



PLAN | DEPLOY | **ADOPT**

One in a series on helping IT organizations in their rollout of audio devices for UC

UC Toolkit FAQs

# Adopting UC Audio Devices

Undertaking the audio aspect of a Unified Communications (UC) rollout can be daunting. But well-organized and detailed follow-through can ensure that users have a positive first experience with their audio device and continue to use it, while growing overall UC adoption throughout the organization.

To that end, we've outlined three stages of UC audio deployments: Plan, Deploy, and Adopt. For each stage, we've compiled FAQs and supporting Checklists to help you through the entire process.

These **Adopt FAQs** address typical questions that IT organizations raise about achieving high initial user adoption of UC audio devices, improving on low adoption, and enhancing your UC audio for the future. This is the direct result of our participation in many UC rollouts, empowering users worldwide to do their best work.

## 1. WHAT DOES USER ADOPTION MEAN—AND WHY SHOULD I CARE ABOUT IT?

User adoption means that users are making the transition from their old ways of voice communication to a new and improved way. The key to adoption is making that first user experience a successful one. This moment establishes confidence and encourages ongoing use of the new audio devices. Adoption is important in validating the company's investment and improves business results.

## 2. WHY IS THAT FIRST CALL SUCH A CRITICAL "MOMENT OF TRUTH," AND WHAT CAN I DO TO IMPROVE THE SUCCESS RATE?

The moment of truth is when a user makes their first call. A successful first call leads to another and builds momentum. On the other hand, a problematic first call might discourage a user from using their new device. Encourage users to make a test call to your help desk or support staff. If that experience goes smoothly, the user is more likely to continue using the device. If it goes poorly, IT is immediately available to provide troubleshooting assistance.

## 3. WHAT TOOLS SHOULD I HAVE AVAILABLE IF USERS NEED ASSISTANCE WITH THEIR NEW DEVICES?

To help things along, we recommend providing a menu of self-help, on-demand, and online resources such as simple troubleshooting guides and product training. Plantronics recognizes this as a best practice and has developed online training for audio device setups as well as a guide for setting up the audio device with a specified softphone.

"Plantronics has added value to our organization by continuing to be up-to-date with the technologies surrounding telephony and Unified Communications, always being innovative and ready for our challenges."

—IT Systems Analyst,  
Global 500 Organization

#### 4. HOW CAN I VERIFY IF THE AUDIO DEVICES ARE BEING USED?

Provide a feedback mechanism to get user comments and learn about any issues. Of course, this method requires the user to take action. An alternative best practice is simply to walk the office floor on a regular basis, listen to your employees using their audio devices, and engage a few of them directly for feedback and comments. Finally, stay in touch with your super-users and executive administrators. They're often the first to know what's going on in the office.

#### 5. WHAT CAN INCREASE ADOPTION?

Highlight and promote user successes. When a user successfully employs a new audio device, colleagues will be encouraged to try it themselves. Create a fun internal corporate video showing how audio devices make collaboration simple and improve productivity. Because the reluctance to adopt is often based on fear of the unknown, invite a mix of fast and slow adopters to a focus group and have them discuss their experiences using the audio devices. Finally, ask your executive sponsors to work with corporate communications to share their story.

#### 6. HOW DO I MEASURE ADOPTION SUCCESS?

Surveying the user community soon after deployment can help you gauge the level of satisfaction and success. The survey can be quantitative or qualitative. Some sample questions:

- Are you satisfied with your audio device?
- Does it work properly?
- Have you made your first call, and was it successful?
- Are you getting the support you need?

#### 7. WHAT CAN I DO TO SHOW SUCCESS TO MANAGEMENT?

Refer to the agreed-upon metrics that were established in the Plan stage and share your successes early. Did paid conference call minutes decrease? Did the number of emails decrease? What are the KPIs? UC platforms have mechanisms for measuring user activity, which can be utilized for reporting. A UC platform—and its audio devices—will be valued for its business merits. Promoting usage and tracking it along with attitudes toward the new UC platform are the first steps in deriving positive business results.

#### 8. USERS SEEM TO BE DOING FINE WITH THEIR UC AUDIO DEVICES. DO I STILL NEED TO MONITOR THEM?

When you're proactive and establish an ongoing appreciation of new developments and changing user requirements, you can see new trends before they fully emerge. This approach enables you to further the education of users and encourage the right behavior, while engendering a dialogue that reveals that users themselves are benefiting from UC.

#### 9. HOW DO YOU RECOMMEND MANAGING REPLACEMENTS AND UPGRADES?

Technology moves quickly, so it's vital to get an upgrade policy and procedure in place before it's requested. After it's established, provide an easy and self-explanatory tool, ideally Web based, that enables instant access to the list of IT-approved UC audio devices. You can opt for a self-managed solution or work with your UC audio device manufacturer. With this tool, employees can see the options available to them and analyze comparisons so that they can make informed decisions.

#### FOR MORE INFORMATION, VISIT:

[www.plantronics.com/uctoolkit](http://www.plantronics.com/uctoolkit)