



appical



How to convince  
your boss to invest  
in (digital) onboarding

# Intro

Right now, you're probably reading this because your onboarding program is just not where you want it to be. Maybe you're losing too many employees, maybe your new employees are not getting up to speed fast enough, or maybe you just want a friendlier and more personal onboarding program for your new employees.

Either way, you are here because you want to change your onboarding program.

What do you do when you want to create change but you are not the key decision-maker? If you learn to think differently, you can be exceptionally effective at leading change. In this e-book, we tell you exactly how you can build your case to convince your key decision-maker to say yes to Appical!

First, let's talk about what could be going wrong in your current onboarding program. You should take the time to evaluate this within your own company. Perhaps your company offers little to no preboarding. As a result your new hires feel a lack of inclusivity and connection to your company before they start. And why shouldn't they?

They don't have much to go on, apart from a few emails and a job description. But did you know that 81% of new hires want information about their new role in the preboarding stage? (Greaves, 2019).

Or perhaps the problem with your onboarding program is that you are bombarding your new hire on day 1 with too much information about your company, its culture, documents to fill, etc. Your new hires are often left feeling overwhelmed. Let's face it, attempting to force your employees to learn everything about their new jobs within a short time period of time will likely ruin their chances of success.

These are just a few of the possible scenarios that could be happening within your company.

The fact is that only 12% of new hires feel that their organization does a great job of onboarding new employees (Gallup). This means that 88% don't believe this!

So how can you convince your key decision-maker - or boss/manager/whoever you need to convince to buy a new solution - that Appical is the answer to all your (onboarding) problems?

# 1 Make problems and challenges known

## Know which type of challenges your team is facing

Your key decision-maker should always know what kind of challenges you and your team are facing. When you propose to buy a new tool, the first thing your key decision-maker will ask is why you need it. Your argument should be filled with assertions about issues your key decision-maker has previously heard about, rather than something completely new. That way, your proposition of using a new tool can sound like a solution to problems they already know about.

Explain the limitations of the existing onboarding program you have in place and all potential consequences of those limitations. For instance, if project delays are common due to too much time spent onboarding new hires, demonstrate how the Appical tool can help your team become more productive.

## Examples of challenges

Some industries face the problem that new hires say they will be joining the organization but they just don't show up. Preboarding can be a solution. Why? Because you can keep regular contact with the new hire and avoid them dropping out between the period of the verbal agreement and the first day.

Managers tend to overload new hires with a lot of information on the first day. There is no opportunity for preboarding the new hire so they are very overwhelmed in their first days and information is lost easily. A digital platform keeps all the information in one place and is readily available at any time for the employee to view at any time.

## Know what your manager's concerns are

If you want your key decision-maker to say yes, the first thing you need to do is understand what's in their mind. Put yourself in their shoes. They want to know how your ideas can help them. Once you understand this, you need to frame your pitch around their goals, which often have to do with company growth and profitability increase.

## Examples of challenges

Decision-makers are always concerned with budgets. If your employees are leaving soon after being hired or they are not getting up to speed quick enough, this costs money. Research by SHRM found that replacement costs can reach as high as 50%-60% of an employee's annual salary (Essential Elements, 2017). Providing a personal onboarding experience to new hires increases new hire retention.

Decision-makers love data - how far along the onboarding process are your employees? What feedback do your employees have? Our platform can show you that.



# 2 Frame your suggestions

## Some research always helps

Take a look at some of our case studies, examples of other companies that used our platform, reviews of Appical, and even testimonials. Why? So you can have enough background information to answer the following questions that your boss will likely have:

### Why should the company invest its limited resources in this idea?

The Appical app saves time, money, and resources by providing a better onboarding experience for your colleagues. We will explain in more details later!

### Why should we do this now as opposed to sometime in the future?

You and your colleagues must be tired of losing your top talents, receiving constant negative feedback about the first days, or new hires taking too long to be up and running. Your key decision-maker will probably want to prevent this! The earlier you start, the quicker these problems can be prevented.

COVID-19 has only emphasized the importance of better onboarding to ensure that workers stay in the company longer. This is evident in the Work Institute article which states, “voluntary quit (turnover) rates are nearly twice the amount of employees who quit their jobs in July 2020 than those who quit in April 2020.” (Nelms, 2020)

### How will this contribute to our current mission?

Take a look at your company’s mission and vision and see how they align with what Appical can do for you.

