Webex Suite Success Guide

Your journey to success continues: **Launching and driving user adoption**

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by CISCO

01
Our approach to your launch experience

Your adoption journey, get ready to launch

01
Plan
Onboard and implement

This first stage of adoption will introduce you to your Webex Suite. You will then define your business outcomes and implement your Webex experience.

02
Launch
Use, engage, and adopt

Get ready for a new way to collaborate. Once implementation is complete, you're ready to begin onboarding users. You'll be able to navigate everything from identifying early adopters and hosting events to leveraging key business metrics.

03
Grow
Optimize, expand, renew and champion

Our third stage of adoption is where the refinement happens. From new features and upgrades to realizing new capabilities, and deploying additional solutions, we'll help you maximize your Webex investment.

A few things to consider

After establishing your key adoption functions, there are a few other considerations to remember as you forge ahead. These include...

01 Corporate branding for customizing your application

02 Updating internal policies for new methods of communication and collaboration (i.e., message retention policies and codes of conduct)

03 Creating a go-to place for information and Webex updates on your intranet

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It's launch time!

We have 3 stops along the way: Use, engage, and adopt

You've completed implementation, it's time to get your users on board. From setting up their accounts to having their first "ah-ha!" moment to making Webex a part of their day-to-day, we'll make sure you have everything to empower your users.

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02
Navigating your adoption journey

Plan

Launch

Grow

Use

At the beginning of your Launch stage, the focus is on diving in, getting familiar, and realizing the true value and power of Webex in collaborating.

Use

People

Adoption Lead

- Identify early adopters with the potential to become adoption champions
- Understand and communicate use cases to your organization

Technical Lead

- Leverage usage reports and business performance metrics
- Position yourself as the go-to contact for issues

Executive Sponsor

- Serve as the "face" of the rollout to the organization
- Understand opportunities to optimize and remove blocks for the core team

Process

- Continue user education on best practices
- Host first adoption event as part of plans
- Capture success stories and business outcomes
- Build user awareness of Webex User Community
- Ask users to complete the Webex App-In-Depth Overview course
- Conduct regular check-ins to gather feedback and address issues
- Launch communications plan

Platform

- Leverage usage reports and business performance metrics to share early success
- Capture opportunities to optimize configuration
- Review internal support tickets
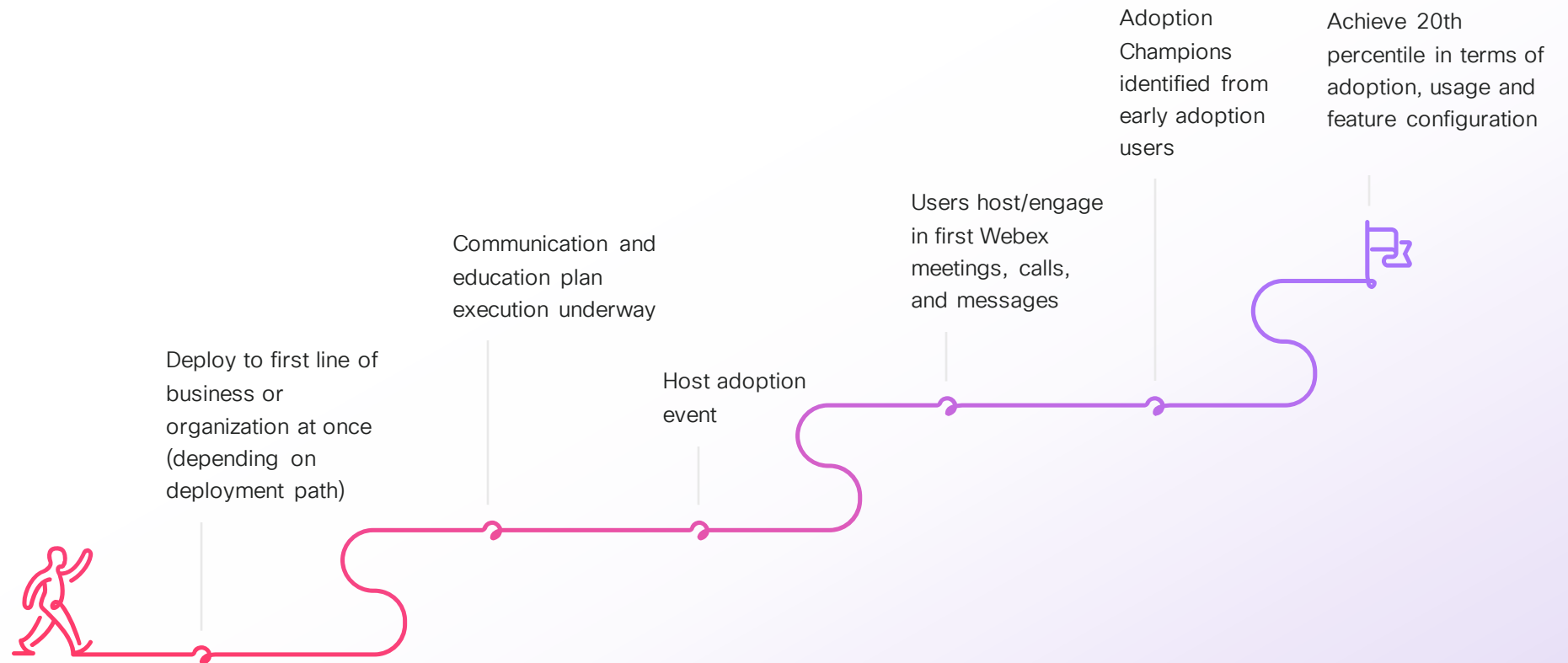- Maintain a product documentation

