BIPO
Make Life Easier.

ACCELERATING
DIGITAL ADOPTION
IN THE WORKPLACE

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INTRODUCTION

"**Remote work is the norm**". In every corner of the world, teams of all sizes have been getting a crash course on remote work, and many are not passing the test. **Welcome to the #NewNormal**.

The need of the hour for Enterprise HR teams is to develop new practices and habits that will improve the way the organisations work remotely, long after the crisis has passed (yes, this is not going to be just a passing phenomenon). A critical aspect of focus for Enterprise HR Teams is to adopt a digital HR mindset, channelize their efforts in implementing best-in-class technology solutions, and to do more with less. Adopting such HR Technology solutions can help free up their bandwidth from operational aspects and provide more strategic facetime with the leadership and business teams. These next-gen HR technology tools and systems can help the HR teams effortlessly manage all aspects of the function from **recruitment to retirement**. They also provide enhanced user experience and improved self-service options to support both the onsite and virtual workforce.

In an era when the mandate to all functions in the organisation is to do "more with less", adoption of technology is inevitable for Enterprise HR teams too. As we enter the "experience economy", they should accelerate the adoption of a **digital HR mindset** to provide individualised and engaging experiences for candidates and employees.

So, who exactly is leading digital adoption / digital transformation?

Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19

" … a critical aspect of focus for Enterprise HR Teams is to adopt a digital HR mindset, channelize their efforts in implementing best-in-class technology solutions, and to do more with less. "

- hrtech.sg

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QUICK FACTS AROUND THE REGION

A recent report released by **McKinsey** in June 2020 indicates that as a result of the COVID-19 pandemic, businesses have advanced forward by as much as five years in the areas of consumer and business digital adoption in approximately eight weeks.

Similarly, other research reports have shown :

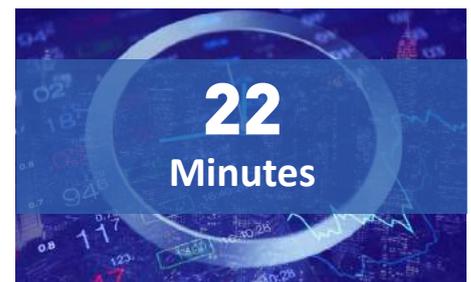|		
89% Businesses globally	**82%** Hong Kong SMBs	**65%** Singapore SMEs
Are adopting a "digital-first" strategy and pushing for adoption	View digital transformation as critical to their business success	Currently using digital solutions in their business

82% Malaysia SMEs	**34%** Average revenue increase	**22** Minutes
Indicate that least half of their exports depend on the use of online tools	Businesses globally that adopt a "digital-first" strategy	Globally, time spent daily trying to figure out how to interact with technology

39% Singapore SMEs	**33%** Malaysia
Cite high investment costs as a deterrent in digitising	SMEs in Malaysia that adopt digital technologies

WHY DIGITAL ADOPTION

> **"** … the most important contribution management needs to make in the 21stst century is to increase the productivity of knowledge work and knowledge workers. **"**
>
> **- Peter Drucker**

Digital adoption affects every aspect of the business. COVID-19 has seen some activities so embedded in our daily lives that they may replace face-to-face interactions.

Streaming video

Online collaboration tools

In-home exercise

Food delivery/ e-commerce

Digital Disruption	Digital Adoption	Digital Transformation
Affects people and the human experience	Uses tech to drive innovation	Integrates tech into all areas of the business
Impacts your business/ industry	Leverages tech to the fullest	Improves employee workflow
	Optimises processes	Enhances customer experience

