

Business Outcomes for Webex

What's at stake in your organization

You've bought Webex, now where do you begin?

A successful adoption starts with your business drivers. Being clear on your business goals will help sell the value to leaders, persuade employees to participate, identify compelling use cases, and measure how well you are doing.

Transforming your business may look like attracting and retaining talent, reducing the number of emails, improving processes, maintaining a better life balance, boosting productivity, increasing sales, decrease travel expenses. Your business drivers typically focus on people, processes, and profit.

Which area do you want to focus on?

We'll help you concentrate on what matters most so Webex can deliver on your desired outcomes. Before we start, here are a few questions to consider when developing your narrative for the wider business.

- **What is the current state of the business you want to change?**
- **What is your desired outcome?**
- **How will the change impact the business?**
- **How will the change affect your people?**
- **Who would care and need to be involved?**
- **How can deploying Webex help improve the current state?**
- **Can we get a benchmark?**
- **How are our other tools performing?**
- **How do you want those numbers to change?**



Insider Tip

Be sure to clearly articulate the purpose and intent of deploying Webex in a single sentence

Business drivers work sheet example

Here's an example to get you started!

<p>Current State</p> <p><i>Our people think we're behind the times and not a cool place to work. We have a huge office footprint and people feel they can't work effectively from home.</i></p>	<p>Desired future state</p> <p><i>We will provide a smart, engaging workplace and our people will agree. People will feel able to work from home just as well as from the office. We will consolidate office space.</i></p>	<p>Impact</p> <p><i>Better workplaces mean we attract new talent and hold on to them longer. Big savings on office overheads. Our people have more control over their time by working from home.</i></p>
<p>Stakeholders</p> <p><i>HR is concerned about employee perception, attraction, and retention. The Head of Facilities cares about reducing office footprint. The web team is eager to enable working remotely.</i></p>	<p>Webex</p> <p><i>The ability to work and meet anywhere, anytime, and the visibility of Cisco Webex room devices will improve our digital credentials. Video calls, messaging, and easy sharing will make home workers feel part of the team and present.</i></p>	<p>Metrics</p> <p><i>We score an average of 3/10 on our user engagement survey for "Modern Workplace" questions. Next year our target is 6 out of 10. Employees currently work from home avg. 0.5 days. By week 24 our target is avg. 1.0 days per week.</i></p>