

Onboarding End-Users



End users love the convenience and simplicity of MultiLine. A little upfront communication and education prepares employees to adopt the service.



BEST PRACTICES FOR IMPLEMENTATION

Highlight User Benefits

Get people excited about using MultiLine by emphasizing its many end user advantages, including convenience, choice, and the clear separation of work and personal communications.

Offer Self-Help Resources

Make self-help resources—like how-to videos, FAQs, and knowledge base articles—easily available to end users. Movius and our partners offer a variety of ready-made training materials for you to use.

Set Up An Email Campaign

When you're ready to onboard users, send a series of emails before, during, and after the go-live date. Track end user activation to determine the need for follow-up communications.

Counter User Concerns

Clearly address end users' questions about conducting business on their personal phone. Reassure them about MultiLine's privacy and overcome cost concerns with actual usage data.



PROMOTING THE BENEFITS OF MULTILINE TO END USERS

MultiLine has an outstanding end user experience that makes the service compelling to employees and employers alike. Here are the top benefits to highlight when introducing MultiLine to end users in emails, webinars, presentations, and training materials.

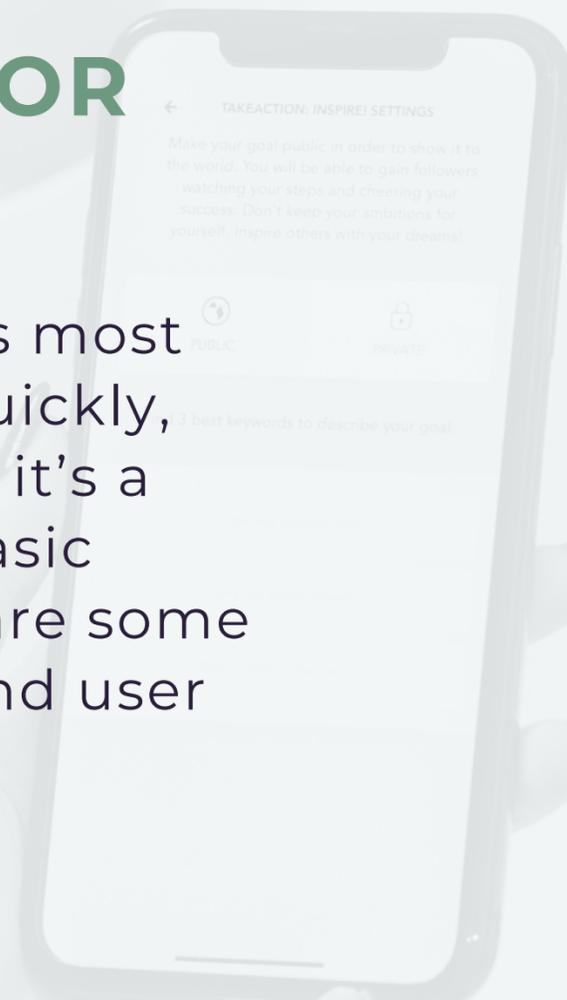
MultiLine is a simple mobile app that adds a separate business line to your personal mobile phone. The secure, easy-to-use app works on any device and with service from any carrier.

- **Convenience**
 - No more dual-device hassles. Carry just one phone for work and personal use.
- **Choice**
 - Keep the phone you love and the service plan that works best for you and your family.
- **Privacy**
 - Your personal mobile use and data are completely separate and invisible to the business.



BEST PRACTICES FOR IMPLEMENTATION

MultiLine's ease of use means most people are up and running quickly, with little or no training. Still, it's a good idea to provide some basic educational resources. Here are some common best practices for end user training.



01

Leverage the educational resources provided by Movius and our partners, or create your own training tools. The most effective self-help resources are short how-to videos on basic MultiLine functions.

02

Take advantage of the MultiLine email “invitation” to provide first-time users with helpful tips and links to online resources.

03

Have end users review your training resources to ensure that they are complete and easy to follow.

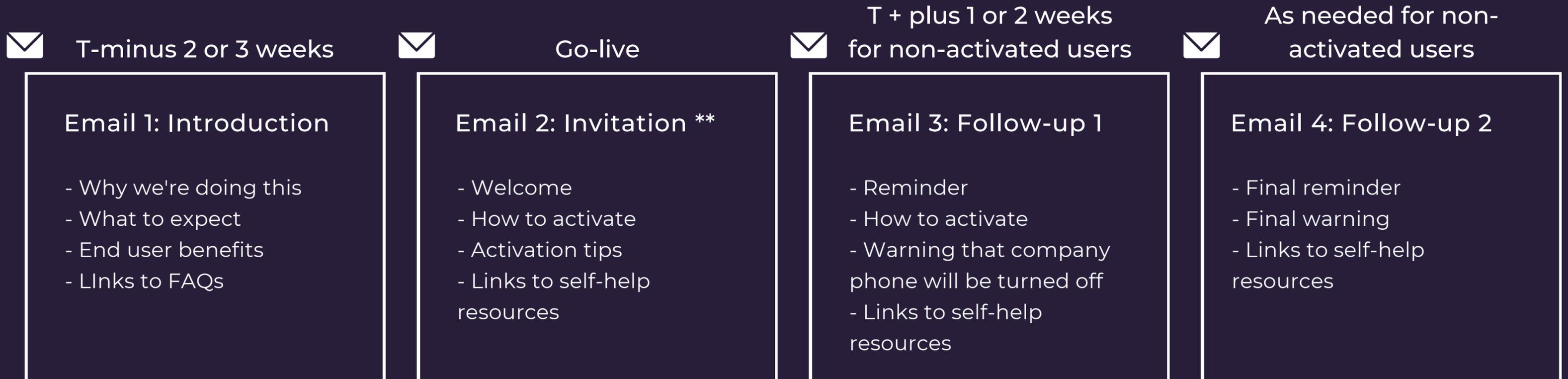
04

Make sure your Help Desk is briefed on MultiLine and knows where to direct users for more information.



NOW YOUR TURN: CREATE A MULTI-TOUCH EMAIL CAMPAIGN

Conduct a multi-touch email campaign to prepare and encourage end users to onboard to MultiLine. After go-live, send a series of how-to emails to further familiarize people with the service. A large MultiLine customer used the contact strategy below to onboard multiple waves of users.



** A template for the invitation email is provided in the MultiLine administrator portal. The email contains the end-user's username, password, and link to download the application. You can customize this email with your own messaging, tips, and links to internal resources.





ABOUT MOVIUS

Movius is the leading global provider in cloud-based secure mobile communications software, helping enterprises deliver better engagement for their clients. Enterprises around the world use the company's all-in-one mobility platform to connect with their customers in more convenient, cost-effective and compliant ways. The platform offers an easy way to extend and integrate voice, text, and messaging services into other systems, like CRM or collaboration tools.

Headquartered in Atlanta, Movius has additional locations in Silicon Valley, Calif., and Bangalore, India. Movius works with leading global partners like Sprint, BlackBerry, Telstra, and Telefónica.

For more information on Movius, visit <https://www.moviuscorp.com/resources>