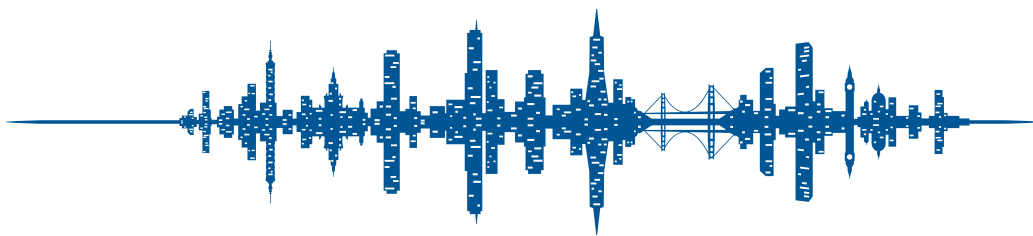


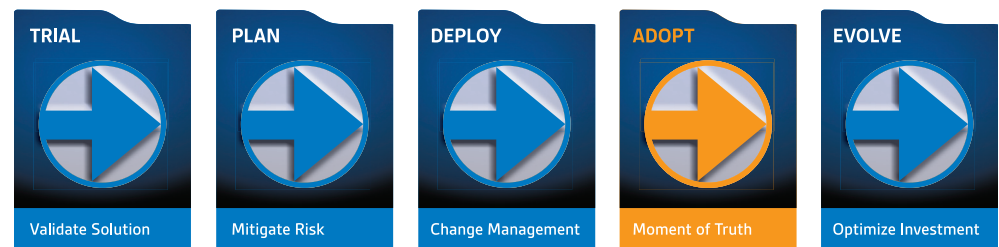
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Smarter Working UC Toolkit Adoption FAQ

The *Smarter Working UC Toolkit, Adoption FAQ* provides responses and direction to typical questions IT organizations raise during adoption of UC audio devices. Part of a series, this FAQ is a companion to the *Plantronics UC Toolkit, Adoption Guidelines for Success*, which provides information on best practices, recommendations, insights from customer experiences, and lessons learned while integrating audio devices into UC environments.

In our experience, we find that the introduction of audio devices into an organization usually follows the five steps shown in this figure.



Phases of a Unified Communications (UC) platform and audio device introduction.

1. What does adoption mean?

Adoption is about making the transition from the old way to the new and improved way. It's about making that first user experience — the moment of truth — a success and encouraging continued and ongoing use. Ultimately, it should result in 100 percent of the audio devices distributed being in operation and used effectively by the user community.

2. Why should I care about adoption after deployment?

Delivering an audio device to a user, even handing it to them directly, is no guarantee that the user will use the device. Audio devices, such as headsets, which remain unopened represent a lack of adoption of a UC platform. After providing everyone with an audio device it is important that the company's investment is utilized and brings business results.

3. What can I do to increase successful moment of truth experiences?

The moment of truth is when a user makes their first call. It is a key milestone that can determine future headset use. If the first call is troubled, a user may cease further use without understanding the value the new technology can bring them. Make sure that IT is available and encourage people to make their first call to your support staff. This allows you to facilitate a positive moment of truth while immediately being available to provide training, tips, and tricks, and resolve any initial perceived issues.

4. What tools do you recommend to assist users during the moment of truth?

We recommend providing a menu of self-help, on-demand and online resources, such as simple troubleshooting guides and product training. Plantronics recognizes this as a best practice and has developed a portfolio of menu-driven Video Setup Guides featuring many of the Plantronics UC product families. See the references listed at the end of this document for more information.

5. How can I verify if the audio devices are being used?

We recommend providing a feedback mechanism to hear user comments and learn of potential or perceived issues. Of course, this is reliant on the user taking action. An alternative best practice is to simply walk the office floor on a regular basis. Listen to users using their audio devices and potentially engage a few directly for feedback and comment. This can provide you with valuable insights.

6. How can I accelerate ongoing and increased adoption rates?

Highlight and promote user successes, especially where significant and improved productivity has been achieved. Users who see their colleagues successfully using a new audio device often are encouraged to seek help or advice for their own requirements. Consider creating a fun or inspirational internal corporate video or photo contest where people show how their audio device makes a difference to their functional roles and productivity. In addition, leverage the superusers identified in the planning phase who can provide one-on-one support, advice, and guidance to users at the local level.

7. How do I measure adoption success?

Walking the office floor can be very insightful and identify laggards whom you can approach to understand why. Surveying the user community can help you gauge the level of satisfaction and success. Inviting users to a focus group where you discuss how they are using the audio devices is a great way to get direct feedback and measure success. Don't forget to capture those positive first experiences and share them with the organization.

8. What types of questions should I ask users?

To help you consider the questions to ask your users, Plantronics has assembled a reference list of questions as part of the *Smarter Working UC Toolkit, Adoption Survey*. The list of suggested questions provides a good basis for stimulating your own questions and objectives for the survey. See the references listed at the end of this document for more information.

9. What can I do to show success to management?

The effort you make to measure and encourage increased adoption plays an important role in demonstrating these results. Share your measures of success early and report accordingly. Keep in mind that your new communications platform will be valued on its business merits, such as decreasing conference call minutes and spending, reducing email and voicemail, increasing instant messaging (IM) usage, and facilitating desktop sharing. Promoting and tracking usage and attitude toward the new communications platform is the first step in deriving positive business results.

FOR MORE INFORMATION

The Smarter Working UC Toolkit is the collective wisdom of customer experiences and lessons learned while integrating audio devices into a UC environment. It's a portfolio of best practices, recommendations, and off-the-shelf training tools designed specifically for IT organizations to leverage – ensuring accelerated end-user adoption. To access the Smarter Working UC Toolkit visit plantronics.com/uctoolkit. We'd like you to be part of our community of learning.

RESOURCE

ADDITIONAL ADOPTION RESOURCES

The following resources, available at plantronics.com/uctoolkit/adopt, provide supplementary information to help in the adoption process.

ADOPTION RESOURCES	
Adoption FAQ	Provides responses and direction to typical questions IT organizations raise during adoption of UC audio devices
Adoption Guidelines for Success	Helps IT organizations prepare for successful user adoption of UC audio devices on a UC platform
Adoption Checklist	Provides IT organizations with a high-level list of items to consider for accelerating UC audio device adoption
Adoption Survey	Provides a list of suggested questions IT organizations can use to assess user satisfaction with the first use of their UC audio device
Video Setup Guides	A library of media-rich, on-demand, training video clips for many Plantronics UC audio devices and UC platforms

For more information, contact Plantronics at 1-855-UCTOOLS (1-855-828-6657) for US and Canada, or (001) 831-458-7628 (all other countries).

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