OpenTable Sales Operations Team

Case Study

30%
SHARP DROP IN ONBOARDING TIME

The Company

OpenTable is a website and mobile app dedicated to connecting diners with the perfect restaurant. OpenTable works with over 32,000 restaurants worldwide and it serves over 15 million users per month. OpenTable users write over 400,000 restaurant reviews per month. Since its establishment in 1998, OpenTable has enabled more than $20 billion spent at partner restaurants.

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>
> *Domenic Di Tomaso, Senior Sales Operations Analyst at OpenTable*

The Challenge

OpenTable has seen exponential growth over the last decade. It has over 650 employees across the globe and is continuing to rapidly expand. OpenTable came to WalkMe to improve its Salesforce onboarding and training process. OpenTable saw room for improvement in the delivery of Salesforce training and noticed that often, what was learned in training was quickly forgotten. As a result, company documents were left incomplete or inaccurate. OpenTable sought a way to lower Salesforce related support volumes and to shorten training times by improving Salesforce knowledge retention and accuracy.

The Solution

WalkMe created high impact Walk-Thrus that guide OpenTable employees through complex and advanced Salesforce tasks. Walk-Thrus provide in-work performance support and cover a wide range of processes including pricing changes and lead conversion. WalkMe's integrated search connects OpenTable employees to all the relevant support documents required to successfully and accurately complete their Salesforce tasks. WalkMe implemented the Check My Forms feature to reduce employee errors and increase efficiency. OpenTable is expanding its WalkMe usage to include a new employee onboarding task list, which will further accelerate onboarding time and increase new employees' Salesforce adoption.

The Benefits

Each time a Walk-Thru is played, it saves OpenTable 5 minutes on support requests and confusion time. In the first few months of WalkMe usage, OpenTable has saved over 140 hours of support time. In the month of December 2014, for example, OpenTable enjoyed a 5% accuracy improvement, as a direct result of the Check My Products Walk-Thru. WalkMe increased employee engagement by 17%. The WalkMe search has a 68% conversion rate.

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68%
SEARCH CONVERSION RATE

30%
SHARP DROP IN ONBOARDING TIME