Download resources for use
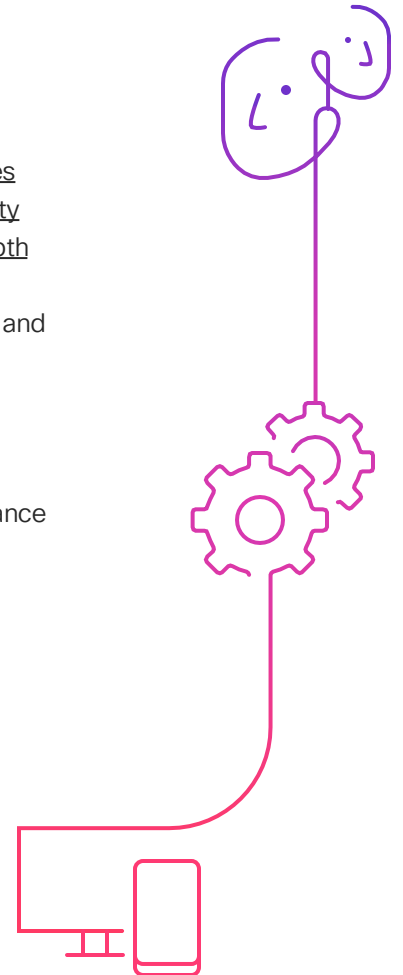
Use

Think of these milestones as guidance, not mandates, along your journey.
Choose the milestones relevant for your plan and business outcomes.

Adoption Champions identified from early adoption users

Achieve 20th percentile in terms of adoption, usage and feature configuration

Users host/engage in first Webex meetings, calls, and messages

Communication and education plan execution underway

Deploy to first line of business or organization at once (depending on deployment path)

Host adoption event

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Level up your users

Looking for ways to better support your users through the early stages of adoption?
Here are a few ideas for you to include in your communications planning.

Gamification

Consider including games to help users engage with Webex products and features in fun ways. Plus, they can see firsthand how easy Webex is to use in their everyday lives. We've designed several games you could incorporate. The key is to include meaningful prizes, such as:

- A half-day off work
- Winning team gets free lunch
- Gift cards from favorite vendors
- Recognition at all-hands meeting
- Writing a guest post on your blog
- Promotional material and swag
- Parties or gatherings

Gamifying Webex adoption

Ongoing adoption communication and events

Creating adoption events also provide milestone moments to drive communication efforts and engage teams in the journey.

