WalkMe for Customer Continuity

Maintain business continuity, deliver customer value, and drive revenue at scale – anytime, anywhere

Managing Customer Continuity During Disruption

During times of disruption, successful organizations stand out by their ability to quickly adapt to new challenges - in an instant - while maintaining business continuity for their customers and internal workforces. Critically, business leaders must maintain customer expectations of support, availability, and user experience in order to sustain retention and grow revenue.

WalkMe specializes in customer continuity, enabling organizations to serve customers, deliver value, maintain revenue growth, and empower remote workforces - anytime, anywhere.
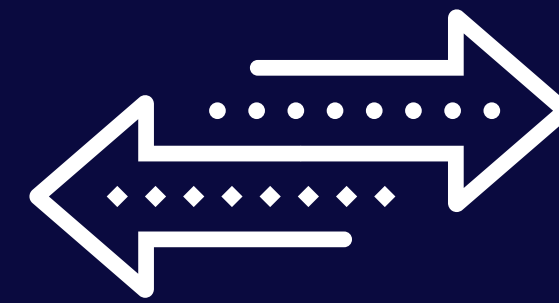
Change is Constant. Ensure Customer Continuity.

In times of disruption, WalkMe helps your business focus on:

Serving customers,

Delivering value,

Increasing revenue,

Empowering remote workforces
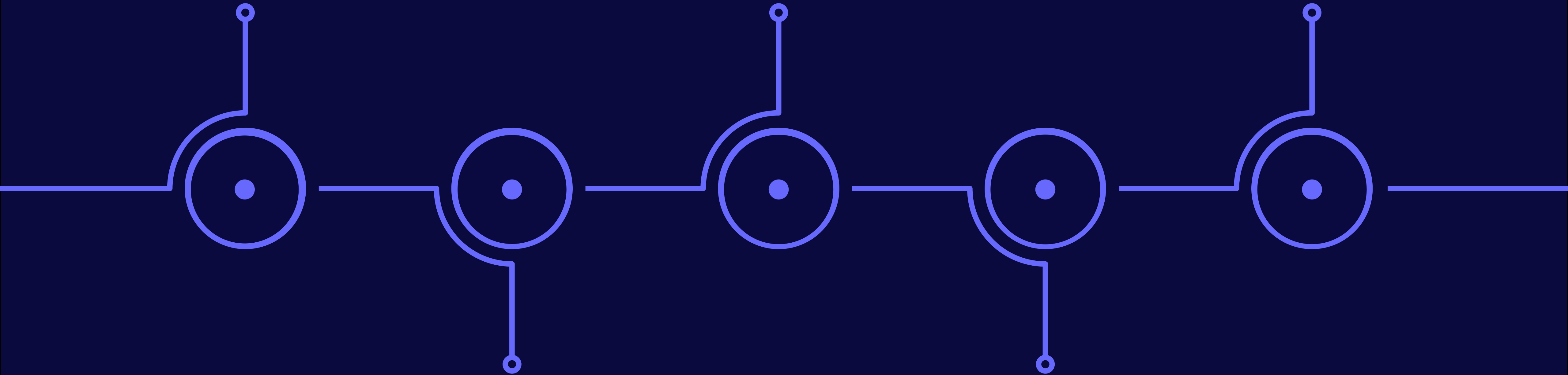
Why Digital Adoption for Customer Continuity?

Ensure Business Continuity

Deliver Value to Drive Customer Retention

Empower Employees to Support Customers - Anywhere

Meet Customer Support Expectations at Scale

Enable In-App Cross/Upsell to Expand Customers

4 Drivers of Customer Continuity

Support & availability

Ensure consistent product uptime, as well as access to on-demand support to resolve issues anytime, anywhere

Seamless user experience

Maintain customer expectations like a quality user experience, personalization, and uncovering new or advanced functionality

Empowered employees

Companies with empowered and satisfied employees have higher customer satisfaction (HBR)

Consistent revenue

Focus on current customers, continuing to provide value, driving retention, and expanding your footprint within established customers

Ensure Business Continuity in Times of Change

Whether in the office or at home, WalkMe enables organizations to deliver value to customers and empower internal workforces - anytime and anywhere.