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WHY DIGITAL ADOPTION

01 Benefits working from home / remote working

02 Cost efficiency

03 Greater resource (and manpower) management

04 Boosts business competitiveness

05 Greater customer experience

06 Increases productivity among employees

07 Encourages collaboration among Departments

08 Fosters a digital culture

09 Promotes employee empowerment and Employee Self Service

10 Makes employees more valuable (through their digital skills and knowledge)
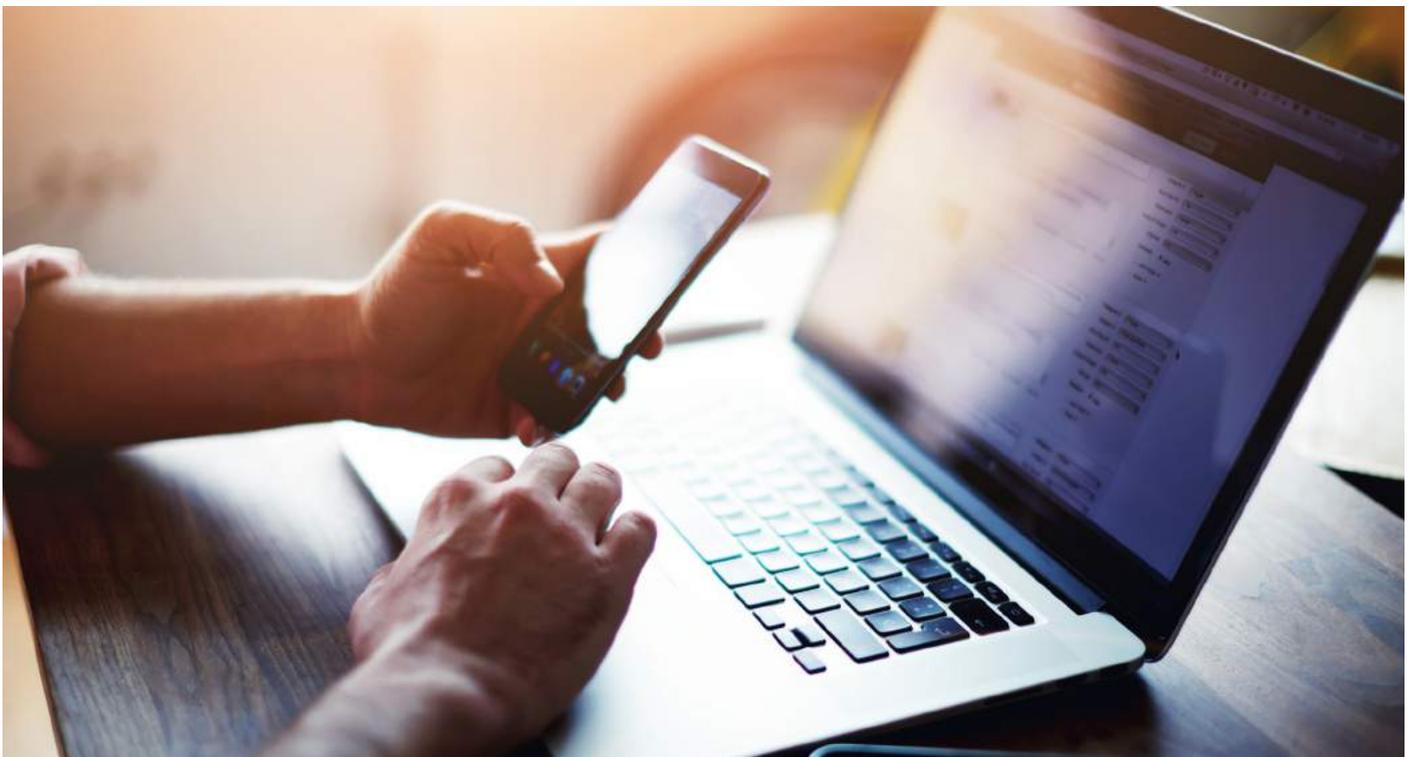
CHALLENGES FACING DIGITAL ADOPTION

Digital adoption is more than just digitising documents and storing data on the cloud

1. Software that is too complicated
- Too many features and functions

2. Perceived high cost of investment
- 39% of SMEs in Singapore shared a lack of financing and funds as their main obstacle

3. Project fatigue
- Projects that are technically more difficult than originally thought

4. Competing priorities
- When day-to-day operations take precedence

5. Resistance to change
- Especially in a traditional organisation with a long history of success

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HOW CAN COMPANIES EVOLVE TO DRIVE DIGITAL ADOPTION?

When technology is no longer a luxury but a necessity in today's competitive business environment, companies need to evolve to drive digital adoption.
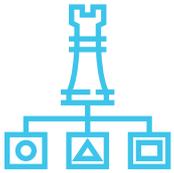
Clear adoption strategy

Start with a clear digital adoption strategy that has the buy-in of the leadership team and stakeholders.

Integrate digital tech into the business

Digital adoption is an even bigger priority for businesses with both employee-facing and customer-facing functions.

Foster a culture of "Digital Natives" in the workplace

The adoption of digital technology helps businesses optimize internal productivity and the customer experience.

Invest in developing the workforce and digital "know how"

Introducing new technology is counter-productive if employees do not tap into the full range of features.

CONCLUSION

Digital adoption affects every aspect of the business. The benefits are vast from cost efficiencies, boosting productivity to improving the customer experience.

To accelerate digital adoption in the workplace requires a multi-pronged approach.

- Businesses must innovate from within, fostering a culture of "digital natives" where the use technology in the workplace is second nature.

- Humanising digital adoption in the workplace through communication and collaboration among Departments ensures engagement and project buy-in.

- Employees must constantly upskill and re-skill – and it is not just digital skills. Onboarding programs that guide employees through the basic functions of the digital tools that are part of their daily work prevents employees from being overwhelmed.

- A nation-wide / industry-wide ecosystem that supports digital adoption and sustained growth in the long term that includes Government-led initiatives which advocate the use of eServices, ePayment solutions.

