me learning

How To Choose The Best Digital Adoption Platform (DAP) For Your Organisation

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Digital Adoption Platforms, or DAPs, are an emerging technology which are rapidly becoming part of our everyday lives. They are there to help us get full use of software applications for work and for personal purposes by providing contextual guidance.

There is a good chance you will have already used a DAP on your computer or tablet, even if you didn't know it at the time. The clue is when you see tips and prompts appear on screen to help you navigate. Most people assume these are part of the application itself but this unobtrusive guidance is usually layered onto the software so the user learns as they explore — that's what a DAP does and in our society where everything is pretty much instant, that's how people now like to learn.

The obvious benefits are that the user gets to navigate with ease, without having to take time out to follow digital tutorials, seek the help of colleagues or friends, support teams or even YouTube when they get stuck. This helps software providers onboard new clients with minimal human intervention. And for employees in today's workplace who juggle multiple software applications, a DAP means they don't have to take time out to complete digital tutorials or log a helpdesk call. The guidance they are seeking is right in front of them.

More and more employers are finding that as well as making their workforce more productive, DAPs are a vital tool in the armoury to combat tech stress, a well known phenomenon with major software implementations. Welcome to the DAP revolution!

But thinking you might benefit from a DAP and actually settling on a solution can be a confusing process, given the range of products on the market. This e-book points you to some of the questions you should ask possible vendors when fact finding and assessing different product options.

Will a DAP really meet my needs?

On the whole DAPS are used either by software vendors to onboard clients more efficiently, or in an enterprise environment by employers to help the workforce to manage multiple software applications better so they can be more productive.

This section looks at both those groups and the main benefit they get from DAPs, so see if these chime with your own requirements.

Software vendors

DAPs offer software vendors the ideal solution when it comes to scaling up client onboarding. This is because they reduce the time spent on handover calls, in some cases replacing them completely.

This is a particularly attractive solution for software firms which are rapidly expanding their customer base. It enables them to meet a growing demand to get clients up and running quickly.

A DAP will also free up their most knowledgeable staff resources to focus on the trickier implementation questions rather than the routine.

The main reasons software vendors should consider a DAP:

Maximise your client's return on investment

Great for product showcasing so users discover a breadth of functionality which works for them, rather than just sticking to the basics.

Product engagement

Help increase end-user engagement on your software application.

Helping your clients gain quick wins

With faster adoption clients realise the value of your software much more quickly.

WHY A DAP?

Increase client satisfaction

By understanding the breadth of software quickly, your client's satisfaction will increase, also reducing the likelihood of client churn.

Reduced calls to your support desk

End users are able to self-serve to access information and be guided through a process without the need to reach out for help.

Announcements on new features

Alert users to newly added features and walk them through them when required.

Onboarding and digital adoption in business

There are hundreds of web-based software applications which help us simplify our work. But often, employees are expected to use lots of them at the same time and they spend hours mastering the basics and staying on top of updates.

Often they don't have time for detailed training on all applications. Instead they work out how to get by, which leads to confusion, stress and time wasted, all impacting productivity.

A DAP enables employees to log in to an application and find the help they need right there, so they get the mot out of the software applications they use and employers get a good return on investment.

If you are a business, here are the main reasons to consider a DAP:

Improve product engagement and highlight new features.

Gain insight and feedback from your employees about the applications they use.

Implement new business processes, for new and existing staff.

Reduce calls to your support desk – for some customers their calls can be reduced by almost half.

Accelerate and improve your staff onboarding experience – help new staff quickly understand your business processes and procedures.

Shorten the learning curve and reduce the number of hours spent training, as staff will learn as they explore which is a far more effective way to retain information.

Enhance training and development.

Improve data quality and collection.

Ensure compliance.

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WHAT ARE MY 'REAL' REQUIREMENTS?

Having clear reasons or business objectives in mind is the first step in identifying the DAP that will work best for you. For example, for some this might be a need to reduce the number of support requests and the cost of providing this service. Others may be more focused on improving the user experience or addressing emerging issues with staff wellbeing because of anxiety around a software deployment. The main reasons to consider a DAP (in the section above) may give you some food for thought. Once you are clear on what you would like a DAP to do, this will make it easier to match a solution to your particular needs. Remain focused on this throughout the process though, rather than getting carried away with the latest whiz, bang functionality which you may never use!

