To stay relevant and accomplish business initiatives, enterprise applications are needed to help drive transformation, but these solutions are only successful if users adopt.

PwC’s Amplifier tool helps new and existing clients struggling with user adoption and employee engagement with their HCM investment.

Gamify adoption and drive buy-in

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Solution benefits

- **Cross-platform agnostic**: One consistent training, adoption and support solution across all technology applications
- **Personalized multi-channel**: Communications that are personalized to the individual and delivered where they are
- **Intelligent, gamified, and automated**: A gamified experience that automatically scores the behaviours that matter to your business and powerful analytics helping you re-calibrate and optimize
- **Point-of-need**: Effective training occurs at the point of need

Technology leveraged

- Embedded extensibility that works with all Oracle modules
- Oracle IDM for authenticating users
- REST API/BI Publisher (and other reporting tools)
- Currently using external guided learning, but has the capability to integrate with Oracle Guided Learning in the future

Additional resources

- pwc.com/oracle

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PwC’s HR Amplifier solution

Target market & audience
Amplifier is targeted towards any Oracle client since there is an opportunity for engagement in all modules and during all parts of the implementation lifecycle. Amplifier also has the capability to integrate with other SaaS applications so that clients can incorporate it across all systems.

Pain points
Application implementations not aligned to organizational needs, employees experiencing change fatigue, and getting the staff to use the software are some of the key concerns that have been highlighted by senior executives across different organizations. Digital HR and redesign of HR programs is a top priority.

Elevator pitch
This solution provides a gamified experience that automatically scores the behaviors that matter to your business and powerful analytics helping you re-calibrate and optimize your business.

Key messages
Engage: Not only does Amplifier encourage engagement from the front end, it also allows Admins to track engagement metrics on the back-end (who is engaging and how often)
Adopt: Amplifier’s guided learning feature helps with technology adoption and change management
Change behavior: Amplifier’s transparency and incentivization drives behavioral changes in a way that other tools do not

Competitive landscape & differentiation
• There are not currently any competitors that have both the gamification and guided learning components to drive engagement, adoption and behavior.
PwC’s HR Amplifier solution

Qualifying questions

1. How do you drive user adoption of your HCM system today?
2. How do you monitor engagement within your HCM system?
3. What do you use for HCM system training?
4. Are you struggling to understand how Amplifier could fit into your business model?

Handling objections

1. We use training materials
   – If you could incentivize the employee level to be engaged, do you think this could provide better data and better reporting to assess business health?
2. We already have our own way of tracking engagement
   – Because of Amplifier’s “challenge periods.” you can more accurately tell how the engagement looks over time and better understand what is working/what isn’t to
3. We have training materials
   – Amplifier is embedded within the system allowing the training to happen right on the spot. This speeds up adoption tremendously.
4. Yes
   – We can easily help you identify use cases of where Amplifier can enhance your business model.

Customer references

References available upon request