And finally, digital adoption does not take place in isolation – partnership and communication with internal and external stakeholders, including vendor collaboration are key.

Digital Adoption

| ADOPTION STRATEGY | GRANTS & FUNDING | COMPANY COLLABORATE COMMUNICATE | DIGITAL NATIVES | EMPLOYEES UPSKILL RE-SKILL |

Source:

- [What is Digital Adoption and Why You Really Need to Know About It, Forbes](#)
- [What is Digital Adoption, UserLane](#)
- [The COVID-19 Recovery will be Digital: A Plan for the First 90 Days, McKinsey](#)
- [Singapore SMBs Cite High Cost as Barrier to Digital Adoption, ZDNet](#)
- [Top 5 Causes of Project Fatigue, Design News](#)
- [2018 Digital Business Whitepaper, IDG Resources](#)
- [Embracing Digital Technology, The Star](#)
- [Singapore SMEs Apprehensive About Digital Adoption](#)
- [SMEs in Singapore Adopting Digital Solutions, Team Ecosystem](#)
- [Recovering from the Coronavirus: The Future of the Tech Sector, Barclays](#)
- [Case Study: Digital Solutions to Improve Workplace Productivity, BIPO](#)
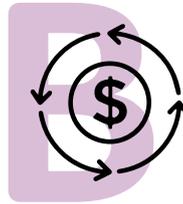
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THE A TO Zs OF ACCELERATING DIGITAL ADOPTION IN THE WORKPLACE

Adoption Strategy
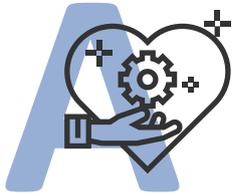
Be clear about your adoption strategy.

Budget + ROI

Do you need all "the frills" or a simple plug-and-play model?

Collaborate + Communicate

Work with teams to gain different ideas and perspectives.

Digital Native

Foster a culture of "digital natives" in the workplace.

Encourage Learning

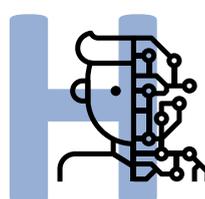Help employees learn and adopt new skills, and not just digital skills.

Flexibility

Know that project timelines will deviate. Be flexible and adapt.

Grants and other Funding Schemes

Tap onto Government grants that support digital projects where applicable.
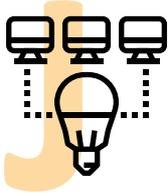
Humanise Digital Adoption

It is the people and teams leading digital adoption, and not just the technology.
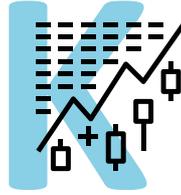
Innovate from Within
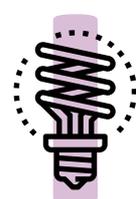
Digital adoption is less of a barrier when tech innovation arises from within the business.

Jumpstart Digital Projects

Use the downturn to jumpstart digital projects to prepare for the business uptick.

Key Project Milestones

Share and celebrate successes. Keep stakeholders and employees engaged.
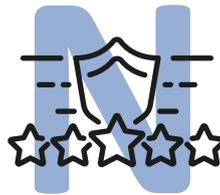
Leadership Buy-in

Simply put, they are your biggest advocates!

Multi-Pronged Approach

There is no "one size fits all" strategy. Adopt a holistic approach.

Nominate "Team Sponsors" to Champion Projects

Keep stakeholders interested and vested in the project.

Optimize Processes

Digital adoption optimizes internal productivity and customer experience.

Project Fatigue

Fight project fatigue with SMART goals.

Quicken the Pace of Adoption

Be prepared to press the "reset" button along the way.

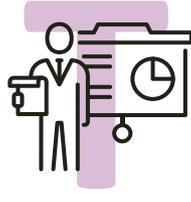## Review Your Adoption Strategy

Remember why your business embarked on this journey.

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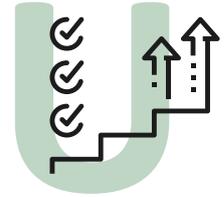## Support Implementation Teams

Provide tools and resources to sustain and succeed in the project.

Train your Digital Natives

Equip employees with the skills and confidence to use digital tools!
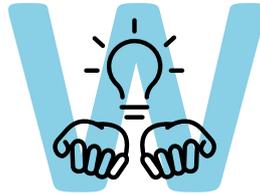
#LevelUP #ScaleUP #TeamUP

Upskill. Reskill. Team up with different teams to introduce new ideas.

Vendor Selection

Work with your vendor to help employees learn the basics to get started.

WIIFM to WIIFT

Shift individual mindsets to what digital adoption means for the team and workplace.

X-ray Vision

To help you stay focused on project timelines and SMART goals.

#YOLO

Make this your best team project yet

Zoom in on the Big Picture

Because the benefits of digital adoption are real.

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