pendo × mind the PRODUCT

Digital Adoption Certification Course

Exam Study Guide

Table of Contents

Digital Adoption Certification Course Exam Study Guide

We're excited that you're interested in making your digital adoption knowledge and skills official!

The Digital Adoption Certification Course breaks down what it means to build optimal digital experiences for internal users in order to increase software and workflow adoption, remove business process friction, and drive employee productivity.

At this point, you've likely completed the course and are ready to take the exam. By taking and passing the exam, you'll be able to show that you've learned how to optimize internal software usage and digital processes in service of key business outcomes.

This study guide provides an overview of the Digital Adoption Certification Course exam and how to best prepare for it. The guide includes:

- ◆ Details about the exam
- ◆ Topics covered
- ◆ Tips to prepare for the exam
- ◆ Course quick guide

EXAM DETAILS

Format: 25 multiple choice questions

Time alloted: 90 minutes

Passing score: 75%

Number of attempts: Five

Cost: Free, includes the course as well as the exam

Delivery method: Online, not proctored

Language: English

Prerequisites: None, though we highly recommend that you take the take the Digital Adoption Certification Course to prepare for the exam

TOPICS COVERED IN THE EXAM

The questions on the exam align to the material covered in the Digital Adoption Certification Course, and are similar in nature to the end-of-module quiz questions. The topics and percentage of questions per topic on the exam are outlined below.

TOPIC	% OF TOTAL EXAM
The role of digital adoption in digital transformation	16%
Internal product management: Building products and processes for internal users	20%
Understanding and changing how employees use internal tools	24%
Getting the most out of your software investments	20%
How to implement and measure a digital adoption strategy for your organization	20%

◆ This is an "open-book" exam, so be sure to have any notes you captured while taking the course beside you before beginning.

◆ The exam is timed without the ability to pause, so be sure you have a dedicated 90 minute period available before clicking "Start."

◆ Make sure you have a quiet space so you can focus while taking the exam, with few distractions.

◆ Take your time to read exam questions carefully.

◆ We also ask that you please don't cheat and don't share exam content with others.

Good luck on the exam!
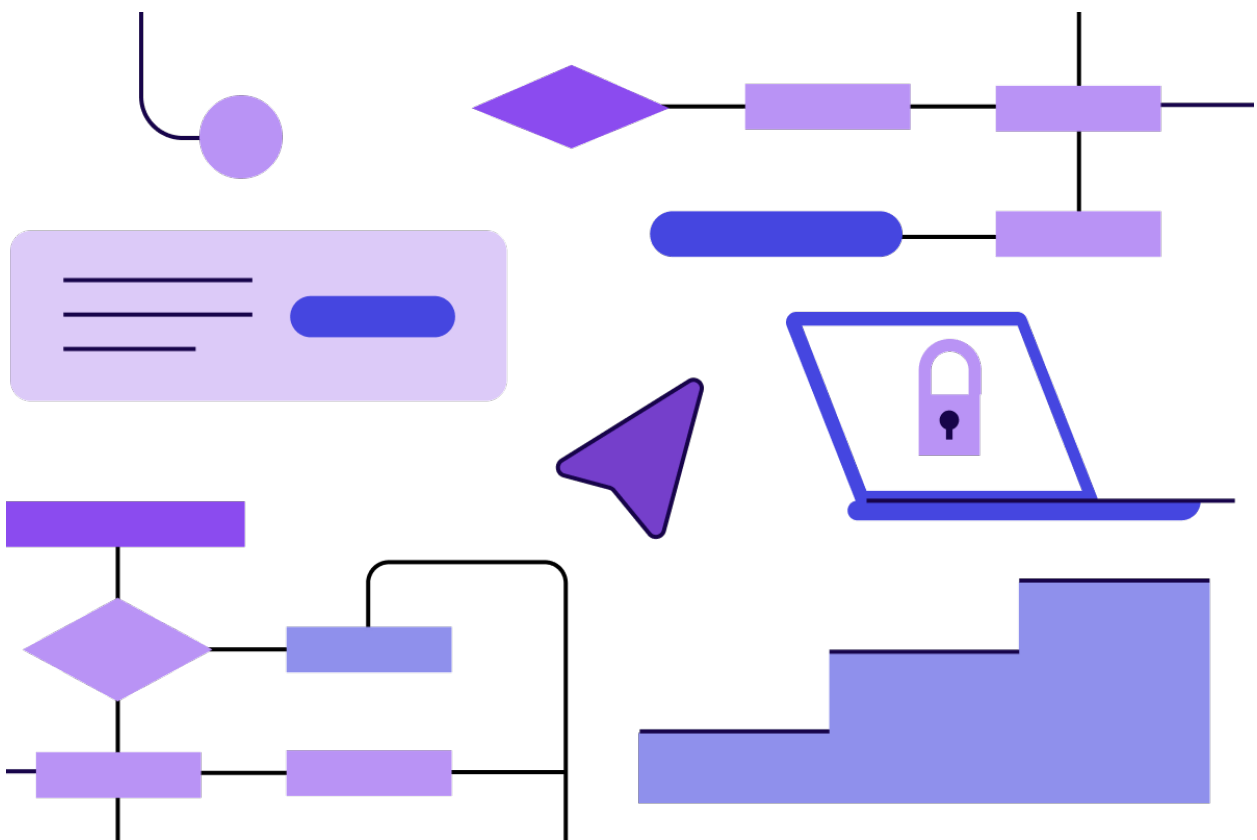
To help you prepare for the exam, below are some definitions, concepts, and frameworks you learned in the Digital Adoption Certification Course.

