

Boon's Adoption Strategy Guide

Ensuring Rapid Employee Adoption of Referral Programs

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Adoption is the Leading Cause of Implementation Failures

Implementing new software within an organization is a challenge and adoption is often the biggest hurdle. Studies show that **42% of HR tech projects fail** within two years, not due to technical issues but because employees resist change and fail to engage.

When it comes to referral hiring programs, adoption is particularly critical because success depends on broad employee participation. Unlike department-specific tools, referral programs require buy-in from the entire workforce to deliver results.

This guide will walk you through the best practices for driving internal adoption of any software, with a specific focus on referral hiring platforms like Boon.

Why Adoption Stalls

Understanding why adoption fails is key to overcoming resistance. Common challenges include:

Lack of Visibility: Employees forget about new programs when they aren't continuously visible.

Complicated Processes: If a system requires multiple steps or logins, engagement drops.

Fear of Change: Employees worry that a new tool will disrupt their workflows or require excessive training.

Poor Onboarding & Training: A lack of hands-on learning leads to employees reverting to old processes.

No Clear Incentives: Without a compelling reason to engage, employees ignore the new tool.

5 Steps to Driving Adoption of Any Software Platform

1

Start with the Most Time-Pressed Users

The best way to ensure adoption is to design for the busiest, least tech-savvy employees first. If your most time-pressed employees can use the system effortlessly, it will work for everyone.

2

Ensure Frictionless Access

Minimize barriers to entry by making the tool easily accessible:

- Single sign-on (SSO) to remove additional logins.
- Embed the experience in existing workflows, so employees don't have to change their behavior (e.g., Boon's Referral Widget).
- Use instant referral links that require no downloads or logins.

3

Provide Quick Wins

Employees engage with tools that deliver immediate value. To speed up adoption:

- Showcase early success stories.
- Reward first-time users quickly.
- Make referrals simple and visible across multiple touchpoints.

4

Keep Communication Simple and Consistent

- Avoid overwhelming employees with details. Focus on just three key takeaways at a time.
- Reinforce adoption with micro-learning: short, engaging reminders on how the platform works.
- Keep the program visible with recurring email nudges and internal comms.

5

Leverage Internal Champions

Identify early adopters and power users to champion the program within teams. Their endorsement increases trust and encourages participation.

“84% of organizations labeled their HR tech projects as unsuccessful, not because the tools were bad, but because companies forget one thing: tech doesn’t adopt itself.” ~*Dakota Younger, CEO Boon*

Key Watch-outs When Onboarding a New Platform

AKA: Don’t make these mistakes



Overloading Employees with Information

Too many details at once create confusion and reduce engagement.



Assuming a One-Size-Fits-All Approach

Different employee groups may prefer different engagement methods (e.g., text notifications vs. email).



Ignoring Performance Tracking

Without clear KPIs and success metrics, it’s difficult to measure adoption and adjust strategies.

How Boon Solves for Adoption in Referral Hiring

Boon is specifically designed to drive high adoption rates. Here's how:

Seamless Integrations: Works with most ATS/HRIS systems for a unified experience.

Boon Referral Widget: Omnipresent, embeddable referral experience that eliminates barriers to participation.

Instant Referral Links: Employees can submit referrals with no login or downloads required.

Frictionless Experience: Employees can browse job listings, track referrals, and earn rewards – all within their daily workflow.

Customizable & White-Labeled: Ensures the referral program aligns with your company's branding, making it feel like a native experience.

Driving adoption isn't about forcing change—it's about making participation effortless. By embedding referral hiring into existing workflows, simplifying access, and delivering immediate value, companies can maximize engagement and results.

Ready to take action?

Follow us on [LinkedIn](#) for more best practices, or visit goboon.co to learn more.