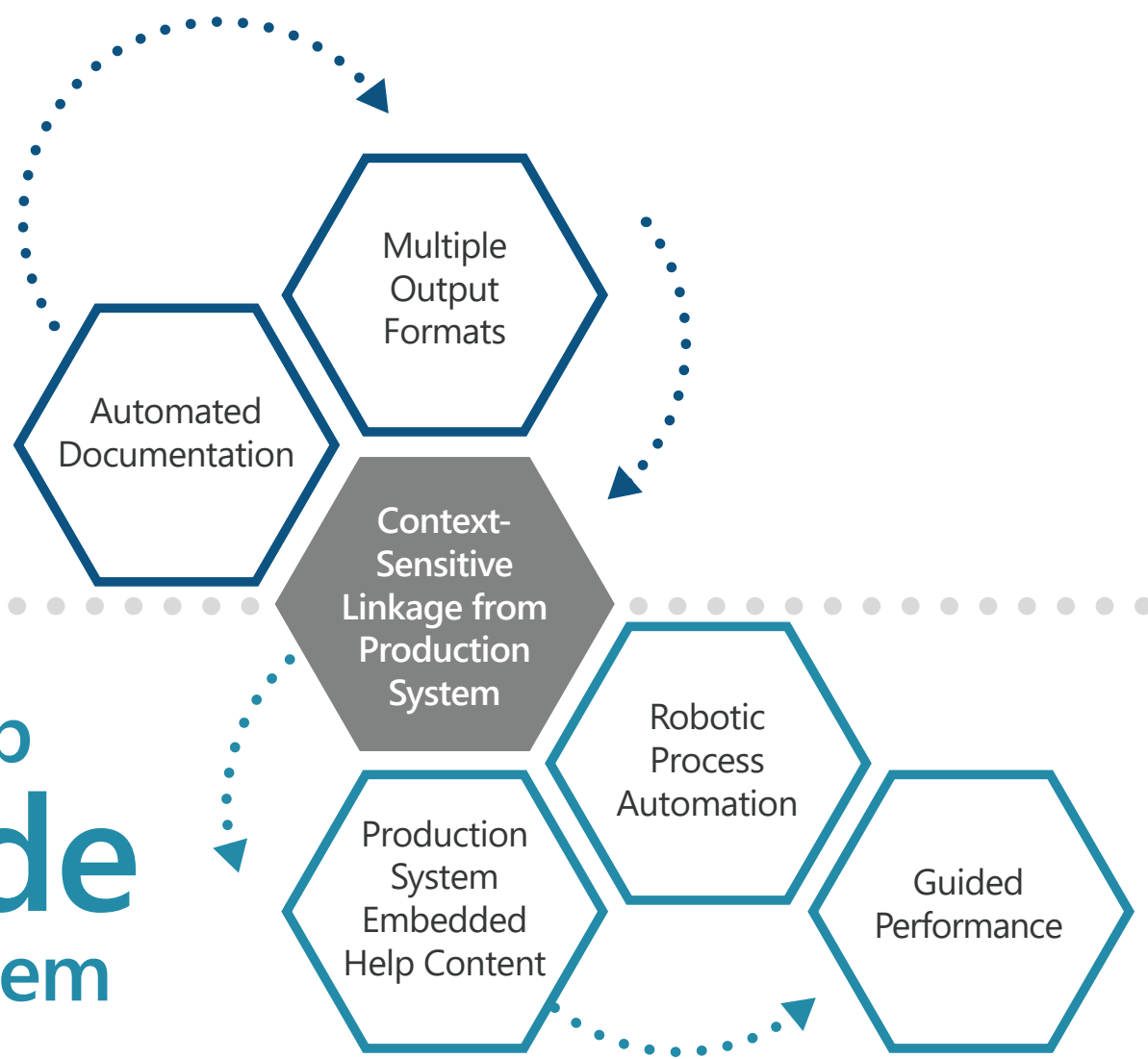# GPStrategies

Digital Adoption Platforms 101

What is a Digital Adoption Platform (DAP)?

