



Adoption Playbook:

Best Practices to Drive Adoption



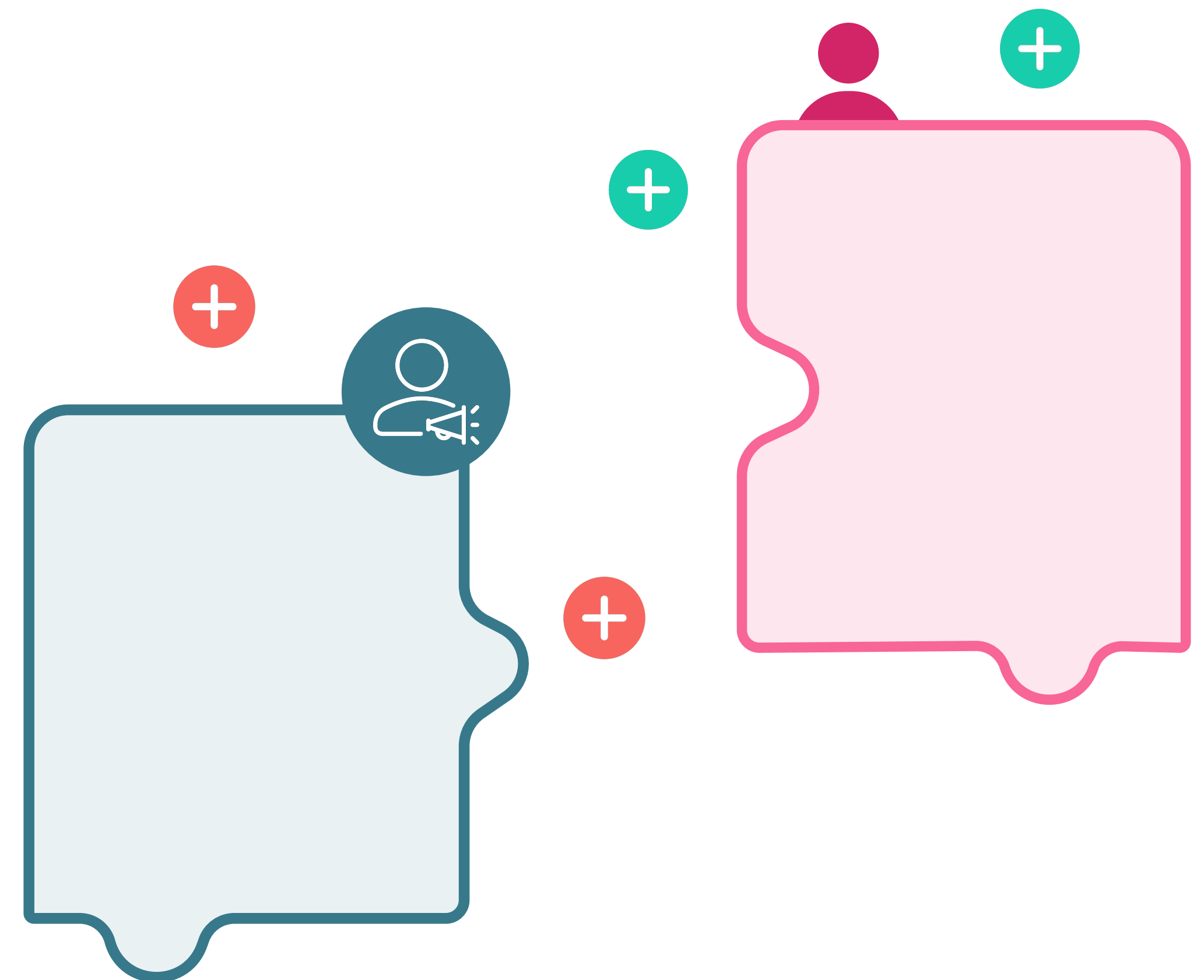
Setting the Stage for Success: Unleashing Your Innovation Management Platform's Full Potential

In today's ever-evolving world, embracing new ideas isn't merely an option – it's a necessity. Yet, having these ideas alone isn't sufficient. This is where you, as leaders and change-makers, play a vital role.

Collaborating is essential in transforming ideas into reality, enhancing businesses, and shaping our future. Through sharing information and working collectively, innovation can have a significant effect. That's why we've created this playbook – to assist leaders in connecting and collaborating more effectively.