MODULE 1: Welcome to the Digital Adoption Certification Course

Digital workplace: All of the software tools (built or bought) that employees rely on to do their jobs effectively, as well as the underpinning processes.

Digital adoption: The process by which users learn to leverage technology—like a software product, app, or website—to its fullest potential and derive maximum value from a digital process or solution.

Roles that have a stake in digital adoption:
- Technology leadership
- IT
- Operations
- People teams (HR)
- Internal product managers

MODULE 2: The role of digital adoption in digital transformation

Digital transformation: The process of using digital technologies to create new—or modify existing—processes to improve the customer and/or employee experience and meet evolving business demands.

Three ways transformation happens:
1. Initiatives to increase productivity
2. Initiatives to improve employee experiences
3. Initiatives to optimize software utilization

Three core parts of any digital transformation strategy:
1. Shift from getting more software to getting the most out of it
2. Bring IT and HR closer together
3. Make change a two-way process

Five benefits of digital adoption:
- Improved workflows and internal efficiency
- Increased productivity
- Less user frustration with technology
- Higher employee satisfaction
- Reduced costs
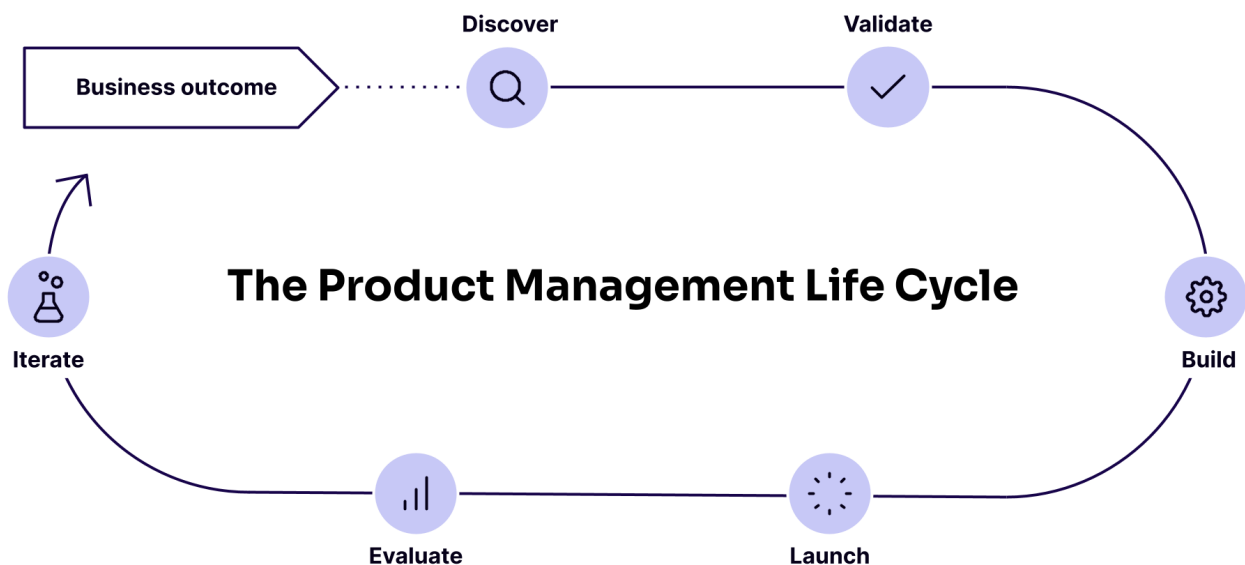
Three consequences of poor software adoption:
1. Compliance risk
2. Employee churn risk
3. Lost time and money

MODULE 3: Internal product management: Building products and processes for internal users

Internal product manager: The person responsible for the development and enhancement of digital products that are used internally by a company's employees.

