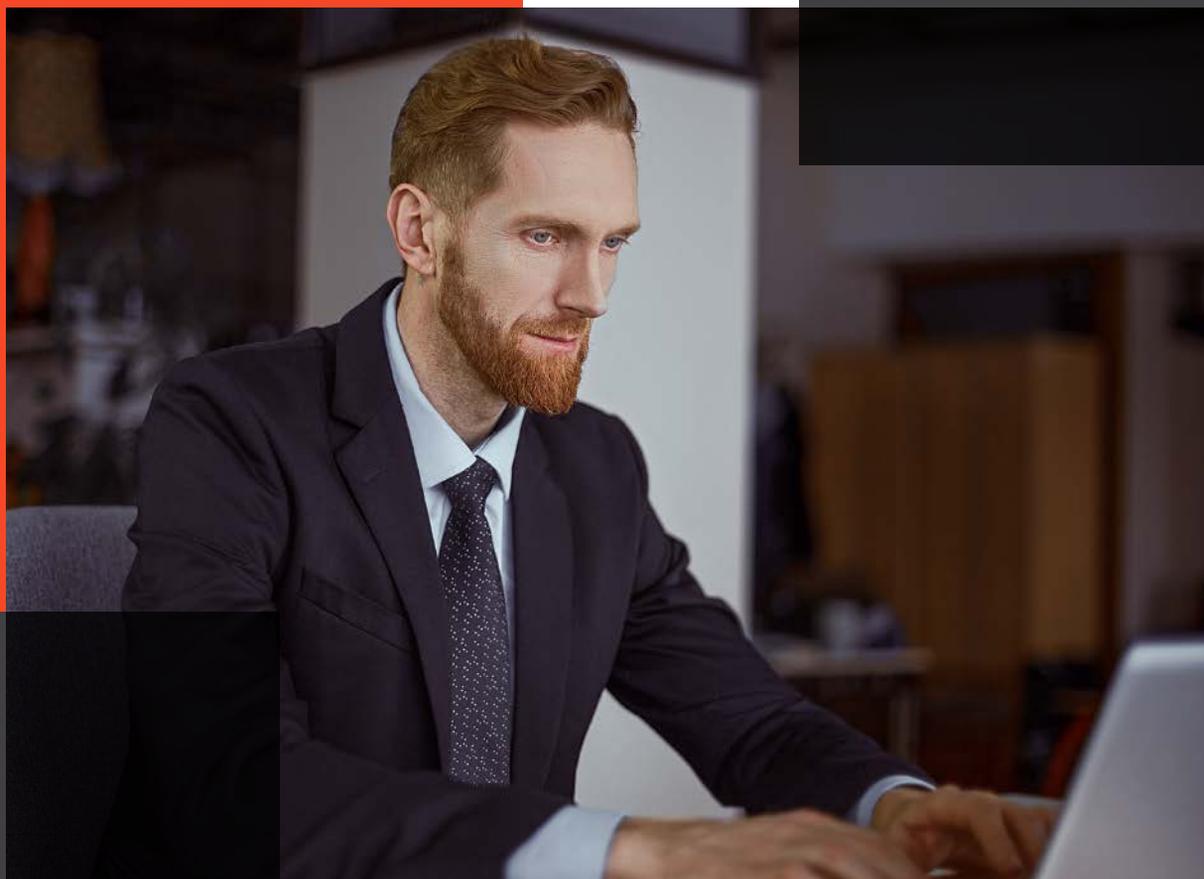




THE DIGITAL ADOPTION PLATFORM PRIMER FOR DX STAKEHOLDERS

IT LEADER | TRANSFORMATION & CHANGE LEADER | SALES LEADER | TRAINING LEADER

Answering Four Key Digital Transformation Challenges
Faced by the Four Key Stakeholders



