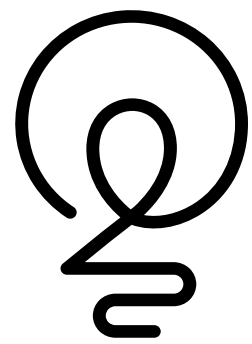


Tell the full story with a use case

Building use cases can have maximum impact on your business. They demonstrate how Webex is used to achieve value. All based on the input of people who use it each day, use cases reveal opportunities for driving wider adoption in your organization.

To discover great use case for your business, it's simple – just ask! You'll learn what capabilities people feel are important, and why.



Insider Tip

When beginning conversations with different departments or lines of business, schedule some time with small groups who represent key roles and invite them to join you for the following fun exercise.

Exercise: Tell us your stories

1 - Objective:

Understand how different people work, so you'll know how to meet the needs of their role. See teamwork through their eyes, so you can launch Webex in their language.

3 - What you'll need:

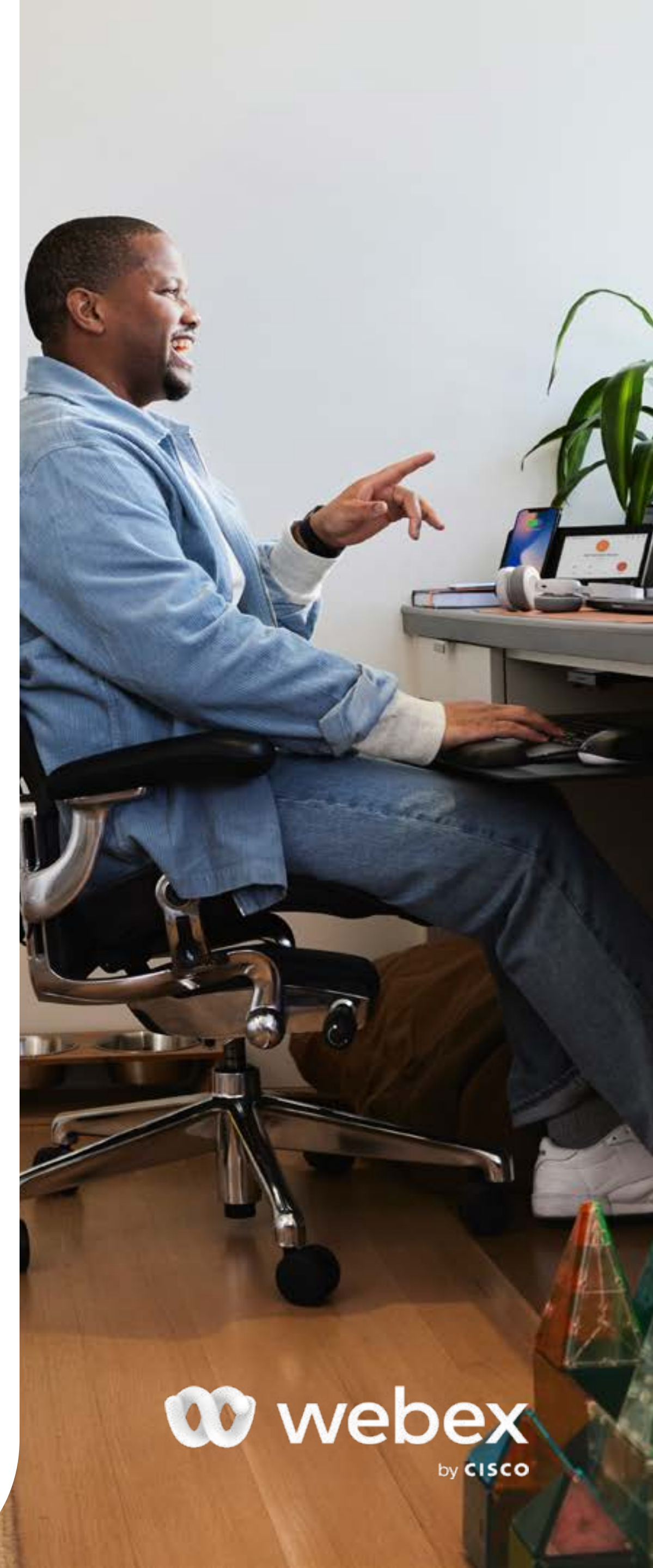
Post-it notes and pens.

2 - Participants:

5-10 people representing a mixture of key roles from a specific business area. (marketing, sales, HR, etc.)

