

Transformation Agents

Creating an environment for success.

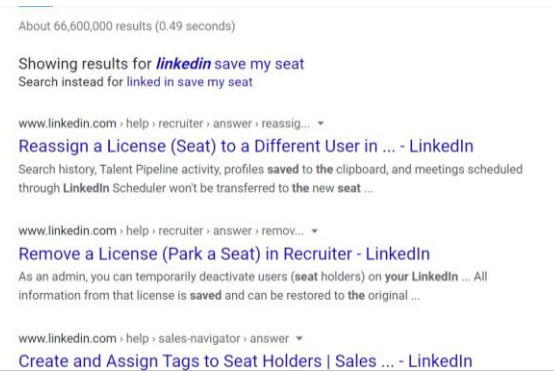
LinkedIn feature discovery and operationalizing at EdCast.

Digital Transformation (DX) is feature-rich. The number one hurdle to true transformation is awareness of the capabilities of the technology and processes that power an organization-coming in the form of features. Of all the ways users discover features and capabilities of any product, features-in-action stand out in all their glory. In my experience-described here- it started with a simple LinkedIn message. Now, My LinkedIn message-box is beginning to resemble my email with tens of messages coming every day-this particular one was different.

I was invited to save a seat at building a data-driven product. Charles clearly had my attention- with the pause long enough to read the message, and looking at his invitation.

In addition to building a data-driven product, a more intriguing question caused me to investigate this further. “How did Charles add the “Save My Seat” button on this message?”. I had discovered something-without knowing what it was but its value was clearly apparent.

You can guess the next step in the process, “Google Search” using various combinations of “LinkedIn Save, seat, invitation” in the several ways- each resulting in less than useful results. Of all the things that popped-up none answered the questions



- What is this feature?
- How can I use buttons in messages and what limits does LinkedIn place?
- What subscription level gets this feature?

What is the point of giving an answer quickly if it is completely useless? or have 66.6 million options if the top 20 do not answer the question? The investigation took several minutes across Google, Quora and finally LinkedIn with a huge revelation-this feature is called “LinkedIn Events” and is available to administrators of the company pages. No special subscription level is required for a user to host events- it is just hidden well under the layers of UI optimized for expanding userbase and upselling premium subscriptions. This feature may not have fit any of the priorities of the organization. Going over the extensive several level, multi-page help section of LinkedIn, I was able to locate the details

You're invited!

Save My Seat



Charles Miglietti
Hi Ash,

Have you ever wondered how you can better leverage data to build that killer, data-driven product? We're focused on helping people answer with a resounding YES, so I'm excited to be partnering with *Indicative*

of this feature. There is a brief help article and a 14-page onboarding guide explaining the discovery, usage and FAQ for the LinkedIn event feature.

In my view the documentation, UI and help fail to engage the users that can most benefit from this feature- Sales and Marketing professionals. Field sales and field marketing is constantly conducting customer events. This feature would be a great addition to consolidate event creation using LinkedIn in addition to traditional channels. The problems of Discovery, Adoption and Use in their own business context adds more layers of complexity to the creators of this feature.

Let's say we need this pushed out to my sales and marketing team, my options are

1. An email describing the feature, attaching the document and sending it out to my team
2. Creating a training module within my business- Few slides, get on a weekly team call, record and post internally for all future use- hoping this helps and is followed
3. Create and add a module for quarterly accreditation complete with a task-list and mandatory requirement of completion-adding the certainty that this will not be used- just marked done. OR
4. Create an environment so that all of my sales and marketing users cannot miss this feature and begin to use it in their day-to-day activity actually benefitting from the innovative work LinkedIn developers worked on.

The last option is a new capability brought out by some new technology like MyGuide by EdCast, where you- a subject matter expert can help every relevant employee in the company discover the feature, get the right access from the correct owners in the organization to set-up for use and then use the functions in a manner relevant to your business. The entire process can be laid out on top of the feature and rolled out to your organization in an easy-to-benefit manner. Although, the effort required to get in this capability is larger than sending out the email with the attachment, it is much lower than creating a quarterly accreditation course within the boundaries of any corporate environment.

Environment for Success- Digital Transformation.

Creating the environment of success in your organization by leveraging MyGuide requires you to just use a set of one single element and publishing across the relevant organization. All current and future employees in that organization would be able to locate the feature, get set-up to use on behalf of the company and be walked through the process of completing events successfully.

