



Collaboration Adoption Services.

Helping you transform the take-up of collaboration services to drive productivity improvements.



Successful collaboration services can transform a business by boosting productivity, reducing costs – and increasing employee engagement and morale.

However around 80% of collaboration projects do not deliver the expected outcomes, and this is largely due to poor user adoption. Changing the way people work can be difficult and organisations often require support from highly skilled practitioners to ensure wide-scale adoption of collaboration tools.

If you already have a collaboration platform, such as WebEx, Jabber or Lync/Skype for Business, the chances are that not enough people are using it properly and it hasn't really become part of your business DNA.

If you are planning to introduce new collaboration services, you may be wondering how to ensure people will change the way they work so that productivity and efficiency targets will be realised.

In both cases you're not alone. It's a fact that changes in workplace behaviour don't happen by chance. Human beings are creatures of habit and busy working lives mean people rarely have time to invest in learning new technologies. If the technologies don't work first time and help is required – you may have lost them for months, perhaps forever.

We provide specialist in-depth support to ensure you realise the anticipated benefits from your investment.

Our services include:

- Identifying focus areas by looking through the lens of human behaviour and your employees' current experience.
- Focusing on the desired businesses outcomes and required operational benefits so that new collaborative ways of working are adopted by the workforce.

- We help you deliver results using a proven methodology that's based on an in-depth operational knowledge of collaboration technologies.
- We'll work with your IT team to configure systems, define rollout processes and then deliver high touch scheduled and on-demand training.
- Our 'multi-discipline' team has a wide range of skills covering change management, coaching and training. In practical terms – we create internal PR, communications and help guidelines that show employees how they'll benefit from adopting new ways of working. We bring to life the 'what's in it for them'.
- Customers have seen adoption levels leap from a level of around 10% monthly active users to 70-80% monthly active users*, who then remain at this level going forward.
- Whether you have a collaboration platform in place currently or are planning to deploy one, a discovery workshop with us will help you get the most from your investment in collaboration services.

* figures provided by our Collaboration Adoption Services partner Sei Mani



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How do you benefit from collaboration adoption services?

Project success: Ensuring your collaboration project achieves its objectives. User adoption is crucial and without it you'll not get the most from your investment.

Reduced costs: By ensuring more time and money is saved by not travelling to so many meetings. Staff can still enjoy a face-to-face experience by using the collaboration services available to them.

Better communication: Instantly bring employees and customers together. Meetings can be scheduled with little notice, enabling people to join and collaborate wherever they are.

Higher employee satisfaction: Flexible working and collaboration services go hand-in-hand. Reduced traveling enables employees to put that time to more productive use and improve work-life balance.

Increased efficiency: Connect quickly with colleagues, suppliers, partners and clients wherever they are – reducing frustration caused by calendar commitments that delay face-to-face meetings.

Faster decision-making: Process improvements, develop and share documents and information in real-time and respond to day-to-day challenges quickly and effectively.

Improve your green credentials: Reduce carbon emissions by being more environmentally responsible.

Why choose BT?

- We provide some of the broadest and most flexible collaboration solutions on the market.
- Our collaboration portfolio is based only on technology from world-class partners to ensure the quality and reliability of our solutions.
- Our professional services, including consultancy, systems design, project management, training and in-life support, offer all the expertise you need to support your collaboration requirements.
- Our ITIL-accredited technical services centre provides 24/7 support, handling any issues, organising upgrades and fixing any hardware problems on site. We can design bespoke services for your organisation if required.
- Our outstanding IT services enable you to manage collaboration in the most effective way possible and deliver outstanding service to customers.

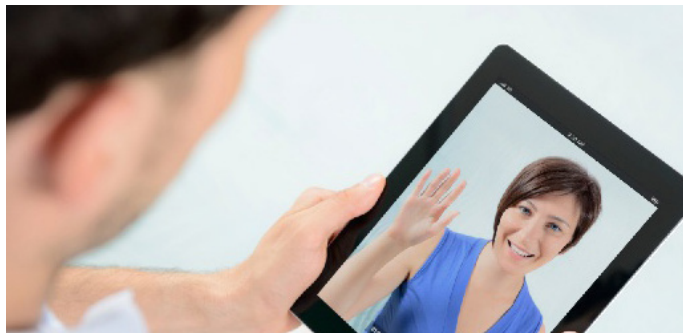
Working with you

Discovery Workshop (existing collaboration technology)

- Understands your current situation, levels of adoption and technical configuration.
- Delivers interactive training sessions where you'll experience a high touch approach to coaching and behavioural change.
- Provides a report highlighting the business value that will result from increased adoption.
- Provides a detailed gap analysis with a plan to move from current levels to high levels of adoption.

Discovery Workshop (no existing collaboration technology)

- Demonstrates the actual technologies and identifies benefits and value for your organisation.
- Delivers interactive training sessions where you'll experience a high touch approach to coaching and behavioural change.
- Creates internal collateral covering your business needs and the end user value proposition, to help stakeholders understand the benefits and reasons for the business case.



Customers helped by Collaboration Adoption Services

Virgin Media saw user adoption rates reach 80% following methodology introduced to increase the use of Collaboration services.

Arqiva needed to replace a legacy audio only conferencing service. They moved everyone onto a new WebEx platform and introduced wider UC services that supported a transition to flexible working for hundreds of employees. Adoption rates grew from 10% to 70% in 3 months.

Things you need to know:

BT IT Services Limited. Registered Office: 3 Midland Way, Barlborough Links, Barlborough, Chesterfield, S43 4XA. Registered in England No. 02277581

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