

Enablement to maximize platform ROI

**How leading brands can bridge the gap between people
and technology through empowerment**

Enablement readiness guide & checklist



Why enablement is a strategic priority for marketing leaders

Marketing leaders today face growing pressure to show that technology investments lead to measurable outcomes. But far too often, platform rollouts focus on implementation alone, without the structure and support needed to drive consistent adoption and long-term business value.

High-performing organizations are taking a different path. They are building centralized enablement strategies that reduce complexity, empower teams, and ensure platforms are used effectively across markets. By focusing on system users and the capabilities they need, these organizations are not just deploying technology. They are building the conditions for sustained success.

Enablement connects people and platforms, helping organizations unlock value, reduce technology waste, and create scalable impact across teams and regions. When done well, it becomes a repeatable model that accelerates execution, strengthens ROI, and drives broader business outcomes.



Oliver Adekunle

Vice President Digital Health
& Experience

“As a 'Human Empowerment' company, it was essential to put people at the center of our technology. The enablement program accelerated adoption, helped us activate markets more effectively, and created the foundation for a scalable approach that continues to deliver impact across our teams and tech stack.”

ottobock.

70% of transformations fail, but not because of technology¹

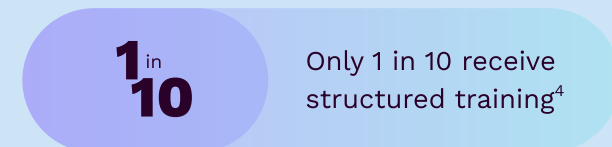
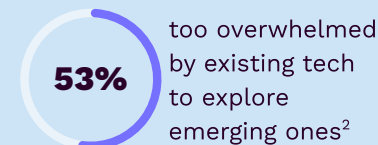
Despite significant investment, many transformation programs fall short of expectations. The reason is consistent: organizations overlook the human factors required for success. Platforms are rolled out with high hopes but without the engagement, support, or behavioral change needed to drive sustained use.

Digital adoption gap is real and growing

These gaps have long-term consequences. They erode team confidence, slow down operations, and result in fragmented adoption across markets. Platforms remain underutilized, and promised business value remains out of reach. Without a strong enablement strategy, even the best technology becomes a missed opportunity.

Common root causes

- Ambitious plans, but low system-user involvement
- No structured capability building or change readiness
- Limited focus on culture, workflows, and adoption



1. McKinsey & Company 2024, 2 Gartner 2023, 3 KPMG 2023,
4 Randstad's Workmonitor 2023

System users at the center

Progress happens when the people expected to use technology are equipped, engaged, and supported from the start. These system users, those who create, publish, approve, report, and analyze - are not peripheral to transformation. They are central to its success.

When enablement is designed around users, adoption becomes faster, smoother, and more consistent across teams and regions. It means shaping the platform setup to match user workflows, user persona based upskilling, communicating in local languages, and giving teams the confidence and clarity to engage with new systems fully.