Communication ideas to consider include:

- Initial Webex App announcement to org
- Internal newsletter blurbs
- Announcements posted
- Deploy digital signage on Webex Devices and other screens
- Webex Tech Talk sessions
- Post intranet materials (Webex App homepage and Webex learning page)
- Video from Executive Sponsor

Creating successful adoption events

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Your Webex Customer Success Manager is a great resource for ideas and insights on ways to level up your user engagement—starting from day one.

Engage

This portion of your Launch stage is focused on creating deeper connections to Webex, especially as users increase their comfort and capabilities in using Webex regularly. This phase of adoption includes dialing up excitement around the value of new and advanced features.

Engage

People

Adoption Lead

○ Explore additional use cases or user groups and quantify potential within the organization

Technical Lead

○ Understand best practices to achieve intended value

Change Managers

○ Review the continued adoption plan with your adoption champion network

Executive Sponsor

○ Provide support around key customer needs

Process

○ Continue execution of organization plan
○ Continue user education on best practices
○ Continue adoption event
○ Capture success stories
○ Survey end users on their Webex experience
○ Analyze usage on Control Hub
○ Activate relevant adoption accelerators where needed
○ Build organizational awareness of Webex Ambassadors program and pathways to join
○ Ask users to complete the "Getting Started" module of Webex User Learning Plan

Platform

○ Leverage support tickets/cases
○ Address environment-specific issues to stay on track to meet adoption targets
○ Initiate initial discovery on Webex platform integrations (API)
○ Monitor usage and recommend new features
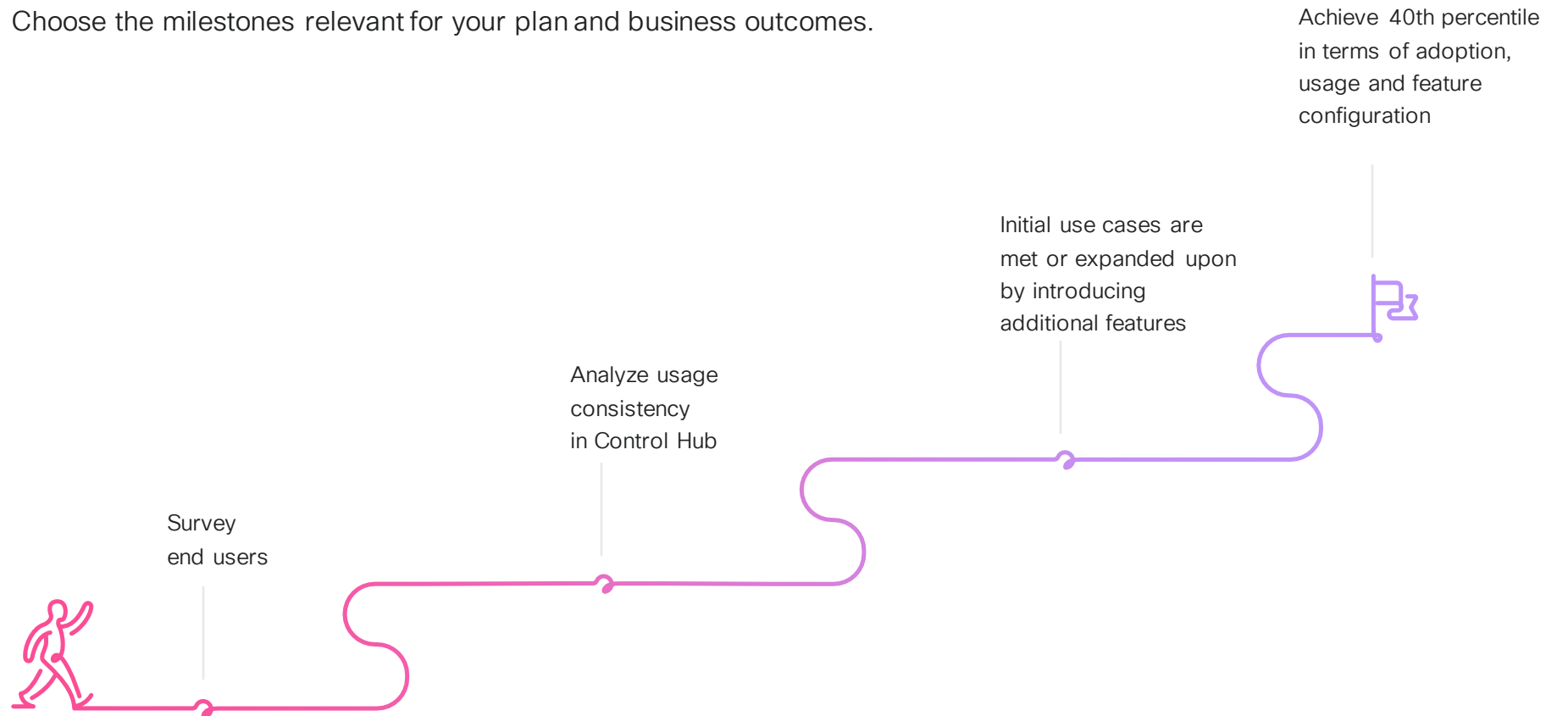○ Participate in Beta testing program and provide feedback

