

# Webex Suite Success Guide

Unlock the full potential of your investment: **Discover your path to growth, advocacy, and renewal**

01 Our approach to your growth

02 Navigating your adoption journey

03 Tips for your journey ahead

04 Sharing your success





# 01 Our approach to your growth

# Your adoption journey – The path to growth

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.

# Key areas to keep top of mind

Your deployment is running smoothly! To maximize your suite investment value during growth and focus on achieving a successful impact, consider these key points...

- 01 Future readiness and scalability to anticipate and adapt to evolving user needs
- 02 User empowerment to help them leverage the full potential of the suite
- 03 Leverage data analytics to evaluate system performance, impact, growth, and successful renewal of licenses



Plan

Launch

Grow

Overview

▸ Optimize

▸ Expand

▸ Renew and  
champion

Resources

# Getting closer!

Only 3 final milestones to your adoption journey: [optimize](#), [expand](#), [renew](#), and [advocate](#)

You did it! You've finally reached the third and final stage of the journey. Here we focus on refinement, growth, and advocacy. From new product upgrades to realizing new capabilities, we'll help you realize even more value and further maximize your Webex investment.





# 02

## Navigating your adoption journey

Plan

Launch

**Grow**

Overview

▼ **Optimize**

Overview

People, Process, Platform

Key Milestones

► Expand

► Renew and  
champion

Resources

## Optimize

Webex has become the new normal within your company! Your users are maximizing usage and realizing more value through software updates and new feature rollouts to efficiently and effectively use Webex daily to stay ahead.





Plan

Launch

Grow

Overview

▼ Optimize

Overview

People, Process, Platform

Key Milestones

► Expand

► Renew and  
champion

Resources

## Optimize

### People

#### Adoption Lead

- Continued engagement with users, key decision-makers, and stakeholders
- Offer regular training and resources on the [latest features](#) and best practices

#### Technical Lead

- Participate in the [Webex Beta Program](#)
- Advance in the [Webex Ambassadors Program](#)

#### Change Managers

- Advance in the [Webex Ambassadors Program](#)
- Identify additional use cases and business outcomes
- Update existing use cases with new feature spotlights
- Identify additional champions in the organization

#### Executive Sponsor

- Share success stories from across the organization

#### Champions

- Complete [Webex Ambassadors – Power User Learning Plan](#)

### Process

- Automate repetitive tasks for more value-added activities and productivity
- Iterate and refine with new feature rollout and use cases for integrations and interoperability opportunities
- Continuous and programmatic Webex promotion and adoption events

### Platform

- Stay up to date with updates and upgrades for security enhancements and patches
- Understand opportunities to improve performance and technical environment with integrations
- Monitoring system performance to measure efficiency, system performance, identify bottlenecks and proactively address any issues

