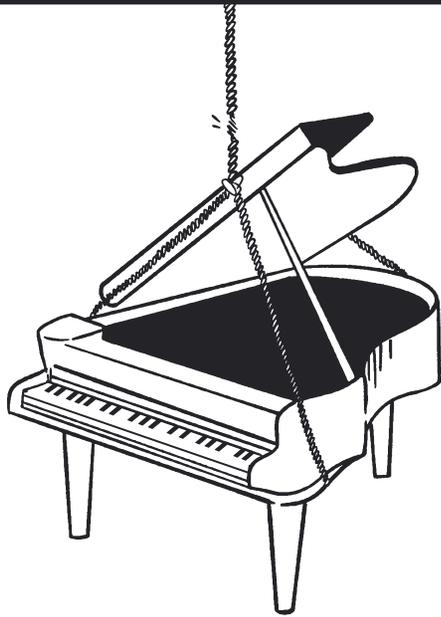# The ultimate guide to Software ROI

Is software adoption really a nightmare?

What's the real cost of software

You spend anywhere from 3.2 to 6.9% of revenue on software.[1]

That's a lot. And you're not alone.

In fact, $3.5 trillion will be spent globally on enterprise software, hardware and telecommunications services this year. And it's unlikely that spend is tied to an ROI. Maybe it's not a nightmare, yet. But it's certainly enough to give you a headache.

Your users are overwhelmed

For good reason.

In 2016, the average business owned 72 apps; now, 5 years later, that number is at 88.[2] Except, lucky you, you're in technology. So, it's actually more like 155 apps. Dig in a little deeper and you'll quickly discover that the average U.S. employee is chasing through 13 apps—about 30 times a day.

Whew. That's the sound of productivity going right down the drain. What can you do about it? We're glad you asked.

Here's how to sleep more easily

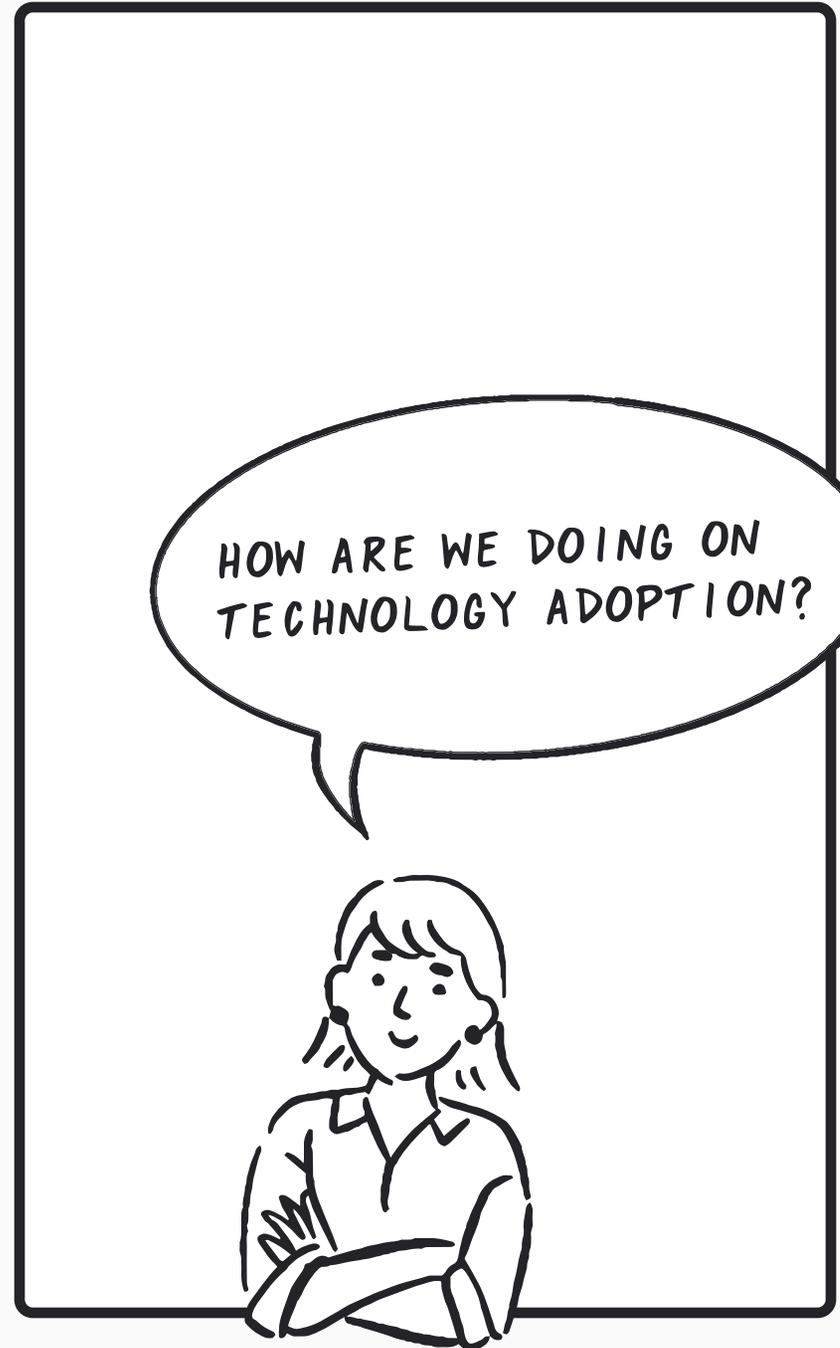Recently, a colleague said something interesting.