Through its transparent overlay, WalkMe provides guidance, engagement, and automation to:

- Maintain a seamless customer experience

- Understand deep customer insights

- Enable self-service support

- Promote product adoption

- Increase retention and revenue

- Empower remote workforces
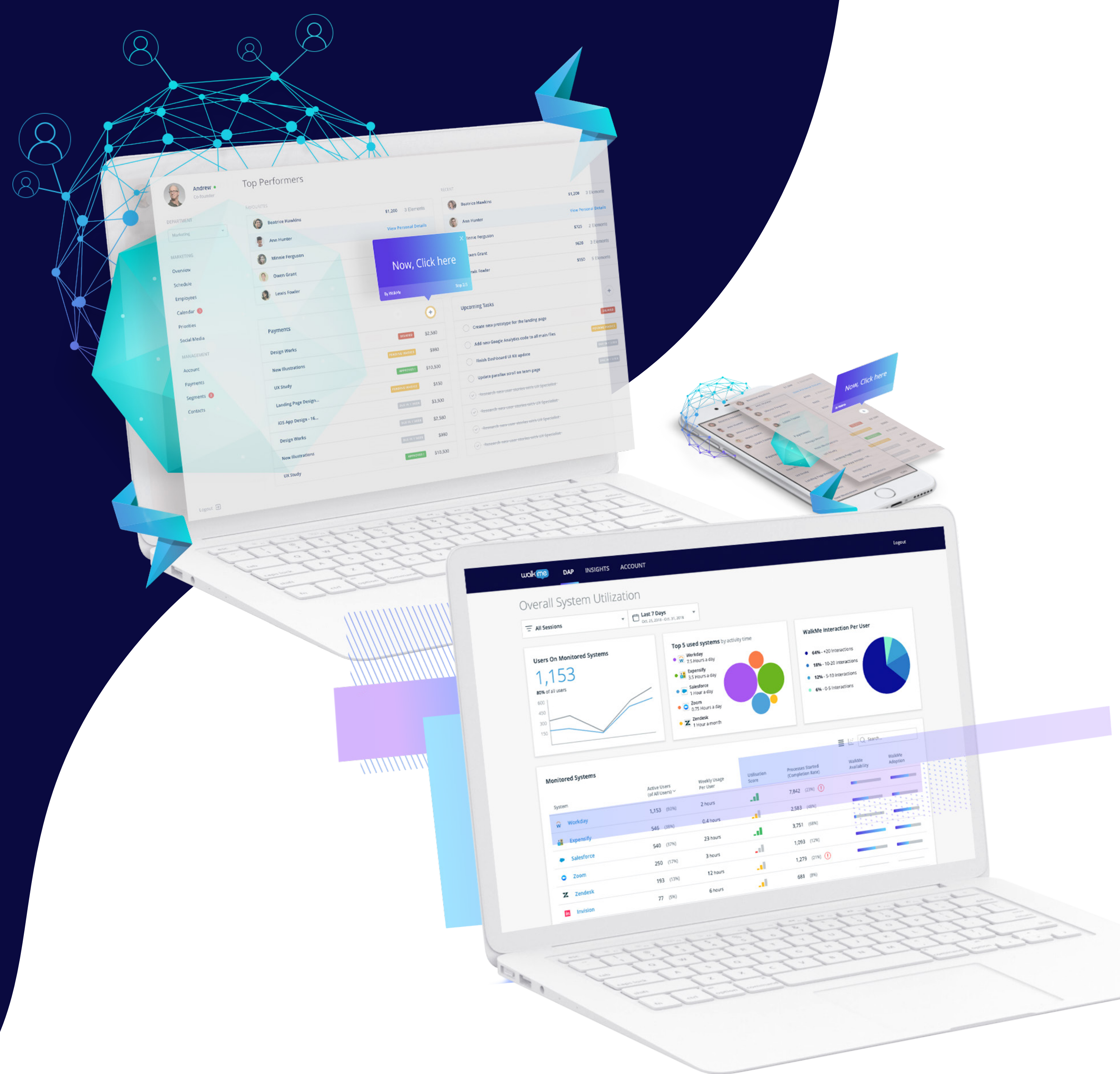
Meet Customer Support Expectations at Scale

In disruptive environments, self-service support is a win-win: reducing call volume and maximizing customer preferences of **contextual, "just-in-time"** support in lieu of phone calls.