Four differences between internal and external product managers:
1. The value they deliver
2. How they measure success
3. How they iterate with feedback
4. The compliance standards they must follow

The Product Management Life Cycle

Business outcome · · · · · · Discover → Validate → Build → Launch → Evaluate → Iterate

Product analytics tool: Software that captures and exposes usage patterns from digital products.

Five ways internal product managers can leverage product analytics data:
1. Understanding how employees use the product
2. Informing what to build
3. Measuring adoption of new functionality
4. Identifying features to sunset
5. Adding context to feedback

Why feedback is critical when building internal apps:
- It helps ensure you're building for your users
- It gives employees a voice
- It adds context to analytics data

MODULE 4: Understanding and changing how employees use internal tools

Three pillars of optimizing internal software:
1. Analytics
2. In-app communication
3. Employee feedback

Product analytics: The process of capturing and analyzing how users interact with a digital product.

Events: User actions in software applications like clicks, slides, downloads, and page loads.

Event properties: The specific attributes of the tracked interactions, including details like device, software version, and custom attributes.

Segment: A subset of software users that share a common characteristic, or multiple common characteristics.

Five elements of a successful in-app communication strategy:
1. Using data to guide your strategy
2. Segmentation
3. Not bothering high performers
4. Creating an in-app resource hub
5. Collecting employee feedback

MODULE 5: Getting the most out of your software investments

How to analyze business software usage:
- Look at usage at the portfolio level
- Consider license utilization

SaaS sprawl: A company's uncontrolled accumulation of software applications and technology spend.

User onboarding: The process by which new users become proficient in an application.

How to build effective in-app onboarding for internal software:
- Focus on the most important features and workflows
- Tailor onboarding to employees' needs
- Account for different learning styles
- Include ways for employees to revisit onboarding materials

MODULE 6: How to implement and measure a digital adoption strategy for your organization

Guiding principles for successful digital adoption:
- Mindset is the first step
- Be explicit about the "why" of your efforts
- Understand before taking action
- Meet your internal users where they are
- Measure impact and adjust as you go

Three common digital adoption challenges:
1. Shifting away from a reactive approach
2. Getting buy-in across the organization
3. Collecting and acting on employee feedback effectively

———

10 KPIs for the digital workplace

CATEGORY 1

KPIs to measure and increase productivity

1. Workflow productivity

The amount of time it takes for employees to complete business-critical workflows.

2. Process adoption

An activation metric that measures how many users are completing business-critical workflows.

3. Application adoption

A measure of how many users are engaging with a specific application or digital tool.

4. Support deflection

Measure support deflection by taking a baseline measurement of the amount of ticket requests related to given apps, tools, or processes, and then compare that number to the amount after deploying in-app support resources for a given period of time.

CATEGORY 2

KPIs to measure and improve employee experiences

5. Employee satisfaction

Holistic feedback about the digital workplace or tech stack, with the goal of assessing what employees experience and how they feel about workplace technology and ways of getting work done.

6. Segmented application Net Promoter Score (NPS)

A one-question survey delivered to employees that asks, "How likely are you to recommend this product or application to a friend or colleague?" It's best to consider the frequency with which individuals or teams use an application when evaluating their scores.

pendo × mind the PRODUCT

10 KPIs for the digital workplace

7. Employee feedback

Feedback about the digital workplace that can include everything from top feature and enhancement requests, to business process improvement recommendations, to crowd-sourced best practices for a given app or workflow.

KPIs for optimizing software tools

8. Return on investment (ROI)

For any piece of software to generate a good ROI, it should make or save an organization more money than what they put into it, or otherwise mitigate risk. Three components of determining the ROI of software are: time to value, license utilization rate, and risk mitigation.

9. Total cost of ownership (TCO)

A metric that takes into account the entirety of costs, both direct and indirect, around a given piece of software.

10. Portfolio sprawl

Two ways to measure sprawl include the number of internal-facing applications overall or the number of apps per user.

pendo × mind the PRODUCT

pendo × mind the PRODUCT