



# **SUPERCHARGING SOFTWARE A WORKBOOK SERIES FOR TECHNOLOGY LEADERS**



The Optimization Process



[fayedigital.com](https://fayedigital.com)



# WORKBOOK SERIES

Getting the most from your technology is more than checking boxes off a list. It's about getting a real understanding about what you need. It's not just about what the software can do; it's about what it can do for you.

There are different points throughout the software process where companies get stuck. Software is not a one-size-fits-all solution, so to get the most from your software, you need to take a deep dive into your use case. So, how do you do that?

At Faye, we eat software. We eat the complexity and are shooting out a series of questions for you to answer to truly unlock your software's full potential.

This Supercharging Software Workbook Series walks you through the questions you need to answer at each stage of software: selection, implementation, integration, adoption, and optimization.

It's a roadmap for you to break through some of the sticking points most common during the software process. You may only need one of these workbooks, or maybe all five. Regardless, don't get tied down, cut through the complexity.

Finish off your software enablement process with this optimization process.

# OPTIMIZATION PROCESS

Once you have your team successfully utilizing your software, you may start to wish it could do a little more. Maybe you want a more complex reporting feature or forecasting capabilities. As your business grows, you want your software to grow right alongside you.

Optimizing your system means you need to continue to check in with it and make improvements along the

way. It's not something you can just wash your hands with after your initial software implementation.

Answering the below questions will help you get the *absolute* most from your software.

# OPTIMIZATION QUESTIONS:

Questions to answer before you start the optimization process:

1. How are you capturing pain points, feedback, etc.? How can your team report issues?

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2. Are you proactively receiving feedback from users? Do you send out surveys or send emails asking for opinions on the software?

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3. Are you taking action on feedback? When users do give you information, what do you do with it? Do you make improvements to your software?

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4. How often do you conduct training after initial implementation? If you add a new module or product, how do you train your team?

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5. When new users come into your company, how easy is it to get them up to speed? Do they have access to onboarding materials?

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**6.** How do you tackle new projects and put them back in the queue? The most optimized software is not one and done. How do you continually improve?

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**7.** When initial implementation is over, who is tasked with the continued success of the project? Who is responsible for continued training and adding enhancements?

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**8.** How are you using data and reports in meetings or forecasting? You have the information now. What are you doing with it?

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**9.** How could the software do more for your business? Have you talked to your partner/software vendor about any software upgrades that may work well for you?

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**10.** Are you working for your software or is it working for you? What is the efficiency of the solution? If it's not how you want it, how do you fix it?

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**11.** How often do you check in with your initial goals to see if your needs are met? What do you do if they are not?

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**12.** How do you set up and implement new goals? Your business ebbs and flows, so should your software.

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## NEXT STEPS

Congratulations on supercharging your software! You dove deep to figure out the best ways for you to use your software. Good job! Kudos to you for your quest for an awesome software experience. Now you can continue to learn and grow with your solutions.

Go to [www.fayedigital.com](http://www.fayedigital.com) for more education.



At Faye, we love software. We eat it, breathe it, and build it. Our mission is to make the best software in the world even better by helping clients lead the way with software strategy, deployments, integrations and technical support.

With us is better than without us. As an Inc. 5000 award winner 7 years in a row, we help mid-market and enterprise clients globally achieve up to 10x productivity returns by leveraging the hidden potential within Zendesk, SugarCRM, Salesforce, HubSpot, and more.

There is no ceiling to what we can achieve with a lot of caffeine and an uncompromising commitment to make software better. We are intensely passionate about eating your software complexity and challenges, so that you don't have to.

Our flagship offering, AXIA by Faye™ bundles our IP, capabilities and pre-built software enhancements into one monthly or annual subscription. The result-A partnership that drives lasting value and optimization even as you grow.

**WE EAT  
SOFTWARE**

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