MyGuide Tooltips

MyGuide ToolTips helps you bring user attention to an element of your interest on the screen- web, mobile or desktop. Ideally designed to help users discover features and functions, they can

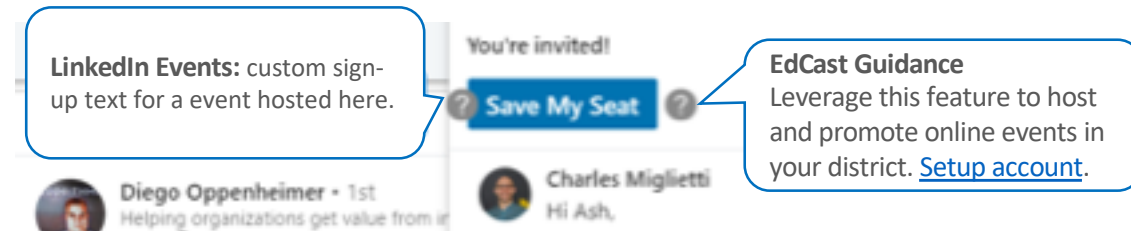
Save My Seat



take any custom icons-in this case a grey circle with a question mark; text that describes the element; and links, options or actions to take after discovery. To adopt and use the LinkedIn Event feature in the context of field marketing or sales, we personalize discovery, use and operations for our company using just one feature. We can use several other elements to simplify this process but we have kept our attention on this one powerful feature.

Feature Discovery

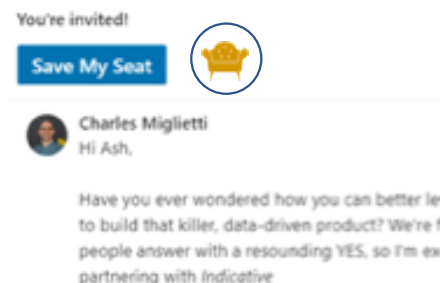
We start by answering the question “What is this feature?” in two parts. First, name the feature and then provide a short description that is relevant to your business. Now that we have



named the feature, we can place as many descriptors with links describing the utility of this feature and how authorized employees can use this in their day-to-day activities. A hyperlink “Setup account” can guide the user through the process of meeting the requirements to use the feature- but as we are focusing on just one content-element, lets stick to it.

Imagine you possessing the ability to control the message in an application like Linked-in during runtime- in a manner relevant to your business and personalized by roles. The simple power of bringing user attention to aspects of your investments and nudging them to use the technology consistent with your playbook.

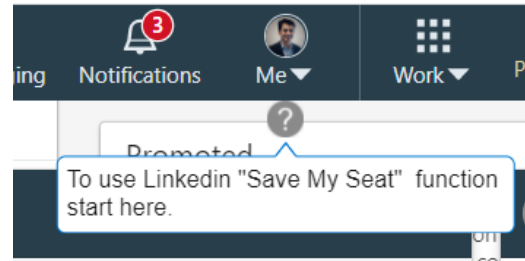
Discovery need not be a boring grey circle with a question mark in it. You can dress up a bright seat in brand appropriate colors with as much paegentry as you desire to be noticed and help the user through the process.



Feature Use

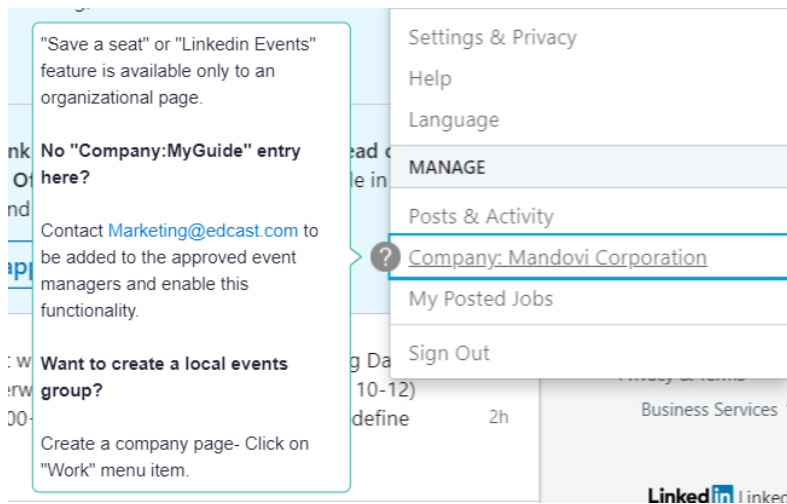
Although the tooltip can be as long or as detailed as you need, accomplishing one task at a time is a general best practice. With a few strategically-relevant *MyGuide ToolTips*, you can chart the path of the user journey to its logical conclusion. Get the users setup and using the feature in a manner consistent with your organizational operations. We can start by laying out the breadcrumbs as shown here. To use the feature- start here.

As the users follow the breadcrumbs, they end exactly at the point where the feature is available. At EdCast, we want our employees to create, manage, attend and use events for our common company page. Predicting that the first-time user will not have the right setup or permissions, we have instructions on actions to be taken to enable this functionality.