### How can we track whether the onboarding platform is actually working?

We offer data dashboards and a reporting function. For example, you can see how many new employees have logged in and easily track their progress. And you can see how new employees rate your onboarding journey, depending on the questions you ask on the platform.

## Know what goals your decision-maker has

To accomplish this, you need two things:

1. Understand where your key decision-maker wants to be—the goals;
2. Find how your suggestion can help your key decision-maker get there—the way.

### Example

**Goal:** You want to use Appical as your onboarding platform

**What you think:** I would like to use Appical because I want new hires to feel welcome at our company

**What your boss wants to hear:** I would like to use Appical, because it increases ROI, productivity and reduces employee turnover.

As humans, we tend to think about ourselves first. But this is not how you can convince someone.



Here's what matters to your key decision-maker: convincing their own manager, improving how your team performs, or generating more revenue.

### **Predict your key decision-maker's concerns**

These are some concerns he/she might have:

- An extra platform
- Time to implement
- Losing the personal touch of onboarding
- Price

These are all plausible concerns! But after taking a look at the key benefits on the next page, you can convince your key decision-maker that there is a solution to each problem on that list.





# 3 List the benefits of the tool

After considering your manager's concerns, you will probably wonder how you can address these concerns. Here are some of the many benefits of our onboarding platform and how they tackle each concern.

## 1. Integration of Appical to existing software

As mentioned above, one problem your key decision-maker may be unsatisfied with is the fact that Appical is yet another platform that you have to work with. But, this doesn't have to be the case. You can effortlessly maintain the way you work by connecting and synchronizing Appical to the software solutions you already use.

## 2. Scalable & Captures the core of your company

Although the implementation of an onboarding app may take time, at the end of the day Appical allows you to capture the core of your company's culture, mission, vision, etc. and that takes time. However, it saves time in the long run because the results are scalable. You can use this app for 5 or 50 new hires, so you will not need to repeat the onboarding process for every new hire. Additionally, the onboarding app can be applied on a local & global scale.

## 3. Tailored onboarding experience

Although your key decision-maker might be thinking that an onboarding app will make you lose the personal touch of onboarding, Appical allows you to do the exact opposite! With the onboarding app, you can create a tailored onboarding experience for every role, department or location. We find the digital onboarding platform a supplement, it is additional - it goes hand in hand. The combination of the two works best.

On top of that, Appical allows you to personalize even in a hybrid workspace (e.g., personalized to-do lists for your remote and in-person employees).





## 4. Return on Investing into an Onboarding platform

Although Appical comes at a price, the return on investment is undeniable. There are three things to consider with regards to Return on Investment (ROI): time spent on onboarding, labor costs of new hires, retention rate of new hires. How does Appical impact these 3?

