

# Visualising the state of digital adoption in the UK and Ireland

Embracing a path towards **HyperProductivity**

**17 industries** analysed globally

**1,700** business leaders surveyed

**2,051** employees surveyed

\* UK - increased trend in Digital adoption investment  
\* cost of reduced productivity is significantly higher in Europe compared to the global average

Your enterprise is losing millions every week – here's why:

**\$1.88m** The cost of lost productivity every week.

44%

Wasted digital transformation investments due to a **lack of adoption**.

73%

Employees who **lose patience** with their software after just 132 days on the job.

55%

Employees who **resent enterprise software** for how difficult it is to use.

Enterprises are turning to digital adoption to **optimise their tech investments**.

Enterprises ranking digital adoption as a key KPI.



Annual increase in digital adoption investments in 2024.



What does **digital adoption** look like today?

75%

Enterprises with a Center of Excellence of at least six employees responsible for digital adoption.

4%

Enterprises that follow all digital adoption best practices.

- Evaluate and measure current technology use.
- Automate processes and use AI to provide on-demand support.
- Identify business outcomes that aren't being achieved.
- Measure user engagement across applications.
- Build content to boost engagement with applications.

## The benefits of an elite digital adoption strategy.

**\$4.9m** Amount saved every month.

**\$4,800** Annual savings per employee.

↓14%

Fewer investments in digital transformation that fail to meet ROI.

↓23%

Reduced costs due to lost productivity.

↑30%

Increase in application utilisation.

These enterprises are closing in on **HyperProductivity**, a state in which digital adoption practices extend organisation-wide, leading to exponential productivity growth.

Want to see how your **digital adoption** strategy compares?

Download the 2024 State of Digital Adoption

[Get the full report](#)