In this case we have a contact a alias method for continuing setup. Several of our customers employ more sophisticated automatic mechanisms for self-serve provisioning of the user in their systems to eliminate any manual tasks. Organizations not only get to operationalize their policies in flexible ways but ensure that they are available at the point of use. MyGuide can go further to enforce policies at the point of use through automation- but again that is a topic for another time.

Now the user has the instructions and next-steps in the process. We predict that a majority of the users will use the first path and contact marketing to continue the setup process. Once the setup is done, this same tooltip can change to walk the user through setting up events. That



part is not rocket science and we do not need to go there- LinkedIn does a great job of that. We can ride those coattails for a while.

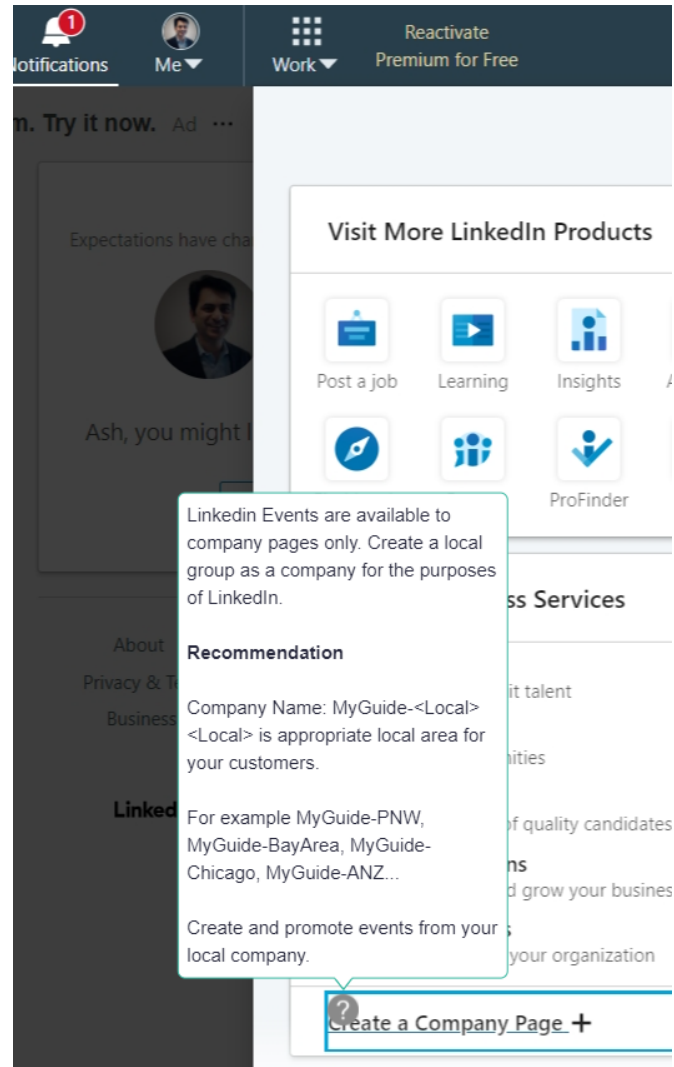
The solution design is not complete for the small group of individuals that need to setup local events within their markets whether geographically, functionally or vertically. This needs us to add one more set of guidelines on creating the company page for the purpose of this audience. As a small company, we can add instructions in the application we do not control or build. Tooltips are just one of the features-but the capabilities offered by MyGuide extend beyond

tooltips. We care about the naming convention of the company and the employee understands the terms of use.

The power of educating users in the flow of work brings tremendous benefits to organizations. Several of our customers have seen up to 60% reduction in call-center support volumes by introducing as few as twenty tooltips in their application environments.

Try MyGuide

MyGuide by EdCast is the next-generation unified digital adoption platform that helps businesses guide users find their way around a complex environment of today in ways consistent with the organizational culture. By adapting technology, features and capabilities that come at little or no cost to businesses, our customers are able to raise adoption of features by up to 62% within first week of deployment, lower training time and increase workforce productivity in the flow of work.



From onboarding new employees to deploying new processes to deliver higher performance, we offer the technology, content and services to transform the talent experience. EdCast enables businesses to ensure the learner is always in control of their experience from hire to retire. The continuous improvement journey at EdCast includes learning daily from insights derived from millions of employees navigating their own respective learning and career journeys.

Along with MyGuide the next generation adoption platform, EdCast enables you to roll-out new tools, features or processes quickly and empower your teams to be future-ready in the flow of work.

Talk to us

Learn how you can take control of your employee experience.



Talk to us



Learn more



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