- Provide 24/7 "always-on" support

- Integrate with your support center

- Remove confusion with in-app guidance

- Leverage video and printed content - in context

- Answer commonly asked questions
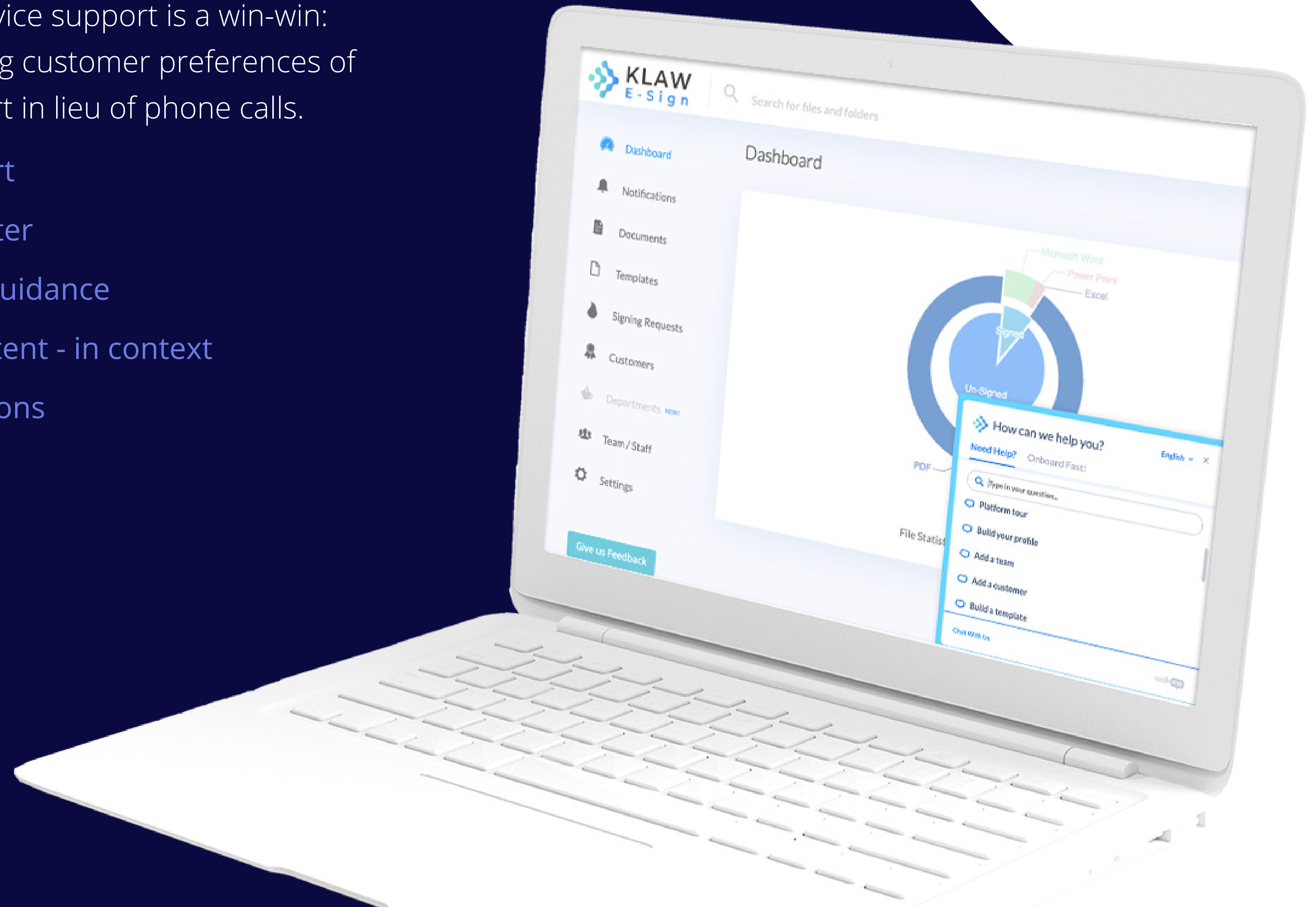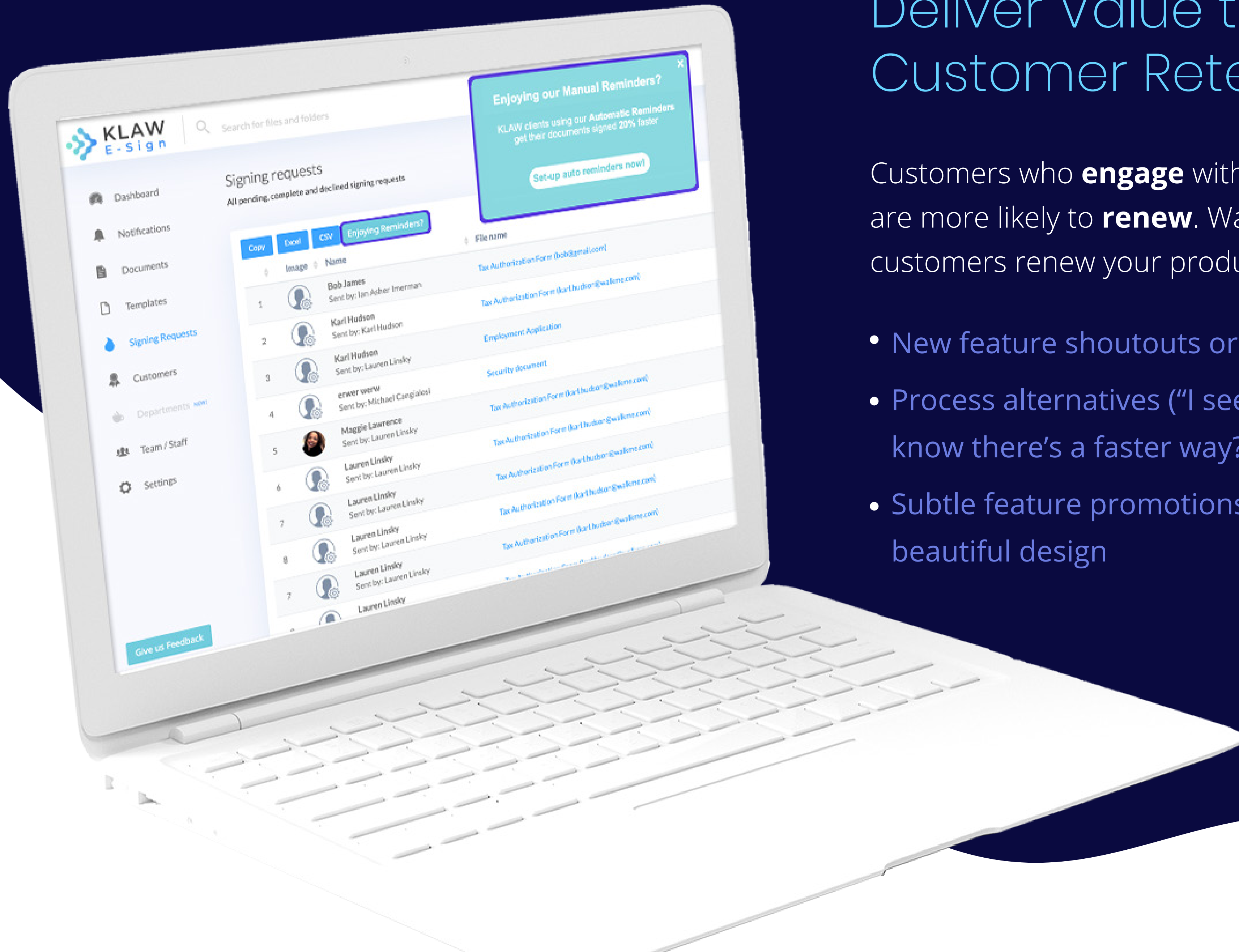
Deliver Value to Drive Customer Retention

