



Case Study

Lifecycle success story

Customer's business challenge and goals

TasWater is a geographically dispersed, state-wide organisation that needed to reduce the need to its highest risk activity – travel – and to also make it easier for its people to collaborate and communicate. Another key driver was to remove barriers between the field and office staff, given that approximately half of its workforce is field-based.

The solution

Telstra sold TasWater Webex Flex Active User licensing, and 63 devices, comprising seven Webex Board 55s, 17 DX80s, 17 Room Kits, 6 Room Kit Minis, 11 Room Kit Pluses, and 2 Room 55s.

Taleka sold TasWater an Ultimate Adoption program, which applies Taleka's user-centred methodology to maximise adoption of Cisco Webex Teams and room devices throughout the workforce.

After dividing the workforce into collaboration personas (including executives and executive support workers, people managers, project workers, customer-facing staff, and field staff), we conducted surveys into work patterns and held discovery sessions to uncover persona relevant use cases.

These use cases were used as the basis to build the adoption program, which included:

- Strategic advice on deployment, configuration, and communication
- A blended education approach including live, instructor-led training and self-paced e-learning
- Awareness and support collateral.



Success plan overview

We set KPIs for each of the goals TasWater identified at the start of the project and measured them post-engagement through a combination of interviews with key stakeholders and a user survey.

One of TasWater's main business goals for implementing Webex was to reduce employee travel, primarily for safety reasons. For this goal, we set a KPI for these users to report a significant reduction in their need to travel for work.

Having the ability for employees to more easily connect with external parties was also a priority for TasWater. Our KPI for this goal was for 25 per cent of users we surveyed to report finding it easier to connect with external parties.

Meeting rooms across the organisation were at a premium, so having a way to meet remotely without having to wait for an available meeting room was important. Our KPI for this goal was for 25 per cent of users we surveyed to report finding it less necessary to find an available meeting room with the right equipment in order to have a remote meeting.

Another major goal was to make employees less reliant on IT support when scheduling and joining remote meetings by reducing complexity and improving reliability. Our KPIs for this goal were for at least 25 per cent of users we surveyed to report:

- Finding it easier to schedule remote meetings
- Finding it faster to join at start time
- Finding connections during meetings more reliable.



Outcomes/Results

After our engagement, Taleka surveyed Webex users in the business to measure the extent to which the KPIs we set at the start of the project had been met. We received 88 responses to the survey, which represented a good cross-section of the business.

The main goal that TasWater had for the business – to reduce unnecessary travel – was realised: the implementation of Webex contributed to a significant reduction in travel (even prior to COVID-19). TasWater also realised its goal of reducing employees' reliance on IT for videoconferencing support: 100 per cent of users surveyed agreed or strongly agreed that video meetings are easier to schedule with Webex, remote meeting connection times were faster with Webex, and Webex provides more reliable connections during video meetings.

The difficulties employees had experienced finding an available video-equipped meeting room for remote meetings also significantly reduced, with 80 per cent of users surveyed agreeing or strongly agreeing that they have less need to find a free meeting room with the right equipment to have a video call because they can now use their desktop computer or mobile device.

Lastly, the organisation achieved its goal of giving its employees a greater ability to connect with the outside world. The survey revealed 75 per cent of respondents to whom the question was applicable reported having a greater ability to connect with external parties outside of TasWater.

“Before [we had Webex], when you had to wait for a couple of days to get a video conference, you might as well drive to wherever the other person is. Now I don't remember the last time I haven't been able to get a video conference organised and happening on the same day I wanted it. The work we did to shift to a 'you join from where you are' meeting culture over the nine or ten months leading up to COVID-19 also put us in a far better position when restrictions came into effect. They basically picked up their laptops and moved home. It would have been a very different scenario if we didn't have that in place.”

Scott Brownlee, Manager Business Systems Networks

“For us, the investment in Taleka paid off three or four times beyond the monetary investment in the level of adoption we got. When you compare that to the investment we made in the platform itself, the hardware and the rollout, it's a drop in the ocean. And when you look at what it enabled in our workforce - I mean even without COVID-19, but certainly with COVID-19 - it's immeasurable. It's true of any technology project: you can have great technology, which Webex is, but unless you have that adoption multiplier, you haven't got anything.”

Jon Ettershank, Department Manager Business Systems