It went something like this: "Someday soon, someone is going to walk up to you and ask — how are we doing on technology adoption? You'll want to be ready to answer that question."

We agree.

Here's the thing. To successfully answer the software adoption question, you'll need to:

1. Train.

2. Retain.

3. Repeat.

4. Measure.

Once you master these four things, you can feel confident sharing your adoption strategy with anyone.

HOW ARE WE DOING ON TECHNOLOGY ADOPTION?

1

Train

Software adoption can be simple. Really.

First, you motivate users to change their behavior; then reinforce those positive behaviors. Ask: what helps your young kids tackle a new skill?
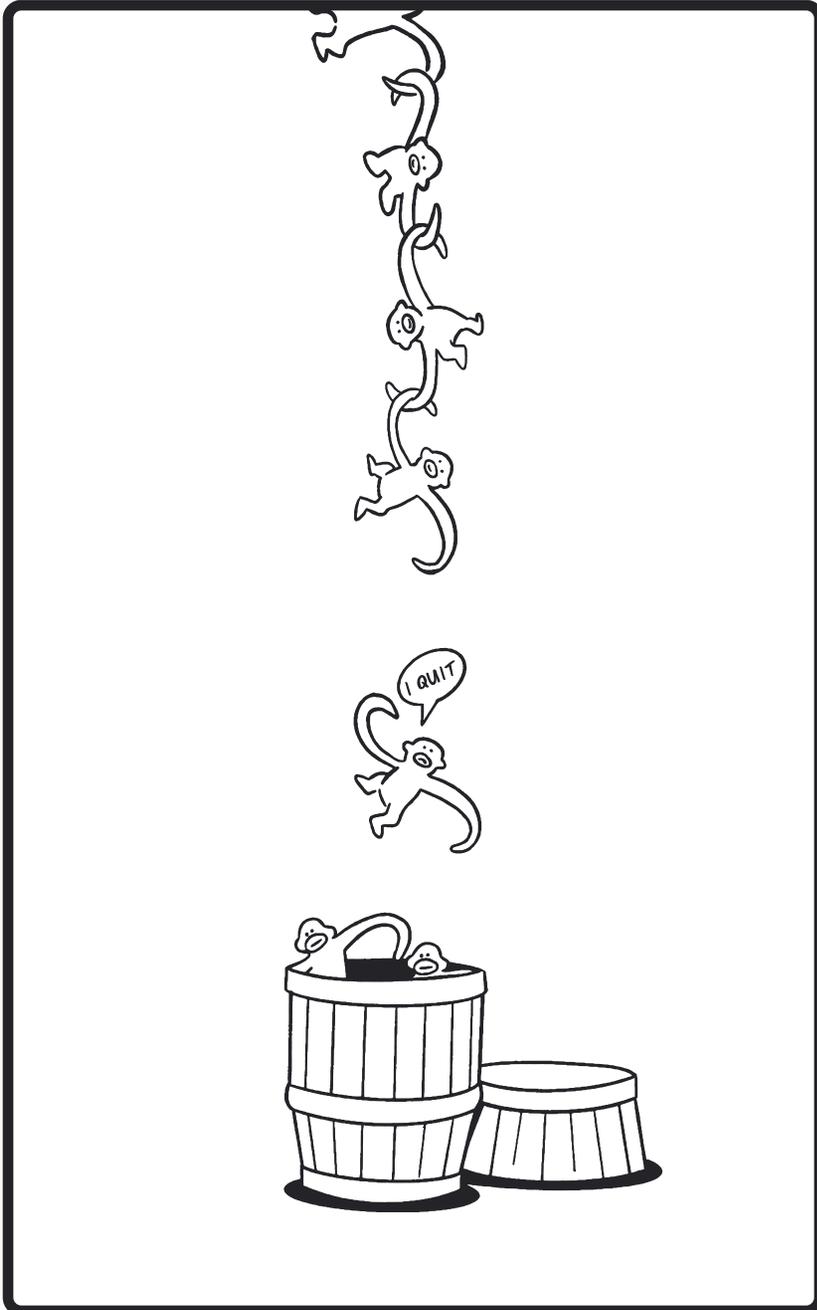
Think back to when you taught them how to get dressed, brush their teeth, or ride a bike. You're looking for little ways to reward performance and foster growth.[3]

The takeaway? Celebrate small wins first.