Download resources to grow with Webex



Plan

Launch

Grow

Overview

▼ Optimize

Overview

People, Process, Platform

Key Milestones

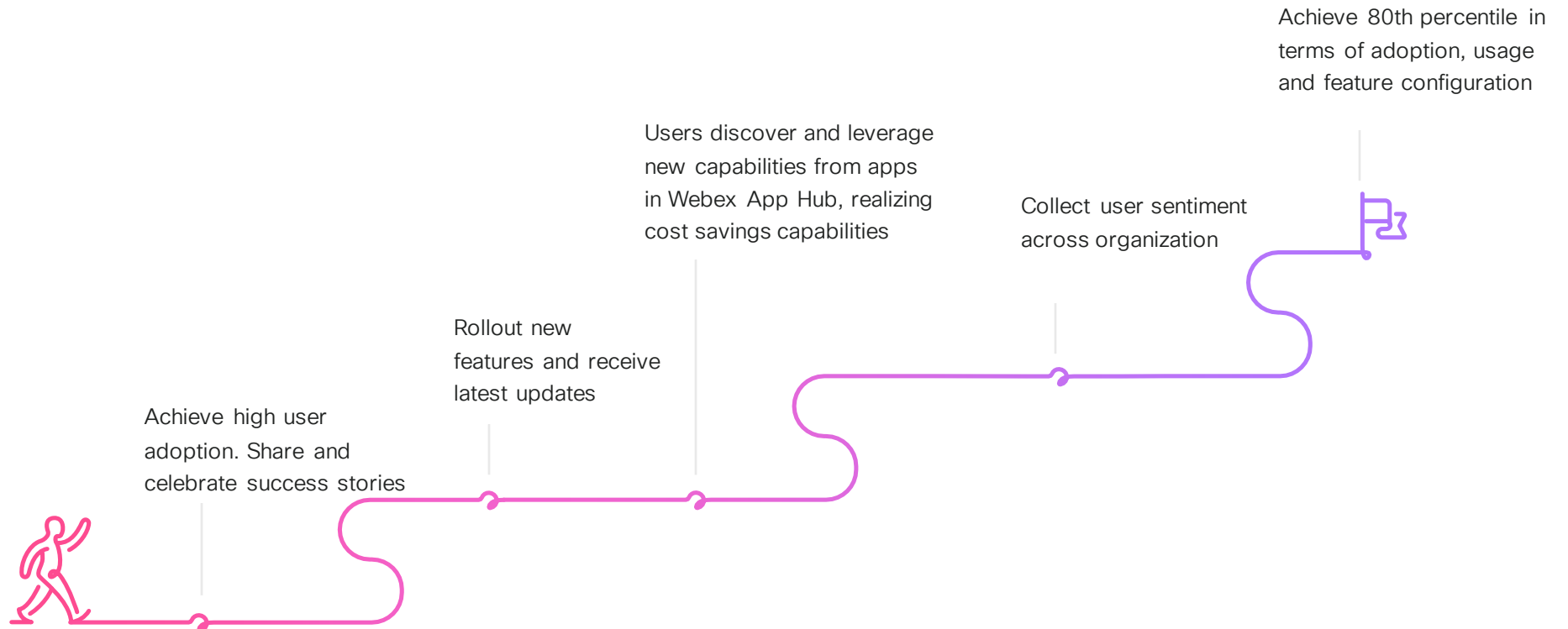
▸ Expand

▸ Renew and champion

Resources

## Optimize

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



Plan

Launch

Grow

Overview

► Optimize

▼ Expand

Overview

People, Process, Platform

Key Milestones

► Renew and  
champion

Resources

## Expand

As your company's collaboration needs and priorities evolve, you're ready to grow and scale your deployment of Webex with additional solutions from the suite and our gamut of devices. In this stage, you're prepared to expand to new products to maximize your investment and take full advantage of Webex capabilities to achieve your business objectives and stay ahead of your competition.



Plan

Launch

Grow

Overview

► Optimize

▼ Expand

Overview

People, Process, Platform

Key Milestones

► Renew and  
champion

Resources

## Expand

### People

#### Adoption Lead

- Maintain communication with key decision-makers and stakeholders for buy-in

#### Technical Lead

- Configure and test new suite solutions
- Participate in the Webex Beta Program
- Advance in the Webex Ambassadors Program

#### Change Managers

- Advance in the Webex Ambassadors Program
- Update and identify additional use cases and business outcomes
- Identify additional champions in the organization  
Establish support channels for users

