

Driving User Adoption of Vidyo® Technology

STEP 1: WORKFLOW & USE CASE DISCOVERY



When you empower collaboration through Vidyo technology, you can transform your organization.

The key is making Vidyo technology part of everyday, existing, workflows. Once Vidyo becomes a key part of the work day, users become powerful advocates, evangelizing its benefits to others.

- Define organization goals for the launch.
- Assess existing end-user collaboration use cases and workflows.
- Evaluate current collaboration tools and develop a transition plan.
- Detail a process for account creation.

STEP 2: MARKETING & COMMUNICATION

Use step 1 to build a marketing campaign to drive awareness & adoption of Vidyo.

1. Announce Vidyo!

- Include instructions on how to get started and receive account access.
- Guide users to a centralized place to learn more about Vidyo.
- Ensure there is a call to action to jumpstart adoption.

2. Consider promoting Vidyo with banners, table tents, and digital signage.

3. Launch an email series focused on features that support key use cases.



STEP 3: RESOURCES & DOCUMENTATION



Make it easy for users to start using Vidyo with a 1-stop shop for information:

- Simple steps to request an account, download software, and get started.
- Self-service education and training materials.
- Link to resources on support.vidyocloud.com. Try linking to [Using VidyoConnect](#).
- A forum for questions and feedback to create a community.

STEP 4: FEEDBACK & FOLLOW-UP

Facilitate a survey to gather feedback about how Vidyo is being used, how the deployment of Vidyo was perceived, and how you can make changes to support your users.

- This will help ensure organizational goals are met.
- Check out a [sample survey](#) to get started.



Need Help? Adoption Services can support you through each stage to enable rapid acceptance and use of Vidyo technology. To learn more, contact us at asteam@vidyo.com.