In this e-book, we offer tips on driving adoption within your innovation management platform, drawn from the collective learnings of all our clients. We aim to inspire you and provide insights on fostering your innovation community.

Remember, adoption isn't just a metric on a dashboard but a crucial element of your innovation journey's success. Join us as we uncover the strategies for driving adoption and unlocking the full potential of your innovation management platform.



The 5 Pillars of Adoption

Onboarding

A comprehensive, engaging, and customized onboarding process is crucial for user satisfaction and platform adoption. Success within the platform begins with the first interaction of the users. Let's make it count!

Governance

Witness the positive impact of incentives on user engagement and satisfaction.

Communication

Discover how effective communication strategies elevate user experience, foster collaboration and drive adoption of the platform.

Incentives

Employing a combination of community-building initiatives and targeted incentives, we aim to create an engaging environment that encourages user participation and fosters a sense of belonging.

Events

Elevate the platform's experience through strategic events that go beyond engagement—they drive adoption.

Smooth Onboarding to Drive Adoption

A comprehensive, engaging, and customized onboarding process is crucial for user satisfaction and platform adoption. Success within the platform begins with the first interaction of the users. Let's make it count!



1. Customized user training

Tailor the onboarding process to meet the specific needs of different user groups.

2. Comprehensive onboarding documentation

Create and highlight the availability of tutorials, guides, and training materials.



3. Customer Success Manager (CSM) involvement

Engage Customer Success Managers in onboarding for demos and showcasing platform value. Encourage users to explore features through interactive demos.



4. Onboarding campaign

Establish recurring training sessions to promote new use cases for team adoption.

5. New user monitoring

Track new user registrations and engage them with timely, relevant content, and personalized onboarding offers.



6. Informative videos

Produce onboarding videos highlighting use cases, tips, and tricks, available on the platform for new users.

7. Gamification for engagement

Introduce gamification with challenges for newly onboarded teams, recognizing outstanding contributors & visitors for increased engagement.

8. Mandatory training

Integrate Bloomflow training into HR onboarding for new team members, making it a part of the learning portal.



9. Task-oriented onboarding

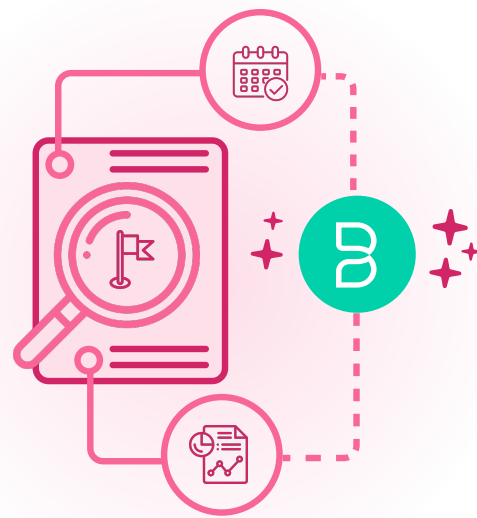
Request new users to undertake a series of tasks as an introductory exercise for a hands-on approach. New users dive into a series of tasks, an interactive introduction to the platform's features.

Effective Governance Strategies to Drive Adoption

Witness the positive impact of incentives on user engagement and satisfaction.

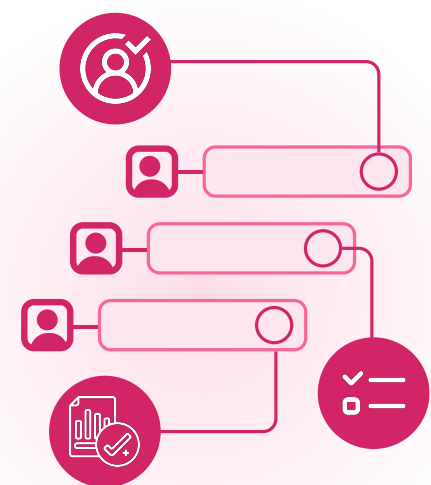
1. Strategic recognition

Identify internal reporting milestones or pivotal meetings as opportunities to highlight Bloomflow.



2. Executive engagement

Regularly communicate the significance and benefits of Bloomflow at the executive committee level for sustained organizational support.

