



ADOPTION PLAN

Subscriber logo

Key Contacts	<p>We aim to include a key contact across the functions and teams for whom JICMAIL holds value. Typically, this should include insight and research, data analytics, marketing and campaigns teams, agency planning and new business teams, operator sales teams and account managers.</p> <p>We would look to confirm a senior lead to have overall responsibility for the JICMAIL relationship along with a day-to-day contact to help co-ordinate the adoption plan activity. Show / prove the value of JICMAIL across the business.</p>	
Objectives for the year	A statement of ambition for JICMAIL usage across the year	
Last meeting	We would set an agreed timetable of meetings including a six-month review of our relationship	
Next key actions		
Teams and Basic Certification	<p>Agree which teams need JICMAIL access and training – reflecting your priority needs including major sending mail clients and/or prospects. Agree on:</p> <ol style="list-style-type: none">1. number of accounts to be activated2. number of active users to be trained3. which teams / job functions are getting trained4. target for individual bronze, silver and gold certification numbers5. participation in quarterly engagement quizzes that accompany each data release6. target to create internal Use Cases for each team / job function	
Key Clients	Identify key client relationships to prioritise in first year	
Platinum Accreditation	<p>Set the goals for Platinum achievement</p> <p>E.g. JICMAIL embedded into the agencies own L&D programs (e.g. CIPD programs) and into own data ecosystems for campaign planning, implementation and evaluation, Use Cases, ROI?</p>	

	Checklist and guidance for Platinum Assessment to be provided shortly	
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