### 4.1 Saves time for HR + colleagues

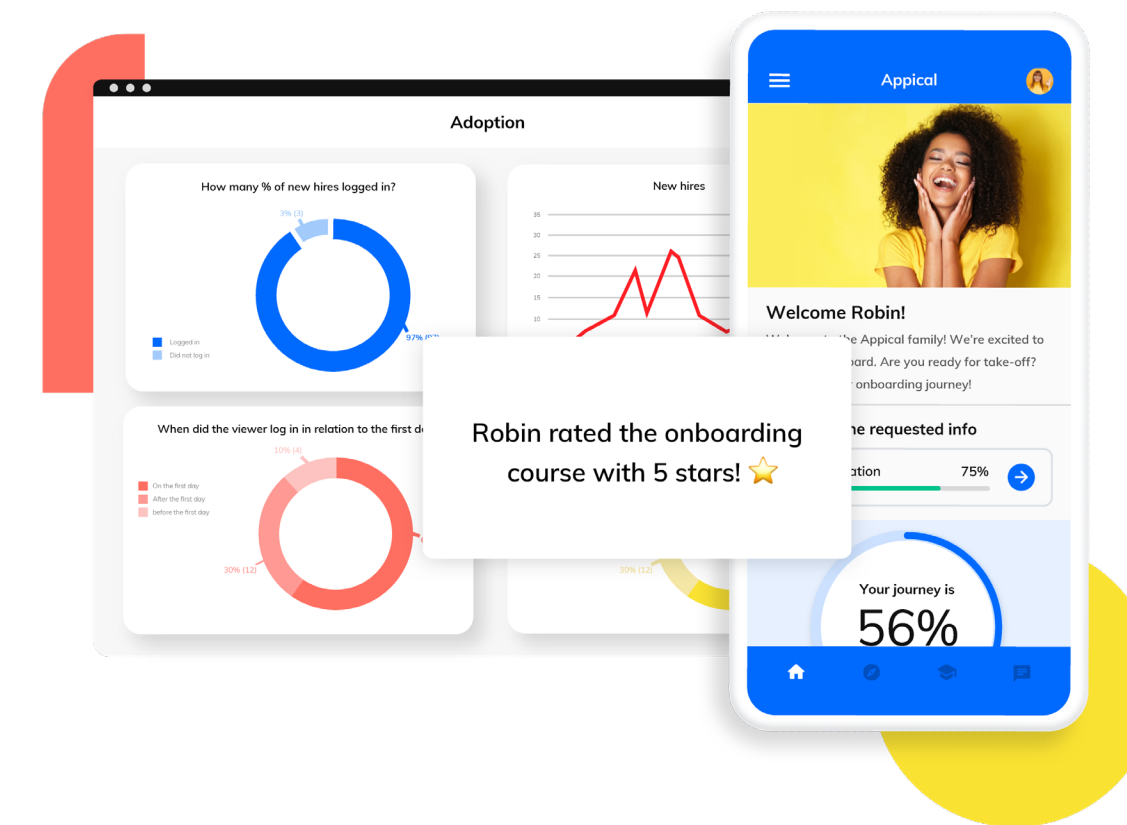
According to 40% of our clients, with Appical they get new hires 20-30% faster to full productivity. How does this happen? The onboarding platform takes away a lot of the unplanned time spent on onboarding new hires. It reduces uncertainties that new hires might have, as a lot of information is readily available on the app. This leads to less questions when new hires start and hence less time wasted on unforeseen questions.

### 4.2 Lower labor costs (of new hire)

Appical can help you save time on HR and administrative tasks. Also, your new hires directly profit from using Appical. Research by Glassdoor shows that organizations with a strong onboarding process can improve the productivity of their new hires by over 70%.

### 4.3 Higher Retention Rate

Did you know that employee turnover is reported to be 3x higher with manual onboarding compared to digital onboarding? Moreover, according to Glassdoor, organizations with a strong onboarding process improve new hire retention by 82%.



So, to sum up, when informing your boss about the pros of Appical, don't just say: "This tool will make our onboarding program better"

Be more thorough in how each feature benefits the whole company, listing all the advantages.

This tool will help us:

- gain insight into how our new hires are finding their onboarding experience
- get employees up and running faster
- increase retention rate by 25%
- improve employee performance by 11%
- etc...

Don't forget to have this list ready before you talk to your key decision-maker about implementing a tool, so you will be better prepared for questions.



# 4 Get the whole team on board

## Involve team leads that will be onboarding your new hires

HR managers often do not ask the team leads who are actually onboarding what they want. So, ensure that HR managers ask managers what they need. Advise them to involve those that are actually onboarding new colleagues.

## Get feedback on the tool from your team

You need a group of allies to convince your key decision-maker that you need this specific tool. If you can say the team has tested it and unanimously agrees that the tool is a game-changer, your key decision-maker may see that this tool can, indeed, be useful.

Appical offers custom demos made just for your company and how the app will look like for you. Invite some team members to check out the tool and get their feedback. Do they see the same benefits that you do? If they do, you have something to talk about.

Once you have their feedback, bring them on board for your plan:  
“Guys, I am going to talk to Ava about this. I want to know if I can count on your support, and mention that we agree on this as a team.”







# 5 Know how to pitch

## The infamous pitch

It's the moment you get to convince your key decision-maker to say "yes". How should you do it?

You need to know what your key decision-maker likes. Should you discuss it informally while having a coffee? Should you book a meeting with other stakeholders? Should you first send a one-pager to present the idea? It depends on what your key decision-maker is used to.