Asad Noor

Head of Platform Enablement

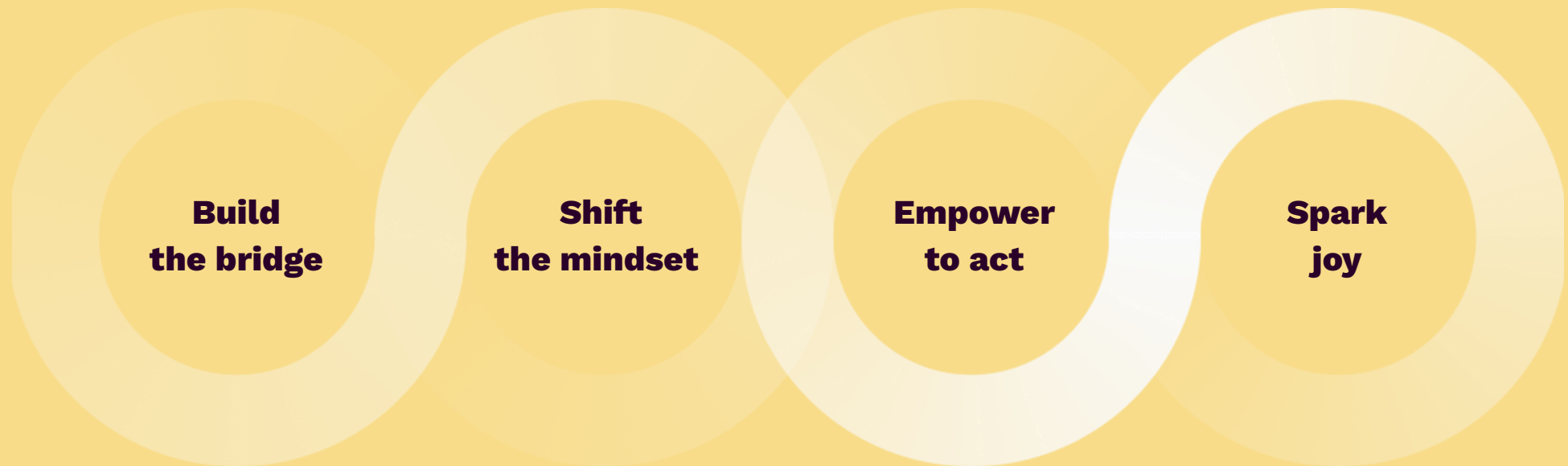
ctrlQS

“Sustainable transformation starts with those who use the tools every day”

This shift creates measurable impact across the business

- Backend systems are designed to reflect user needs, not just technical requirements
- Communications and training are localized and built by user personas, not just roles
- Champions are activated to support peers and scale adoption
- Teams experience less resistance, smoother onboarding, and faster time to value

A structured journey that makes transformation stick



1

Build the bridge

Global scalability and sustainability starts with building a strong foundation first. Teams need to be connected around a shared mission and clear narrative. Senior sponsorship, consistent messaging, and an understanding of change impacts are all critical to guiding transformation.

Clarity and focus

- ☐ Align on a clear project vision from the start—avoid distraction by too many requirements.
- ☐ Define KPIs that reflect ROI and set ambitious targets.
- ☐ Create a clear, repeatable key message that sticks with your team.

Future proofed operating model

- ☐ **People:** Engage stakeholders early to understand their real day-to-day needs.
- ☐ **Process:** Design roles and processes to meet long-term goals.
- ☐ **Technology:** Optimize systems to meet future business needs.

Shift the mindset

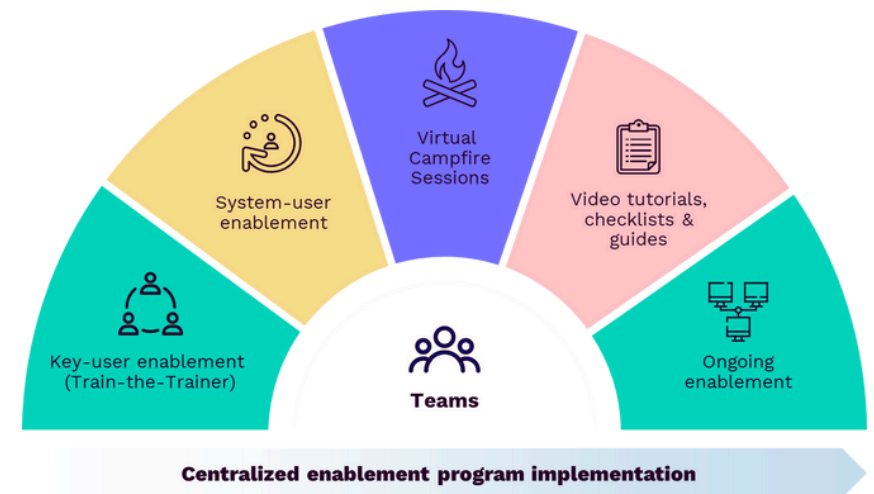
Driving adoption requires active participation and localized engagement. System users need to feel involved, supported, and motivated. This is achieved through a mix of structured learning, tailored communication, and practical enablement efforts.

People centricity

- ☐ Ensure the system helps people reach their goals, it drives adoption.
- ☐ Involve users early so they understand and support the change.
- ☐ Empower key users as ambassadors to lead from within.

Flexibility & pragmatism

- ☐ Stay flexible and provide what matters most to users.
- ☐ Offer both onsite and remote training formats.
- ☐ Translate training materials where needed.
- ☐ Review initiatives regularly to prevent overload.



