



Optimizing Adoption Rate and ROI through *ChaMa*

The Client

A multibillion-dollar company with more than 50,000 employees globally.

The Challenge

Given the size and complexity of the client's business, it is no surprise that it routinely has dozens of cross-functional transformation initiatives in flight at any given time. These often have overlapping impacts on users, with some users being asked to change or upgrade several different technologies and processes at the same time. While each program has clear merit, the challenge is getting the users to successfully adopt them all simultaneously without disrupting their regular work, a task whose difficulty grows geometrically with each new initiative added.

The company managed change traditionally: by project, by program and/or by portfolio. It was a siloed structure where the project managers had little visibility into the change initiatives being deployed outside of their jurisdictions and as a result, leadership had a piecemeal perspective of the programs underway.

Millions of dollars were being invested into the new technologies and platforms that needed to be implemented, but leadership had a fragmented understanding of how ready or able the employees were to adopt them. This made it challenging to measure – and therefore improve – the adoption rate and ROI on these investments.

The Solution

The enterprise chose to implement ChaMa™, the intelligent cloud software that revolutionizes how companies drive and realize change by elevating change management from single-project level to enterprise level. ChaMa is the only tool that delivers up-to-date, holistic, 360° visibility across all projects, along different axes. Rather than reporting status just by project, with ChaMa, all data is combined and analyzed on a single platform and sliced in myriad ways, including by role, region, process, status, and more.

Looking at initiatives holistically across the enterprise allows leadership to easily see what is changing, who is impacted and by how much, so they can make data-driven decisions that optimize the adoption of new technologies and processes to drive successful business outcomes.

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This tool has been great because it has allowed us to be able to slice and dice information in a very easy way – and to be able to use it. Putting it in a tool allows us to use it over and over, and we can tell stories and key it up for decision-making, which we haven't had. So, we're pretty excited about it in terms of what it's going to be able to do for us.”

— Client company director



Optimizing Adoption Rate and ROI through *ChaMa* continued...

The Benefits

DATA-DRIVEN DECISION-MAKING

Because ChaMa consolidates vast amounts of program data to deliver a complete picture of all the simultaneous initiatives, management can now see change magnitude and saturation not only by portfolio, but also by the group (or groups) being impacted.

This holistic perspective allows programs to be managed and implemented in a more coordinated manner, from the users' perspective rather than the portfolios' perspective. If sales reps are being impacted by 10 different projects, now they can understand the benefits of adopting all 10 together, rather than being bombarded with 10 disparate adoption requests, leaving the burden on the user to figure out how it all fits together.

This enterprise-wide view also makes it clear where there is too much change saturation for effective adoption, allowing management to adjust and optimize program delivery.

BETTER DIALOGUE AND COLLABORATION BETWEEN PORTFOLIOS

Because ChaMa lifts management's perspective from a project-level viewpoint to an enterprise-wide perspective, it facilitates more meaningful dialogue between different functional teams, because they can now see how their programs overlap and they can evaluate their cumulative impact on users.

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It's been a game-changer for us because we've been able to have stronger dialogue as a result of it.”

— Client company director

Want to see how ChaMa can help you achieve your business objectives?

Schedule a demo, email: chama@talentdigital.com
or visit us at www.chamacloud.com