

# Auto Manufacturer Leverages Change Management for Project Turnaround Success

Comprehensive approach to change results in optimal adoption rate critical to achieving maximum ROI



## ► CHALLENGE

This well-known auto manufacturer was in need of a uniform time and attendance solution that took into account a diverse employee mix, challenging pay rules across 5 different unions, and disparate pay practices across 14 affiliate companies. While the need for a new solution was undeniable, end user adoption was a significant worry. A previously unsuccessful system rollout made for a negative employee experience, leaving affiliates at odds and employees wary of change.

## ► SOLUTION

Workforce Insight was engaged to fully implement the company's selected time and attendance solution, leveraging its team of experienced, Prosci®-certified change managers to skillfully manage change and ease employee resistance. The change management team partnered with the client to strategically build change management into the very foundation of the project, gaining an understanding of past pain points and issues to identify key factors in bringing about a high level of end user adoption critical to project success.

Using the Prosci® ADKAR methodology, the Workforce Insight change management team worked side-by-side with the client team and leadership to:

- Develop an integral change management strategy that considered the needs and perspectives of stakeholders and end users at every level of the organization
- Construct a thorough and holistic communications plan, executed within a well-defined timeline through multiple channels
- Establish a comprehensive support system, including a dedicated web resource, email and call center
- Develop change-focused webinars to socialize standardization across divisions and locations

By integrating a solid change management approach as part of the implementation, Workforce Insight was able to significantly diminish long-term resistance from introduction to go-live, reduce inquiries and requests to payroll, and achieve a high rate of participation in end-user training and new policy webinars. The end result was a high level of end-user satisfaction and a user adoption rate of 92% on day 1.

## CLIENT PROFILE

Large Auto  
Manufacturing Company

 Locations: 1,600

 Employees: 9,700



*"The change management on this project was one of the best I have seen! We made a change to the entire organization with very little noise from our associates. That is the best compliment you could ask for!"*

- Client Project Sponsor



## Outstanding Adoption, Day 1

*The Workforce Insight change management team helped the client, end users, and stakeholders successfully navigate change, resulting in a high rate of participation in end user training and new policy webinars. The end result was a high level of end user satisfaction and a user adoption rate of 92% on day 1.*