#### Executive Sponsor

- Share success stories from across the organization

#### Champions

- Complete Webex Ambassadors – Power User Learning Plan

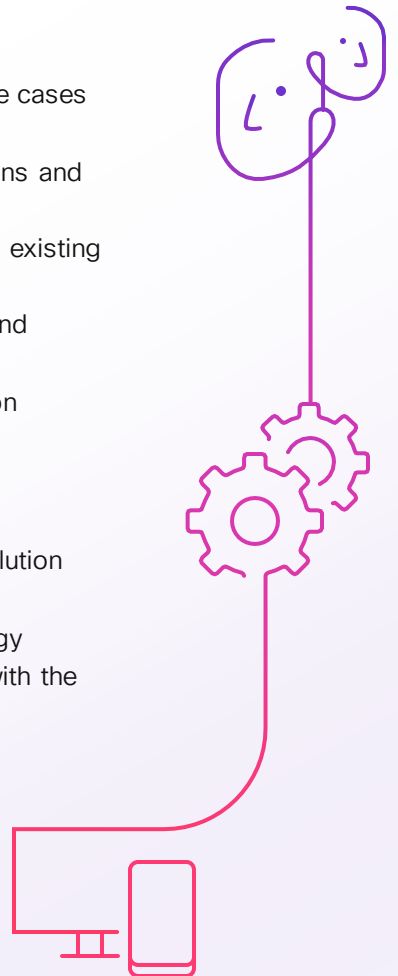
### Process

- Change manager engagement on additional use cases and business outcomes
- New feature rollout and use cases for integrations and interoperability opportunities
- Evaluate deployment requirements to align with existing workflows and systems
- Streamline rollout roadmap, communications, and education plan
- Continuous and programmatic Webex promotion and adoption

### Platform

- Testing and quality assurance to prepare for solution deployment
- Create a launch timeline and onboarding strategy
- Fully leverage entitlement and interoperability with the suite