4 - Duration:

60-90 minutes



User story exercise

Ask them:

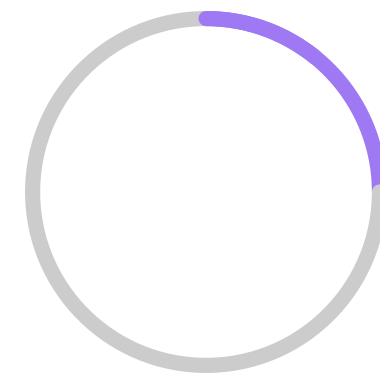
1. Where are the pain points?
2. What is taking too long?
3. Where is quality suffering?
4. What is costing too much?

Discuss how the groups involved can work together in Webex to solve the key issues.



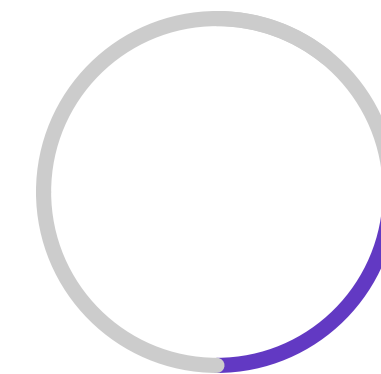
Insider Tip

Prioritizing and selecting use cases



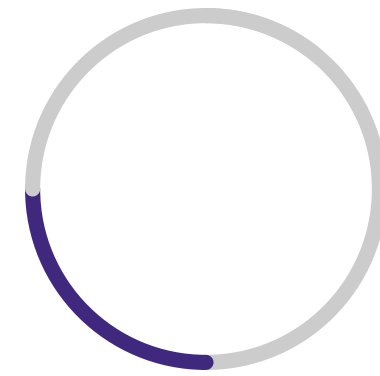
1 - Have a clear purpose:

Why it's needed and what it will do for the business.



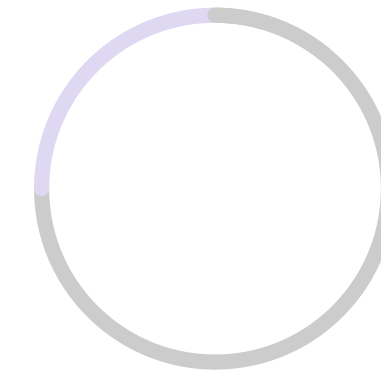
2 - Solve very specific problems:

Makes a current workflow or process better and fills a gap.



3 - Have strong support from leaders:

Has an enthusiastic owner and backing from senior stakeholders.



4 - Have value that can be easily measured:

Explains how it will deliver new or increased value to the business.

Once prioritized, select the use cases to deploy for launch. Five is often a good number to start with.



Defining use cases in detail

It's now time to flesh out the details of each use case. Identify a use case owner and which groups of people will participate. You can take a closer look and define each use case using the worksheet below.

The main purpose of the use case is...	The owner of the use case is...	The current state of the workflow / process is...	The desired future state is...	The key groups of members are...	The key activities are...
The value for members is...	The value for the business is...	The success criteria are...	We will communicate and promote this use case by...	We will assist people's learning by...	



Monitor your use cases

Use the success criteria you identified in the use case worksheet to monitor each use case. You can think about success in four areas:



1 - Usage

Are people actually using the tools you have provided for them? If not, what are they using instead?



2 - Business value

Are business goals being achieved better, faster or at lower cost than they were before?



3 - Satisfaction

Has an enthusiastic owner and backing from senior stakeholders.



4 - Success stories

Explains how it will deliver new or increased value to the business.



Use case checklist

Checklist items	Resources	Status
We have identified the key lines of business and work processes arising from the Business Drivers exercise.		
We have researched case studies of how Webex has been used by other companies in our industry and also taken inspiration from other industries.		
We have taken inspiration from Cisco's line of business use cases and adoption toolkits.		
We have appointed someone to keep record of innovative ideas for how Webex can be used in our business. (These can crop up in project meetings or casual conversation.)		
We have run the user story exercise with representatives from the lines of business we're focusing on.		
From all of the above, we have identified high-value use cases, prioritized our list, and selected 3-5 for launch. (Keep the others for later phases of the rollout!)		
We have worked with the lines of business to define 3-5 use cases in detail, i.e. purpose, owner, current state, future state, members, activity, business value, member value, comms plan, learning plan.		
We have fully briefed the owner of each use case and secured their buy-in to support.		
We have communicated the intention of each use case to the relevant groups of people.		
We have provided tailored training about each use case to the relevant groups of people.		
We have a plan for monitoring the success of each use case.		
<i>Keep adding your own...</i>		
<i>Keep adding your own...</i>		
<i>Keep adding your own...</i>		
<i>Keep adding your own...</i>		

