The "Five Ws" of
User Experience Management

Workforce efficiency and adoption starts with data

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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 cannot easily discern how much adoption by their users – or lack thereof – directly impacts their business. There are so many questions about your enterprise software that you probably cannot answer today:

- 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 promised from my enterprise investment?

It's no longer a secret that lack of focus on user adoption and organizational change management is a key challenge in most ERP deployments. As a result, successful organizations acknowledge the need to incorporate this analysis into their overall ERP implementation.

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 is a vital analytics component that will improve business decision making and drive success!

User Experience Management (UEM) can provide the visibility to drive adoption and optimize your workforce. UEM offers insight on how employees interact with their 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 unlock the engaged workforce and monetary benefits derived from enriching the user experience?

THE 5Ws

Who?

What?

Where?

Why?

When?

KNOA™

Lack of focus on a company's most strategic asset: human capital

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. Not focusing 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 their enterprise deployments are up and running and users are struggling. 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. Now you're experiencing what hundreds of customers already know; you've implemented new technologies or business processes that fail to meet your expected uses. Every business process in an organization – from finance to order-to-cash –needs to show that users are adopting and getting better and faster at using their systems in the way the workflow intended.

Traditional process management tools track execution, but cannot pinpoint the root cause of performance shortfalls. Understanding the end-user experience and managing behavior has required difficult, manual effort, such as surveys, observation, or tracking calls to the help desk. It's been 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 visualize metrics which chart an organization's interactions with their enterprise software applications based on actual usage.

What do you do when no one uses your enterprise software?

KNOA™

A global view of the enterprise from the user perspective

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. 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 due to avoidable and preventable value leakage that occurs from daily process errors that compound over time. This can be remedied via UEM, which offers the capability to build data-driven business cases that promote user adoption and employee engagement.

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 will allow them to process orders faster, serve customers quicker and make better decisions.

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Leverage real-time information to determine your roadmap

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 efficiently use all the available functionality in their applications. Use UEM analytics to to create a roadmap to increase productivity and increase efficiencies.

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 help achieve, organization-wide efficiencies that drive sustainability, increase adoption and improve processes that will drive real savings to your bottom-line. By leveraging real-time information, UEM also provides the capability to determine your training, change management, or center of excellence roadmap, and where to allocate budgets to support enterprise applications, all based on data-driven intelligence on how your enterprise applications are actually performing.

THE 5Ws

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KNOA™

About Knoa Software

Knoa Software provides a UEM framework that helps global organizations identify how people and processes are supported by their enterprise software solutions, to increase adoption, user engagement and efficiencies.

From first customer contact to fulfillment, finance and every business function in between, Knoa Software offers the technology and professional services expertise to capture the analytics your organization needs to deliver actionable intelligence.

Leveraging UEM by Knoa, you can help drive all aspects of your user experience in your organization, creating an energized and engaged user community. This will increase adoption while promoting efficient operations that collapse the time-to-value from years to months.

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