Download resources for launch

Engage

Think of these milestones as guidance, not mandates, along your journey.
Choose the milestones relevant for your plan and business outcomes.

Achieve 40th percentile
in terms of adoption,
usage and feature
configuration

Initial use cases are
met or expanded upon
by introducing
additional features

Analyze usage
consistency
in Control Hub

Survey
end users

Capture success stories

Facts and figures tell us a lot, but few things bring success to life, quite like compelling stories. It's important to watch for moments when Webex adoption enables remarkable things to happen, then share those stories as often as possible.

You can focus on one team within one department and talk about their efforts. Or you can concentrate on a group of people with a specific problem and showcase how the technology served as the solution.

Your network of champions will be an excellent source for success stories as they have the most insight into people's daily use of Webex.

Writing and sharing these stories will powerfully demonstrate the art of the possible and help others towards their own "ah-ha!" moments.

Usage analytics, backed up by business outcomes, then brought to life with real success stories, are all you need to demonstrate success!

Adopt

Success! Your users are now in the habit of using Webex. They feel comfortable exploring deeper features and are realizing new efficiencies in their collaboration across the organization and with clients. In our final phase of your Launch stage, your users are ready to level up once more by looking to add and expand their use cases.

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Adopt

People

Adoption Lead
○ Continued engagement with key decision-makers and stakeholders

Technical Lead
○ Complete Webex Ambassadors – Power User Learning Plan
○ Subscribe and follow What's New and follow all the latest releases in the Suite

Change Managers
○ Complete Webex Ambassadors – Power User Learning Plan
○ Execute targeted campaigns (gamification and other events) for inactive users, slow adopters, and other groups facing blocks

Executive Sponsor
○ Support opportunities for value acceleration and address areas of the organization that are late adopters

Champions
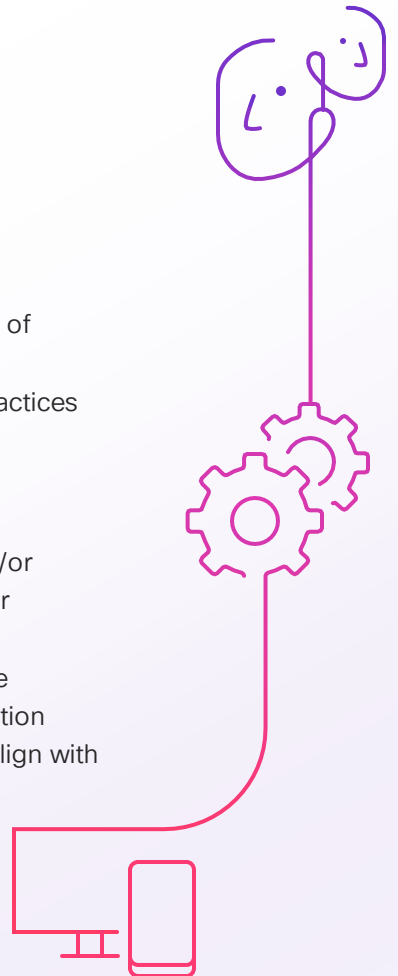○ Internal promotion of Webex within the line of business

