

The 90-Day Rapid Adoption Playbook: EdTech Customer Success Strategy

Shifting from Access to Success

The Problem: EdTech adoption is frequently stalled by the "Slow Roll"—the costly gap between licensing and achieving measurable value, resulting in low ROI (Return on Investment) and high renewal risk.

The Philosophy: Onboarding is a Change Management initiative, not an administrative task.

The Goal: This playbook provides a *structured, repeatable 90-day process* designed to dramatically cut your Time-to-Value (TTV) and ensure successful renewal through active, deep feature integration.

Phase 1: The "Quick Win" (Days 1 – 30)

Goal: Don't just log in—get your first win! We eliminate the stress of learning the whole platform by focusing on the one thing that helps you *right now*.

Focus	What We Do (The Action)	What You Get (The Result)
Immediate Value	We define one small, measurable success (e.g., launching your first interactive quiz or grading your first 5 assignments).	You see an immediate return on time spent, proving the tool is worth the effort.
Clear Roadmap	We provide a simple 5-step checklist (The Customer Roadmap) for the first 30 days. No long-term plans yet—just the next five steps.	You have a clear, prioritized path. No guessing what to do next.
"Anti-Overload" Training	Training sessions are laser-focused on one feature only—the one	You feel confident, not overwhelmed, because the scope is tight and the

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	needed for your "Quick Win."	goal is achievable.
Success Metric	We track how quickly you achieve that "First Success."	We guarantee you see value within the first 3 weeks.

Phase 2: The "Habit Loop" (Days 31 – 60)

Goal: Embed the EdTech tool into your **weekly routine** so it becomes essential, not optional. We transition the tool from a "new program" to a seamless part of your daily teaching.

Focus	What We Do (The Action)	What You Get (The Result)
Routine & Flow	We work with your team to find one existing, high-frequency task (e.g., lesson planning, attendance) and integrate the tool right there.	The tool is always right where you need it , saving you time on the tasks you do most often.
Smart Nudges	If the system sees you haven't used a key feature, you'll get a quick, helpful reminder or a 1-minute video tip <i>in the moment you need it</i> .	Less distraction, more learning. No overwhelming generic email blasts—just targeted help when you need it most.
Deeper Usage	We help you successfully use the tool for two or three different teaching methods, expanding beyond the first "Quick Win."	You discover more ways to save time and see how the tool can help with different parts of your curriculum.
Success Metric	We track how many users are logging in at least twice a week .	The tool becomes a consistent, reliable part of your teaching practice, leading to better student engagement.

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Phase 3: The "Expansion & Advocacy" (Days 61 – 90)

Goal: Turn your successful early use into a school-wide win. We help you scale the tool's success, making the case for future use and expansion.

Focus	What We Do (The Action)	What You Get (The Result)
Scaling Success	We interview the teachers who love the tool (Power Users) to capture specific, quantifiable stories of success (e.g., "Saved 2 hours a week" or "Student engagement up 20%").	You get internal case studies that prove the EdTech is effective, making it easier to show its value to the rest of the faculty.
Future Readiness	We run a "Train-the-Trainer" (T4T) program, empowering your best teachers to help their colleagues.	The school gains internal experts , reducing reliance on outside support and making the tool sustainable for years to come.
Clear Reporting	We package all the usage data and success stories into a Quarterly Business Review (QBR) document for your administration.	School leaders see the clear Return on Investment (ROI) , securing budget and making renewal a simple "yes."
Success Metric	We confirm the client is ready to discuss renewing the license and/or expanding to new departments or features.	No surprises on budget day. The tool is seen as a successful, proven asset ready for the next level.

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Value Proposition: The Change Architect

I specialize in partnering with EdTech organizations to make user adoption sustainable and predictable.

I don't just troubleshoot logistics; I solve the underlying problem: organizational friction.

My Leadership Impact:

- **Simplifying Complexity:** I view EdTech adoption as a deep, empathetic Change Management challenge, not a technical handoff.
- **Building Your Blueprint:** I design and implement a scalable Process Architecture—the 3-phase framework—that empowers your internal teams to own and drive success.
- **Driving Behavior:** I create structured, empathetic client tools that manage expectations, reduce anxiety, and drive positive behavioral change across large user bases.
- **Ensuring Predictability:** The result is a process that eliminates finger-pointing and ensures a platform's realized value is reliable and repeatable.