Customers who **engage** with your most high-value features are more likely to **renew**. WalkMe helps deliver value to ensure customers renew your product or service again and again.

- New feature shoutouts or promotions

- Process alternatives ("I see you did this." "Did you know there's a faster way?")

- Subtle feature promotions that don't obstruct beautiful design

Drive Revenue with Customer Cross-Sell and Upsell

In times of disruption, **customers come first.**
Leverage WalkMe to continue delivering value to existing users, as well as uncovering areas of opportunity to cross/upsell within your product or website.

- Increase online conversion

- Identify customers likely to upgrade

- Uncover premium features

- Convert current customers in-product
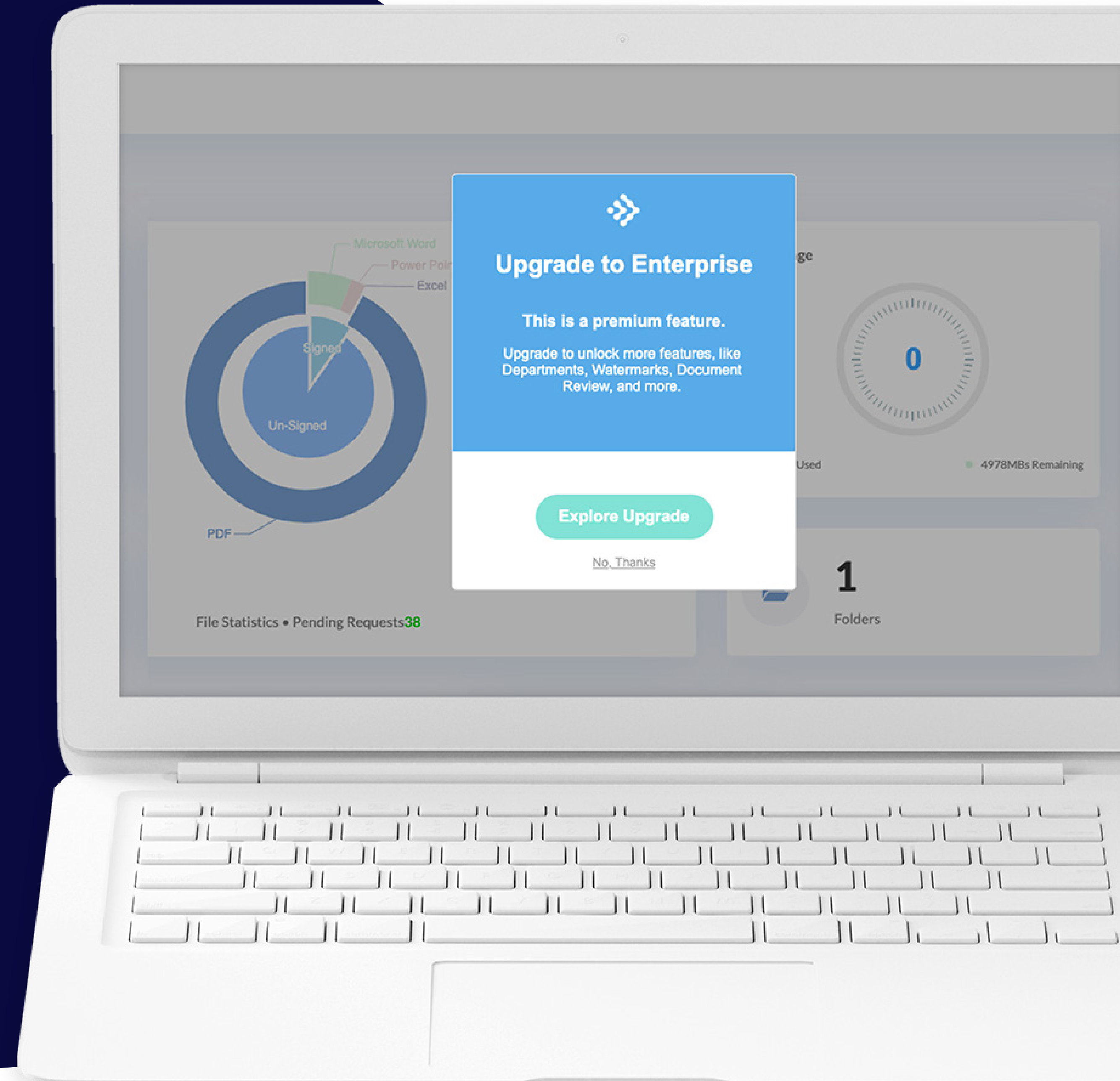
Understand Customer Insights and User Satisfaction

How do you keep your thumb on your customers at all times, understanding customer satisfaction and points of unintended friction or user confusion?

WalkMe Insights provides **actionable insights** to create an even better user experience.

