Strategies for Ensuring Field Staff Adoption of Mobile Technology
Agenda

- Introductions
- Implementation Approach
- Strategies for Successful Adoption
- Q&A
Introduction
Who am I?

- Erin Yamaoka
- Technical Account Manager, TaroWorks
Who is TaroWorks?

Improving product and service delivery to the last mile by bringing real-time data to any organization, anywhere.
What is TaroWorks?
Implementation Approach
## What does an Implementation look like?

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<th>Task</th>
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<td>Define Goals, Reports and Dashboards</td>
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<td>Define Processes</td>
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<td>Create Objects and Fields</td>
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<td>Create Jobs and Surveys</td>
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<td>Create Reports and Dashboards</td>
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<td>Testing</td>
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<td>Migrate Any Existing Data</td>
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<td>Create Users (Mobile Record Assignments, Performance)</td>
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<td>Train Field Staff</td>
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<td>Pilot Jobs</td>
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<td>Incorporate Feedback from the Field</td>
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Strategies for Successful Adoption
Mobile User Adoption Enemies

Fear
Frustration
Distrust
What have we learned?

ABC’s of Mobile Adoption

- Accountability
- Buy-in
- Capacity Building
- Device Selection
- Established Support Processes
Accountability

- Ensure that there is a single point of ownership over the mobile technology

- Owner Requirements
  - Be a champion of the technology
  - Be able to understand and communicate it’s value
  - Ideally was a part of the product selection process

- Set measurable and achievable goals for your field staff
Buy-In

- Communication
  - How will the mobile user benefit
  - How will the organization benefit
  - Mechanism for continuous improvement

- Voice of mobile user at every stage
  - Requirements definition
  - Testing
  - Training other mobile users

- Pilot

- Phased rollout
Capacity Building

- Train on the usage of hardware FIRST
- Practice skills needed for immediate pilot and future expansion
- Practice troubleshooting common issues
- Role Play with focus on the Device
- Role Play with focus on soft skills
Device Selection

- Field Test devices before committing to large purchase order
  - Weather conditions
  - Battery Life
  - Communications (requirements for GPS or network access)

- Security

- Don’t skimp on add-ons (SD cards, chargers)
Established Support Processes

- Paper references
- Clearly communicated steps of recourse
- Plan for edge cases and worse case scenarios
- Purchase Back-up Devices
Contact

- www.taroworks.org
- erin@taroworks.org
- YouTube Channel
- Support Site
Action Items

- For those that attended the session, the SD card that was faulty for one of customers actually came with the Tecno H3, and were branded with the Tecno logo