Next, focus on retaining positive behavior — and employees will follow your lead.

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②

Retain

Think back to April 2021.

Remember how—seemingly overnight—it became impossible to find and keep great employees? The Great Resignation has impacted everyone. The issue isn't just about software skills. You need a plan for holding onto great people, too.

Employee retention is everyone's goal. But how can you make that happen? For starters, you'll need a platform that enhances employee satisfaction. One key goal: make learning about software easy and engaging. Tackle complicated systems in bite-sized pieces, focus on the behaviors that matter most, and work to change them. Result: You'll see more people willing to learn, and your efforts will go a long way to reduce turnover.[3]

Next, it's time to scale your efforts across the entire org.
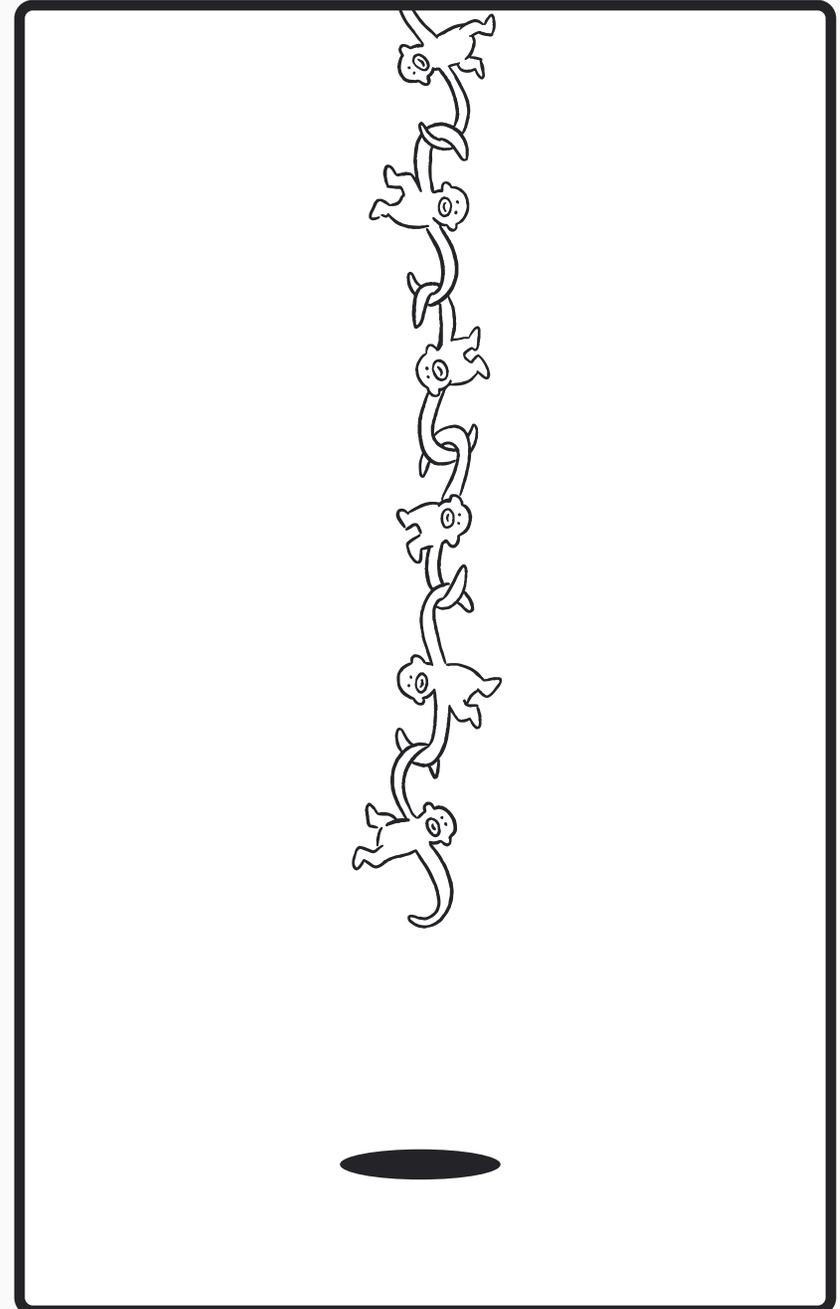
3