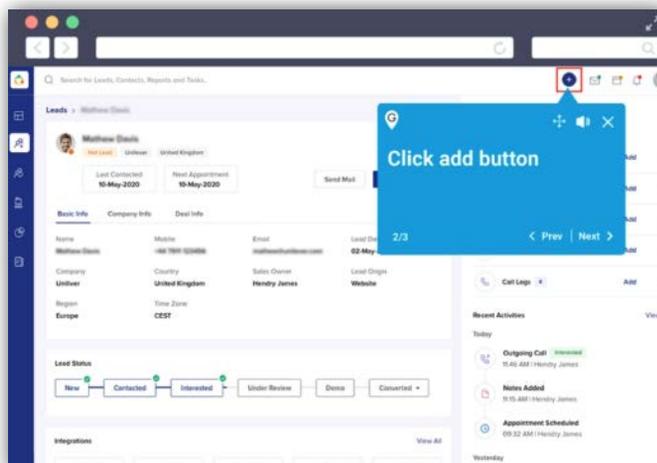
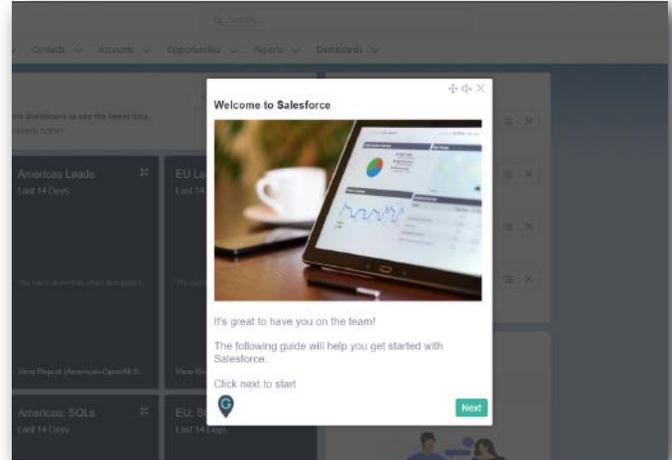
Stakeholder: Head of IT

Primary Challenge: How to ensure fast software adoption?

SOLUTION

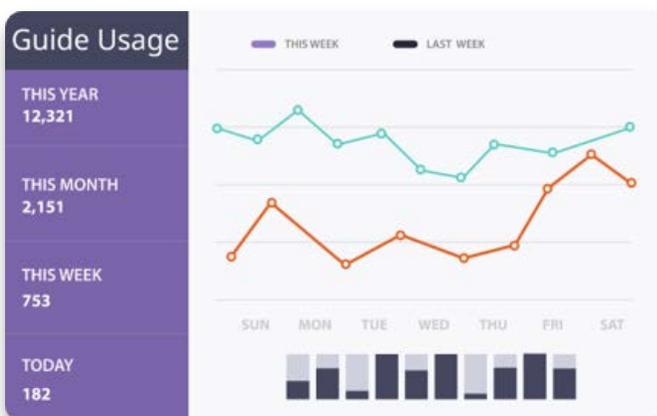
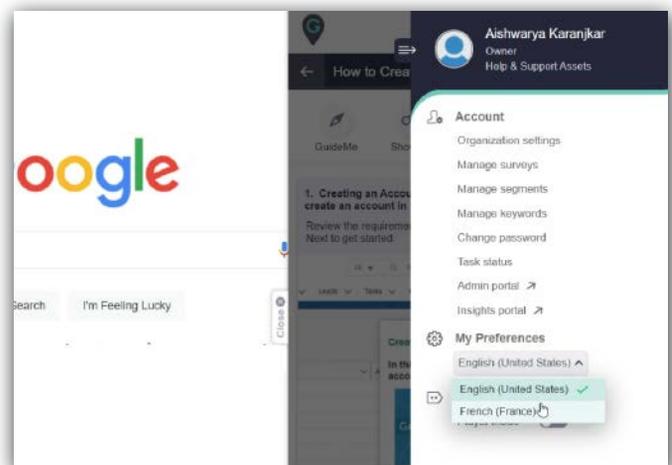
Ensure fast user onboarding and continuous improvement in workflow efficiency with the MyGuide Digital Adoption Platform.

1. Handhold new users through the software dashboard and key features with in-app welcome guides. Implementation of in-app guides results in a reduced fear of a new and unknown application, lesser drop-offs during the first cycle of software training, and greater initial adoption amongst the employees.



2. Provide an immersive and continuous learning experience with contextual, in-app guides. Guide assisted immersive learning experience results in high knowledge retention among the users and a reduced time-to-proficiency.

3. Ensure availability of training collateral to your employees in the format and language of their choice. Your employees can download the guides as videos, pdfs, presentations, etc., with built-in, on-click translation to 40+ languages. This freedom of choosing the optimal format and language means that your workforce understands and grasps the training material better.



4. Get deep insights on the efficiency of the training process with detailed analytics on user behavior. This helps you identify and address any bottlenecks and keep your employees engaged. High engagement improves your workforce's knowledge-receptibility, thus accelerating the adoption process.

Stakeholder: Head of Transformation

Primary Challenge: How to maximize the Rol of transformation spending?