Process
○ Continue execution of organization plan
○ Continue user education on best practices
○ Continue adoption event
○ Capture success stories
○ Promote new Webex features
○ Identify use cases for additional user groups
○ Ask users to complete the "Deep Dive" module of Webex User Learning Plan and earn credential
○ Encourage collaboration and sharing of best practices among users and stakeholders

Platform
○ Experiment, plan, and deploy new features and/or expand Webex to additional user groups at your organization
○ Continuously monitor performance and measure progress on utilization benchmarks for organization
○ Customize setup with 3rd party integrations to align with needs

Download resources for launch

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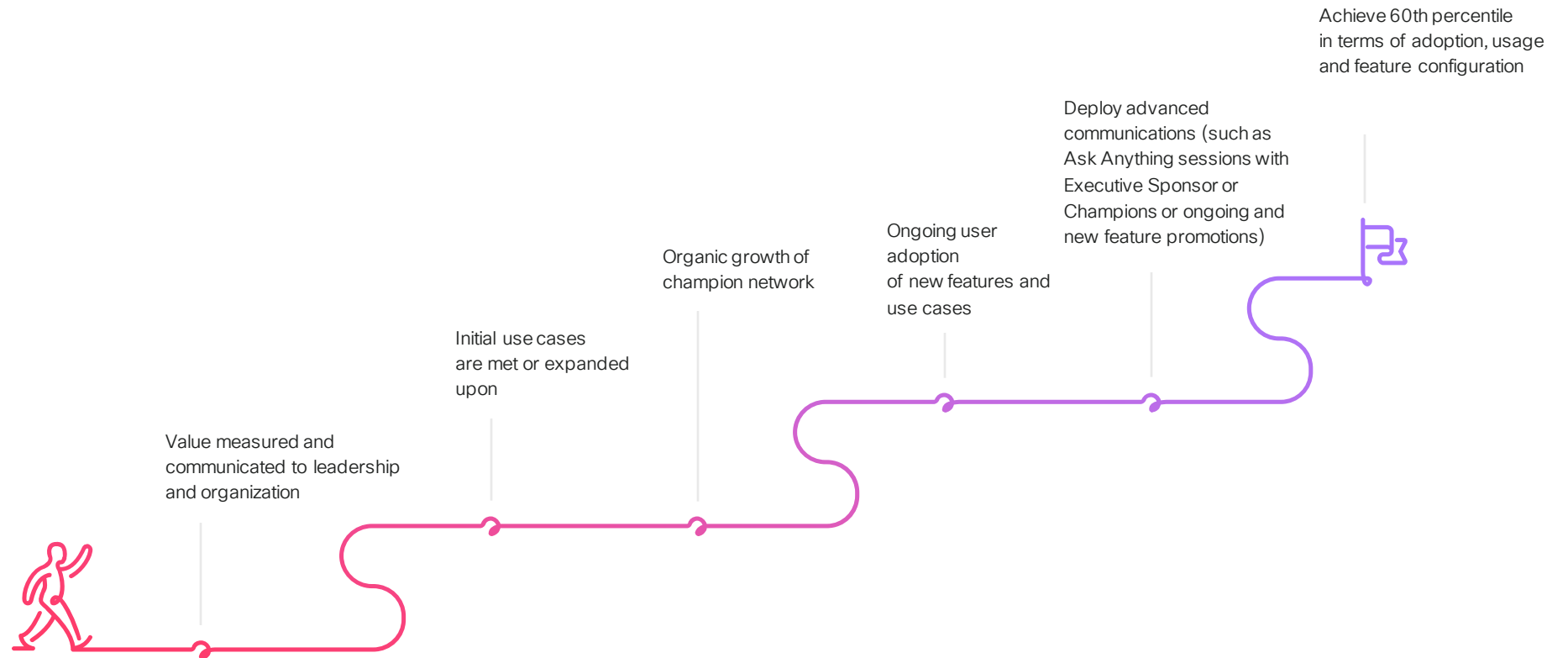Webex is constantly developing new features. Feel free to promote the ones most relevant to your organization.

