

# Telepresence Consulting and Adoption Services



## The Help You Need And The Results You Want

Your organization has decided that Telepresence and Videoconferencing Solutions are the right solutions to improve communication and reduce travel time and budgets. The next step is encouraging adoption so you can actually realize your return on investment (ROI). With everything else you have going on, how can you find the time to drive adoption throughout the organization.

Since 1996 we have helped customers across the globe achieve ROI and adoption so you get the help you need and the results you want. From working with early adopters to in-depth training sessions for all users to making it an everyday business, we develop a project plan and help you implement it.

## Free Your Time to Focus on What Matters Most

Our specialists will work with you to create a customized implementation plan to...

- Identify key team members and executives who will play an integral role in the process
- Develop a project plan and clear, measurable success metrics so the implementation stays on track
- Conduct on-site and virtual training sessions tailored to achieving your business goals
- Customize promotional materials including marketing collateral, internal advertisements, user guides and informational web sites
- Provide reports to continually measure adoption, usage and ROI
- Deliver a final project report with quantitative and qualitative metrics relevant to the stated objectives, as well as an assessment of the impact of and recommendations for driving wider adoption in the organization

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## Adoption Phases And Features

*The following outlines the different steps of the adoption process...*

### **Identify and Motivate Executive Sponsors:**

*Executive sponsorship of the implementation is secured to increase awareness of the initiative's importance, drive individuals to action and support the change management associated with new process*

### **Define Success Metrics:**

*Clear, measurable objectives for the adoption program are established*

### **Assess Technical Readiness:**

*A review of the technical readiness is conducted to ensure that no technical barriers are present and the internal customer resources for user account administration are identified*

### **Assess Cultural Readiness:**

*Participant interviews are conducted to identify potential cultural barriers to end-user adoption and to design a process to overcome the barriers*

### **Identify Participants:**

*The target group of participants for the adoption program is identified*

### **Develop a Marketing Communications Plan:**

*A multi-drop marketing communications campaign to motivate users to attend training and use the products is designed. Other elements such as posters, door-signs and pocket guides may also be incorporated*

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## **Awareness, Training And Coaching**

### **Execute Marketing Communications Plan:**

The campaign to drive awareness of the business value of the solutions and motivate targeted individuals to register for training is launched

### **Kick-Off Event:**

To ensure a positive first experience, online kickoff events are conducted, led by the sponsor, to highlight the business value of the solution, illustrate executive sponsorship and drive individuals to training

### **Live Online Training:**

Live training sessions are delivered leveraging training content from a range of business-focused training modules designed to provide product use and business application understanding to participants

### **1:1 Coaching:**

Private one-on-one coaching sessions are delivered to select individuals to provide additional skills and confidence with the solutions

### **On-Demand Training:**

A number of short how-to on-demand modules are available throughout the project for clarification or as a refresher

### **On-Going User Support:**

Email and phone support for participants, as well as help with individual meetings, is provided throughout the project.

### **Produce Adoption Report with Business Metrics & Recommendations :**

Summary of the project with quantitative and qualitative metrics relevant to the specific project objectives, the report will also include our assessment of the impact of wider adoption in the organization as well as recommendations for driving such adoption

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## Telepresence Adoption Solution Packages

Designed for specific departments interested in incorporating the use of Telepresence Solutions within their existing business processes, the solution consists of...

- Customized project and communication plans based on department needs
- Eight hours of consulting with one of our senior consultants
- Planning and production for one department-wide kick-off event
- Live training deliveries via web based conferencing selected from different training modules
- Confidence building coaching sessions between individual participants and our trainer

Each solution also includes a communications program, measurable success metrics and various training sessions. Programs are customized in the assessment and planning phase based on customer requirements with additional services quoted on a case-by-case basis. The scope of all efforts is provided in a customized statement of work (SOW) for each situation.

In addition we offer...

- Hourly Consulting Packages ranging from junior trainers to executive level trainers priced between \$85 and \$175/hour
- Daily Consulting Packages start at \$895 plus travel if required, all of our trainers have HD telepresence systems at their disposal and are accessible over IP and ISDN
- Customer priced packages to fit your every need

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## Frequently Asked Questions

What is the consulting and adoption service?

Professional services designed to facilitate the rollout of collaborative solutions and drive usage across the enterprise for maximum company benefit

### What comprises the consulting and adoption service?

- Business process and change management consulting - consulting and adoption
- Strategies designed to integrate the use of collaborative solutions into business activities for immediate business results
- Custom designed effort - designed for the client's unique characteristics to achieve the client's specific business goals
- Communications and awareness campaign - to drive awareness of the business value across end users and compel them to participate in training
- Customized application training - to provide needed feature knowledge (how to use it) coupled with business application training (when to use it to improve business activity effectiveness)
- End user coaching - to provide confidence to influential business leaders who will use the solutions within their unique environment

### Who are these services designed for?

Companies who are...

- Struggling to launch/accelerate adoption
- Interested in integrating web conferencing into daily business communication processes
- Requesting ongoing adoption and training support programs to sustain robust
- Growth and adoption of the solutions across their employee base

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## What are typical customers?

People who are...

- IT managers who want to drive adoption
- General business leaders who need to validate ROI
- IT directors who are developing a business strategy
- Conferencing managers who need rollout resources
- Finance directors who are interested in cost saving measures

## Case Studies

### Case Study # 1 - Linking a World-Wide Organization

Client X experienced only moderate success in promoting use of the video conferencing program in place, business goals dictated more aggressive use to justify costs and to link video at five international locations

#### Steps to Success:

- Develop a program to justify the cost of equipment and network based on travel costs.
- Manage all phases of the installation with IT at each site.
- Build a corporate team whose members would support each site.
- Train employees in best practices to ensure successful user experience.

#### Benefit to Client:

This company now has 15 video rooms world-wide. They are used extensively to bring international virtual groups together, improving and accelerating their collaborative efforts. They also continue to realize significant savings due to: reduced travel expenses, increased time in the office, faster

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## Case Study #2 - Linking Remote Locations with Corporate

Client Y needed to train a remote sales staff, to avoid travel costs, they considered video conferencing but needed guidance in choosing the most effective technology

### Steps to Success:

- Develop a program based on a reasonable payback period and overall ROI
- Oversee design and construction of the video training facility
- Select the most effective combination of technology, equipment, and network
- Train employees in best practices and provide support to promote the program

### Benefit to Client:

This Company now has a state-of-the-art facility for training employees in the field. Training programs can be delivered directly to the desktop and be viewed in real time or at another time. Teleconferencing has also become a viable way to conduct: "state of the company" addresses, interviews, review of benefit plans, introduction of new products and policies.

## Contacts

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