- Track usage across users and accounts
- Unconver points of unintended friction and user confusion
- Measure customer satisfaction with surveys
- Identify happy and disengaged customers
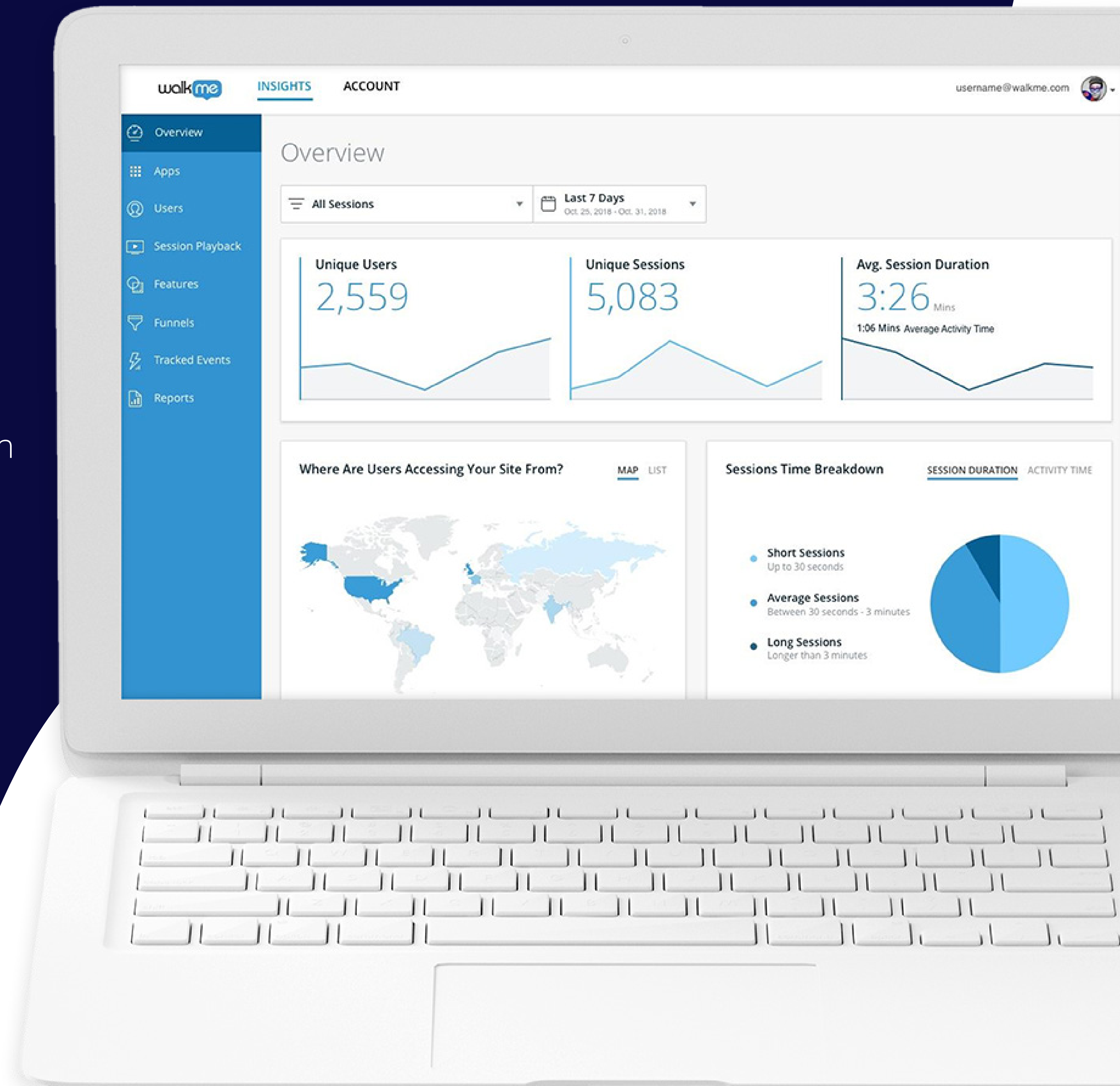
Empower Employees to Support Customers – Anywhere

Empowered employees create happy customers, and support your remote workforce is mission-critical to maintaining customer continuity.

WalkMe allows you to instantly communicate with internal teams to:

- Share important news or updates

- Guide them through common remote challenges

- Enable them with resources to serve your customers

- Maintain productive work environments

- Track employee engagement
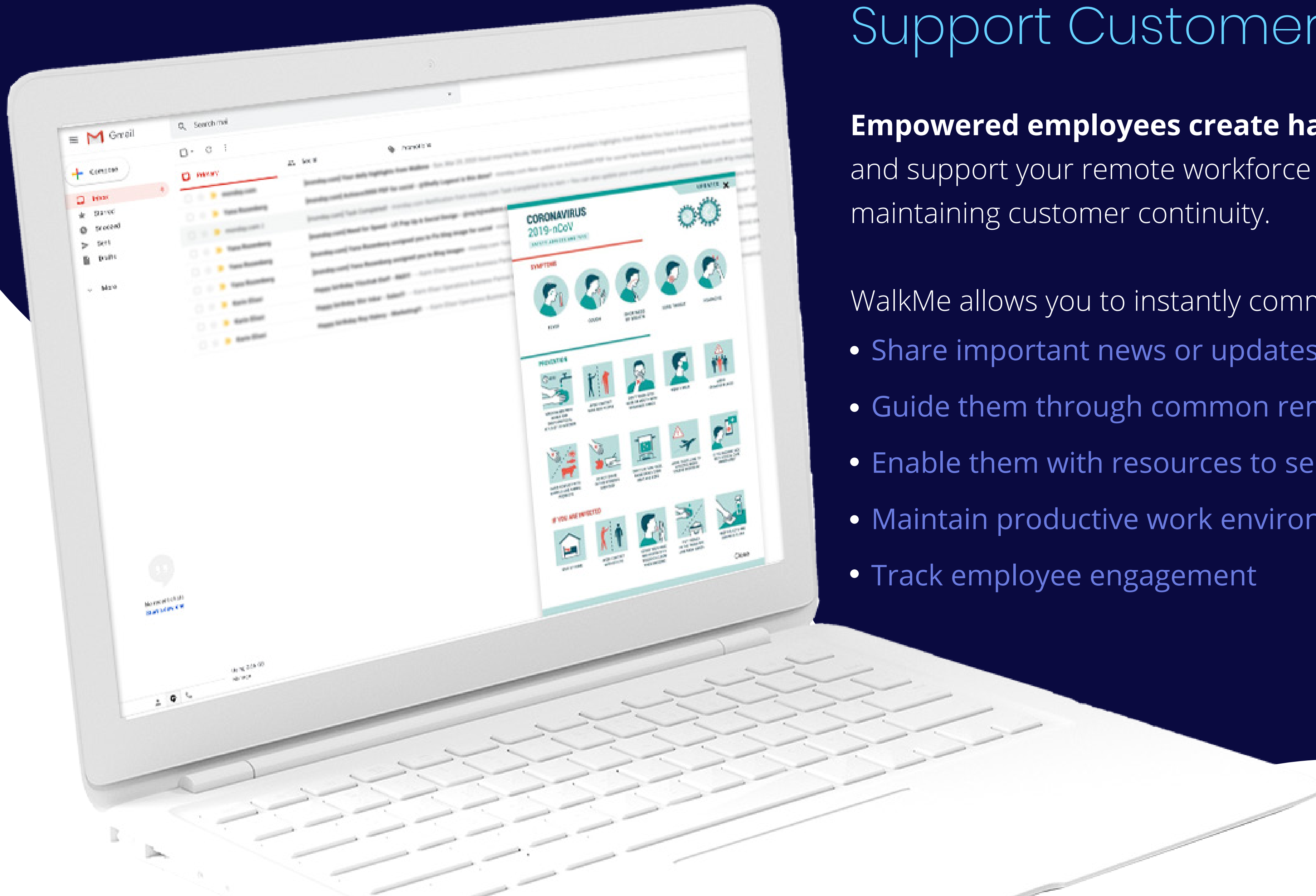
SaaS Company Manages Change for Thousands of Doctors

Challenge: Train thousands of doctors on a new telehealth platform in just days

Thousands of doctors are following the WalkMe WalkThru to learn how to do video consultations. They help everyone stay home while staying protected.

It matters a lot that you gave us your highest priority in these hard times. Lives were saved with that data and more are with the Smart WalkThrus."

- Customer Engagement Director at Healthcare SaaS Company

Tennis App Maintains Customer Continuity in Real Time
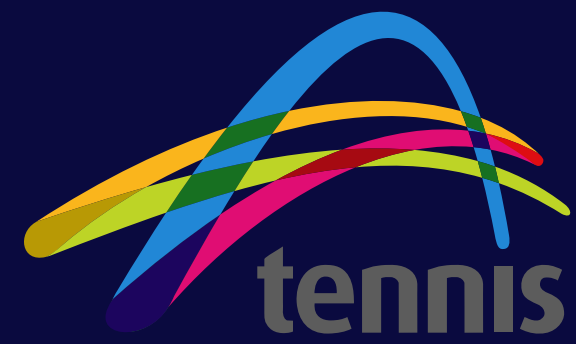
Challenge: Communicate social distancing policies to customers in real time, while maintaining business continuity

Check your booking

Nearly there! Just triple check those details, enter a promo code if you've got one, and hit 'pay now' to finalise the booking.

Please note: Your PIN code may take 30 minutes to activate, if you can, book at least 30 minutes before your preferred start time. If your booking is due to start within the next 30 minutes you may not be able to access the venue at the start of your booking.

COVID-19 Community Tennis Guidelines for Continued Play

COVID-19 COMMUNITY TENNIS GUIDELINES FOR CONTINUED PLAY

We all know tennis is a unique sport with many benefits – the main one being health and wellbeing. The very nature of our game ensures there is a vital role our sport can continue to play for the benefit of the community as we endure the COVID-19 pandemic.

Read the **COVID-19 Community Tennis Guidelines for Continued Play** for advice for all involved at the community level on the safest way to continue playing.

There is still plenty of opportunity for tennis to be played as long as hygiene guidelines are followed to help support the community's ability to stem the spread of COVID-19.

Due to the fast evolving nature of this pandemic, conditions beyond our sport and in this environment can change and we will continue to keep everyone updated.