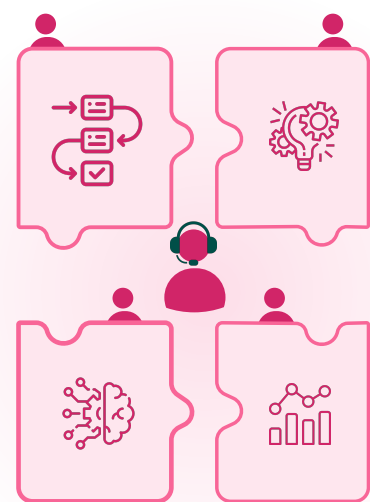


3. Role clarity

Outline key roles and responsibilities. Designate individuals responsible for data quality, monitoring new user activities, and internal communication.

4. Governance meetings

Conduct regular touchpoints to facilitate the exchange.

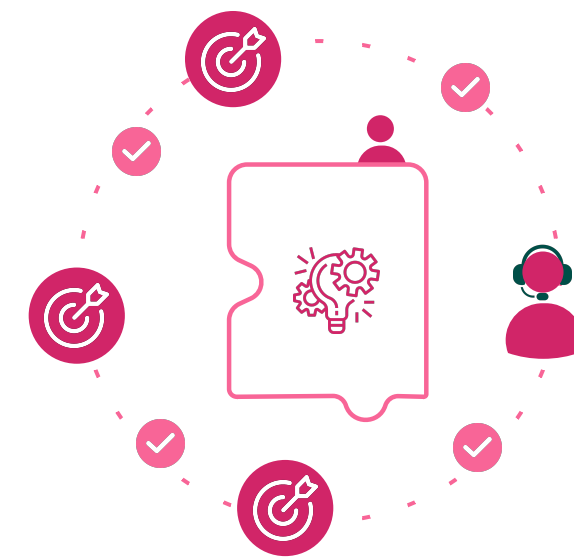


5. Platform administration

Assign a platform administrator for each team or business unit. They will be responsible for inviting members and overseeing roles & permissions.

6. Strategic alignment

Establish strategic goals for each team aligned with their needs and use case, relying on the Customer Success Manager (CSM) to coordinate and execute the collective efforts.

