



Effective Change Management: A Better Way to Accelerate User Acceptance of Biometric Technology

Change: For many, it can be an extremely unsettling event, if not downright frightening. Whether change is personal or organizational, it is more often perceived as a threat than as an opportunity. This is sometimes the case when organizations decide to introduce new technology, such as biometric technology, to their workplace. However, most organizations can alleviate employees' concerns by taking the right steps to help them understand, anticipate, and even embrace the change.

If your organization is considering implementing biometric technology, an effective change management plan can help get employees comfortable with this new technology.

The benefits of biometric technology

Biometric technology is rapidly becoming the new standard for verifying employees' identities during data collection processes. It contributes to more secure work environments, reduced payroll costs, and improved employee morale and productivity. According to a survey from USA Today, 80 percent of workers wouldn't mind or have no opinion about using biometric technology to record their time and attendance information.¹ However, in the absence of facts, some employees may resist their organization's implementation of biometric technology by raising questions about their privacy rights or even cleanliness. Keep in mind that the mere fact that change is happening could be what is really disturbing employees. If this is the case, your management team must address this issue well before the implementation begins.

You should also consider which employees will be affected by the change and how they might react. Effective communication is always critical and must begin early in the process. To be successful, you should clearly explain the need for change, and how biometric technology will benefit your employees. Also, you should make efforts to involve them in the planning and management efforts.

When communicating to employees, focus on these benefits of ADP's biometric timeclock:

- Protects employees privacy by saving mathematical representations of their hand or finger data — not actual fingerprints.
- Helps protect sensitive data for increased employee satisfaction and morale.

Effective communication will go a long way toward increasing employees' acceptance of change, or in this case, the introduction of biometric technology. Managers should communicate with their team before and during the implementation process, so they can answer questions as they come up. While email and other forms of written notice can be an effective way of communicating with employees, they can never truly replace the value of face-to-face communications.

Ease employees' privacy concerns

When people are asked to change, problems can arise. To overcome these issues, managers have to facilitate and enable change. Additionally, they have to be able to understand employees' concerns from an objective standpoint. If an employee raises a concern that the system "might be connected to the local police department," the manager needs to first acknowledge the employee's anxiety and then provide assurances that the timeclock actually helps to protect their privacy.



It is important to note that ADP's biometric timeclock does not actually collect and store hand or fingerprints. Instead, it saves a mathematical representation of employees' biometric data. When the biometric timeclock scans a hand or finger during a supervised enrollment process, only an encrypted mathematical representation of the hand or fingertip is stored. As a result, it's virtually impossible to restore the original image from that mathematical representation. Additionally, if employees question cleanliness, this concern should not be dismissed. Instead, you should assure employees that the timeclock's hand or finger zone is not a hot zone for germs. In fact, it will be touched far less frequently than restroom door handles, water cooler spigots, or chairs in the break room. Making these assurances will help ease employee tension about this new technology.

Elements of an effective communications plan

When preparing for any change, managers should focus on interpreting, communicating, and enabling employees. Conversely, they should never impose the program, or implement policies without communicating to employees.

Workshops and employee surveys are effective tools for helping managers foster communication during the change process. Workshops can be a useful method for developing a collective understanding of approaches, policies, methods, and ideas. Staff surveys are another helpful way to allow employees to voice concerns — as long as the surveys can be completed anonymously and management publishes and acts on the findings.

Creating a solid communication plan that addresses employees and clearly articulates the benefits of ADP's biometric timeclock will encourage employees to be very positive and accepting of the new technology.

For more information on ADP's biometric timeclocks, please contact your local ADP sales representative.