

# Intro to Scaling Digital Adoption

## Brief Overview

Operational excellence in the digital adoption space is the ability to execute a digital adoption strategy consistently and cohesively throughout the business. **Operational excellence is the key to scale.**

A company that prioritizes operational excellence focuses on governing a gold standard, elevating their digital adoption professionals, and continuously iterating to strive for maximum efficiency.

To be Best in Class with use of a Digital Adoption Platform, companies should strive for a programmatic approach with governance around operations and stakeholder interactions. For many companies, this means creating a Center of Excellence or Community of Practice.

### Note

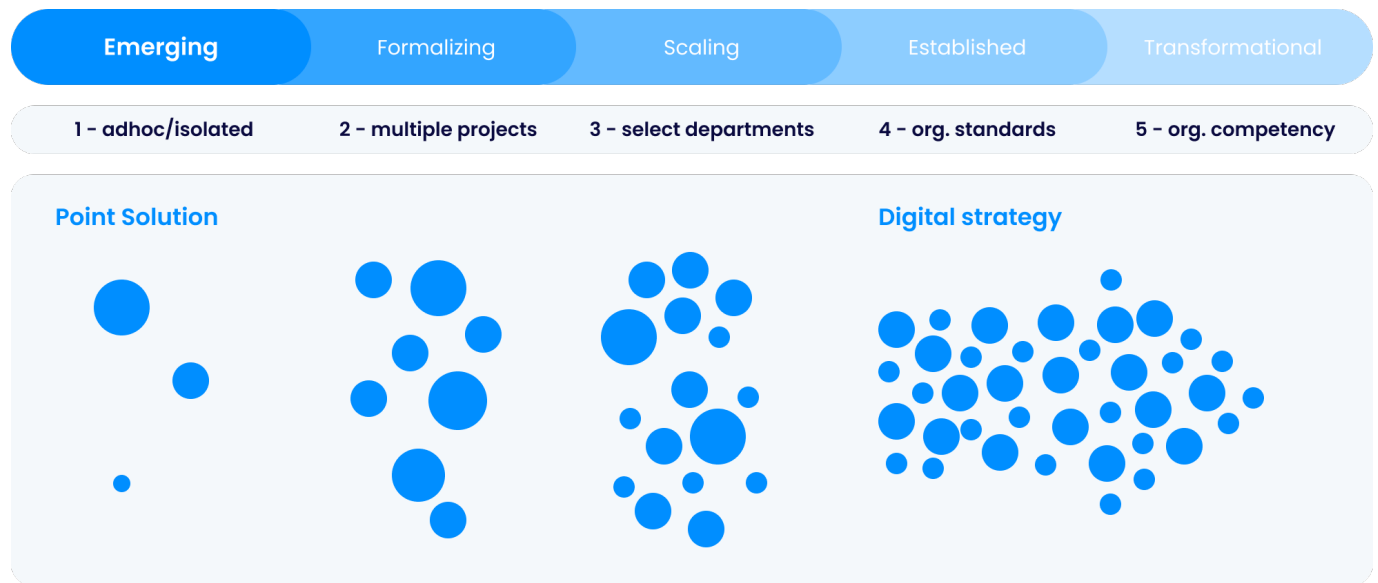
See the following articles to start your Operational Excellence journey:

- [Digital Adoption Standard Operating Procedures \(SOPs\)](#)
- [Intro to Program Governance Models](#)
- [Measuring Digital Adoption Maturity](#)

## From Project to Program

Companies typically start by purchasing a Digital Adoption Platform (DAP) for a single application (a “point solution” approach). As the point solution starts providing positive benefits, this singular purchase evolves into a digital adoption strategy across multiple software applications, departments, and even enterprise-wide.

Tools such as the [Digital Adoption Maturity Matrix](#) can evaluate the effectiveness of your approach as you scale.



Digital Adoption Maturity Matrix

## Benefits of Operational Excellence

Though achieving Operational Excellence multi-year initiative, you will start to realize the benefits almost immediately.



### Maximized resource utilization

- Economies of scale reduce repetitive tasks and strengthen cost accountability



### Optimized end-user experience

- Champions a consistent end-user experience in the consumption of digital adoption content and incorporation of feedback



### Empowered Digital Adoption Professionals

- Sets clear expectations for team roles and responsibilities and helps the business case to expand digital adoption team



## Accelerated journey to Best in Class

- Improves maturity on the Digital Adoption Maturity Matrix and gives you a competitive edge

## Your Operational Excellence Journey

A multi-year journey to Best in Class includes three (3) phases.

### Phase 1: Targeted Outputs & Building Digital Adoption Skillsets

- Build precise, point-solution implementations and grow skill of Digital Adoption Team members

### Phase 2: Projects at Scale & Operational Dependence

- Improving resource efficiency and stakeholder time to value through digital adoption standards at the implementation level

### Phase 3: Maximized Value

- Achieve maximum ROI through standardization that is enterprise-wide, embedded, and programmatic

Process Completion	Project Optimization	Program Optimization
<input checked="" type="checkbox"/> Know it <input type="checkbox"/> Document it <input type="checkbox"/> Trial it <input type="checkbox"/> Standardize it <input type="checkbox"/> Iterate it	<input checked="" type="checkbox"/> Know it <input checked="" type="checkbox"/> Document it <input checked="" type="checkbox"/> Trial it <input checked="" type="checkbox"/> Standardize it <input checked="" type="checkbox"/> Iterate it	<input checked="" type="checkbox"/> Know it <input checked="" type="checkbox"/> Document it <input checked="" type="checkbox"/> Trial it <input checked="" type="checkbox"/> Standardize it <input checked="" type="checkbox"/> Iterate it

## Get Started

See the following resources for more information:

- [Project Governance vs Program Governance](#)
- [Digital Adoption Standard Operating Procedures \(SOPs\)](#)

- [Measuring Digital Adoption Maturity](#)

Note

[Learn the difference between Project Governance and Program Governance.](#)

#### Additional Resources & Peer Connections

Visit [the WalkMe Community](#) to put this knowledge into practice alongside your peers –

- Download slide decks, resources & tools from the [Champion Toolkit](#)
- [Join Strategy & DAPtics](#) – a peer-led group that meets monthly to share resources and discuss Digital Adoption strategy