Digital Adoption Solutions (Gartner)

Definition

Digital adoption solutions are used to improve adoption of multiple tools across the organization. The software walks a user through business processes across multiple products, providing a consistent user experience, eliminating in some cases, manual entry, and providing visually clear paths to complete tasks. It enables sellers to be onboarded faster and improve productivity. Sales is a key use case but this technology can apply to other areas in an organization as well as external products sold by an organization.

Justification

Gartner's inquiry volume on digital adoption solutions has increased 66% this past year. They should be used to increase overall adoption and ROI of other purchased point solutions. These solutions increase usage of multiple point solutions, helping sellers gain efficiency and provide a faster time to full performance for new hires. The primary use case is for sales onboarding to get them up to full productivity faster utilizing multiple point solutions. The second use case helps with process change management. The technology requires little technical requirements and deploys quickly. It is deployed mainly on top of cloud solutions showing little if any degradation in performance of the original software. The products are beginning to use machine learning and analytics on usage to help organizations overcome obstacles. The main obstacle to large adoption will be quantifiable evidence that can be attributed to improved performance and justification for the expense of another training solution. Digital adoption solutions do not replace formal training or sales training solutions.

User Advice

Application leaders supporting sales should investigate these solutions where there is lack of adoption for sales force automation as a first use case. If there are multiple applications that connect to work with the SFA, these should be considered as a bundled purchase to minimize pricing of the overall solution. Make sure to include sellers in the design and testing of the workflows and to benchmark and track improvements to performance.

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Business Impact Areas

Digital adoption solutions can provide high value to an organization looking to improve adoption of existing tools. Performing tasks more quickly can lead to new sellers becoming fully productive faster. Tenured sellers will be able to focus more on selling than execution of tasks and providing the best path through accomplishing tasks resulting in elimination of manual and "offline" data input and tracking.

DAS are relevant for any organization in any vertical where an SFA solution is used or:
- There are multiple solutions that need to be adopted for a user to perform their job
- Tasks are complex
- Tasks are performed infrequently

Organizations selling a product where adoption is difficult should consider this technology to OEM with the product sold to its end users.

While the initial use case is for sales, it should be considered for other parts of the organization to include in a digital workplace for adoption and to complete tasks that are performed infrequently such as yearly performance reviews.

Benefit Rating

High

Market Penetration

1% to 5% of target audience

Source: Cision PR Newswire