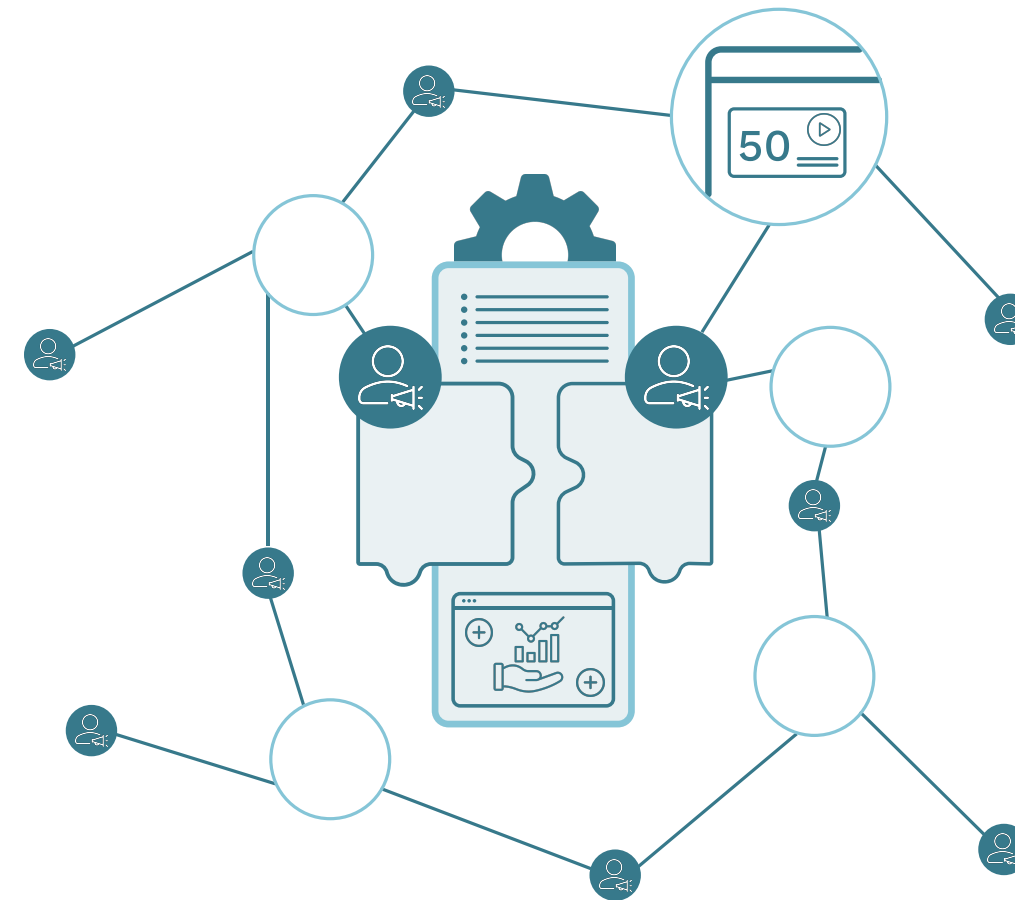


Improve **Communication** to Drive Adoption

Discover how effective communication strategies elevate user experience, foster collaboration and drive adoption of the platform.

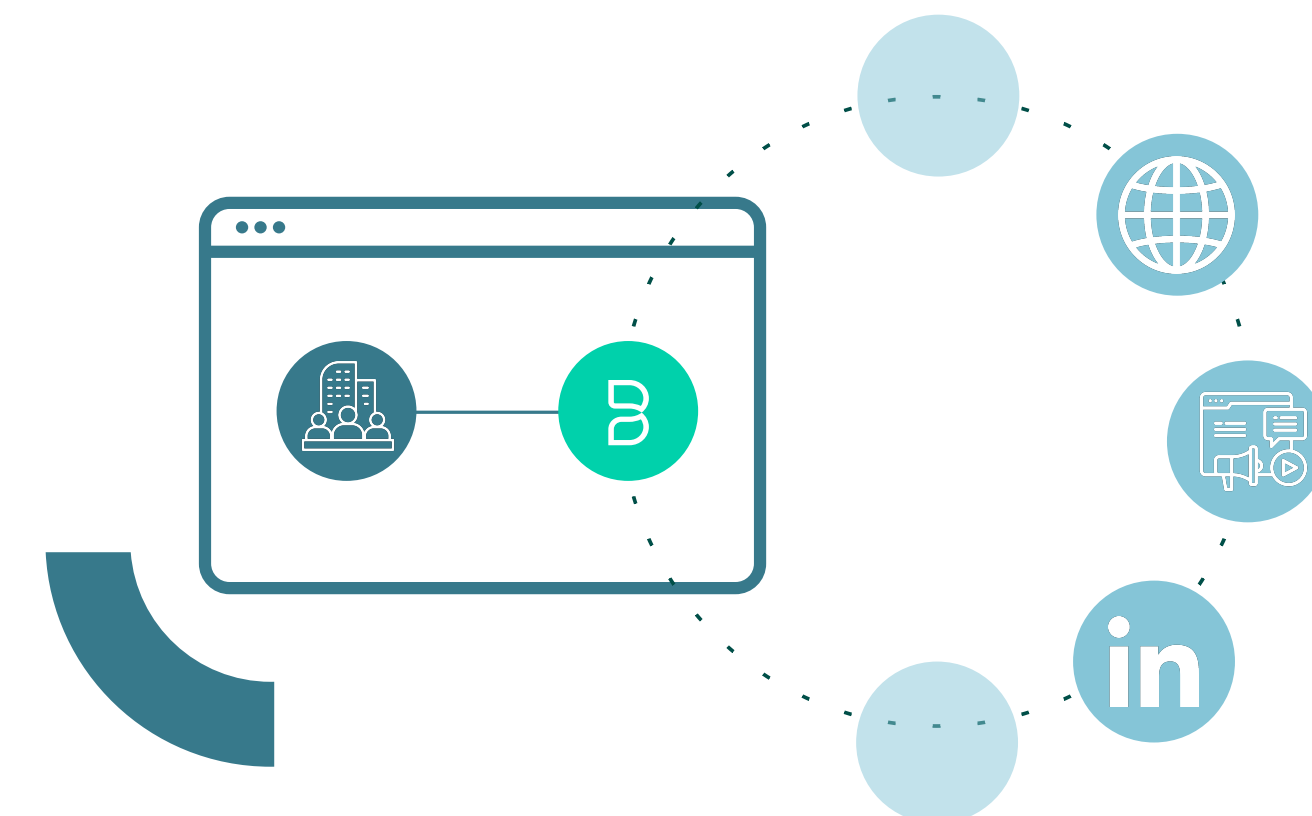
1. Internal Communication

- ▶ Craft a comprehensive plan that actively engages your internal communication team. Ensure accessibility for designated ambassadors within each team.
- ▶ Create an annual KPI video to showcase achievements and attract new users.
- ▶ Create an active network of ambassadors, provide them with necessary tools, and define a clear scope.
- ▶ Leverage intranet channels to push valuable content directly to new and potential users.
- ▶ Implement custom notifications and automatic emails to keep users informed on platform activities.
- ▶ Share successful outcomes post-event, including metrics such as the number of startups engaged. This helps build credibility and showcases the impact of the platform.