Repeat

Things have changed. Typically, businesses no longer hire a software expert to train their team. Instead, most companies want a wide-scale approach that helps share knowledge quickly and efficiently. That's the future of software adoption. If you're worried about this approach, don't be.
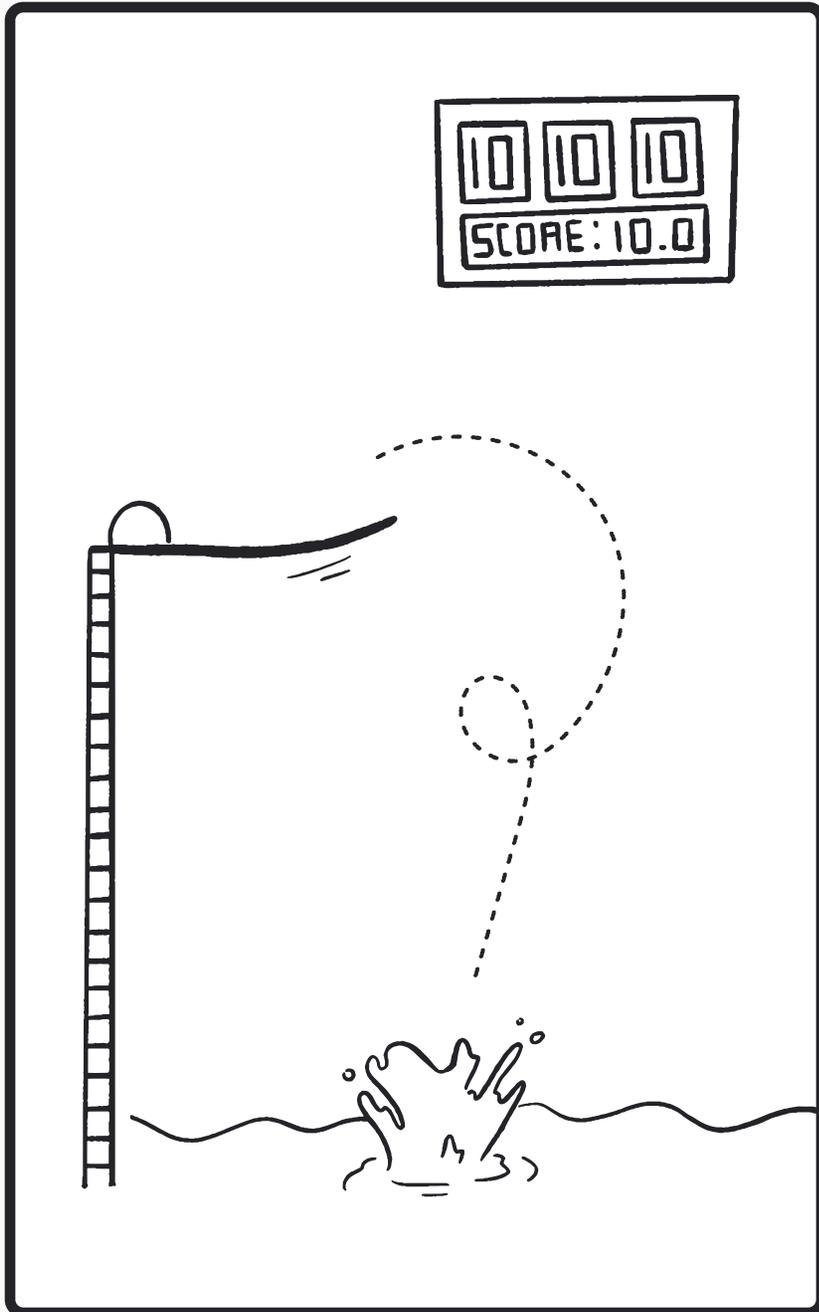
The right partner can help you:

1. Build learning experiences—at scale.
2. Reinforce a culture of self-learning.
3. Celebrate employee achievements.
4. Customize content and insight dashboards.

Overall, the right partner can help create consistency in your team. Great software adoption doesn't just lead to a high ROI, it also improves your reputation and brand—especially as employees stay for the long haul.

The numbers tell the story.

4

Measure

Now's the time to share the impact.

There's nothing that stakeholders love more than metrics. So, here's your chance to make a splash. Share how your new system speeds up onboarding, improves abilities, and builds a better employee experience. Higher-ups are guaranteed to love the new software adoption program you put in place.

Plus, you'll reap rewards.

Thanks to Peter Drucker, we know what gets measured, gets improved. If you're monitoring how well employees are doing with their technology, you're bound to see them step up their game.[4]

Need help?

Make your software adoption dreams come true.

See how it works

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