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User Adoption Toolkit 2025

Elements of the User Adoption Toolkit

Executive Leadership

Email Onboarding

Hero Stories

Gamification

Engagement Campaigns

Curated Content

Content Broadcast

Executive Leadership

Executive leadership can have a profound impact on new technology adoption.

When leadership is engaged, it increases the stakes and need for the team to participate.

Your Answer Engine Customer Success Manager can help by crafting communications tailored to your audience so you can easily get the message out to your team.

- Email Messages, Social Channels & Onboarding Guide
- Generate & Share Hero Stories
- Gamification with Scavenger Hunts & Contests

Introducing my new hire, Ada

Published on December 12, 2019

Stephan Gans
SVP, Chief Insights and Analytics Officer at PepsiCo

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Say hello to Ada, my ferociously intelligent new PepsiCo colleague.

(Don't be put off by her Victorian-era "retro" style; I'll explain in a moment how Ada is *exceptionally* modern.)

Email Onboarding Guide

Build the Communications Plan to Support Capacity Answer Engine.

We provide customers with emails with helpful tips, a portal of training videos, and a support site to share examples of usage and emails with latest news for new features and capabilities.

Capacity can send email campaigns direct to users OR we can provide content that can be sent by the customer through their systems.

Hero Stories

Find hero stories, promote them and edify the behavior.

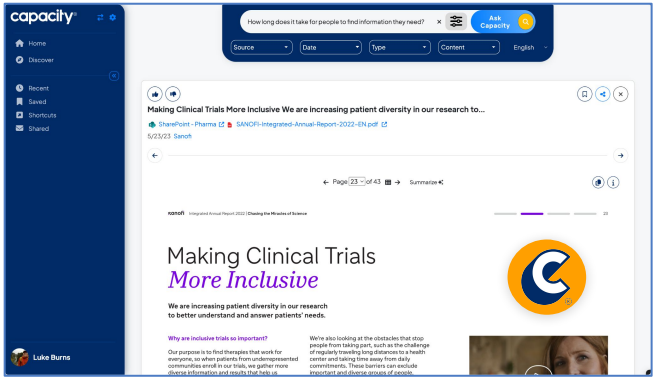
As we find early examples of beneficial usage, we have the opportunity to promote these success stories out to all users.

Success breeds success and these stories can inspire other users to try new systems to achieve similar benefits.

Further, edification of the early heroes rewards those that are trailblazers for their effort to experiment with and adopt the new technology.

> Capacity was able to find insights my team didn't even know existed, this helped us reduce work and improve our ability to make strategic recommendations.
>
> **Craig, F1000 Fin Tech**

> With Capacity, I was able to find amazing results from other BU's without having to call those BU's to ask if they have what we need.
>
> **Kate, Global CPG**



Gamification

We have found that gamification can be a fun and productive means to follow up training after initial onboarding.

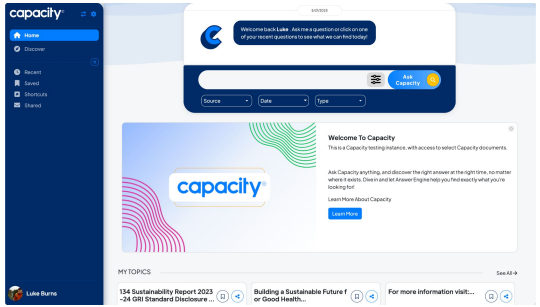
We can simply create a contest and direct users to ask unique questions, provide feedback, indicate time saved and share answers. We can track results in a leaderboard, identify and reward users who have excelled in these key areas.

You can also create a “Scavenger Hunt” with special tags or medals in it that can only be found by properly searching via Capacity. We can assist you in setting up the hunt and success should require use of multiple features of Answer Engine so the users develop a comfort and proficiency in search while participating in the hunt.

Engagement Campaigns

Create a series of challenges and shared leaderboards to encourage user engagement.

To encourage usage and expand engagement during onboarding, the following communications will be rolled out to encourage adoption of the Capacity platform for the customer's community.



Curated Content

Content drives adoption through Capacity.

One of the best ways to drive adoption is to have content that is only available via Capacity.

Many customers are using the Capacity CMS as a way to make Dashboards, Leadership Communications, Bulletins, Price List or other valuable content available only via the Answer Engine.

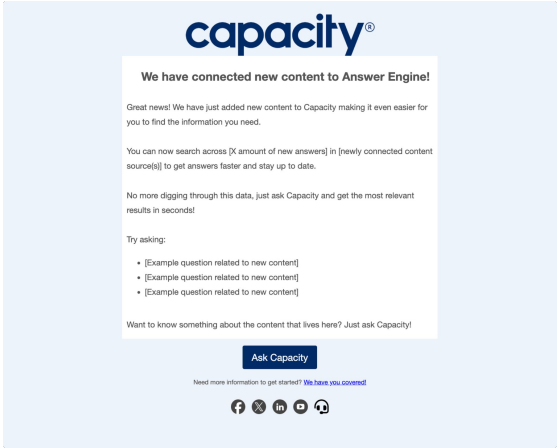
Driving users to Capacity for everyday tasks or for critical communications makes Answer Engine's capability more present and available to users every day.

Content Broadcast

Capacity is getting smarter all the time.

As we know, Answer Engine is only as good as the content it is connected to. We are connecting internal and external sources all the time, but users won't know unless we tell them. We can use new source connection broadcasts to inform users, get them interested about the content and drive adoption of the platform.

Additionally, if a user completes the onboarding campaign, they may not receive many emails from Capacity, so these broadcasts can be a great way to remind them to use the system.



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Thank you!