2. External communication

- ▶ Leverage external communication channels, including LinkedIn, your website, and various media outlets, to amplify the reach of your platform's success stories and accomplishments.
- ▶ Co-write a success story with Bloomflow that communicates your use case, objectives, and achievements to inspire others in the industry.



Engaging with **Incentives** to Drive Adoption

Employing a combination of community-building initiatives and targeted incentives, we aim to create an engaging environment that encourages user participation and fosters a sense of belonging.

1. Building a community beyond the platform

Cultivate a sense of belonging by establishing an exclusive 'club' for Bloomflow's top users. This space allows them to connect, share insights, and build a thriving community beyond the platform.



2. Active user incentives

Motivate user participation with incentives such as newsletter features, top user highlights, and exclusive client meetups. These rewards enhance the overall user experience, emphasizing the value placed on active engagement.

Innovation **Events** to Drive Adoption

Elevate the platform's experience through strategic events that go beyond engagement—they drive adoption.

1. Internal challenge for engagement

Run a targeted internal challenge to boost engagement and create platform awareness. Gamify how users share ideas and add content to their portfolios.



2. Create an internal event

Integrate Bloomflow into internal events, such as Innovation Day, to maximize exposure and showcase the platform's capabilities to a broader audience.



3. Tips & tricks sessions / webinars

Host yearly or quarterly sessions focused on sharing best practices, unveiling new features, and facilitating Q&A sessions. Keep your user community informed and empowered.

4. QR codes for demos

Enhance communication materials such as emails and flyers for startup scouting events by adding QR codes. This makes it easy for interested parties to book demos and experience the platform firsthand.

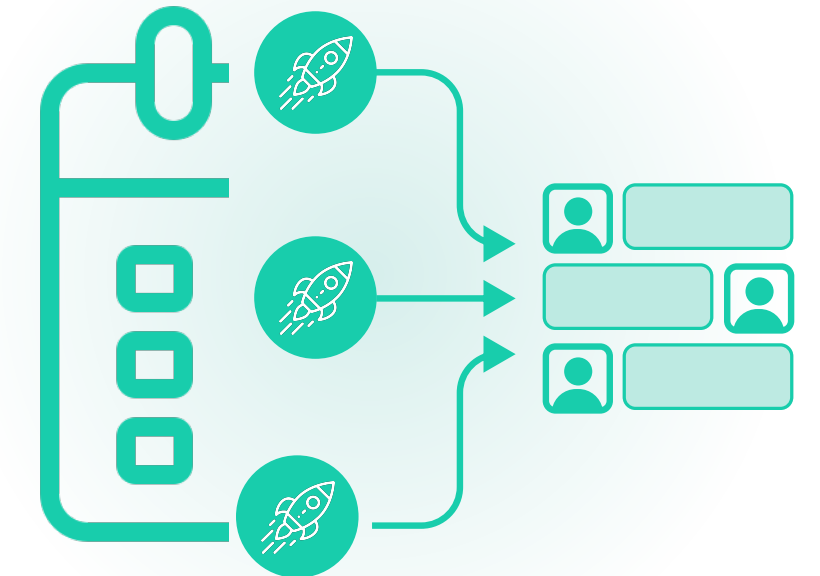


5. Event prep

Communicate to scouting teams about Bloomflow's on-the-ground support features such as the mobile app, application portal, and scouting extension. Guide them on setting up event sources for post-event KPI monitoring.

6. Post-event optimization

Enhance scouted startup profiles from events by creating associated sources and sharing them via quick links or internal channels. Simplify integration with the platform using the new import tool.



