The "Five Ws" of User Experience Management

Workforce Efficiency and Adoption Starts with Data

By Knoa Software - 2015

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Introduction

Organizations have invested tens, if not hundreds of millions of dollars in their enterprise software operations, yet often have limited understanding of the ongoing cost, and how to track value. More importantly, organizations can't easily discern how much user adoption – or lack thereof – directly impacts their business. Many organizations struggle to answer these questions about their enterprise software investment:

- Which applications are being used efficiently?

- Am I losing money due to productivity loss?

- Why are there so many unhappy users?

- How can I increase adoption?

- When will I see the ROI expected from my enterprise investment?

It's no longer a secret that lack of focus on user adoption and organizational change management are key challenges in most ERP deployments. Successful ERP implementations require analytics from various business functions to keep projects on track and tied to actual performance based on real data.

According to IDC, by 2016, 80% of CIOs will deliver a new architectural framework that enables innovation and improved business decision making.

Citing IDC, 56% of enterprise executives say 10% or more of their growth will be related to analytics in 2014. By 2019, 81% of senior executives see analytics being a major contributor to 10% or more of their companies' growth. Data and analytics available today provide the intelligence to drive business success and keep your enterprise investment aligned. End-user data and analytics are critical components that can improve business decision making and drive success!

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User Experience Management (UEM) provides visibility to drive adoption and optimize your workforce. UEM offers insight on how employees interact with enterprise software applications, helps measure impact on day-to-day operations and ultimately, increases adoption to realize efficiencies and save money.

By understanding the "Five Ws" of UEM – Who, What, Where, Why and When – organizations can identify complexities of key business functions, and deliver a roadmap to enable users to be more productive, responsive and engaged. Every organization wants to achieve the holy grail of aligning people, processes and technology with strategic business initiatives. How do you enable your organization to create an engaged workforce and realize the monetary benefits derived from enriching the user experience?

The answer is not as elusive as you might think.

The
5Ws

Who?

What?

Where?

Why?

When?

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Who?

CIOs, CFOs and CoEs

CIOs, CFOs and ERP project managers are realizing that they are ultimately responsible for the success or failure of their enterprise software implementations. While focusing on the systems and services necessary to support a global enterprise, there is traditionally a lack of focus on a company's most strategic asset: human capital.

Changes brought about by new processes often require training, different workflows, and interaction with geographically-dispersed departments. This lack of focus on users can contribute to disengaged or inefficient personnel, and more importantly impact the bottom-line. And yet, tools and techniques to assist users are generally under-represented in an organization's enterprise software budget.

Despite the high level of investment in people and technology, organizations generally focus on user performance after a deployment. UEM closes this visibility gap, and helps identify which employees, departments and locations are in need of help. It identifies opportunities for improvement, based on actionable data, ultimately fostering team collaboration, increasing morale, improving productivity and delivering significant return on investment (ROI).

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What?

Real-time analytics

You've invested in your enterprise applications and deployed on a global scale. But now new technologies and/or business processes are failing to meet expectations. With such a significant investment, every business process in an organization – from finance to order-to-cash – needs to demonstrate user adoption and improved workflow performance.

Traditional process management tools track execution, but can't pinpoint the root cause of performance shortfalls. Understanding the end-user experience and managing behavior has often required difficult, manual effort, such as surveys, observation, or tracking calls to the help desk. These methods are typically incomplete and almost always clouded by "noise," which is anecdotal, hearsay or based on opinion.

UEM data is factual, automated, real-time and most importantly actionable. Actionable data can be mined through the use of easy-to-read dashboards that display metrics which are based on actual interactions with enterprise software applications.

Where?

From the keyboard to the C-suite

Total cost of ownership (TCO) and ROI are no longer just the purview of the CFO; executive teams will put more pressure on business leaders to provide decision-making tools and dashboards designed to support management's need for information, no matter where they are in the organization.

UEM begins at the user and encompasses the global organization, charting the technology journeys that business users follow in relation to their job or role. While consuming almost no local computing resources, you will be able to investigate which screens or transactions are most (or least) used; how long users spend on each transaction; the errors they encounter; and how they sequence their tasks, providing intelligence that trickles up and spans across the entire enterprise.

According to a study conducted by the Hay Group, workplaces with engaged employees were about 43% more productive. By understanding the reasons behind process bottlenecks and other errors, enterprises can more effectively allocate resources to support increased user engagement. User analytics help target investment in change management, IT and other end-user functions to help organizations deploy best practices globally.

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Why?

Ninety-one percent of errors are user- or process-related

The fast pace of innovation increases ways in which technology can be used to enhance new and existing business services. Enterprises squander millions annually on avoidable and preventable value leakage that occurs from daily process errors compounding over time. This can be remedied via UEM, which offers the capability to build data-driven business cases that identify inefficiencies to help course correct and reduce errors.

According to best practices derived from Knoa Software customers, only 8.4% of the errors in an enterprise are system-related; the remaining 91.6% of errors are user- or process-related. UEM allows organizations to cut costs associated with human error – by identifying why and how employees experience, and often create bottlenecks and inefficiencies.

Giving employees the right tools, better training and an active super user community allows them to process orders faster, serve customers more quickly and make better decisions.

When?