Empower to act

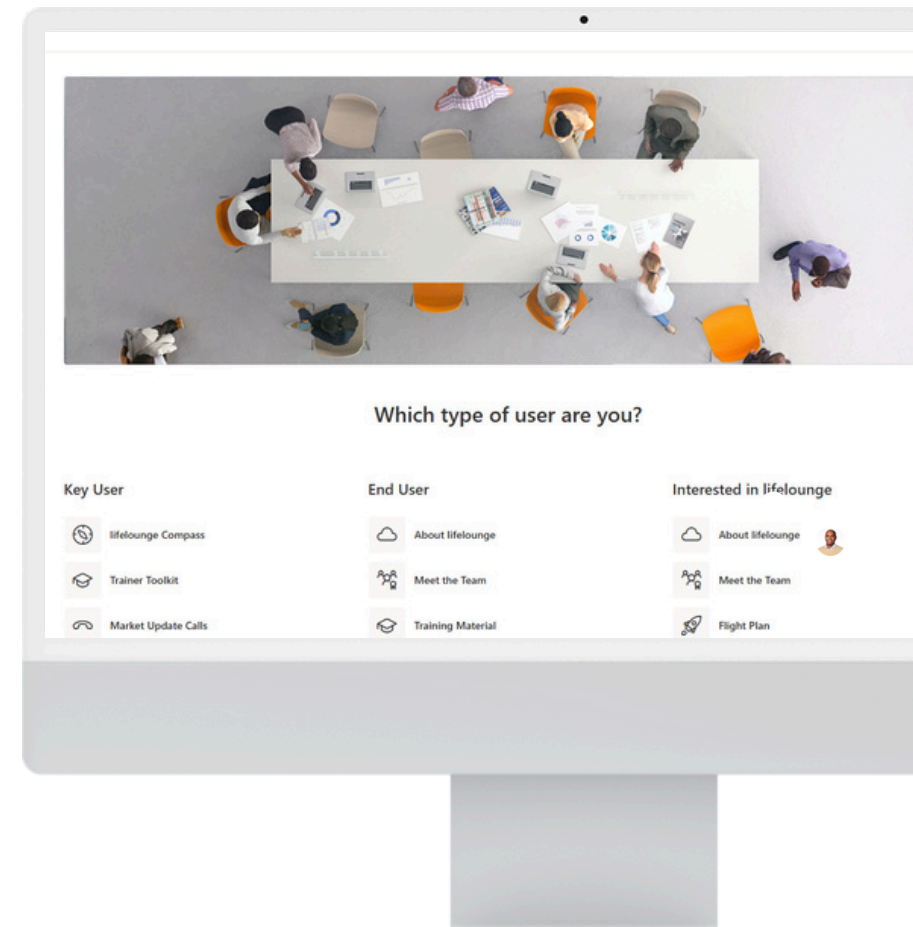
Build for operational scalability and consistency. Enablement should be embedded in your operating model. This means designing systems and processes that scale across regions, languages, and maturity levels. Track the success for the reality check and communicate transparently where action is needed.

Scalability & efficiency

- ☐ Apply proven practices across cases to ensure quality and consistency.
- ☐ Use a consistent rollout rhythm to reduce friction.
- ☐ Involve key users to drive ownership and execution locally.

Track the success

- ☐ Track progress to identify gaps and drive clear actions.
- ☐ Make impact visible to all stakeholders.
- ☐ Celebrate successes to maintain momentum.



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Spark joy

To achieve full adoption, we must ensure people enjoy using the new systems. This requires implementing stakeholder requirements step-by-step to enhance business processes.

Continuous optimization

- ☐ Deliver impactful feature updates based on stakeholder input.
- ☐ Maintain a single source of truth for documentation.
- ☐ Keep materials updated through structured maintenance.





Direct returns

- Increased sales
- Shorter sales cycles
- Faster workflows
- Saved operational costs
- Higher productivity

How do we measure ROI?

Indirect returns

- Higher employee satisfaction
- Better customer experience
- Improved brand perception
- Faster time-to-market
- Tool adoption rate



Trusted partner for global brands

ctrl QS partners with global brands to rollout, manage, and optimize digital experience platforms and content. With a hands-on, people-first approach, we enable teams to work effectively with technology and drive both immediate progress and lasting impact.

For over 16 years, we've helped organizations align people, technology, and processes to improve operational efficiency and increase return on technology investments. Our expertise lies in managing complex global setups and ensuring solutions deliver value across all markets.

We operate at the intersection of systems and users, combining operational insight with a practical understanding of enterprise ecosystems, global direction, and local market needs.

What sets us apart

We act as an extended arm of headquarters driving and ensuring adoption of solutions worldwide

We bring operational insight into complex ecosystems and market realities

We are tech agnostic, offering independent, solution-oriented guidance

We focus on system users to ensure sustainable business outcomes

Want to deliver more value from your platforms?

Get in touch with our team!



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