Utilize Digital Adoption Solutions to Assist with Process Transformation and Employee Experience

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Digital adoption solutions can have use cases across users, applications and processes to assist with increasing familiarity and adoption to new tools, as well as evolving processes. Application leaders can use this visual representation of the DAS landscape, uses and outcomes — as well as a summary explaining a variety of scenarios and outcomes for these tools — to incorporate in their digital transformation plans.

A digital adoption solution is an application that overlays the applications comprising the digital workplace and employee-facing business systems, such as workstream collaboration, HCM, CRM, and ERP

Application leaders should consider a digital adoption solution (DAS) to help with the challenges of continuous organizational transformation and increased process automation.

As organizations progress through digital transformation, in an increasingly remote and distributed workforce, the challenge of assisting employees with adopting and understanding new capabilities and processes becomes increasingly difficult.

A DAS offers guided learning and navigation via an overlay to help users understand how to complete tasks and perform them efficiently. They are most frequently used for cloud applications but are also suited for legacy systems. Initial deployments generally support software for specific job functions such as HR, sales, ERP or procurement.

DAS tools offer organizations applicability for a variety of use cases. Internal use cases can include new employee/new user onboarding where DAS can assist with continuous real-time training and reinforcement. Additionally, a DAS can assist with an organization's digital transformation through helping ease the challenge of communicating and training during continuous change management.
These uses are increasingly important and challenging for organizations as workforces flex and change, and workplaces go increasingly — if not entirely — remote/hybrid.

Some external use cases could include reducing the onboarding time required for getting new clients or new users up and running on a process. Additionally, guided processes can increase customer satisfaction as a DAS can be used to help users gain proficiency quickly and minimize wasted effort.

The in-application guidance is used in real time to assist users through an end-to-end process, and reduce the volume of “how to” help tickets that get sent to customer support. This also reduces end user frustration as they wait to move forward or have to wade through written documentation. A DAS can also help make users more aware of a system’s capabilities, which may lead to improved engagement and efficiency in an effort to increase utilization and user retention.

HR-specific use cases are often focused around major functional systems such as human capital management (HCM) suites such as Workday HCM Suite, SAP SuccessFactors, Oracle HCM Cloud, UKG Pro and Ceridian Dayforce. These broad and complex systems touch every employee, are continuously updated with new functionality, and are often functional topics for various forms of delivered training.

DAS tools can be used to support continuous training, which can increase user adoption through system updates and enhancements, and reduce the amount of support calls coming from users. They can also help connect combinations of systems to communicate a full process or workflow to increase understanding, reduce effort and rework, and reinforce both process and system training. This improves the overall experience for employees.

A great example of an HR use for DAS is new employee onboarding. This has many organizational stakeholders including HR, security, IT, facilities and medical. As a result, onboarding often takes place across multiple systems with some organizations reporting as many as five or even seven applications. Organizational onboarding processes can be very complex as HR seeks to incorporate administrative, provisioning and fulfillment tasks, as well as culture and engagement content. Onboarding takes place across a variety of stages, worker types, locations, systems, and can be carried out over extended periods of time. DAS tools can be used to connect these systems and processes, provide in-application guidance — reducing formal training — and help increase speed to productivity and employee engagement.

As organizations seek to manage processes, DAS tools provide additional visibility to user metrics throughout a process. These measures can be used to provide usage statistics including how many users are in the system, the number and length of sessions, as well as identifying process points where users are getting stuck. Some DAS offerings provide additional analytics to help diagnose where to add additional guidance and process support. Additionally, some vendors have built-in integrations with other business intelligence tools such as Tableau and Microsoft Power BI.

Another DAS capability is user “nudges,” which can be used to help change the behavior of employees. For example, if DAS tools are used to support expense processing, guidance can be provided to make the
process more efficient and user friendly. Nudges can inform users how to store expense information, highlight more efficient ways to submit receipts, and provide pop up reminders with embedded guidance.

There are a variety of DAS vendors on the market, and each has varying capabilities (see Hype Cycle for the Digital Workplace, 2020)

For organizations considering DAS, it is very important to document your requirements and use cases so that you can find and compare vendors’ capabilities to ensure you pick a solution that is right for your organization.

Digital Adoption Solutions (DAS) Presentation

Recommended by the Authors

Observe, Measure and Assist: Three Emerging Ways to Drive Workforce Digital Dexterity

The Future of Cloud HCM Suites

Magic Quadrant for Workforce Engagement Management

Go Beyond Conventional Training to Drive Digital Workplace Adoption

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