**Training and Adoption Strategy**

**1. Objective**  
To ensure smooth transition, adoption, and usage of the FinTech platform by both internal staff and external users.

**2. Internal Training**

* Staff onboarding workshops
* User manuals and FAQ portals
* Helpdesk integration

**3. Customer Adoption**

* SMS and push campaigns
* Video tutorials & onboarding flows in app
* Agent-assisted registration

**4. KPIs**

* 90% staff trained by Go-Live
* 60% customer onboarding in first 3 months
* 4.0 customer satisfaction rating