Download resources to grow with Webex



Plan

Launch

Grow

Overview

► Optimize

▼ Expand

Overview

People, Process, Platform

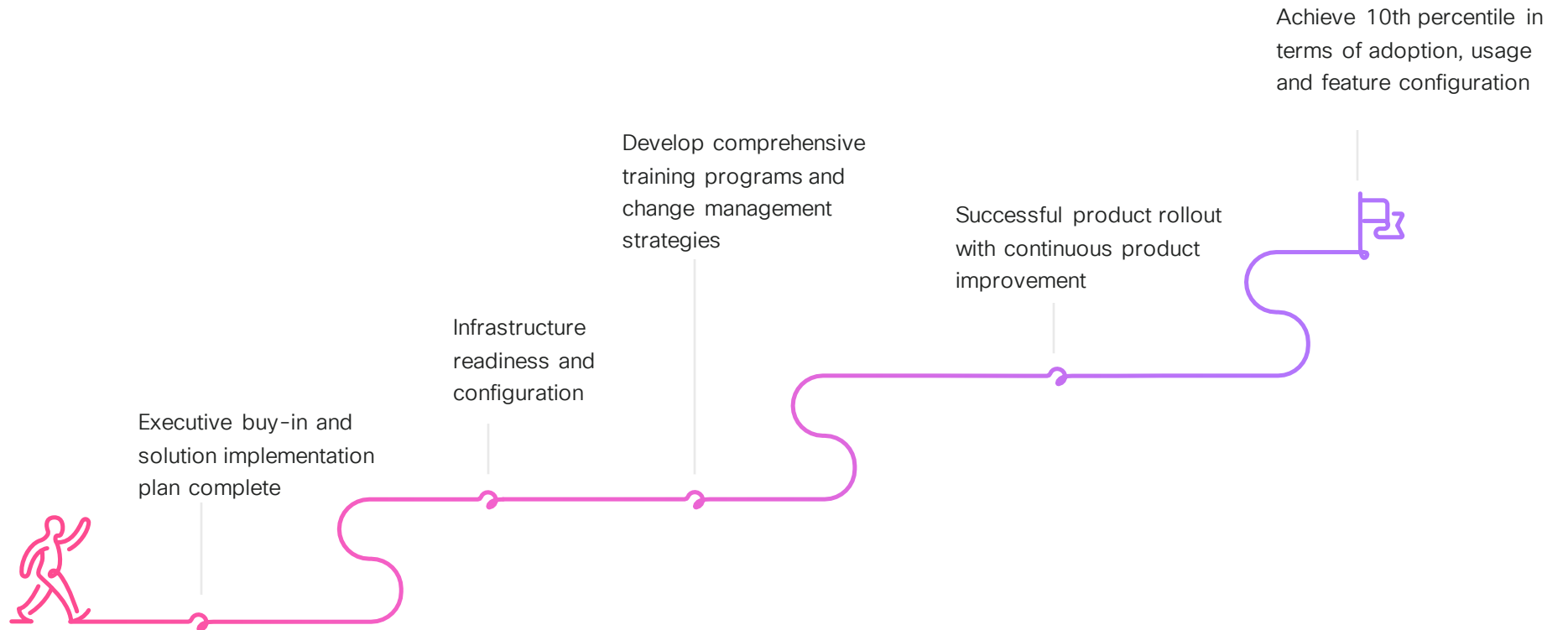
Key Milestones

► Renew and champion

Resources

## Expand

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



Plan

Launch

Grow

Overview

► Optimize

► Expand

▼ **Renew and champion**

Overview

People, Process, Platform

Key Milestones

Resources

## Renew and champion

You've had Webex for a while, and your users love and advocate for it! You've built a community of champions who promote the product within and among peers. At this rate, you're beyond satisfied with your Webex investment to help you achieve your initial outcomes and more. Webex has become the gold standard in collaboration solutions for you, your team, and your company now and beyond.



Plan

Launch

Grow

Overview

► Optimize

► Expand

▼ Renew and champion

Overview

People, Process, Platform

Key Milestones

Resources

## Renew and champion

### People

#### Adoption Lead

- Continued engagement with key decision-makers and stakeholders
- Track adoption success and performance to validate and develop a renewal plan

#### Technical Lead

- Provide technical guidance and address issues
- Participate in the [Webex Beta Program](#)
- Advance in the [Webex Ambassadors Program](#)

#### Change Managers

- Advance in the [Webex Ambassadors Program](#)
- Identify additional use cases and [business outcomes](#)  
Update existing [use cases](#) with new feature spotlights
- Identify additional champions in organization

#### Executive Sponsor

- Share [success stories](#) from across the organization

#### Champions

- Complete [Webex Ambassadors - Power User Learning Plan](#)
- Endorse solution to drive user adoption

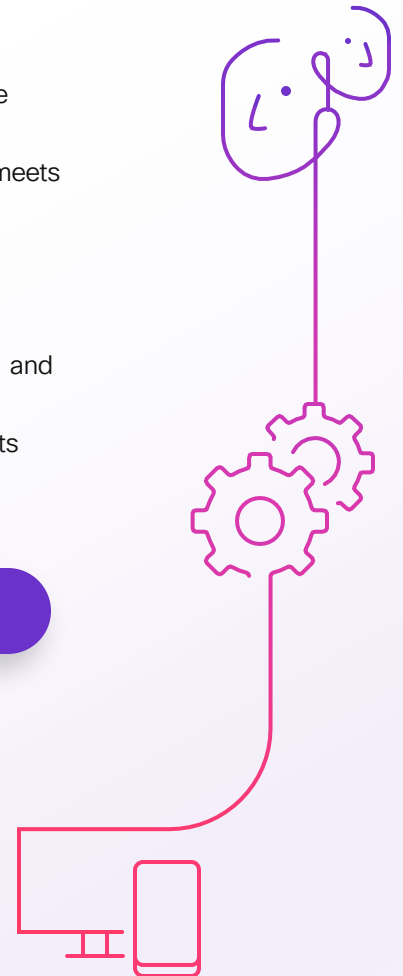
### Process

- Monitor usage data for improvements and value demonstration
- Assess ongoing needs and ensure solution(s) meets expectations

### Platform

- Update with latest releases for new capabilities and functionalities
- Collect user feedback for usability improvements