Adopt

Think of these milestones as guidance, not mandates, along your journey.
Choose the milestones relevant to your plan and business outcomes.

Value measured and
communicated to leadership
and organization

Initial use cases
are met or expanded
upon

Organic growth of
champion network

Ongoing user
adoption
of new features and
use cases

Deploy advanced
communications (such as
Ask Anything sessions with
Executive Sponsor or
Champions or ongoing and
new feature promotions)

Achieve 60th percentile
in terms of adoption, usage
and feature configuration

Launch

Overview

▸ Use

▸ Engage

▸ Adopt

Resources

Grow

Resources

In every step of your journey, we have compiled a vast array of resources to expedite your and your Webex users' proficiency. For the "Launch" stage, these resources will assist *you in enabling your users to collaborate seamlessly* within your organization.

Help Content

For users

- Articles: Get started with Webex
- Articles: Welcome to Webex App
- Articles: Get started with Webex Calling
- Videos: New Webex features

For admins

- Article: Get started with Webex Experience
- Videos: Webex channel

What's new

- Articles: What's new in Webex

Virtual & Live training

Self-paced eLearning courses for Webex Admins

- Control Hub Foundations
- Webex Control Hub – Analytics & Reporting Overview

Live classes for Admins

- Ask an Expert Sessions
- Webex Feature Tango sessions

Self-paced eLearning courses and video tutorials for users

- Using Webex catalog

Live classes for users

- Webex Feature Tango sessions

Webex Adoption Essentials

Check lists

- Use Checklist
- Use Milestones Checklist
- Engage Checklist
- Engage Milestones Checklist
- Adopt Checklist
- Adopt Milestones Checklist

Best Practices

- Your Adoption Communication Plan Best Practices
- Use Cases Best Practices
- Business Drivers Best Practices
- Webex Value Canvas Best Practices
- Adoption Success Story Best Practices
- Reporting On Your Webex Adoption Journey Best Practices

Quick start guide

- Use, engage, and adopt : Quick start guides, GIF's, videos and email templates

03
Tips for your journey ahead

Your success is always just a click away

Feeling stuck? Need quick help or references? Webex Essentials is
your ultimate 24/7 guide to navigating your adoption journey.

Webex Essentials

Technical resources

Help and Support

Classes and training

Webex GoLearn

Get started with Webex

Adoption Resource Library

What's new in Webex

Webex Community

04
Sharing your success

Understanding success

Now that you are on this journey, it's important to check in on your success and make sure you're on track to meet your goals.

Your success is not only about tracking usage and having high user adoption, but it's important that your users and organization are getting value from the solutions you're using, ultimately ensuring you're getting a return on your investment (ROI).

To do this, success should be measured in three ways:

01   Usage

02   Business outcomes

03   Internal success stories

Measuring usage success

The Webex Control Hub analytics page helps you track how many members of your organization are adopting Webex.

There are several different data points to observe. In addition to the number of meetings or calls made, you can see how users engage with the application. This includes engagement with video, messaging, voicemail functionality, content sharing, file sharing, and even the types of devices being used to call, meet, and message.

