TRACTION
Guest.

Best Practices for Global VMS Roll-Outs.

Implementing a new enterprise-level visitor management system across your organization involves multiple stakeholders and several layers of planning.

5 Mistakes to Avoid

1 Not including real users in building use cases and the evaluation process

When implementing a VMS system, many organizations focus their efforts on gaining approval from leadership and administrators, but not engaging key employees or possible champions who are using the system the most.

2 Limiting trials and evaluations to a single location

Global organizations, especially in industries such as manufacturing and health sciences, have locations and sites with vastly different visitor types and access requirements. Think of corporate headquarters, compared to the research facility, compared to the manufacturing site or executive briefing center. Evaluation period or trial should cover multiple locations reflecting regional and site differences to fully understand the scope of change management required for global implementation and the levels of support necessary to ensure a successful initiative.

3 Underestimating change management

Rolling out a VMS across an entire organization should not be done with the focus on the initial roll- out alone. Change management means you need to consider different user types: administrators, employees and guests and how each individual interacts with the system. You need to consider initial training, implementation support and consistent communications as part of a successful roll-out.

4 Not using an implementation strategy

Choosing the right VMS solution for your enterprise is the first step. You need to map out an entire process with the focus on end-users. Which users need the training, will you run it on-site for each location or as a group training virtually? How will the rest of the employees receive communications – email, messaging or company announcements?

5 Expanding the scope of the initial roll-out phase

It's essential to identify the overall vision for the global visitor management initiative and break it down into the achievable milestones or steps. Especially if an organization is switching from manual processes to digitized and connected experiences, you need to leverage "crawl, walk, run" approach and be specific about the functionality included into the "crawl" phase. Once the success metrics are reached at the crawl phase, additional and more complex integrations and features can be rolled out to the users that had already seen project success.

Best Practices for Global VMS Roll-Outs.

Success Strategies

1 Prioritize localization for multi-region roll-out

Consider the level of customization required to set up your templates, themes and language settings for specific geographies. Will you be able to roll them out region by region, or are there time constraints where locations are rolled out simultaneously? Can you scale your implementation team, or do you need to consider services like Global Account & Site Configuration to meet project timelines?

2 Effectively communicate between corporate and regional teams

It is best to involve key members of the regional team into the initial use case gathering and product evaluation, setting up the expectations for visitor management functionality early in the project. Keeping the line of communication open throughout the project, involving regional administration into the roll-out plan, providing adequate training and collecting feedback helps to achieve a positive outcome for the international roll-out.

3 Build out a solution scope that includes multiple department and user scenarios

Consider the scope of all departments and individuals that interact with the system. Not including stakeholders in the process will lead to gaps in the implementation that need to be fixed down the road, negatively impacting user adoption.

4 Partner with a vendor committed to your success

During the evaluation process consider the levels of support, onboarding and adoption resources available. Evaluate customer sentiment towards support and customer success in third party reviews like G2 Crowd and Capterra. Approach the vendor as a partnership with a long-term trusted relationship. Don't be afraid to ask for help! Leverage success recommendations and best practices.

5 Assemble a Center of Excellence (CoE) around VMS

The COE should include executive sponsors, key stakeholder from multiple departments, and the admin team. Leverage this group to build a long-term vision for your visitor management project, to amplify successes around milestones, communicate internal best practices and to support training initiatives.