

A futuristic graphic with a dark blue background. A hand in a white sleeve is shown from the bottom, holding a glowing green circular interface element. Above the hand, a glowing white robot head icon is positioned next to a speech bubble containing three white dots. The background is filled with a grid of blue lines, glowing blue dots, and circular patterns. A white L-shaped corner bracket is in the top-left, and a white L-shaped corner bracket is in the bottom-right. A green diagonal bar is located above the text.

# AI-POWERED HELPDESK & USER ADOPTION

REZ  LVE.ai

# INTRODUCTION

User Adoption and its aspects can be an essential part of an organization's success. For seamless transition, user adoption strategies need to be acknowledged and brought into consideration so that there's no dissatisfaction, chaos, technical issues or frustration while transitioning.

These days, the AI-powered service desk is a hot industry. Many large and small enterprises are trying to leverage AI to bring efficiency and automation to their Service Desks – both internal (employee-facing like IT, HR) and external (customer-facing). Transitioning from traditional service desks to modern service desks is the need of the hour as many of the older service desks are stuck with their “pre-Artificial Intelligence architecture”. There is a fundamental problem with traditional service desks as they are built for the agents, not employees.

This might sound fairly straightforward and simple, but it is not. As a smart AI powered service desk impacts task, process and knowledge processes, it is a BIG change. And changes scare the managers because the major challenge lies with getting employees to start following the new changes.

That's right we are talking about- user adoption.

Let's first understand what user adoption is and what are the types of user adopters?

# WHAT IS USER ADOPTION

User adoption can be defined as a situation during which users resort to adopting a system that works to fill a selected, specific need. They switch from a traditional system and adopt a system that's modern and better in terms of efficiency, delivery of service, maintenance, and usage.



## USER ADOPTION IN SAAS & ITS IMPORTANCE



A recent research study by Gartner, states that in 2020, the companies will spend \$155.7 billion on SaaS and PaaS capabilities. Further, this number is forecasted to grow by up to \$209.1 billion by 2022.

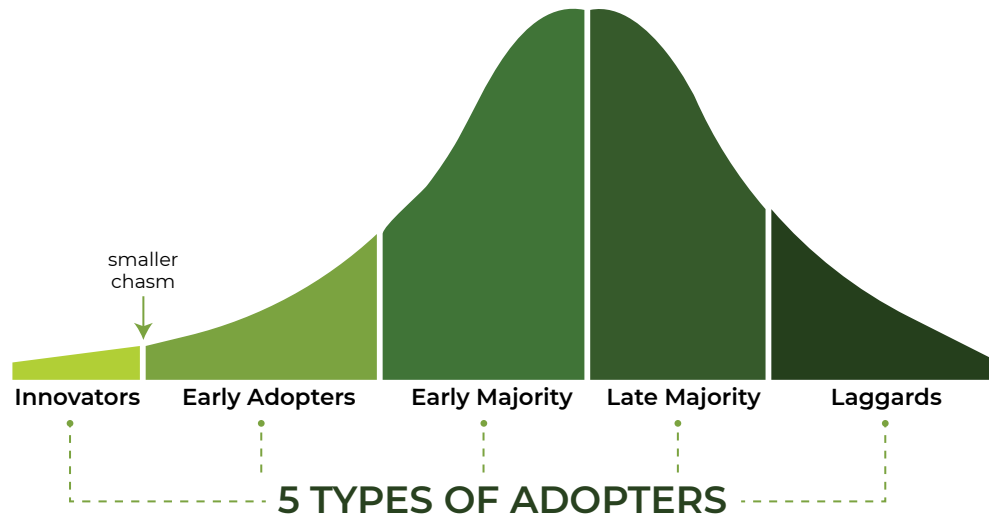
To understand why numerous SaaS businesses, tend to focus their time, effort and money on User Adoption, we need to look at what direction their headed in. SaaS companies with long-term goals focus on User Adoption to move their userbase from basic to regular users.

This is important as the business needs to create loyal customers because in the long run, no business wants its users to switch to its competition after spending so much of time and efforts on them.

In the end, improving user adoption leads to better retention rates which is the ultimate goal. Who doesn't want a set of loyal users?

# TYPES OF ADOPTERS

Consumers of any product are broadly categorized in five ways basis various factors like the time they have been consuming the service for, their behavioral patterns, values and expectations from the product in the longer run. One can create maximum impact if they wisely and clearly identify the kind of adopter and address the adopter's values through appropriate strategies. Therefore, diving into each one of them is crucial to understand their patterns.



Innovators are defined as the first 2.5% of the buyers to adopt a new idea, the early adopters are the next 13.5% and so forth. Let's take a look at each one by one in order of their speed of uptake:

- **Innovators** are the leader-like personalities who take on a new idea and try it taking a risk. They are comparatively younger and better educated and earn better than late adopters or non-adopters.
- The **Early Adopters** are the ones who adopt a new idea early but still carefully after being influenced by the opinions and the reviews of people in their communities. They usually constitute 20%-30% of the number.
- The **Early Majority** are the leaders who adopt an idea before a regular person. They act deliberately. As this group is so large, it decides whether the product will succeed in general use or serve a narrow market niche.
- The **Late Majority** are those who adopt a new idea after a lot of other people have tried it. They are confused and skeptical about the idea.
- The **Laggards** are the back-benchers. They adopt a new idea only after it has become a tradition itself as they look at changes with suspicion. They are usually 20%-30% of the total number.

