

# Creating an effective deployment communication plan



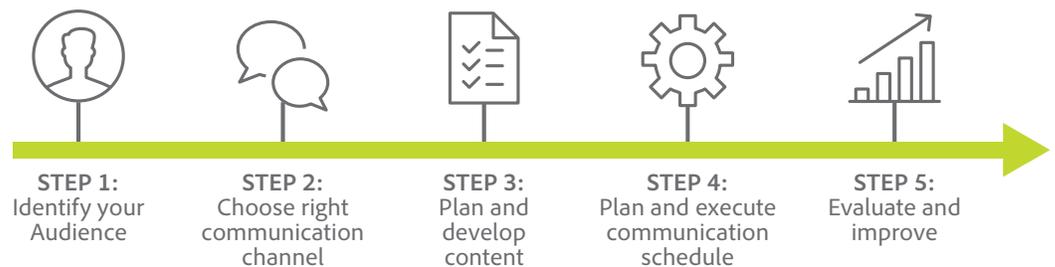
*“Any hesitation about using e-signatures is gone when they learn that Adobe Sign is an Adobe solution. Customers and employees alike have confidence that Adobe Sign will be a secure and reliable solution. With better productivity and high accountability for our sales and HR processes, Adobe Sign helps us better serve our customers and our employees.”*

Source: [Ricoh UK case study](#)

You've worked hard to integrate *Adobe Sign*, an *Adobe Document Cloud* solution, into your company's existing workflows to streamline approvals across your organization. The question is: How do you tactically communicate this workflow transformation to users to ensure the deployment is successful?

In a world where everyone loves progress and nobody likes change, this article helps make the transition as smooth as possible. Learn how to design a deployment communication plan that is tailored to your organization by following these simple steps:

- Identify your audience
- Choose the right communication channels
- Plan and develop content
- Plan and execute a communication schedule
- Evaluate and improve



## Identify your audience

When communicating the transformation that Adobe Sign brings, there are many stakeholders to consider. From executives to business users, customers to partners, and affiliates to subsidiaries, this workflow change will affect a broad spectrum of stakeholders. Identify all your various audiences first and proceed with a communication plan.

## Choose the right communication channels

Think about the types of stakeholders you have identified and consider what communication channels will be most effective for each type. Keep in mind what they need to know about Adobe Sign and how their existing workflows will change.

Consider the following communication channels for different stakeholders:

Internal		
Executives	Legal	Users
<ul style="list-style-type: none"> <li>• Face-to-face presentation</li> <li>• Email</li> </ul>	<ul style="list-style-type: none"> <li>• Face-to-face presentation</li> <li>• Follow-up reference guide</li> </ul>	<ul style="list-style-type: none"> <li>• Training webinar</li> <li>• Email</li> <li>• Intranet documentation</li> <li>• Weekly drop-in call</li> <li>• Lunch and learn</li> <li>• Internal social media (Chatter, Yammer, etc.)</li> </ul>
External		
Signers/Customers	Partners/Subsidiaries	Banks*
<ul style="list-style-type: none"> <li>• Newsletter email</li> <li>• FAQ page on website</li> <li>• Social media posts</li> </ul>	<ul style="list-style-type: none"> <li>• Training webinar</li> <li>• Email</li> <li>• Weekly drop-in call</li> <li>• Lunch and learn</li> </ul>	<ul style="list-style-type: none"> <li>• Face-to-face meeting</li> <li>• Official communication to go paperless</li> </ul>

\* If using Adobe Sign for automatic payment authorizations or direct debit mandates (UK).

## Plan and develop content

Once you have identified your target audiences ("who") and chosen your communication vehicles ("how"), it's time to determine the messaging ("what") for each audience to promote the use of Adobe Sign.

