



## DAS: THE ANSWER TO DIGITAL DISRUPTION

### Abstract

Caught amid the disruptive tech ocean and fueled by Covid-19, organizations are facing innumerable challenges in coping with the unprecedented pace of digitalization. This view point explores Digital Adoption Solutions (DAS) that help guide organizations through such challenges. DAS aims to extract maximum value from investments made in innovative technology by enabling employees and customers self-equip with the functionalities of tools in use. They also guide users through business processes and toward task completion by unlocking the full utility of digital assets.

It is the onset of Digital Revolution era and in the race to stay at the top of their game, businesses worldwide are spending inestimable resources on getting the latest tech and software onboard. But how much of it is being truly suctioned in?

As per a survey conducted between 2016 and 2018, a 62% increase was

observed in board-level support for digital transformation efforts and 77% of the respondents expected these efforts to accelerate in the next 3-5 years. However, only 8% of organizations considered themselves to be fully digitized companies.

Though investments in digital reforms are bloating, companies are still juggling

between their conventional and digital self. A McKinsey study showed that digital disruption is the cause of distress in every other industry, and corporations are having difficulty addressing it. With the pandemic adding momentum to this, digital transformation is now no longer a desire, but rather the need of the hour.

## The Digital Recovery from Covid-19

“A good plan violently executed now is better than a perfect plan executed next week”. This saying holds true for the technological reform that the pandemic has begun. The McKinsey sentiment survey shows that, in just around 8 weeks of the pandemic outset, consumer and business digital adoption has taken a forward leap of five years. Technology like AI, Cloud Computing, IoT, XR, Data Analytics have exited discussion forums abruptly and have found their place right on the strategy table.

Services which were previously never imagined without human intervention have now got automated with sales reps able to achieve the same or even better conversion levels working remotely, classrooms having gone 100% digital, and doctors are now available 24x7 over the phone. But are we looking at only one side of the coin? Where is this path of digital recovery heading to?

Once the economy gets anchored, there will be an unexplainable gap between

demand and supply across sectors, geographies and customer segments. This in turn could potentially widen the gap between service delivery and customer satisfaction; and could make the ever-growing battle for customer acquisition even worse. For organizations to maintain balance at this tipping point, they would need a trained workforce that is not only able to cope up with this phase remarkably, but is also able to maintain the same dynamic pace.

## The need for Customer-Employee Empowerment

According to a recent study, lack of expertise in using enterprise applications and issues arising from user processes like onboarding result in errors which account for more than 91% of the total enterprise software errors. A tech-available organization is unfortunately not equivalent to one where employees are

fully ready to leverage this technology to its full extent. There are diverse challenges being faced by organizations in their pursuit of closing the digital skill gaps from the perspective of both employees and customers. The employee's plight lies in getting hang of a complex software with too many features, using too many

tools throughout the day, and a lack of motivation as a result of fatigue caused by continuous learning. At the other end, it is difficult to educate the customer and make them aware of the new product, and more so for the additional features being added from time to time.





## Significance of Digital Adoption and Introduction to DAS

To pull itself out from this situation, an organization needs to streamline its digital adoption journey. It is crucial that every enterprise not only shells out its resources on the latest tech, but is also able to make the most of its tools and applications. Quite simply, digital adoption is a state within an organization where the value of its digital assets is extracted to its full extent, thus making the enterprise truly digital.

It is for this digital enablement of organizations that a new class of technology - Digital Adoption Solution

(DAS) was introduced. DAS helps in adopting multiple tools across the organization and results in increasing their usability to get the most out of the application portfolios. Using DAS, the users of the tools get access to a range of features that aid them in navigating through business processes and toward task completion, thus helping the organizations reduce resource expenditure on functions like training, on-boarding and task augmentation. The value of a DAS lies in introducing the full value of a tool to its users.

DAS leads to seamless service delivery and consumer experience by assisting users with a step-by-step walkthrough during execution of different kinds of tasks. Gartner says that the organizations they surveyed use an average of 14 sales tools, and that a DAS ensures that the organizations derive the maximum ROI from these applications. Even if competitive pressure is not the focus, a DAS gives an unwarranted economic edge to an organization by accelerating its journey to become more lean, more agile and even more productive.

## Infosys Innovation Network (IIN) at your Service

By leveraging its reliable startup & partner ecosystem, [Infosys Innovation Network \(IIN\)](#) provides innovative services to its clients and guide them in their journey to be completely digitally operational. The program takes advantage of Infosys' wide array of technology capabilities to offer services around these robust startup solutions in the DAP market, overcome the challenge of digital skilling, and

drive clients towards profitable metrics. From curation of the right vendor to implementation of the pilots, Infosys clients can now de-risk their adoption of technology products and solutions.

One such DAP solution onboarded to the IIN ecosystem is the [Whatfix Digital Adoption](#) Platform that is contextual, interactive, real time and autonomous. It enhances user efficiency, enterprise

productivity and business outcomes by making it easier to adopt technology. The AI based solution also helps users get updated training and support anytime, anywhere by auto detecting elements webpages and segmenting user specific content based on role or in-app location. It is used by over 600 companies worldwide including Cardinal Health Canada, Cisco, Experian, DaVita Healthcare, BMC Software Inc.

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## About iCETS

The incubation center of Infosys called 'Infosys Center for Emerging Technology Solutions' (iCETS) focuses on incubation of NextGen services and offerings by identifying and building technology capabilities to accelerate innovation. The current areas of incubation include AI & ML, Blockchain, Computer Vision, Conversational interfaces, AR-VR, Deep Learning, Advanced Analytics using video, speech, text and much more.

## About IIN

The Infosys Innovation Network (IIN) is a well-orchestrated partnership between select startups and Infosys to provide innovative services to our clients. The IIN program aims to create lighthouse wins for clients to experiment and implement art-of-the-possible. Infosys de-risks client adoption of technology products & solutions by carefully curating these startups, finding the right fit and implementing early pilots.

## About Whatfix

Whatfix is a Digital Adoption Solution that disrupts Application Training, Learning, and Support content by providing Contextual, Interactive, Real-Time, and Autonomous user guidance- driving additional adoption and productivity gains. It is used by over 600 companies worldwide including Cardinal Health Canada, Cisco, Experian, DaVita Healthcare, BMC Software Inc., and many more.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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