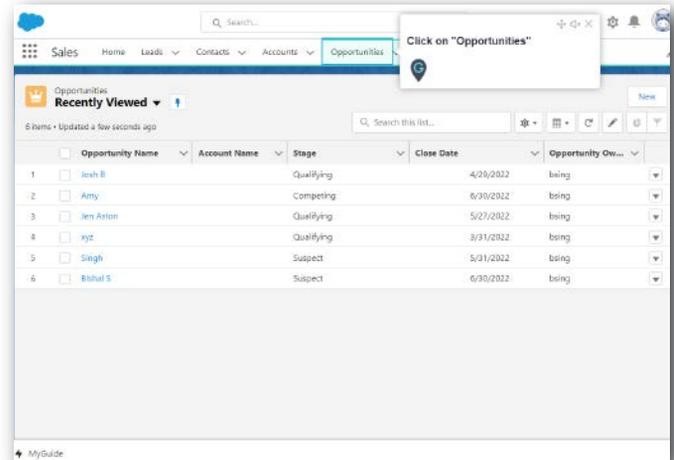
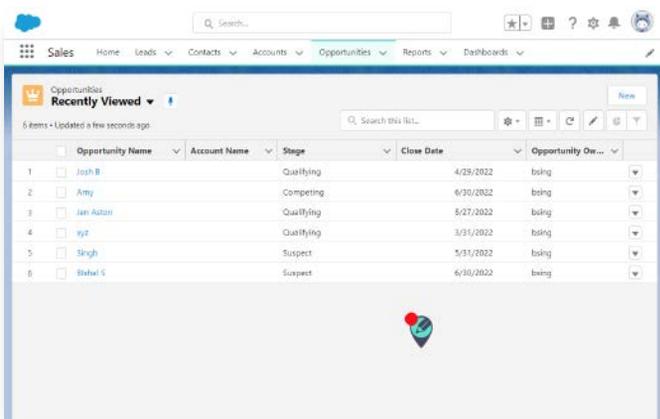
SOLUTION

The biggest challenge faced by a digital transformation leader today is to ensure the adoption of new technology. Adoption is the first step to achieving digital transformation goals and getting the most out of the DX spends. Here's how MyGuide Digital Adoption Platform helps you with it:

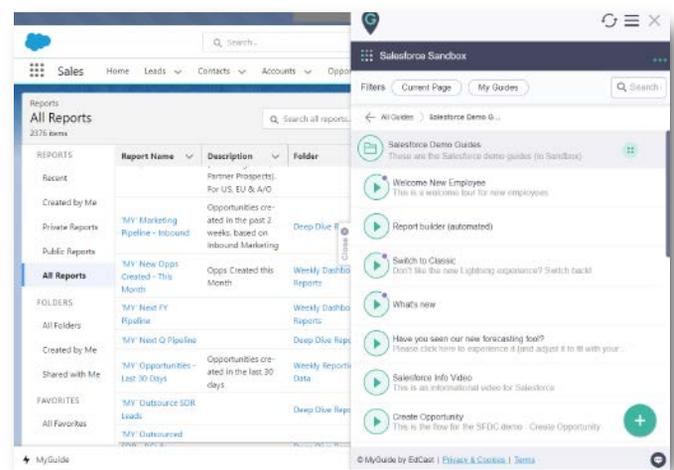
1. Enable access to on-demand training resources for your employees with in-app, role-based, multi-format guides. On-demand guides improve the learning experience and ensure continuous learning in the flow of work. A single pane of glass of all relevant resources also reduces the time-to-knowledge-discovery and expedites user adoption.



3. Enable new users to leverage self-help with in-app knowledge repository. It results in less time wasted in looking for external support and more time learning the relevant workflows of the application. Widespread practice of self-help results in lesser number of level 1 support tickets and reduced support costs, driving the Rol metric higher.



2. Get detailed insights on user behavior and application use. The detailed analytics helps transformation leaders identify the bottlenecks and streamline the adoption process. A streamlined adoption process results in faster user adoption and avoids the wastage of resources.



4. Ensure that your employees are aware of important software feature updates or critical workflow changes with in-app high visibility communication avenues like beacons and pop-ups.

