

# Activ Foundation

## Adoption case study



# Customer overview



Activ has provided accommodation, employment, training, short-term accommodation, community support, and home care in metropolitan and regional Western Australia since 1951. Activ currently supports more than 2,000 individuals and their families across Western Australia. It has over 1,000 employees, who work towards enabling people living with disability to pursue the life they choose.

# The challenge

Activ Foundation recognised a need to respond to the changing workplace, and make sure that staff and customers' needs and expectations are being met. One of those initiatives was to introduce Webex Teams to facilitate fast and easy communication, wherever employees happen to be.



# The technology

Activ worked with Taleka, their technology partner Optus, and Cisco to deploy Webex Teams across the organisation.

But Activ recognised that making the technology available is only the beginning: the next step was to help its workforce recognise the power of these tools and integrate them into their day-to-day workflow to transform the way they communicate.



*“We had worked with Taleka a couple of years ago to adopt Cisco Jabber in the organisation, which was why we contacted them again straight away when we decided to upgrade our collaboration experience to Webex Teams. We are all too aware that a workforce doesn’t just start using a tool because you install it: it takes a careful strategy, and Taleka knows how to craft and deliver this.”*

Virat Shah, ICT Manager,  
Activ Foundation



# The discovery phase

Taleka began with user-centred research. We spoke to employees in focus groups, and discovered several use cases for Webex Teams that would make a real difference for employees, the business, and customers.

These use cases allowed Activ to achieve measurable KPIs, increase utilisation, and align to its vision of improving the employee and customer experience.

*“We talked directly to the operations team, which helped us understand exactly how they wanted to work, and got them excited about using Teams to realise our shared vision. They are the ones on the ground, interacting with customers every day, so we knew they would be instrumental in working with us to craft something that genuinely helps them to do what they need to do. By the time we gave them the training and handed over the tools, they were convinced of the benefits it would bring them, and we were comfortable that we could trust them to use it safely and productively. Using a new tool for customer-facing interactions can sometimes feel risky, but the pay-off is huge: we have been able to improve the support provided to people with disability.”*

Virat Shah, ICT Manager at Activ Foundation

# The use cases

## 1 Joining team meetings from anywhere

“We’d like to be able to have productive team meetings without everyone having to travel in to the office when they’re not on shift.”

## 2 Sharing information about customers internally

“We need to be able to share information more easily amongst ourselves about our customers.”

## 3 Communicating with customers’ families

“It would be great to have an easy way to quickly communicate with families of our customers.”

# The deliverables

Taleka then designed customised communication materials and held training to help employees achieve these use cases. By focusing training just on the specific workflows that Activ employees would be using Teams for, we were able to help everyone understand how the tools could would change the way they work for the better, and get them up and running quickly.

- **A customised communication campaign**, leveraging Activ's internal communication channels, to raise employees' awareness of how the new technology will benefit them.
- **Face-to-face training** for each different user group, each focusing on how to achieve their specific use cases.
- **Self-paced eLearning** to get new recruits and occasional users up to speed and refresh those who had been through face-to-face training.
- **User journey videos** to demonstrate real workflows for the technology in use at Activ.

# The outcomes (so far)

*“The level of genuine acceptance for Webex Teams is among the highest for any software implemented in Activ previously. It is the first time that end users are coming to us and asking how soon they can have the product. They are also coming up with ideas and solutions all on their own. Providing internet access to all of our clients in our accommodation housing will likely attract more customers to us in the future. This is something that is not highly common in our industry due to the cost. The efficiencies provided by implementing Webex Teams will help to reduce our cost of delivering services and potentially drive down our rates.”*

Virat Shah, ICT Manager at Activ Foundation

*“Activ’s adoption of Webex Teams is one of the most successful projects I’ve worked on so far. I attribute this success to two factors: Firstly, Virat began with a very clear vision of how the technology would be used at Activ, and Taleka helped him build and deliver an adoption strategy to realise that vision. Secondly, Virat was more than willing to put in his time as project manager, advocate, and local expert to support all of the activities necessary or the technology to be adopted right across the organisation. It’s always a pleasure to work with such dedicated, visionary project teams, and inspiring to see that Activ is using the technology to make a real difference to the community.”*

Caroline McKinnon, Technology Adoption Consultant, Taleka