Change is the only constant

When investing, planning, deploying, and sustaining new applications, upgrades or migrations, UEM enables teams to test, measure and ensure that personnel are properly equipped to use all the available application functionality. Use UEM analytics to create a roadmap to determine which areas to focus on during each phase of deployment.

According to IDC, by 2018, 30% of CIOs of global organizations will have rolled out an enterprise data and analytics strategy. There is no need to wait. UEM customers have reported compelling results, including reductions of up to 50% in user errors, up to 70% fewer support calls, reduced support response times, and training costs.

Investing in UEM can save millions of dollars, contain costs, and improve efficiencies — allowing organizations to breathe life into new (and extend value from) enterprise software deployments.

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Summary

So how can you understand the impact of the "Five Ws" at your organization?

The analytics and actionable intelligence from UEM delivers the capability to not only lower TCO and drive ROI, but also achieve organization-wide efficiencies. This will help increase adoption and improve processes that drive real savings to your bottom-line. By leveraging real-time insight, UEM also helps you determine training needs, change management, or center of excellence roadmaps, and where to allocate budgets based on data-driven intelligence on application performance.
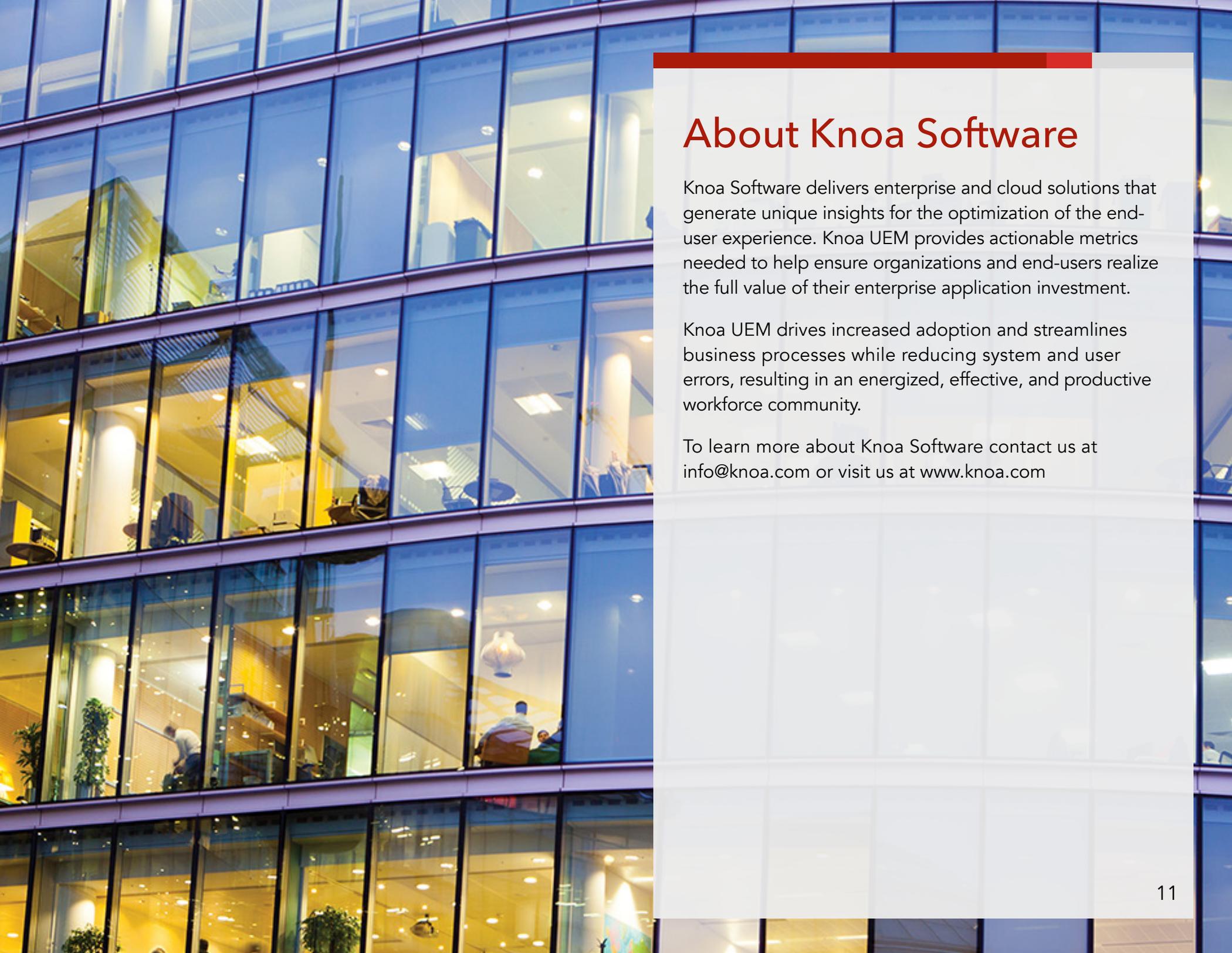
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About Knoa Software

Knoa Software delivers enterprise and cloud solutions that generate unique insights for the optimization of the end-user experience. Knoa UEM provides actionable metrics needed to help ensure organizations and end-users realize the full value of their enterprise application investment.

Knoa UEM drives increased adoption and streamlines business processes while reducing system and user errors, resulting in an energized, effective, and productive workforce community.

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