

# Lucy®

*“Build it and they will come”* is not enough – how to jumpstart adoption of your insights platform

# Meet *Lucy*®

The AI companion to knowledge workers across the enterprise.

Built for the data centric organization, Lucy reads, listens, watches and learns all of the data that you share with her.

She never leaves, never forgets and becomes smarter every day.



# Benefits of Knowledge Management

- ✓ Save time & money
- ✓ Automated tagging of data
- ✓ Efficiently share knowledge & insights
- ✓ Avoid redundant work
- ✓ Free up subject matter experts
- ✓ Preserve knowledge as people leave

# 50%

Of enterprise workers would  
switch jobs to access tools  
that made them more  
effective at work

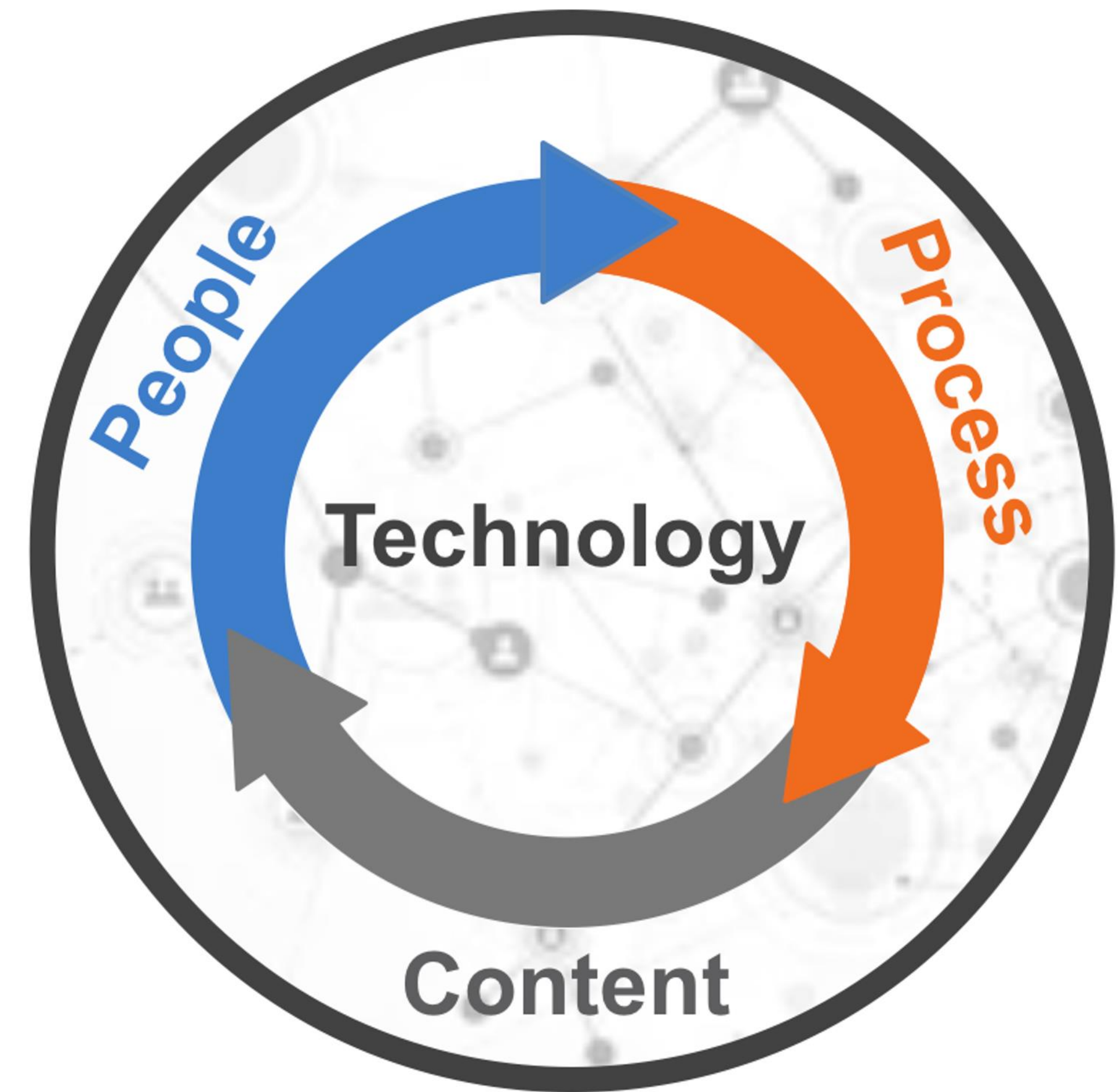
Adobe 2021

**Yet, why is technology  
adoption so challenging?**





“If you build it  
they will not  
come”





