

User Adoption Assessment

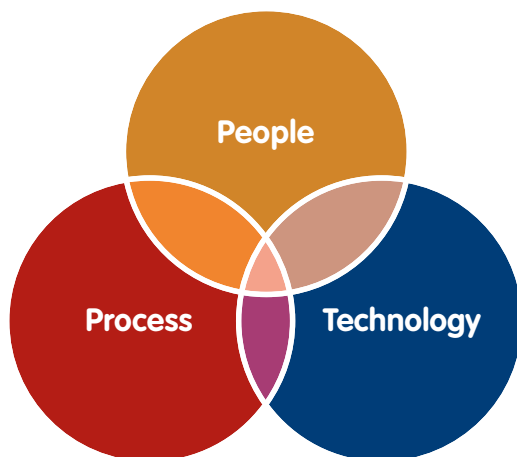


How can you drive your company's sales productivity, customer satisfaction and ROI?

Drive user adoption of your SaaS CRM system. With more than 1,200 successful cloud computing engagements, CoreMatrix knows that by increasing user adoption, companies can increase the success of their cloud based CRM solutions—and drive productivity. CoreMatrix's flexible methodology—tailored specifically to your company's needs—uses a three-pillar approach to assessing technology, process and people to rapidly identify inhibitors to user adoption and to drive overall productivity and ROI.

User Adoption is a Critical Component of Your Success.

User adoption can be strengthened whether you are just beginning to deploy a cloud based CRM solution or you have had your solution for years. Focusing on it is time and money well spent, since user adoption issues can affect sales productivity, employee morale and ROI. CoreMatrix knows how to turn around the situation and to get you back on track—empowering your company to use the full range of capabilities provided by your CRM system to drive success.



CoreMatrix Knows User Adoption.

Driving user adoption goes beyond providing user training. That is why CoreMatrix experts take a holistic view encompassing technology, process and people to identify adoption inhibitors and to help ensure your company realizes the full value of its CRM solution by using its full range of functionality.

- We identify the issues causing low user adoption and make specific recommendations on how to fix the problems
- You receive a short-term action plan and long-term remediation roadmap that improves user adoption
- We show you how to maintain a high level of user adoption over time
- We provide both hard and soft metrics that enable you to track your progress and measure your success on an ongoing basis



User Adoption Assessment

CoreMatrix's User Adoption Assessment service quickly pinpoints why you are having difficulty achieving high levels of user adoption and the immediate steps you should take to obtain the greatest value from your CRM investment. We provide a short-term action plan and long-term roadmap for achieving high levels of user adoption—enabling you to improve your ROI and lower your total cost of ownership while improving business performance.



Initiate

- Scope of User Adoption Assessment outline created
- Data flows identified and synergized
- Project schedule, milestones, checkpoints defined

Assess and Define

- Stakeholder and user interviews conducted
- Current baseline CRM ecosystem analysis completed
- Inhibitors, pain points and inefficiencies identified
- Adoption goals, objectives, key metrics for success defined

Synthesize and Prioritize

- Key adoption inhibitor themes identified
- Key adoption initiatives identified and prioritized
- Alignment of initiatives and adoption goals finalized

Adopt Plan

- Detailed CRM Roadmap and Phase 1 Adoption Plan created
- Key findings, recommendations, next steps and resource requirements delivered
- Specific metrics and measurements of increased user adoption defined
- Business case to support the investment in the Adoption Plan finalized
- Executive presentation by CoreMatrix User Adoption Assessment experts completed

Avoid the pitfalls of low user adoption

- Low sales growth
- Lost opportunities
- Unacceptable ROI
- Low productivity
- Higher costs per user
- Decreased customer loyalty