Analytics for Your Cloud Collaboration Portfolio

GoLearn course

Use

Engage
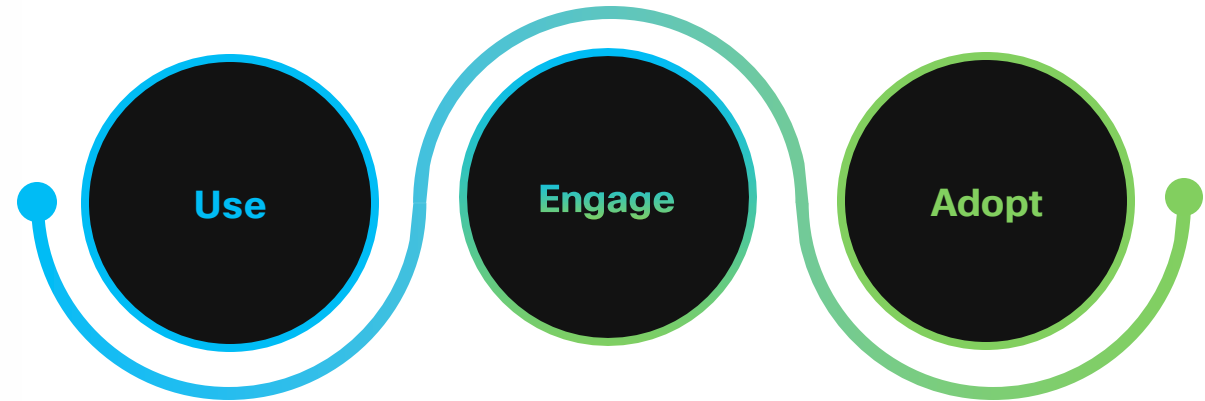
Adopt

All of your users now have a Webex account and are actively using core features to achieve their goals regularly and effectively.

TIP: Aim for a steady increase in adoption, usage, and feature configuration, reaching the **0–20th percentile.**

Users are improving their experience through feature exploration and feedback, becoming more confident using Webex.

TIP: Strive for consistent growth in adoption, usage, and feature configuration, targeting a range between the **20–40th percentile.**

Your early adopters have successfully integrated Webex into their daily tasks and are maximizing its benefits. Now, you're prepared to extend to other teams.

TIP: Try to ensure a 40–60th percentile growth in adoption, usage, and feature configuration.

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67% (or two-thirds) monthly active users is often the inflexion point for transformation.

Validate your business outcomes

Increased usage is great, but only if it helps your organization accomplish its goals.

The first step in creating your Webex adoption plan was business drivers. Consider what performance indicators you might have toward those outcomes and where that data would come from within your business.

Business outcome
Enable hybrid work for your organization

Indicators that your outcomes are being met:

- Profitability
- Productivity
- Engagement
- Employee retention

- Decrease in travel and office space needs, real estate optimization
- Data accuracy and security

Business outcome
Optimize communication and collaboration

Indicators that your outcomes are being met:

- Productivity
- Efficiency
- Engagement
- Agility

- Referrals and satisfaction
- Innovation
- IT tickets

For example, if you're a small but growing business, your aim may be to hire from a global talent pool without compromising on team effectiveness.

Your measurement may then be as simple as asking the team how well they're able to collaborate with the new recruits who work remotely.

The bottom line is to understand what you want to achieve through high adoption of Webex and be prepared for how you'll measure it.

It's likely you'll need cooperation from other lines of business, like Finance or HR, to benchmark these numbers and report on them regularly going forward.

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Reporting your success

01
Share up and out

Communicating your adoption success to those in your organization allow people to see a tangible example of what's possible. Be sure to check in with your executive sponsors and leadership so they can see the ROI. And know we're always happy to hear your success stories at Webex, too!

