



Netrix

Our Services

Change Communication



"We are here to help our clients bridge a gap between when a technology deployment is complete and when an end user begins to utilize the technology. We want to make that transition as seamless as possible."

Pam Hoover
Practice Director

End User Adoption: Bridging the Gap Between IT and End Users

As organizations increasingly leverage technology as a workflow experience, it's critical to position a change communication plan that can communicate the message clearly and in detail, with integrity and authenticity. The consumer of the technology receiving this messaging must be ready to listen, understand, and trust the messaging. The delivery should align with the culture of the organization and structure at which the consumer of the technology is accustomed to maximize the absorption of information, efficiently and effectively. Finally, the content of the message must be powerful enough to energize the consumers of the technology and incite excitement for the change and adopt new technologies.

The Netrix Change Communications practice is designed to do that for clients deploying new technologies or creating change with existing technology.

How We Do It

Communicate with the End User in Mind

Netrix, leveraging our audience and consumption-focused technology services, has developed a change communication program that leverages visual content and delivery mechanisms to build excitement and positive response for change, communicate details on what to expect and why, and enable the support of a consistent cadence of change communication that the client can deploy.

Contact Netrix

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Netrix Change Communication: Our Work

Every Transition is an Important One

The work of the Change Communication team affects every single one of our clients, across practices. No matter the technological change within our client's working environment, we work to make a smooth transition from deployment to day one. We believe in the opportunity to help you create an environment for better use adoption and positive response to technology changes.

The End User is Our Hero

The Netrix Change Communication team has a laser sharp focus on the end user. Many integrators tend to focus solely on deployment, but we design a solution that's both technically sound in the client's environment and one that is well-received and adopted by employees.

- Key to our process is building in proprietary validation and analysis, which helps everyone evaluate effectiveness.
- Change Communication can be applied to any technology change an end user will experience.
- We're helping solve challenges in all practice groups.

Our practice is the glue that stitches together all the Netrix practice areas because it's discipline agnostic.

We commit ourselves to staying ahead of technology trends. We're experts at being up to date with the tools and technologies you need.



Our Process



We develop a key understanding of how companies communicate change to employees, identify critical goals and strategies and build an effective sequential publication and distribution aligned with your culture.

We develop the communication plan, messages, and vehicle for delivery of your messages. Within your brand standards, our team will build graphical messages and focus on key benefits and changes that will be coming.

We will identify a baseline for the key performance indicators to measure throughout the campaign. Metrics-based key performance indicators will be the means to establish and measure at the conclusion of the programs.