Download resources to grow with Webex



Plan

Launch

Grow

Overview

► Optimize

► Expand

▼ Renew and champion

Overview

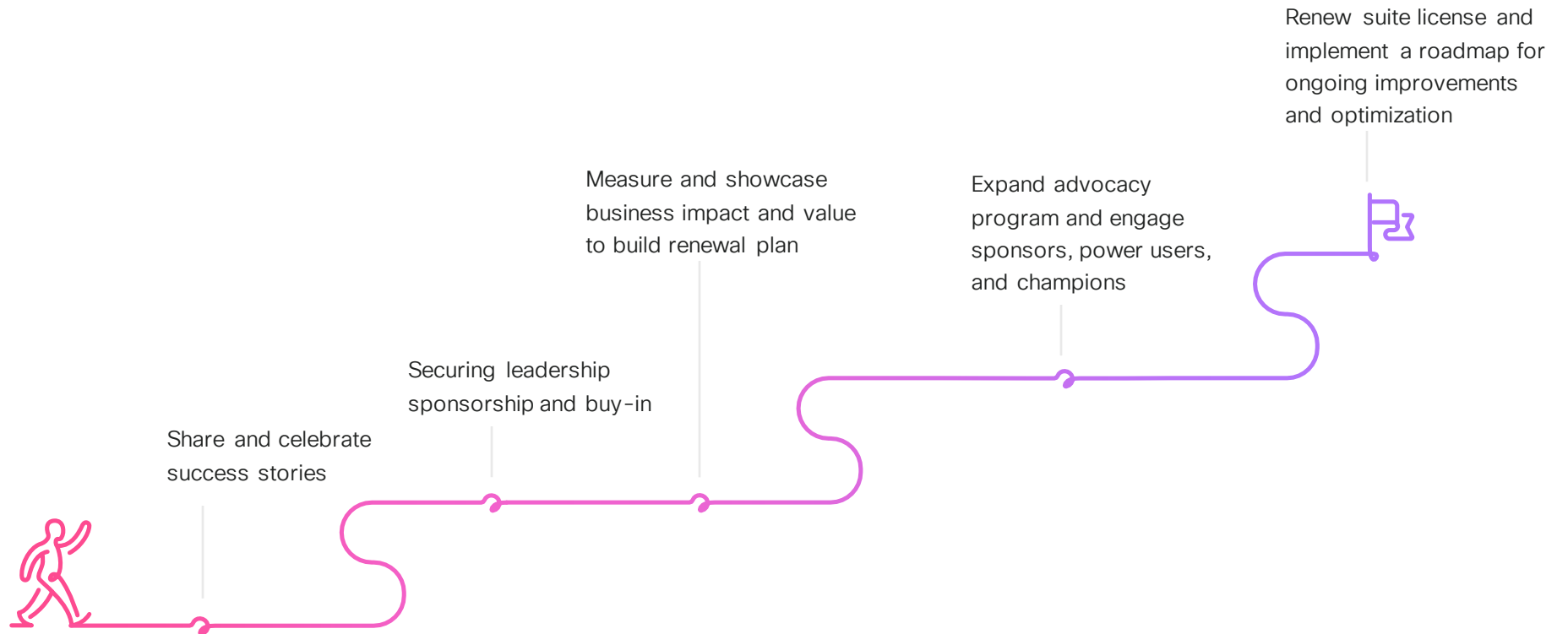
People, Process, Platform

Key Milestones

Resources

## Renew and champion

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





Plan

Launch

Grow

Overview

► Optimize

► Expand

► Renew and  
champion

Resources

## Resources

Your users have now mastered Webex. We've compiled a range of resources for you to get even more out of the Suite. For the "Grow" stage, these resources will assist you in *optimizing your solution, maximizing value, and preparing for renewal*.