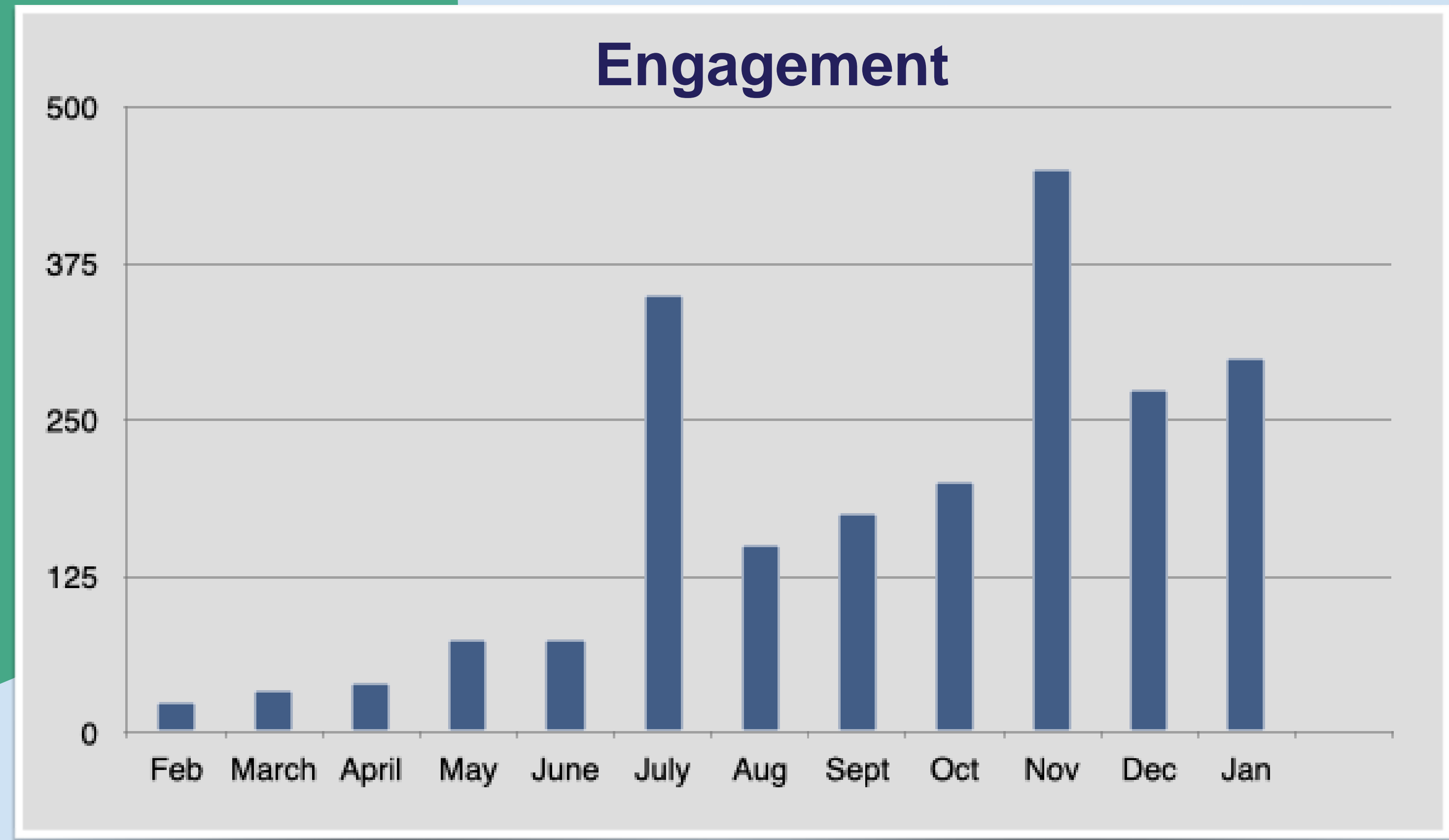
**Be Visionary**



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# Leadership & Adoption





# 02

## Solve Actual Problems



# Understanding the User



**Role**

**Data  
Requirements**

**Pain  
Points**

**Goals**

# 03

## Manage Expectations



# Walk before you run



# 04



# Teasers

What are you  
looking for?

ASK

Lucy

We hired you an  
AI assistant!

ASK

Lucy

I know it's here,  
somewhere!

Ask

Lucy®

SOMETHING  
**BIG**  
IS COMING



# Incentives



MOTIVATOR TV

Most Questions Asked



OLIVIA JONES

22



LOGAN SMITH

22



EMMA JOHNSON

21



NOAH WILLIAMS

21



SAI KRISHNA

20



SARA GOMEZ

20

TIME REMAINING

1 : 6 : 1 : 32

DAYS HRS MINS SECS

PRIZES



APPLE WATCH

\$599



APPLE IPAD AIR

\$499



FITBIT SURGE

\$249

Don't forget the team social this Friday!

← ANNOUNCEMENTS

# User Adoption Is Not Driven By One Magic Tactic



**Be Visionary**

**Solve Actual  
Problems**

**Manage  
Expectations**

**Communicate**

**Thank You**

*Lucy*®

Knowledge  
Empowering  
People