

User Adoption & Change Management



About the Client

Dr. Lal PathLabs is a leading service provider of Diagnostic and Healthcare services. Dr. Lal PathLabs is India's largest Diagnostics chain with **190+ clinical laboratories, 1700+ patient service centers** and **5,000+ pickup points** with the widest test menu of **4500 tests and panels**.



Client Requirement

Dr. Lal PathLabs was **upgrading their ERP** to a higher version and needed a Partner to **design Effective User Adoption Strategy**. This upgrade was going to change the way everyday operations were conducted, thus User Adoption was of critical importance.



Glimpse of
Change Management session



CREATING VALUES Approach

The team of CREATING VALUES, with a combined experience of IT, HR and Branding, **designed a comprehensive framework for effective User Adoption**.



Major modules were:

Change Management group workshops, Designing User Toolkit, Communication & Branding activities across Pan India Offices & Labs.

Alignment Sessions



Change Management becomes the biggest bottleneck in the successful adoption of large IT-Business projects. Alignment sessions were designed with a focus on familiarizing Users about the reasons behind this Change. These sessions were conducted with the Key people across Pan-India operations of Dr. Lal PathLabs.

Methodology of the workshop



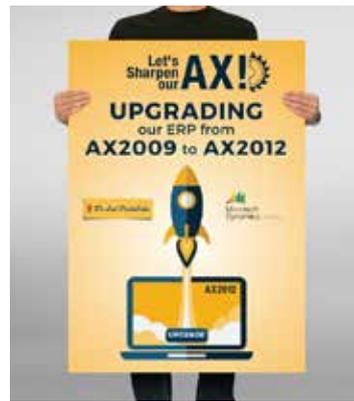
CREATING VALUES deployed a mix of multiple techniques to conduct this workshop, such as:

- + Case studies
- + Videos
- + Role Plays
- + Ice Breaker activities
- + Team building exercises
- + Coaching



Munender Soperna, CIO

I entrusted the team of CREATING VALUES with a task of making this ERP Upgrade project to be seen as a Business project not just IT Project. My IT Team was working nights to make the implementation a great success, and to complement their hard work I needed a Partner company to drive User Adoption. They certainly exceeded my expectations. CREATING VALUES designed a holistic solution and came up with Out of box ideas for the communication & branding of the project, which got great recognition across business users. Their team was able to not only make the alignment sessions purposeful but also energizing and fun. Newsletters and other marketing collaterals were greatly appreciated by our employees across India.



Branding

Communication plays a vital role in User Adoption. Various mediums were utilized for reinforcing the importance of the ERP Upgrade. CREATING VALUES designed various creatives like Posters, Danglers and Mousepads which were deployed across all India offices. Apart from these, CREATING VALUES created Monthly Newsletters, EDMs for ongoing internal communication.

User Toolkit

A technical toolkit was created for the users. This was different than a User Manual. The toolkit provided a holistic overview of the ERP and its modules. Focus was on Customized modules capturing differences from the previous version.

AX2009 to AX2012