

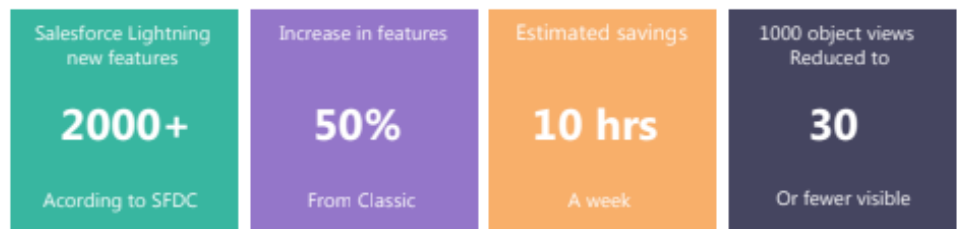


Digital Transformation

Salesforce Lightning Adoption

Organizations routinely expect sales teams' task-load to reduce as a result of moving from *Salesforce Classic* to *Salesforce Lightning*, but the reality is completely different. At best, workers ignore the new changes-hence no productivity impact; but in a vast majority of cases, try to perform their duties the old way. They feel tasks done the old way are better- reducing their overall productivity as they search, call support and give up in frustration.

Business leaders realize returns from technology investments only when users adopt new technology. The promises of productivity gains and better sales results stay elusive.



Digital Adoption Platform

Digital Adoption Platform (DAP): a new category of technologies helps your sales teams get work done easily and quickly. These capabilities help your trainers train, guide and assist users to quickly, easily and intuitively leverage technology to complete tasks. By truly simplifying and speeding up employee experience, organizations are able to fully realize the benefits of migrating to *Salesforce Lightning*. Organizations are able to see improvements in effective technology usage, employee productivity, and a reduction in customer support leading to higher employee satisfaction.

MyGuide by EdCast is the next-generation, unified DAP technology to help your workforce find their way around *Salesforce Lightning* in a way that is consistent with your sales playbook. MyGuide helps your users **Learn** the capabilities offered to them through natively as well as through customizations, **Use** the tools competently and **Improve** the overall system as they gain experience. CRO's can leverage MyGuide to empower reps, account teams, frontline managers and enablement leads to build and operate a better sales playbook based on *Salesforce Lightning*.

70%
of digital transformations
fail
due to the lack of
User Adoption.

- IDC FuturScapes

Challenges

- Locate familiar features
- Perform routine tasks
- Learn and use new process
- Migrate customizations
- Support new UI
- Operate without *Classic*

Benefits

- Increased adoption
- Improved process impact
- Higher employee satisfaction
- Reduced support volume

Organizations can see improvements in effective technology usage, employee productivity, and a reduction in customer support by effective app rollout training, and adoption across the board.



33% Faster Deployment



62% Higher User Adoption

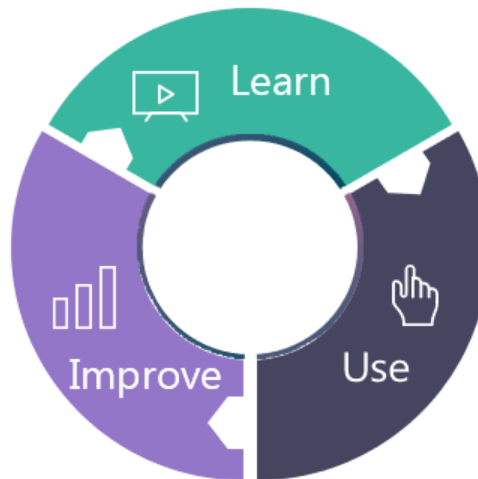


50% Lower Training Time

*“When a digital **Self-Service technology** is implemented for employees and/or business partners, organizations are up to **two times** more likely to report successful digital transformations”*

-McKinsey Research

By leveraging breakthroughs in computer-vision, artificial intelligence and automatic understanding the workflows, steps and outcomes, MyGuide is the best of breed adoption platform to meet your Salesforce Lightning learning, walkthrough and process improvement needs.



Learn

The methods of accomplishing tasks in the new improved UI.

Use

The new tools and processes to simplify work across the company.

Improve

The productivity, effectiveness and the experience of your sales teams.

Take the next step

We can help you realize the benefits of digital transformation.



[Talk to us](#)



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