- A layer of software integrated on top of other applications or websites.
- Guides users through tasks or functionality.
- Relies on contextual information to provide support.
- Can feature tours, tool-tips, overlaid instructions, walkthroughs, and much more.
- Provides a consistent user experience across all systems and sites used.

Evolution of DAPs

From help outside the system...

- Automated Documentation
- Multiple Output Formats
- Context-Sensitive Linkage from Production System

...to help inside the system

- Production System Embedded Help Content
- Robotic Process Automation
- Guided Performance

why?

- Just-in-time training and support to address workforce turnover
- Outdated technology
- Easier support for external audiences
- 24/7 support for remote workforces

Using DAPs to Support the New Normal

01

Change Messaging
- Augment DAP content with engaging change messaging.
- Take advantage of in app deployment of change messaging.

Empowered Adoption Advocates
- Teach advocates to leverage DAP capabilities for user support.
- Ensure advocates push the use of DAP.
- Consider authoring capabilities for adoption advocates.

02
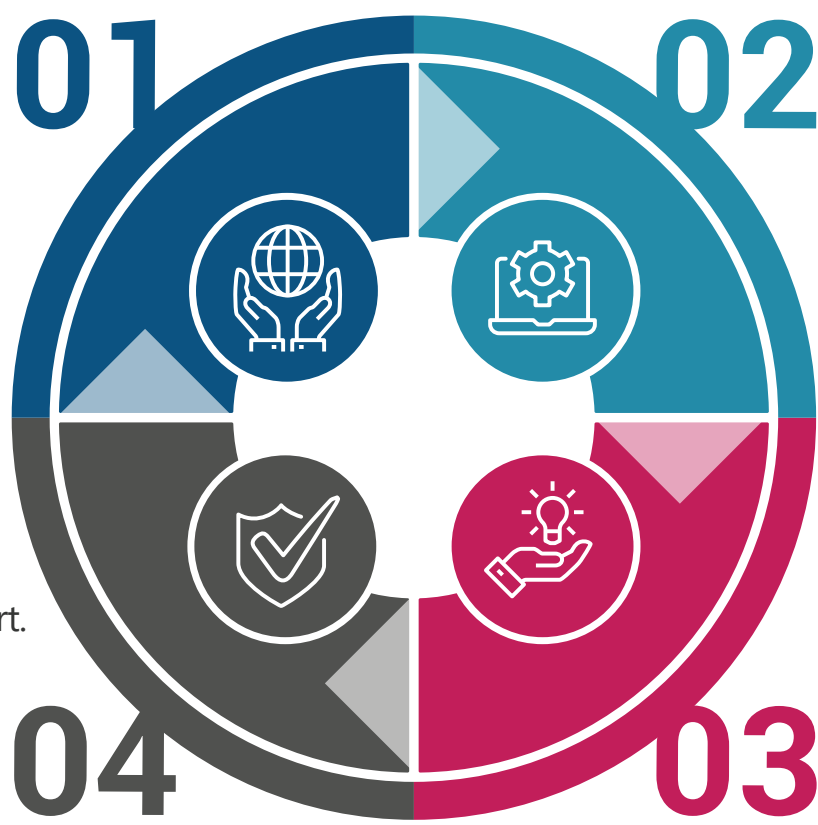
Targeted Online Learning
- Use DAP capabilities to create introductory eLearning chunks.
- Track completion using SCORM capabilities.

Learning in the Flow of Work
- Provide context-sensitive just-in-time learning and performance support.
- Prioritize content creation to manage adoption risks.

04

03

DAP Return on Investment

> A digital adoption solution will not replace the need for training and coaching, but it will increase adoption and reinforce training.

Increase Sales Productivity with Digital Adoption Solutions, Gartner 2019

Up to **60%** **reduction** in Tier 1 support requests.

Up to **3x** **faster time** to proficiency.

Up to **50%** **reduction** in time needed to launch new enterprise applications.

Up to **37%** **increase** in employee productivity.

To learn more about DIGITAL ADOPTION PLATFORMS, visit
www.gpstrategies.com/solution/enterprise-technology-adoption/performance-support

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