### Help Content

#### Optimize your experience

- Article: [What's new in Webex Analytics](#)
- Articles: [Learn about alerts, reports, and monitoring](#)

#### Learn about additional features

- Videos: [New Webex features](#)
- Articles: [Coming soon in Webex](#)
- Articles: [Get started with Devices](#)
- Article: [Learn about bots in Webex](#)
- Articles: [Get started with Webex webinars](#)

### Virtual & Live training

#### Self-paced eLearning courses for Webex Admins

- [Webex Ambassador Power User Learning Plan](#)
- [Webex Ambassador IT Admin Learning Plan](#)

#### Live classes for Admins

- [Ask an Expert Sessions](#)
- [Webex Feature Tango sessions](#)

#### Self-paced eLearning courses and video tutorials for users

- [Using Webex catalog](#)
- [Webex Ambassador Power User Learning Plan](#)

#### Live classes for users

- [Webex Feature Tango sessions](#)

### Webex Adoption Essentials

#### Check lists

- [Optimize and Champion Milestones checklist](#)
- [Optimize and Champion Checklist](#)

#### Best Practices

- [Use Cases Best Practices](#)
- [Business Drivers Best practices](#)
- [Webex Value Canvas Best Practices](#)
- [Adoption Success Story Best Practices](#)
- [Webex Bots and Integrations Best Practices](#)
- [Reporting On Your Webex Adoption Journey Best Practices](#)

#### Quick start guide

- [Webex Personal Insights Quick Start Guide](#)



# 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



# Get early access with **Webex Beta** Program

Experience what's coming from our Webex collaboration portfolio before anyone else.

Join the program to get early access to our most exciting upcoming products and features.

Play around, tell us what you love and what needs work, and share any feedback you have so we can make our products better for you. Your voice is what will drive the future of Webex.

[Beta Program](#)





# 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



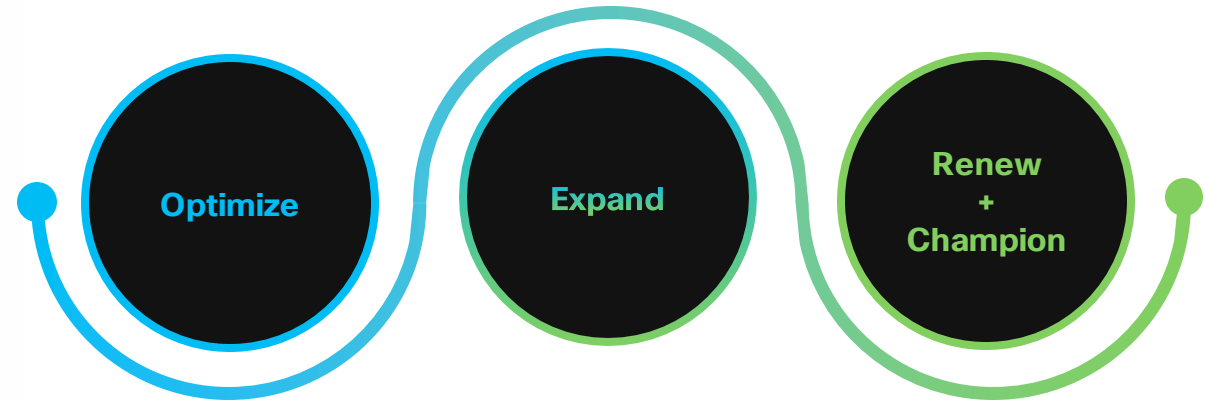
# Measuring usage success

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



Webex's improvements **enhance user experience** and employee adoption. Through Control Hub, you're able to prove efficiency and performance.

**TIP:** Increase in adoption, usage, and feature configuration, aiming for the **60-80<sup>th</sup> percentile**.

You've achieved your primary business outcomes(s) and **considering other solutions in the Webex suite** for additional business success.

**TIP:** Monitor progress of adoption, usage, and feature configuration, **targeting > 80<sup>th</sup> percentile** in the initial deployment and **0-20<sup>th</sup> percentile** in the new implementation.

You're satisfied with Webex, advocating it to your peers and will keep using it for your business.

