHARGING SOFTWARE A WORKBOOK SERIES FOR TECHNOLOGY LEADERS**



The Adoption Process



[fayedigital.com](https://fayedigital.com)



# WORKBOOK SERIES

Getting the most from your technology is more than checking boxes off a list. It's about getting a real understanding about what you need. It's not just about what the software can do; it's about what it can do for you.

There are different points throughout the software process where companies get stuck. Software is not a one-size-fits-all solution, so to get the most from your software, you need to take a deep dive into your use case. So, how do you do that?

At Faye, we eat software. We eat the complexity and are shooting out a series of questions for you to answer to truly unlock your software's full potential.

# ADOPTION PROCESS

When it comes to user adoption rates, software gets a bad rep. In fact, low user adoption is the primary cause of software failure.

Whether it's that old adage of not wanting to do something a new way because "this is the way we've always done it" or your team just doesn't want to

This Supercharging Software Workbook Series walks you through the questions you need to answer at each stage of software: selection, implementation, integration, adoption, and optimization.

It's a roadmap for you to break through some of the sticking points most common during the software process. You may only need one of these workbooks, or maybe all five. Regardless, don't get tied down, cut through the complexity.

Time to get your team to use your software. Check out these questions about the adoption process.

add one more thing to their daily to-do list, if your employees aren't using the software, it's not going to work. Software is really only as good as its least successful user.

If you are struggling to get your team to adopt, answer the below questions:

# ADOPTION QUESTIONS:

## Questions to answer before you start the adoption process:

1. How is the new software being communicated to users? Do your users know about the software or integration or do you just send an email when it launches?

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2. When do you plan to bring users into the process? Do you have them test the system before launch? Do they get a say in the process?

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3. In what ways will varying groups of team members use your system? Don't assume sales understands how customer support uses the system or vice versa.

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4. Are there different use cases even within one department? For instance, an email marketer and a product marketer may have different uses for a marketing automation system.

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5. What are the success markers for your different groups? Ex. Sales creates opportunities in a CRM. How many should they create each month?

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**6.** What channels do you provide users to ask questions/provide feedback? How can users report bugs or other issues?

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**7.** What resources do you have readily available for quick questions or training? Do you have a resource portal of training documents? On-demand webinars?

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**8.** What are the expectations for users in the system? How much time should a user be in the system every day? Does this vary by department?

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**9.** What are the expectations of data input? Setting expectations for data input and usage can go a long way.

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**10.** How are managers motivating teams to use the system? How are managers working to get user buy-in?

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11. Do you plan to reward users for utilizing the system? If so, how?

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12. Are there any repercussions for not using the system? Example: do managers run sales meetings with the CRM front and center, showing who is using the system and who is not?

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## NEXT STEPS

Your software is only as good as your least active user. Once you work through the challenges of user adoption, you can really focus on optimizing it. Check out the next step of the Supercharging Software Workbook Series: Optimization.

Go to [www.fayedigital.com](http://www.fayedigital.com) for more education.



At Faye, we love software. We eat it, breathe it, and build it. Our mission is to make the best software in the world even better by helping clients lead the way with software strategy, deployments, integrations and technical support.

With us is better than without us. As an Inc. 5000 award winner 7 years in a row, we help mid-market and enterprise clients globally achieve up to 10x productivity returns by leveraging the hidden potential within Zendesk, SugarCRM, Salesforce, HubSpot, and more.

There is no ceiling to what we can achieve with a lot of caffeine and an uncompromising commitment to make software better. We are intensely passionate about eating your software complexity and challenges, so that you don't have to.

Our flagship offering, AXIA by Faye™ bundles our IP, capabilities and pre-built software enhancements into one monthly or annual subscription. The result-A partnership that drives lasting value and optimization even as you grow.

**WE EAT  
SOFTWARE**

818-280-4820  
fayedigital.com

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