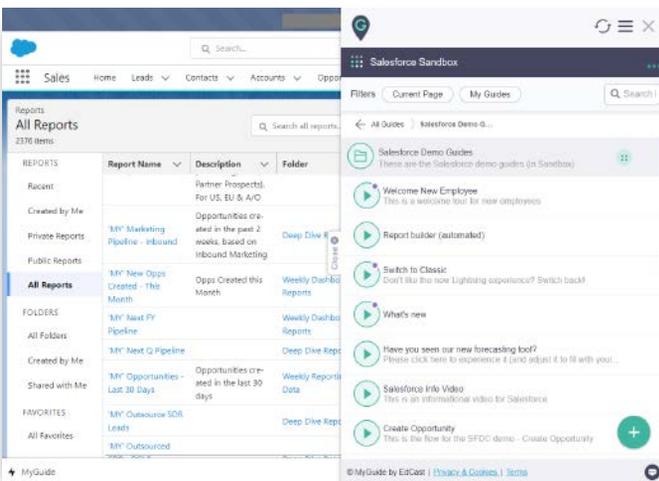
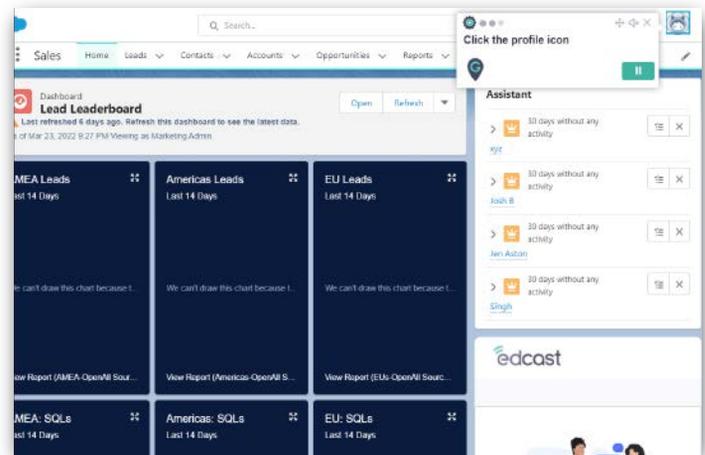
Stakeholder: **Head of Sales**

Primary Challenge: How to reduce downtime due to training and improve the productivity of sales personnel?

SOLUTION

Sales leaders often have to tackle the difficult task of allocating training time for the sales team, which promises to give long-term returns, while maintaining uptime for sales activities in the present. With frequent updates to the tools and applications in the sales tech stack, budgeting time for training results in a drop in overall productivity. Here's how a Digital Adoption Platform like MyGuide helps to alleviate this problem with learning in the flow of work:

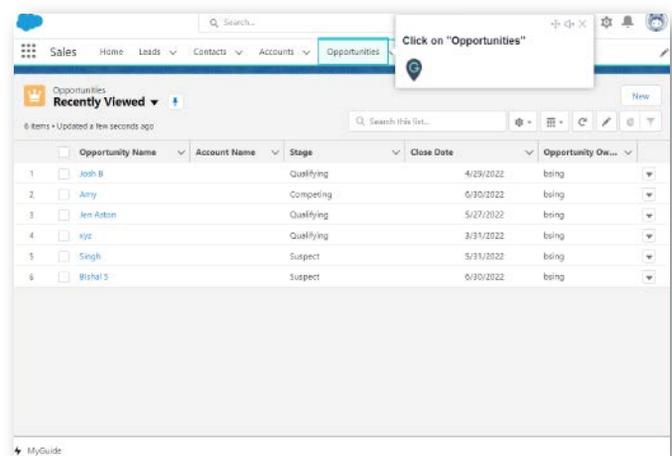
1. Automate everyday repetitive workflows or simplify complex sales workflows with just a few clicks. Automated workflows help your sales personnel to save time and become more productive during the working hours.



2. Enable your sales team to become more self-reliant with an in-app knowledge repository with all relevant guides and easily accessible self-help resources. The central repository with all the guides and collateral reduces the time to knowledge-discovery, encourages the employees to look for solutions, and reduces the reliance on the support team for every single problem. The practice of self-help-first reduces the wait-time for query resolution and makes the sales personnel more productive.

3. Achieve faster user adoption of the new sales tech stack by leveraging features like guided product tours, easy to create and consume in-app guides, and multi-format guides available in 40+ languages. Facilitate learning in the flow of work and get sales team up to speed with the new and updated versions of sales software with low training-related downtime.

4. Improve system-wide quality and consistency of the captured data with automated steps in sales workflows. Consistency in data captured makes the sales process streamlined, fast, and efficient.