**TIP:** Retain a growth rate above the **80<sup>th</sup> percentile** in adoption, usage, and feature configuration.



# 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.



# 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!



# 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

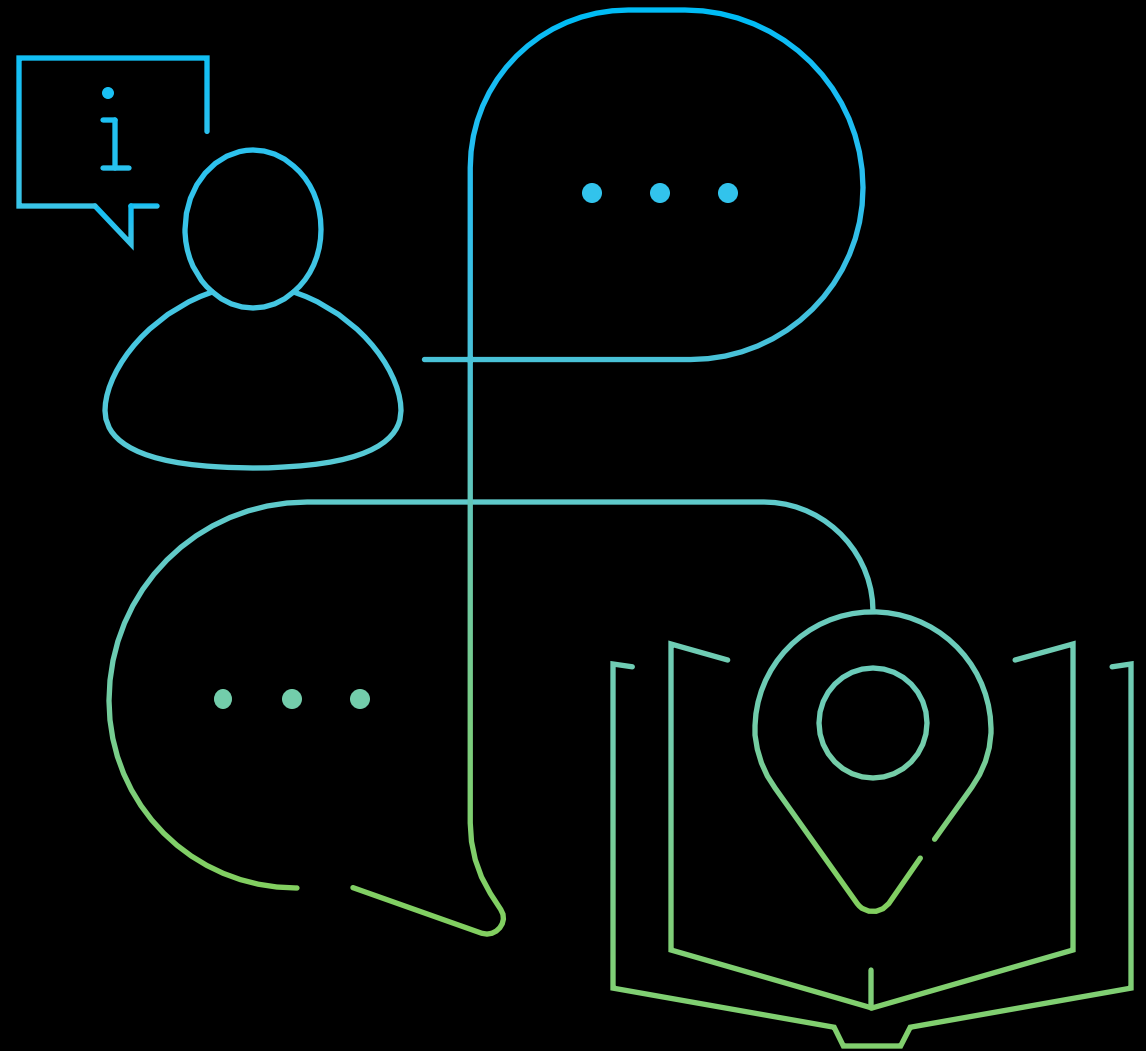
## Identify and optimize

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— your success is our success

The Webex team would love to hear from you on how we can continue to improve the Webex Suite to achieve outcomes for your organization now and in the future.

[Suggest new Webex Suite feature ideas](#)





webex

by CISCO