



**THINK
DIFFERENTLY
LLC**

HELPING PEOPLE THINK DIFFERENTLY



**Business Transformation:
Technology implementation**

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Case Study: Technology Implementation

Business transformations rarely follow a straight-line. Industry practitioners argue that approximately 70% of all transformation type projects (i.e., change management, project management) fail. Whether that percentage number is higher, lower, or irrelevant can be controlled by you (well, to an extent).

One thing is for certain – most projects behave erratically, especially when the number of people on the project (or impacted by it) increases. With this fear in mind, a client reached out for help to take control of an erratic project and to revitalize a failing situation.

Background

The client was on a path to implement a Customer Relationship Management (CRM) system for their sales workforce. The plan was to release it to a specific group of employees across the U.S. The client was using Agile Methodology with a strategy to leverage 80% out-of-the-box functionality with a 20% customization process.

Scope

- Identify how current state ways of working would impact future state.
- Design a holistic change management strategy.
- Develop communication plans and training plans to cover 300 employees across the U.S.
- Deliver and evaluate technical training.

Outcome

- Before the engagement the client had 2% user adoption and utilization. In the span of 9 months, working together the client achieved 90% user adoption.
- The implementation received visibility from senior leadership and was pushed to become a Global initiative across LATAM, NA, EMEA, APAC.
- Client achieved a culture transformation and increased efficiency in their sales process, resulting in a shorter sales cycle.

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