



Case Study

eToro

75%
SUCCESSFULLY SELF
GUIDED THROUGH THE
PLATFORM

The Company

eToro, the world's leading social investment network, is the first global market place for people to trade currencies, commodities, indices and stocks online in a simple, transparent and more enjoyable way. Today, eToro empowers over 2.85 million users in more than 140 countries worldwide to manage their funds through eToro's innovative online investment platform and active trading community, with thousands of new accounts created every day.

About 75% of eToro Partners' affiliates successfully guided themselves through the eToro platform and managed to create online campaigns for themselves. The fact that affiliates self-tasked successfully has reduced incoming support requests from affiliates by approximately 55%, increased self-service adoption, and lowered service costs.

The Challenge

eToro has a very big affiliate program which enables its global reach of over 2.85 million users in more than 140 countries. As such it is essential for the affiliates to carefully craft thousands of online campaigns promoting eToro. Creating an online campaign requires technical knowhow, and affiliates often required assistance and filed numerous support requests to eToro Partners' Customer Support team. eToro needs to simplify its affiliates' user experience thereby reducing incoming support requests and lowering service costs.

The Solution

eToro uses WalkMe™ to automatically guide affiliates step by step until they successfully create a campaign including, creating banners, campaign links, and monitoring the success of a campaign. Through a series of interactive tip-balloons overlaid on the screen, tasks for creating online campaigns were broken down into short, step-by-step, guided instructions. These balloons help eToro affiliates act, react and progress during their online experience. WalkMe™ also eliminates guesswork for the affiliates, and the frustrating alternative of following video tutorials or digging through tedious Q&A pages. Implementing WalkMe™ did not require integration or modification to eToro website, or any prior technical knowledge.

The Results

About 75% of eToro Partners' affiliates successfully guided themselves through the eToro platform and managed to create online campaigns for themselves.

The fact that affiliates self-tasked successfully has reduced incoming support requests from affiliates by approximately 55%, increased self-service adoption, and lowered service costs. Most importantly it helped eToro Partners to fulfill its mission and ensure that its affiliates have a simple, smooth & burden-free online experience, eliminating customer confusion and frustration.



55%
INCOMING SUPPORT
REQUEST REDUCTION