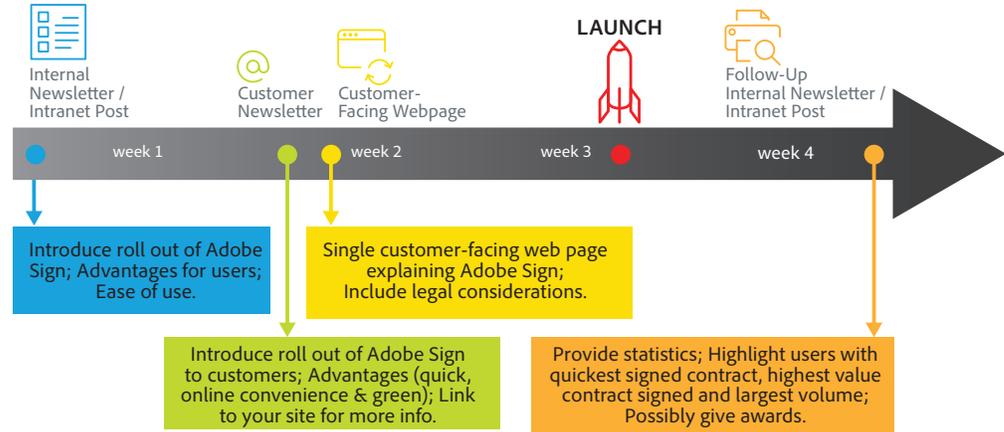
When workflows or systems change within your organization, it's important to fully explain the transition. When delivering the message, your communications should include:

- **Overall goal:** What's the big picture? How does it align to your organization's objectives?
- **Direction:** What will the rollout of Adobe Sign accomplish? What does success look like?
- **Reasons:** There will be many reasons your organization is implementing Adobe Sign. Explain the business rationale and show data to support why this change will benefit the organization. Benefits may include:
  - Accelerated sales process
  - Increased revenue
  - Reduced costs
  - Lower administrative overhead
  - Freed-up resources to better serve another need
  - Improved customer experience
  - Streamlined processes
  - Improved sustainability
  - Reduced waste
- **Stakeholder-specific information:**
  - Share specifically what is changing for the stakeholder and what is not.
  - Highlight the benefits stakeholders will get from this change and address any concerns Adobe Sign may raise. For example, is the legal department concerned about the legality of *e-signatures* or compliance of paperless contracts?
- **Next steps:** Include a timeline for the project. Provide stakeholder-specific information and tips for making a smooth transition. And include detailed support plans, so stakeholders know how to get help when they need it.

## Plan and execute a communication schedule

Adoption rates and user satisfaction have proven to be higher in organizations that provide a regular cadence of communication before and after deployment. Plan out when and how you will launch each communication about this workflow change for the various audiences, and be sure to start well before you go live. Work with your internal communications or marketing team to ensure content is created and released in a timely manner.

The following timelines demonstrate some of the key milestones and content you should consider:



## Evaluate and improve

It's important to keep improving and tweaking the communication process over time. This will help ensure that each new roll out of Adobe Sign improves productivity gains for your organization and offers a greater return on investment.

Consider introducing a feedback loop for your end users in the form of an internal online survey or internal user groups to collect feedback and learn from any issues that may arise. This will give you better visibility into the end user's experience and help you understand how the communication process can be enhanced for future rollouts.

## Tips for success

Adobe Sign will undoubtedly improve the way your organization does business. However, change can be scary. The following are a few more communication tips to help you ensure a successful rollout:

- **Overcommunicate:** Too much information about this workflow change is better than no information. Don't surprise people with your deployment. Proactively communicate it and foster support before you go live.
- **Use multimedia:** Use video and pictures to keep your content relevant and engaging.
- **Seek buy-in:** Ensure all stakeholders are engaged with the change from the very beginning, and offer them the support they need to buy into—and possibly even champion—the change.
- **Make it fun:** Where possible, introduce competitions (such as a contest to get the most contracts signed in a month or to get the largest contract signed with Adobe Sign) to increase adoption.
- **Follow up:** Celebrate success and share success stories.

For more information on deployment best practices: <https://helpx.adobe.com/sign/help/best-practices.html>