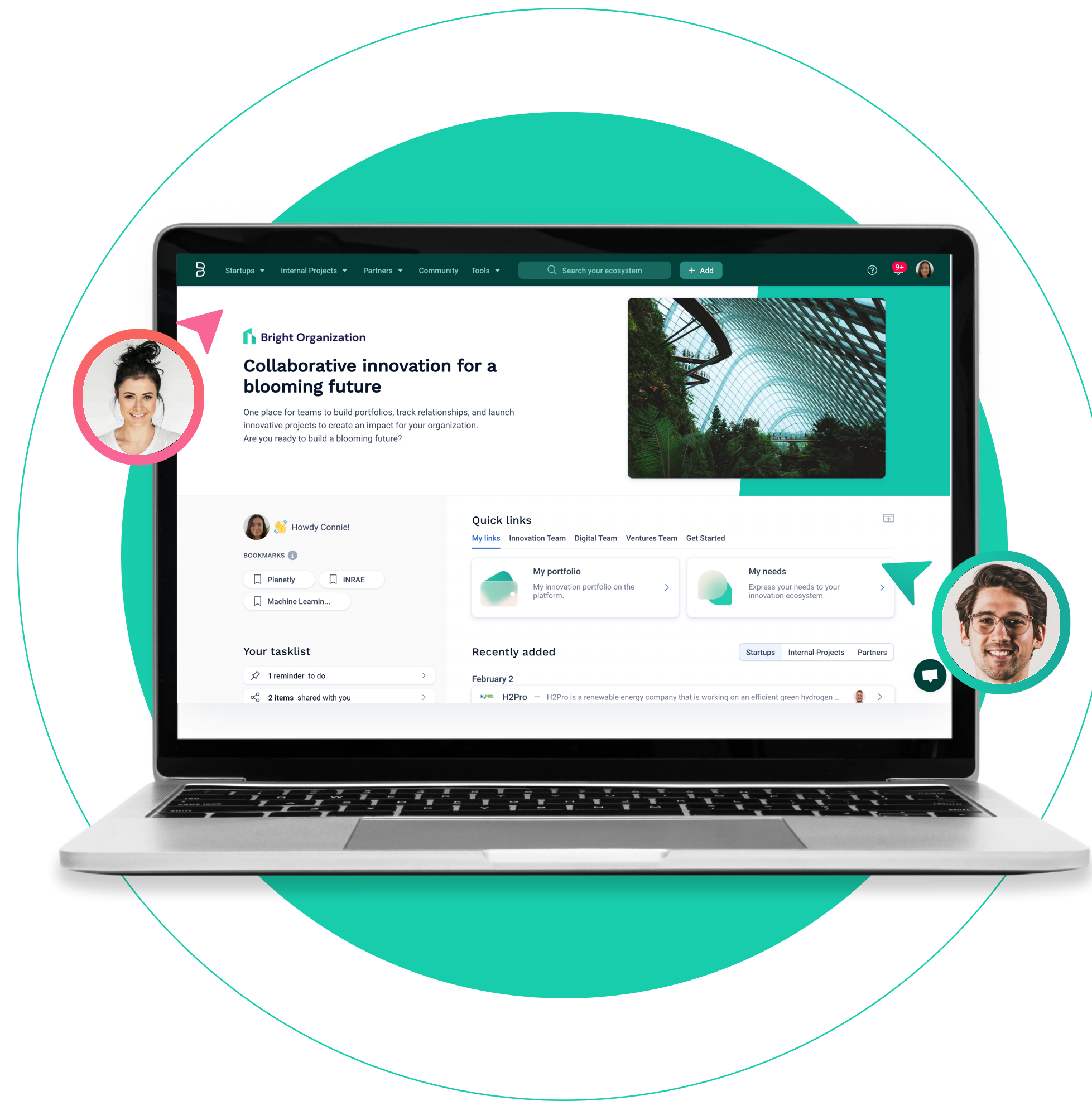
7. Collaborative learning

Participate in Bloomeet sessions alongside other Bloomflow clients at events to share and learn best practices.

About Us

Bloomflow is the innovation management platform empowering large enterprises to thrive in today's rapidly changing business landscape. On average, our clients accelerate innovation time to market x3, eliminate redundant tasks and initiatives, and double their business impact.

Talk to an expert



The SaaS platform is used by 60+ organizations across 100+ countries. It has been used to qualify more than 60k innovation partners as well as launch and monitor more than 12k projects. The solution has been deployed across industries in organizations such as HSBC, Nestlé, L'Oréal, Capgemini, Bayer, Heineken, and more.