The business should study innovators and early adopters' characteristics and should focus on marketing efforts to them.



# WHY IS MEASURING ADOPTION RATE IMPORTANT ?

As the definition suggests, if a business has higher user adoption rates, that signifies that more users are consuming the product/service than abandoning it. Higher the adoption rate, higher the success of the product/service. This implies that the business is acquiring new users in an efficient way and its strategy is working well.

For instance, an online news application will have good user adoption rates if the readers are clicking on its ads and after downloading the application, they continue to stick to it. Hence, the company will make more and more money off of the same initial advertising investment.

Businesses that have higher adoption rates do not measure their adoption success through basic parameters like, vitality, visitors on the website, the product stickiness etc.

Adoption is crucial and yields higher results based on two most important parameters that are automation of processes and the rate of adoption. For instance, if a company has automated 70% of the processes but the adoption rate is only 10%, then the effective rate comes out to be 7%. Whereas, if 40% of the processes are automated and the user adoption rate is higher, say 50% then the effective rate turns out to be 20% which is much higher than in the previous case. You can build the greatest systems with good performance and yield but if the user adoption is mediocre, it will fail. So, one needs to measure all the KPIs adequately and hence decide the strategy to proceed with.



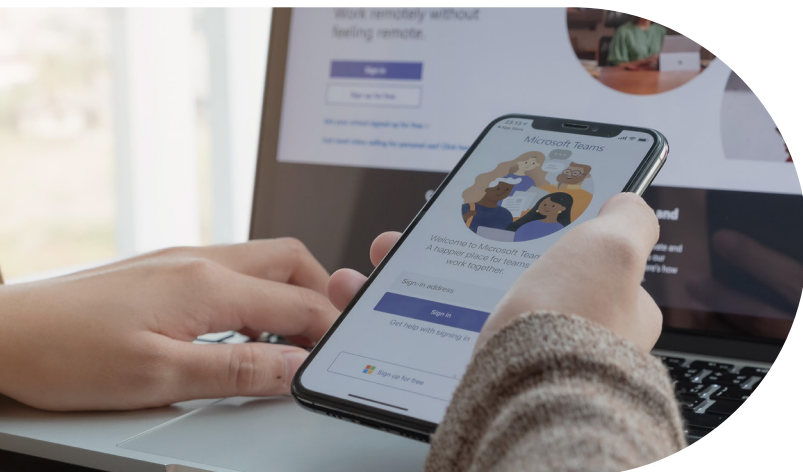
# REZOLVE.AI: USER ADOPTION

Talking about Rezolve.ai, the technology has come a long way but the question is are the users capable of adopting it? Are they tech savvy? Will they believe in the bigger picture? Will the product payoff be good?



Typically, Rezolve.ai caters to a lot of industries and companies of different sizes in terms of number of employees. In every company/business, the employees are from diverse backgrounds, are tech savvy/hot tech savvy, possess different capabilities of adopting new trainings and have different approaches towards seeking employee support. But one thing is always common, that is, everyone wants to get things done quickly with ease of use. And the easiest way to do that is through self-service wherein, Rezolve.ai comes in as a force multiplier.

The benefits of implementing an AI Virtual Assistant (VA) are numerous; 24/7 Customer support, an immediate answer to questions, no wait time, resolves basic requests on the spot, reduction in cost and the list goes on. Each technology grows at its own rate and drives adoption in the market accordingly. What is that one most critical factor to ensure high user adoption? The answer is, the product itself. In this case, Rezolve.ai. Higher adoption rates should be expected only if the product is good enough that the users will make a shift and adopt. If the product fails, the ultimate goal of high user adoption and retention seems blurry.



**Note-** Since Rezolve.ai is built within Microsoft Teams, users don't take time getting used to it. Since they are already collaborating on MS Teams and spending most of their time, employees are familiar with the platform. This hugely reduces the adoption delay and implementation time.

The ultimate goal of a user adoption strategy is to help the users reach their goal. To successfully do it, the team needs to research to understand the users' psyche, motivation, behavioral patterns, issues, needs, requests, demands and most importantly why users don't adopt. So, the questions many companies ask are how they can do it successfully, how do they drive adoption, etc.

We say, starting your project with a good Knowledge Base makes all the difference.

The backbone of any good AI V.A. is the knowledge base (KB) behind it. Some key points to keep in mind when creating a Knowledge Base are:



- **Define goals:** One should set goals for the product, ask yourself:
  - a. What is this product for?
  - b. Who will be using it?

- **Identify opportunities:** Usability drives success. Therefore, understand the needs of your user base is how you will drive adoption. Using past data from your existing resources can give you a good starting point. A few ways to do this is:
  - a. Analyzing historical data
  - b. Reviewing top viewed documentation
  - c. Run a ticket analysis of the last 3-6 months
  - d. Look at call/chat trends etc.