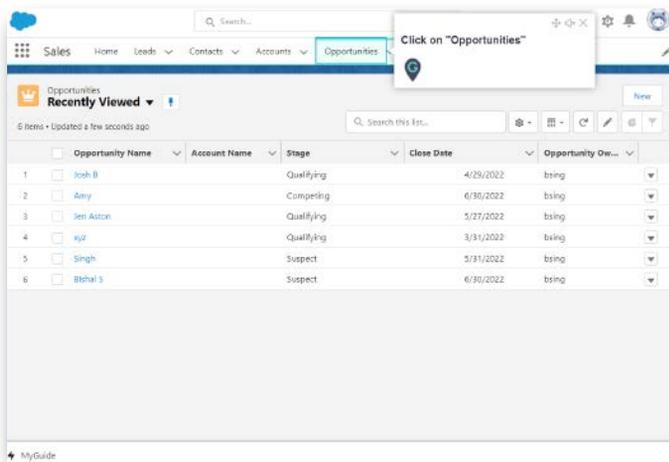
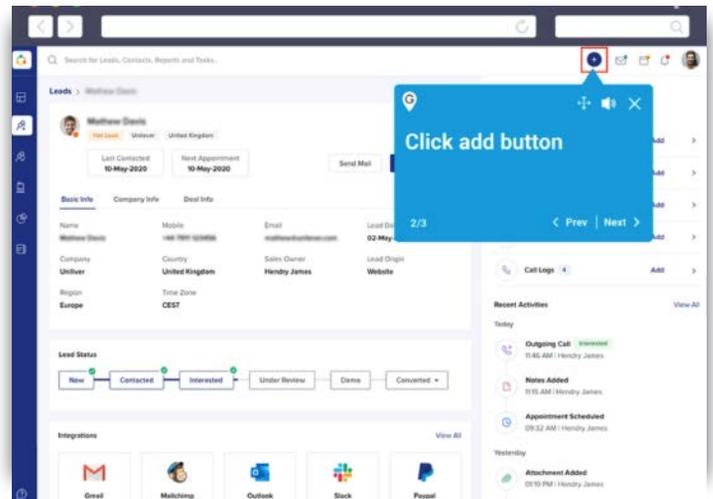
Stakeholder: Head of Training

Primary Challenge: How to achieve low training costs and ensure high knowledge retention?

SOLUTION

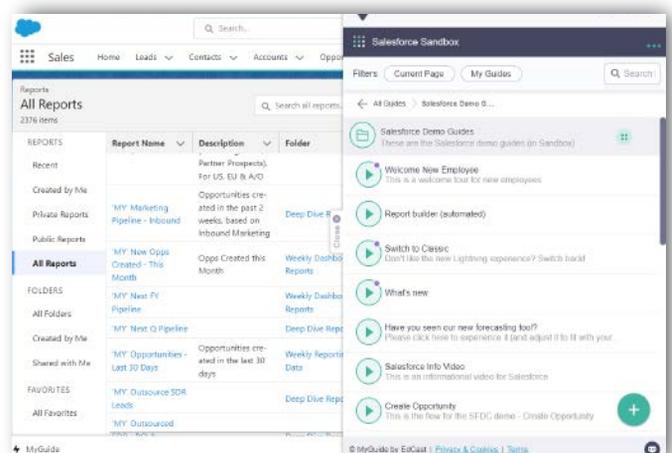
The head of training of an enterprise has to ensure that all the employees are skilled in the tech stack. To achieve this, training leaders often have to oversee a concurrent deployment of training programs across the organization. In large-scale enterprises, it becomes an exercise in delivery channel management, employee productivity management, cost management, etc. Inefficient training delivery would raise the need for frequent retraining programs and drive the total training cost up. Here's how Digital Adoption Platforms like MyGuide can help training leaders in wide deployment of low-cost, high quality, role-based training programs with high knowledge-retention rate amongst employees, enabling them to learn in the flow of work:

1. Provide in-app training in the flow of work with bite-sized modules for easy consumption and high knowledge retention. Do away with the cost and time-intensive traditional training methods with a low-cost, role-based, immersive learning experience.
2. Create focussed guides and training collateral relevant to the job role easily with an AI-powered no-codenprocesses. Encourage training process completion with task lists for individuals.



3. Ensure fast onboarding and skilling of new employees starting with a handheld training approach complete with welcome guides, product tours, on-demand step-by-step instructions on completing relevant workflows, and multi-format downloadable guides.

4. Establish an in-app central repository of all relevant collateral for users to find the answers to FAQs. Encourage self-help and reduce reliance and necessity to raise support tickets, thereby reducing the time to achieve user adoption.





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