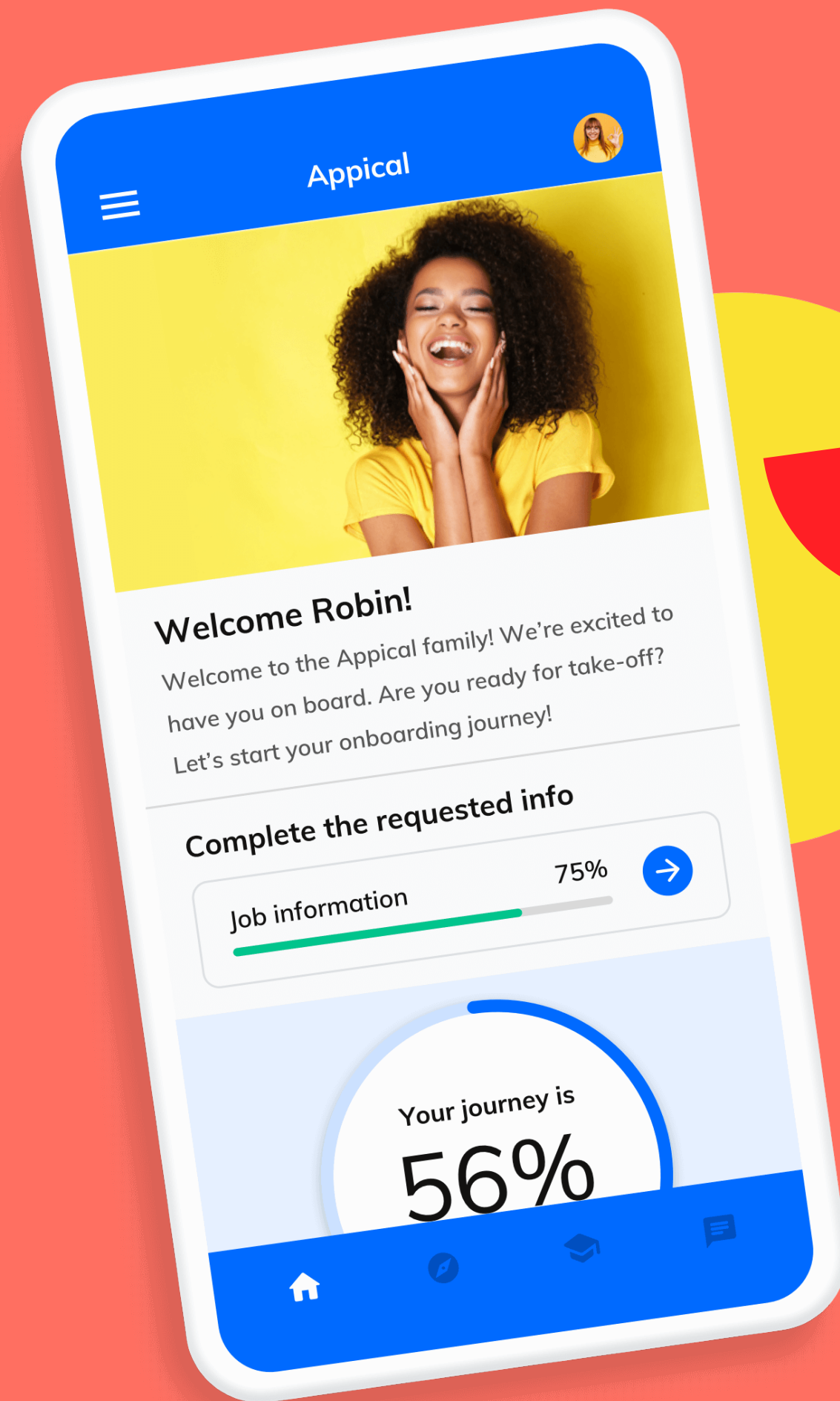
Observe how other people pitch to your key decision-maker and what tactics seem to work best. You've made your list. You've got the team on board. You've made your presentation. You've followed up. Now it's go time, and it's show time. Call a meeting for the purpose of this discussion.

Prepare wisely: You will need to demonstrate the tool to show it does what you're claiming it does. A small demonstration using our [product video](#) will work nicely, it will provide a visual to the points you made previously.

Hopefully, these tips can get your key decision-maker onboard. Of course, not everything in this guide is one-size-fits-all, so make sure you customize and personalize to see what works best for you and your organization!



# Go next level with your onboarding experience



- Pre-boarding, onboarding, re-boarding & off-boarding
- Easy to build journeys
- Gamification & personalization
- Tracking employee progress & task completion
- Manager toolkit
- Collect feedback & improve your onboarding program
- API integrations
- ISO certified ✓

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