02
Reward and recognize

Recognizing the hard work of your Champions and others who contributed to success stories in your organization can be as simple as a shout-out in a meeting or a quick note to their manager to let them know you appreciate the time they're taking.
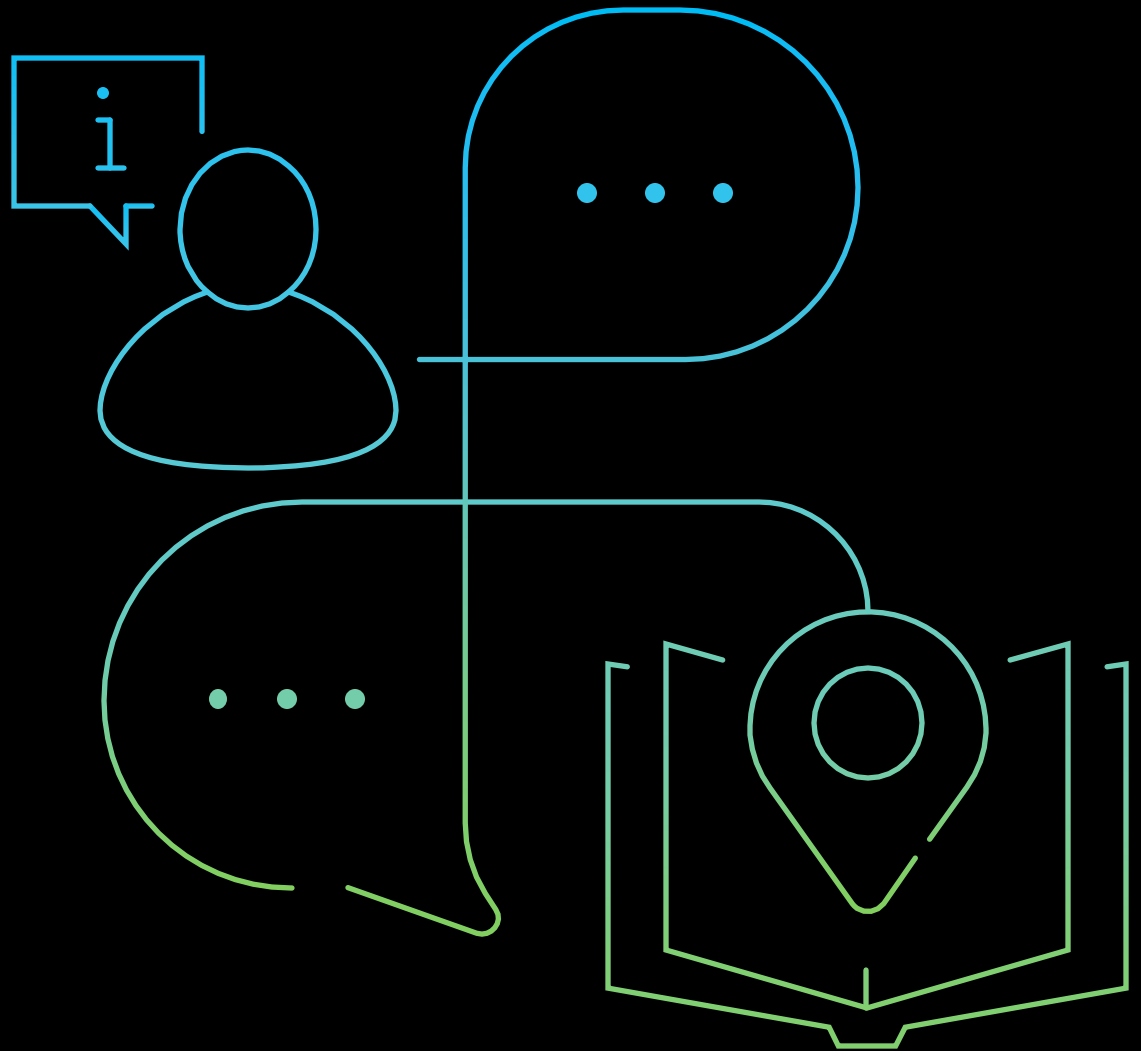
03
Identify and optimize

Find opportunities to expand or scale success across the organization, whether it's applying a use case to new teams or rolling out additional features to drive new business outcomes. Adoption is a continuous process, so revisit the journey each time you embark on a new destination.

Enjoy the journey—next stop, growing your Webex Suite adoption.

Let's maximize your investment!