- **Knowledge Creation Team:** Decide who is part of the knowledge creation effort. Including super users; those who submit the highest volume of request or issues.

- **Additional sources:** Focus groups are a great additional source of information. They can help one flag the important elements from a typical end-use. One should use these conversations/sessions to identify the top queries and tasks.







# WHAT'S THE STRATEGY TO INCREASE ADOPTION (FROM 7 MONTHS TO 3 MONTHS)?

Some other measures that need to be taken into account later on in the process to keep improving are:

- **Monitor:** Initially, you want to monitor the analytics section daily. Gradually you can reduce the monitoring from every other day to weekly. We don't recommend you do less than weekly.
- **Encourage Usage:** To encourage usage, contact users; this can be via email etc., who had an issue and let them know this has been addressed or we are looking into it.
- **Identify the super users:** You will now have the super users. Speak to them to find out what they like/dislike and what they want to see next for the update. These will become your newest ambassadors.
- **Handling bad experience:** The product should learn to compensate for the failures through a better service next time. Rezoive.ai ensures great service and auto-resolution of issues within 10-15 seconds. If the user isn't satisfied with the automated resolution, the system directs them to a 'Human Expert' hence compensating for the failure to auto-resolve the query.
- **Communication:** Not only let the users come to the product, communicate/reach out to them. Rezoive.ai has an amazing reach process. Use social media presence to reach out to the users and keep them in the loop. Anytime there is a new feature or something noteworthy happening with the product, communicate it. You want end-users to know this is a continuous process and that you hear their needs and are addressing it.
- **Measure again:** Did the user adoption strategy work? Did the user adopt? Is it working in your favor? Were you successful in keeping the users engaged through this strategy? Keep seeking answers to these questions and implementing changes as and when needed for better results.

*You don't want your bot to look like it is unknowledgeable, train it on scenarios that will require a ticket or live chat. With Rezoive.ai you can use our re-usable task to flag quick ticket creation or live chat initiation.*



According to [Mixpanel.com](https://mixpanel.com), “The teams can think about improving their user adoption rate in terms of this equation:

$$\text{Adoption} = \text{Value} / \text{Effort}$$

If the value of the service outweighs the costs, adoption is positive and users are likely to remain customers. If the effort outweighs the value, they abandon it. To improve adoption, the team can either increase the value, decrease the effort, or, ideally, both.”

## BENEFITS OF HIGHER ADOPTION OF REZOLVE.AI

Higher the user adoption rates for a business, higher the retention. If we talk about the KPIs to measure the success rate or list the benefits of higher adoption rates for a service desk, following are the most significant ones:

- **Higher CSAT:** Customer Satisfaction Rate (CSAT) is aimed at understanding how an employee would rate their experience on a scale of bad to good.
- **Improved Accuracy of the AI:** What percentage of the time users get the intended response and how many times the AI is not able to understand?
- **New Automation Skills:** With Rezoive.ai, you can add ‘Knowledge’, ‘Task’, or ‘Process’ skills on an ongoing basis which needs to be monitored every month to keep it updated.
- **Improved Number of Tickets per Agent per Month:** As the name suggests, it is the measure of the support provided by agents on one particular ticket.
- **Reduced Cost per Ticket:** With Rezoive.ai the total number of tickets is reduced and hence the value in the end comes out to be lower than usual.
- **Better Agent Satisfaction:** Agent Satisfaction measures how well your organization is performing with agents who work within the service desk.
- **Lower MTTR:** MTTR (Mean Time to Resolve) is the average time duration required to fix a failed issue (unresolved ticket) and return to an operational state.



# CONCLUSION

Product adoption is important, might even be the most important concept that concerns product teams. And if you are not trying to learn about it and find ways to improve it, you are behind in the competition.

Modern AI powered Employee Service Desks, like Rezone.ai, can reduce the workload of a company to a great extent. They can replace the extra workforce for the company. Additionally, Rezone.ai can improve the customer satisfaction level for the company. It reduces the additional cost of hiring people by automating the support system and providing more value with the existing employees.

When a company uses an AI powered Employee Service Desks, it should pay attention to several important factors critical to making the use of chatbots successful.

By implementing the strategy efficiently, you can make adoption a very smooth process. You still might think that this “change” will take a lot of time. But don't forget that no matter what, by bringing in Rezone.ai, you're changing the game. You're changing the company processes and making them efficient. It will eventually make your employee support more robust, engaging, interesting and help you provide employee support instantly.

## ADOPTION OF REZOLVE.AI

Any typical company handles around 50-100 processes, most of which are not used very well and the reason is poor adoption by users.

Rezone.ai, focuses on this core issue. With Rezone.ai, not only the adoption of service desk improves but it also impacts various processes involved in providing efficient self-service like knowledge management, change management, incident management, smart ticketing, etc.

It transforms your service desk into a “Net Value Generator”.





# REZOLVE.ai

■ Co-Sell Ready



■ TRUSTED BY



■ 86%+ satisfaction Rating Rated 4.7 on Capterra

BRING EMPLOYEE SERVICE DESK  
TO  MS TEAMS