

# Digital Mobility Solutions

## Implementations and User Adoption



AccelTree Software

Your Digital Vision  
Our Digital Platform

# Digital Mobility Implementations

For a company to implement a digital mobility sales solution, stakeholders and salespeople must be convinced that the solution can effectively resolve business issues. CIOs often feel that application UIs need to be more user friendly to make for a better user experience.

User experience is therefore the key; users must be comfortable with the application and see value in it to adopt it. Therefore, it is imperative that enhancements and changes based on user experience be incorporated in the application on an ongoing basis.

## An ideal solution should:

- ▶ Lower operational costs by eliminating manual processes thereby substantially reducing turnaround time and creating a wow experience for the customer as well as the agent.
- ▶ Improve sales productivity by increasing case rate/size to gain market share.
- ▶ Reduce attrition among salespeople and minimize burnout of sales managers
- ▶ Take much lesser time to market new products which are needed, either due to competition and/or due to changes in regulations.
- ▶ Provide customers with a faster, transparent, and accurate decision, thereby increasing brand value and loyalty.
- ▶ Possess instant underwriting tools to underwrite 70 -80% of cases offline on a device in a matter of seconds.





## User Adoption

Systems are adopted by users when they see clear value in them. Companies often spend time and money in developing and implementing solutions that offer the user very limited value.

Digital mobility solutions must be able to do the following:

- Streamline and regulate the sales process and train agents along the way.
- Help agent in providing their customers with advice relevant to their needs.
- Do away with the need for multiple meetings.
- Take underwriting decisions on the spot in 70-80% of the cases.

- Have a nimble and intuitive user interface that offers a superior user experience.
- Work seamlessly and fast.
- Integrate new technology and enhancements.

Digital mobility projects fail largely because timelines are underestimated due to lack of effective planning. As timelines depend on users, channels of distribution and the geographical spread of the company, must be taken into consideration.

For the project to be successful, an effective training schedule and internal promotions based on pre-planned schedules are important. Furthermore, mobility projects need to be led by capable persons as a full-time rather than a part-time activity.

# OUR PRESENCE ACROSS GEOGRAPHIES

Toronto, Canada

Pune, India

Kuala Lumpur, Malaysia

