

# How to Get Your Team on Board With Using Your New UCaaS Solution

## Adoption is the key to UCaaS success

Just a handful of services or apps are used by virtually every employee in a company. Email is one, and unified communications as a service (UCaaS) should be another. For that reason, the selection and deployment of a UCaaS solution must be carefully planned, with full adoption always in view as the goal. IT must ensure that the workforce adopts the new tools so that the business gets all the benefits of the investment, including the rise in worker productivity that results from the efficiency of everyone using the same tools. Doing that requires a partnership between the customer and the UCaaS vendor—a best-in-class vendor that provides numerous processes and services that will help drive broad adoption. It's important that IT leadership realize early in the process, before it commits to a vendor, that simply hoping for broad adoption is not a strategy.

A UCaaS deployment that isn't sufficiently planned and prepared for will never result in universal adoption. UCaaS will require workers to make changes in some of their processes and change always meets with resistance. The only way to overcome that resistance is to communicate and convincingly demonstrate how the new processes will improve both business results and user satisfaction. That can't be done on deployment day. You must go in with a plan, and the plan must kick in well ahead of deployment.

Failure to plan for adoption at the outset will result in a black eye for IT, and the investment will be questioned. That's because full engagement and adoption are the only way that the benefits of UCaaS—including a more smoothly functioning organization—can be realized. If employees stick with the legacy tools, teamwork will suffer, and inefficiency will reign. Collaboration will slow down, projects will stall, work processes will be interrupted, and even security will falter.

It's smart to create a holistic plan for adoption during the earliest stages of the UCaaS buying process. The work spent early on will set the stage for more direct training efforts aimed at adoption once the new service is launched across the company. Playing catch-up on communications or training after rollout will require more resources, cost more—and still result in poor adoption. Every aspect of the process—from vendor selection to rollout—must have the goal of adoption front of mind.

### **You need an adoption strategy early in the buying process**

To deliver ROI and all of the potential organizational benefits, UCaaS solutions must be universally adopted. Unlike many other types of IT services, UCaaS deployments require that the buying committee include a strong adoption strategy from the earliest days of the purchase process. And a key element of that process is to focus on vendors that will work with you to ensure adoption. It must be clear to the vendor from the outset that it must help coordinate a documented and clear approach to adoption.

What's more, those adoption processes must be driven by the use cases that have the greatest value to the client's business leaders and its employee/user community. That sort of focus will help foster adoption, because it will make the value of learning the new UCaaS service obvious to both users and management. To identify valuable use cases, doing a "day-in-the-life" analysis of the daily routines of key employee constituencies is an important activity. As part of that, members of the buying committee can shadow employees to see how they complete tasks using the legacy technologies. Both the internal team and the vendor should interview the users or key user groups to gather input and gain insights into the direction to take in encouraging adoption.

It's also important that LOB leaders and executives assist in the effort to drive user adoption. UCaaS is not a solution that can be effectively scoped or determined by IT alone, and the business leaders need to see the solution's value, so they'll become proponents. Their support is essential because the successful deployment of UCaaS, with full and enthusiastic adoption, depends on the organization supporting the rollout in much the same way that it would support the launch of a new product.

Fuze is a leading UCaaS provider that has a practice of holding technical discovery and validation sessions with business leaders and executives. This ensures that both Fuze and IT are aligned with the requirements of the business side.

Because broad communication and visible management support are important drivers of adoption, Fuze supports the "product launch" approach by holding half-day sessions with key administrators and staff at the customer site. Fuze uses these sessions to identify internal champions who recognize the benefits of the UCaaS solution and will then assist other employees who have questions or need assistance. In addition, Fuze delivers a Global Solution Design document that provides details about the service, answers key questions, and provides a resource for the client business.

Fuze is a leading UCaaS provider that has a practice of holding technical discovery and validation sessions with business leaders and executives. This ensures that both Fuze and IT are aligned with the requirements of the business side.



## Ensure smooth deployment and transition

On the day the UCaaS goes live, some important tasks must be completed to make everything go as smoothly as possible and avoid creating a negative first impression that could take months to turn around. The key deployment and transition activities that should be part of your project include:

- **Ensuring the network is ready**—UCaaS is a real-time environment. Voice and video are particularly network-dependent. Network latency or lag can create a very unsatisfactory user experience. Fuze helps you mitigate potential issues by providing a full network-readiness assessment that will highlight any network issues before the rollout.
- **Developing a migration roadmap**—Smooth migration from legacy systems requires a clear path from the old to the new. The migration roadmap should start with understanding why users are engaged with specific functions or capabilities and ensuring that the new solution not only delivers those capabilities but enhances them. Another key part of a successful migration is using a phased approach, so employees are not overwhelmed by everything changing at once. Fuze works with customers to complete these tasks, build the migration plan and support a seamless transition.
- **Building a process for handling key details**—UCaaS solutions are so pervasive that they impact many existing operational aspects of the organization. Having a comprehensive plan for all the little things that can trip up a deployment is essential. Some examples of these details include number porting, application dependencies, and assessing the current app portfolio. Fuze's experience in supporting seamless transitions and migrations led the company to create and deliver a full set of services to manage these and many other details necessary for a successful project.
- **Doing thorough testing**—All digital projects require several testing activities to be sure that systems will deliver as promised when put into use. Fuze offers a full suite of testing services to ensure customer delight. These include tests to ensure the ability to deploy at scale with the necessary SLAs, to verify that all features on the roadmap are in place as promised, and to demonstrate proper integration with other apps or software used by the company. Fuze's commitment to testing and remediating issues before they impact users is central to its track record of success.



- **Starting small to ensure success**—The transition phase—going from the legacy tools to the new UCaaS service—is when adoption either happens or it doesn't. To help ensure a successful transition phase, a proven approach is to start small and then go big. Communication with both management and employees is also critical, since setting expectations, forestalling problems, and providing clarity help eliminate any potential issues. However, the single most important part of the transition is that your UCaaS vendor delivers and supports this phase with a full suite of adoption services and best practices. Fuze is recognized as a best-in-class provider of adoption and transition services. Those services start with onboarding, tailored to the specific customer. They also include the delivery of proven transition best practices to the team doing the deployment. Fuze also provides services that nurture users, helping them become confident and productive.

## Key takeaways

UCaaS is a unique service, in that choosing the right product and deploying it is not the end of the story, but rather the beginning of a long-term relationship whose success is highly dependent on user adoption. The most compelling technology will fail if there is no plan to ensure that the workforce adopt it and make it part of their work processes. For this reason, it is essential that the UCaaS buying process include a focus on adoption at the very start.

Choosing a vendor that has the same commitment to adoption success that it does to adding new service features is critical. Investing the time and resources necessary to ensure that customers are successful and obtain all the expected benefits is not something every vendor does. And offering the services is just the start. Your UCaaS vendor of choice must back that up with the commitment to work on-site and engage with different groups in the buying committee and the user community. Fuze has not only made these investments and committed to customer success, but its processes and services have been proven in many highly successful deployments of its UCaaS service as well. For more information on Fuze and its adoption services, please go to: [fuze.com/fuze-in-action](https://fuze.com/fuze-in-action)

The most compelling  
technology will fail  
if there is no plan  
to ensure that the  
workforce adopt  
it and make it  
part of their work  
processes.