02

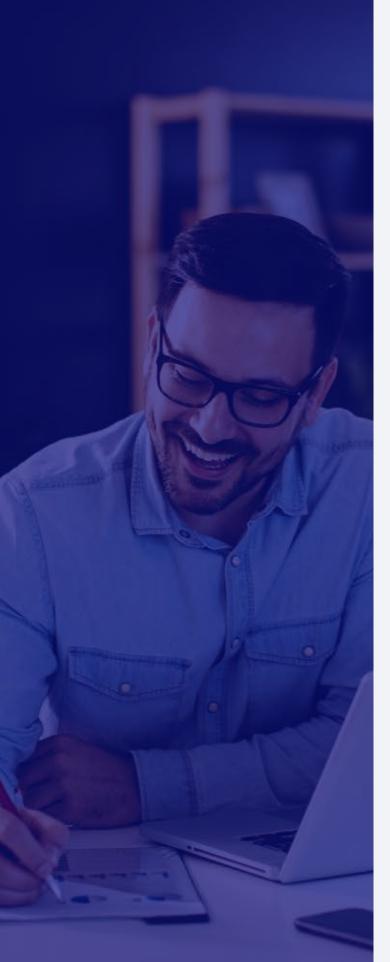## IS MY SOFTWARE SUITABLE FOR DAP?

Most DAP solutions work with web-based applications. If your software isn't web-based you will need to make sure the solution you choose is compatible, as you may require a tailored solution from a full-service provider. If this is the case, you may also want to weigh up the benefits and costs with the alternatives, such as commissioning tailored digital learning.

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WHAT RESOURCES/SKILLS WILL I NEED IN-HOUSE TO DEPLOY A DAP SOLUTION?

This depends on which vendor you choose. Many encourage you to deploy DAP yourself using the tools they provide.

Some DAP providers offer a full-service solution which requires no technical know-how on your part. This means that the overall package of services includes planning, project management, technical application and ongoing support. It's important to be clear whether you are being quoted for a DIY DAP implementation, which may require technical ability, or a full-service solution including ongoing support. In either case, you will need somebody with a good knowledge of your particular software system to manage the project on behalf of your business. The full-service solution will dramatically reduce the time this individual will need to spend on the actual implementation.

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WHAT CAPABILITIES SHOULD I CONSIDER IN A DAP?

DAPs vary considerably. Some include lots of bells and whistles which are rarely used but which come with a premium price tag. The best option is to narrow down the features you definitely require to meet your business objectives and seek a solution which pinpoints these.

Here are some of the most common capabilities to help you shortlist your own requirements:

Personalisation
Will you want to tailor guidance based on the user's job role or skill level?

Customisation
With some platforms you are able to customise the overlay to match your brand guidelines.

Analytics
Are you able to keep track of user engagement, adoption rates and other key metrics?

Plug-ins
Are you able to add plug-in features to the overlay?

Product showcasing
Are you able to add dynamic content within the overlay, such as images, videos and plug-ins to help showcase software?

Installation
What options are available to for installation, is the solution cloud hosted or can it be installed on your premises?

Guided support
Does the solution have the ability to guide or force users through a business process, or does it just provide on-screen information and tips?

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HOW SHOULD I SHORTLIST VENDORS

You should make sure that their capabilities match your core requirements. A helpful way to assess this is through a demonstration. Some providers also offer free trials/proof of concept so you can fully assess the value of their product before you make a commitment to purchase.

Before you sign a contract you should have a good understanding of the proposed implementation plan, including the timeline and how the DAP vendor will manage risks. Most vendors will clearly explain what is expected from your organisation, your team and certain individuals during the technical implementation, so you can plan and allocate resources.

Consider carefully whether you are going to require ongoing support and if so how much and for how long, as this varies widely by vendor. Some support is driven by AI but others offer real humans to deal with your queries.

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PRICING

Beyond the free trials, most contracts are based on an annual subscription model and the number of active users, using single or multiple applications. As with many other software solutions, some vendors will offer features which will be locked beyond paywalls. So be clear what you are getting within the basic contract and what services will be extra. This makes it particularly important to compare like with like on pricing.

It is also worth thinking carefully about future needs as well as your requirements now, especially if your business is scaling up in the near future, as this may well impact the cost from different vendors.

As some of these products come with a premium price point, you should carefully consider the return on the investment you will gain. This comes back to your original objectives for buying the product, for example, if you are looking to reduce the number of support requests and the cost of managing this in-house, ask yourself whether the cost of the DAP will offset this.

Request a demo

Still not sure whether a DAP is right for your needs, then here are some alternatives.

If the software in question is reasonably intuitive, all well and good. You may not need a DAP solution. But often, there is a disconnect between the perception of 'intuitive' by software vendors and in-house procurement teams and those managing multiple applications as part of their work, who tend to have varying degrees of skill level.

Also if your software is complex or used by those in a critical role, you may want to opt for a more structured learning experience either combined with a DAP or as an alternative to a DAP. The obvious alternative would be to commission a series of digital tutorials on your software. These can be tailored to your own software configuration, branding and created so that learners follow different learning pathways according to their role. Tailored digital learning can be highly interactive and is especially powerful when blended with other learning solutions such as virtual or classroom learning with a live trainer, so that more complex topics are addressed in more detail.

To find out more about the full range of learning for software options from Me Learning, or to request a demo on the Newired DAP, contact us at enquiries@melearning.co.uk or visit www.melearning.co.uk.