HOW TO ROLL OUT A MEETING SOLUTION THE HASSLE-FREE WAY

The IT Buyer's Guide to Video Conferencing

PART 3 – THE LAUNCH

How to execute a successful,
hassle-free rollout

5-STEP ROLLOUT PLAN

The rollout is incredibly important. You've already done tons of research and tests, spent the money on a solution that meets your needs, and now you find out if it was all worth it. Don't let your time and money go to waste with low user adoption. To get your company excited about the new tool, here are five simple steps to develop a user adoption strategy.

1 Identify user groups.

For most companies, it makes sense to establish different user groups before the rollout. This first step will make things much easier during the launch and increase adoption rates throughout the company.

Many businesses break out user groups by:

❯ Department

❯ Geographic location

❯ Cost center

By dividing your company into separate user groups, you can …

❯ Enable/disable certain features based on user group

❯ Tailor training for different use cases

❯ Run reports by group

❯ Bill by cost center

Not every person or department is going to use the tool in the same way, so make sure you're ready with different messaging and implementation demos to appeal to each group.

2 Make the announcement.

Your launch needs to provide awareness and education. Your vendor should have tips on how best to announce a new solution as well as handy resources for training.

You may want all employees to attend the official announcement in person or via video conference, which may be the best way to showcase the new solution.

Regardless of how you make the announcement, be sure to …

Explain the "why."

> What are you trying to accomplish with the new solution?

> Why is it important for everyone to use it?

Share the rollout schedule.

> When can employees expect training?

> When will the old solution be terminated (if applicable)?

> When will they be able to access the tool?

3 Educate users.

The right meeting solution shouldn't need much training; it should be intuitive and simple enough for users to figure out without much help. That said, you may want to hold brief trainings to familiarize users with the new solutions. If your vendor has training and support resources, even better! Point your users to the most relevant resources.

Provide resources.

> Offer IT office hours

> Provide helpful documentation

> Share links to vendor resources and support docs

Cover features and integrations.

Users will want to know how the new tool integrates with their existing apps. Cover scheduling and calendar extensions, screen sharing capabilities, and integrations with other tools they may use. If they're aware of features that complement their favorite apps, you'll see higher levels of productivity and adoption.

4 **Follow up.**
The best way to maintain excitement and encourage adoption is to follow up with users.

> Check in periodically to find out if there are any persisting issues you can help with

> Run reports to spot the laggards who may need extra support or training

> Do a survey to determine if there are any problems

5 **Stay positive.**
From launch through training, make sure to keep your messaging positive, timely, and encouraging. Clearly communicate why you chose the new solution and how it will make their work lives easier and more productive.

5-step summary

1 **Identify user groups.**

Divide users to simplify trainings and reporting.

2 **Make the announcement.**

Generate buzz and excitement.

3 **Educate users.**

Hold brief trainings and provide helpful resources.

4 **Follow up.**

Support ongoing use and help with any issues.

5 **Stay positive.**

Be confident and encouraging to new users.

POST IMPLEMENTATION

Ensure ongoing success and scalability.

Your communications and collaboration tech should continue to grow and evolve as your company does. And for larger companies who purchase hundreds of seats, your vendor should be your partner.

After your initial setup and onboarding, work with your vendor in the coming months and years to make sure you're getting the most out of your solutions.

Partner with your vendor to:

> Optimize usage and billing based on your changing needs

> Implement new features and integrations

> Troubleshoot problems and user issues

> Strategize about how to address changing organization and user needs

> Stay up to date on new trends and technology in communication and collaboration

> Provide feedback for new product features and functionality

CONGRATULATIONS!

You've found the right meeting solution! It's not an easy task to determine needs and objectives, research different options, manage trials with key players, orchestrate a painless rollout, conduct trainings, and implement a new tool throughout an entire organization. You built something great and something that's going to make life better for you and your coworkers. Be proud of what you've accomplished.

If you're interested in learning more about GoToMeeting, schedule a demo today!

Get a demo