



CXBERRIES

TRANSFORMING ORGANIZATIONS . CO-CREATING VALUE.

SUCCESS STORY



**DRIVING AI-LED AUTOMATION
ADOPTION THROUGH OCM FOR A
EUROPEAN HI-TECH ENTERPRISE**


DRIVING AI-LED AUTOMATION ADOPTION THROUGH OCM (ORGANIZATION CHANGE MANAGEMENT) FOR A EUROPEAN HI-TECH ENTERPRISE


Industry: Hi-Tech


At a glance


A global digital infrastructure company with over \$5 billion in revenue was embarking on an AI-led automation journey but faced poor user adoption, hindering ROI realization. CXBERRIES deployed its 6-Step OCM Model to drive adoption, engagement, and measurable success.


Business Outcomes


 Upto **35%** Reduction in rework and errors

 Upto **40%** Faster ROI and project delivery.

 **25%** Increase in self-service adoption.

 **40%** Improvement in user engagement & adoption.

 Upto **30%** Reduction in resistance to change

 Upto **50%** Improvement in CSAT and ESAT scores.

BUSINESS CHALLENGES

The organization had invested significantly in AI-driven automation tools, yet past automation initiatives failed to deliver expected benefits due to:



Low User Adoption

Extremely poor user adoption and resistance to change.



Lack of Structured Governance

No structured framework to monitor, manage, and drive change across the organization.



Limited Awareness & Training

Users lacked necessary knowledge and skills to effectively utilize the automation tools.



Global & Cultural Barriers

Global workforce with diverse cultural and operational background.

CUSTOMER'S OBJECTIVES

The customer sought to maximize ROI from their AI-led automation investment by driving higher adoption rates and user engagement. Their key objectives included:

- Increasing user adoption
- Enhancing self-service capabilities empowering users to leverage automation independently
- Improving operational efficiency through automation led process optimization
- Ensure seamless organization change management
- Establish governance & metrics to track adoption rates, engagement levels and business impact.

DRIVING AI-LED AUTOMATION ADOPTION THROUGH OCM (ORGANIZATION CHANGE MANAGEMENT) FOR A EUROPEAN HI-TECH ENTERPRISE

Industry: Hi-Tech

SOLUTION APPROACH



VISION & STAKEHOLDER ALIGNMENT

- Collaborated with leadership to establish a **clear vision and objectives** for the change.
- Mapped **key stakeholders** and identified **potential resistance points**.



CHANGE READINESS & IMPACT ASSESSMENT

- Conducted an **organizational impact assessment** to understand concerns.
- Planned **resistance mitigation strategies** to proactively address pushbacks.



COMMUNICATION STRATEGY

- Executed a **multi-channel communication strategy** tailored for leadership, managers, and end-users.
- Leveraged **email, messaging platforms, webinars, town halls, and digital signages** for consistent messaging.



TRAINING & CAPABILITY BUILDING

- Delivered **role-based training sessions** (virtual + in-person).
- Created bite-sized video snippets, infographics, and gamified quizzes to reinforce learning.



CULTURAL CONSIDERATIONS & ENGAGEMENT

- Established a **global network of change ambassadors** to drive peer advocacy.
- Conducted **leadership roadshows, daily stand-ups, and MS Teams support channels** for continuous engagement.



GOVERNANCE & CONTINUOUS IMPROVEMENT

- Established KPIs & metrics to baseline adoption and track progress.
- Created an OCM governance model with feedback loops to refine strategies.

DRIVING AI-LED AUTOMATION ADOPTION THROUGH OCM (ORGANIZATION CHANGE MANAGEMENT) FOR A EUROPEAN HI-TECH ENTERPRISE

Industry: Hi-Tech

SOLUTION IMPLEMENTATION CHALLENGES & MITIGATION



USER RESISTANCE TO CHANGE

Fear of job loss hindered automation uptake.

Mitigation: Change Ambassadors & Leadership Advocacy to drive awareness and trust.



LACK OF CLEAR COMMUNICATION

Uncertainty on automation benefits caused skepticism.

Mitigation: Targeted Messaging & Leadership Endorsements through emails, webinars, and town halls.



SKILL GAPS & TRAINING DEFICIENCY

Users lacked expertise in using automation tools.

Mitigation: Role-based training, gamified learning, and on-demand resources.



NO SUCCESS TRACKING METRICS

Lack of measurement led to unclear baseline and inability to track engagement objectives.

Mitigation: Defined KPIs & Governance Model for real-time tracking and continual improvement.



GLOBAL/CULTURAL ADOPTION BARRIERS

One-size-fits-all approach failed across geographies.

Mitigation: Localized OCM Strategies tailored to regional and cultural needs.

CRITICAL SUCCESS FACTORS



- **Leadership Buy-In:** Strong support from leadership ensured alignment with strategic goals.
- **Tailored Communication:** A structured, multi-channel communication plan addressed concerns at all levels.
- **Cultural Sensitivity:** Recognizing and addressing cultural barriers in a global team.
- **Continuous Reinforcement:** Governance, feedback loops, and ongoing training ensured sustained adoption.

CONCLUSION



By implementing a **structured OCM framework**, CXBERRIES successfully addressed key adoption challenges, ensuring **seamless adoption of automation use cases**. Through **targeted communication, role-based training, cultural alignment, and strong governance**, the organization achieved **higher ROI, greater user adoption, improved self-service rates, efficiency gains, and better customer & employee satisfaction scores**.



LETS' TRANSFORM TOGETHER



CXBERRIES

TRANSFORMING ORGANIZATIONS . CO-CREATING VALUE.



+91-9922438925
+91-9820167286



sales@cxberries.com



www.cxberries.com