$16.00

APPLY

**Ashlea Block** • 3rd+
Digital Product Owner at Tennis Australia
1w • 🌐

Shout out to our friends at WalkMe™ for helping us communicate in our current environment. I contacted Gary Rubinstein asking if we could work something out for a one off fee to get a notification on our public pages, a huge increase to our normal license. He got back to me within 5 minutes and told me they were happy to help at no additional cost!

The ability to update these notifications on these pages and speak directly to our consumer as the world changes daily, if not hourly is very reassuring.

Above all else it's things like this, organisations and people helping each other out at this time, that's the most reassuring! Would love to hear more examples of good deeds big or small to add some positivity to our day!
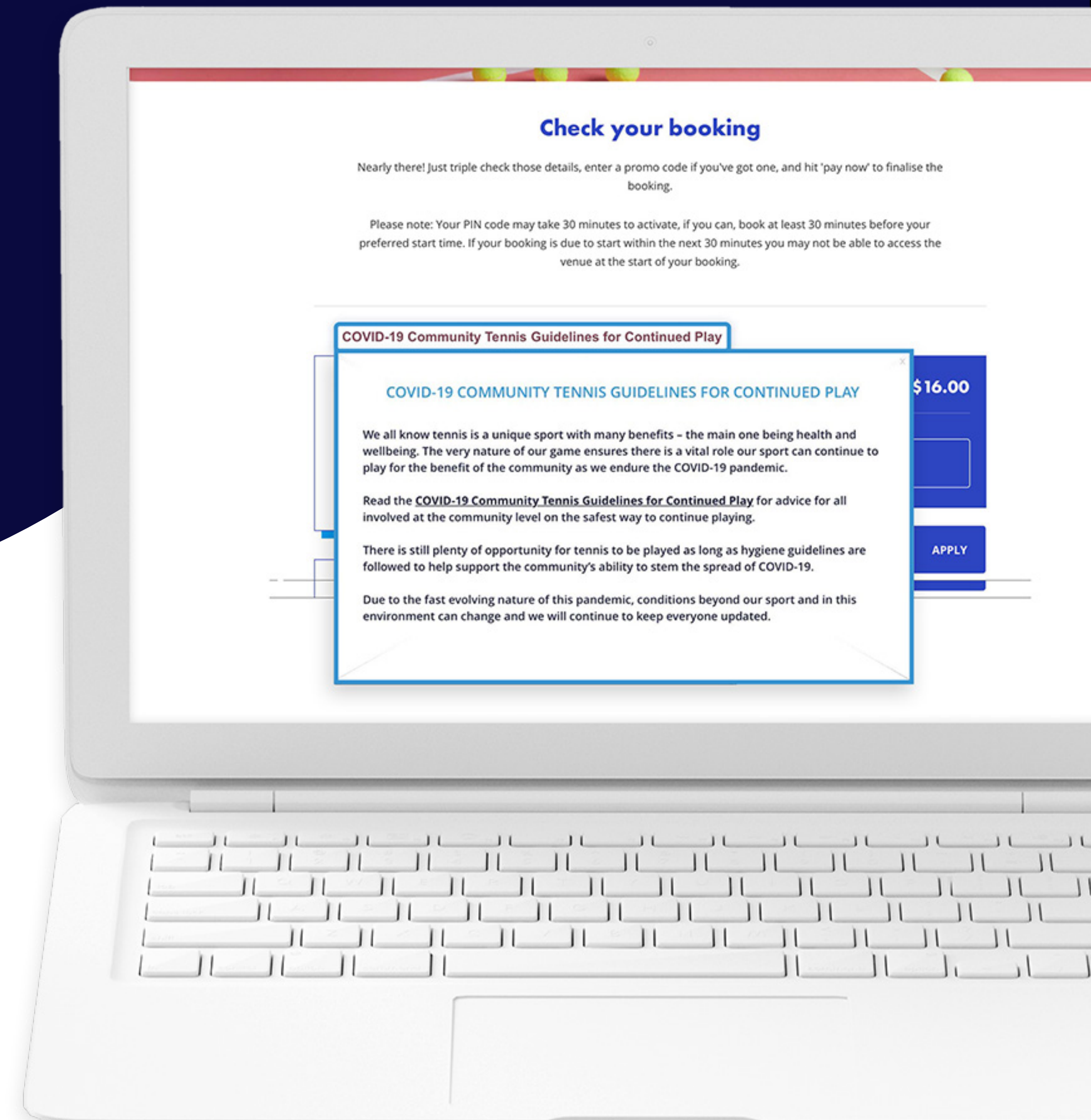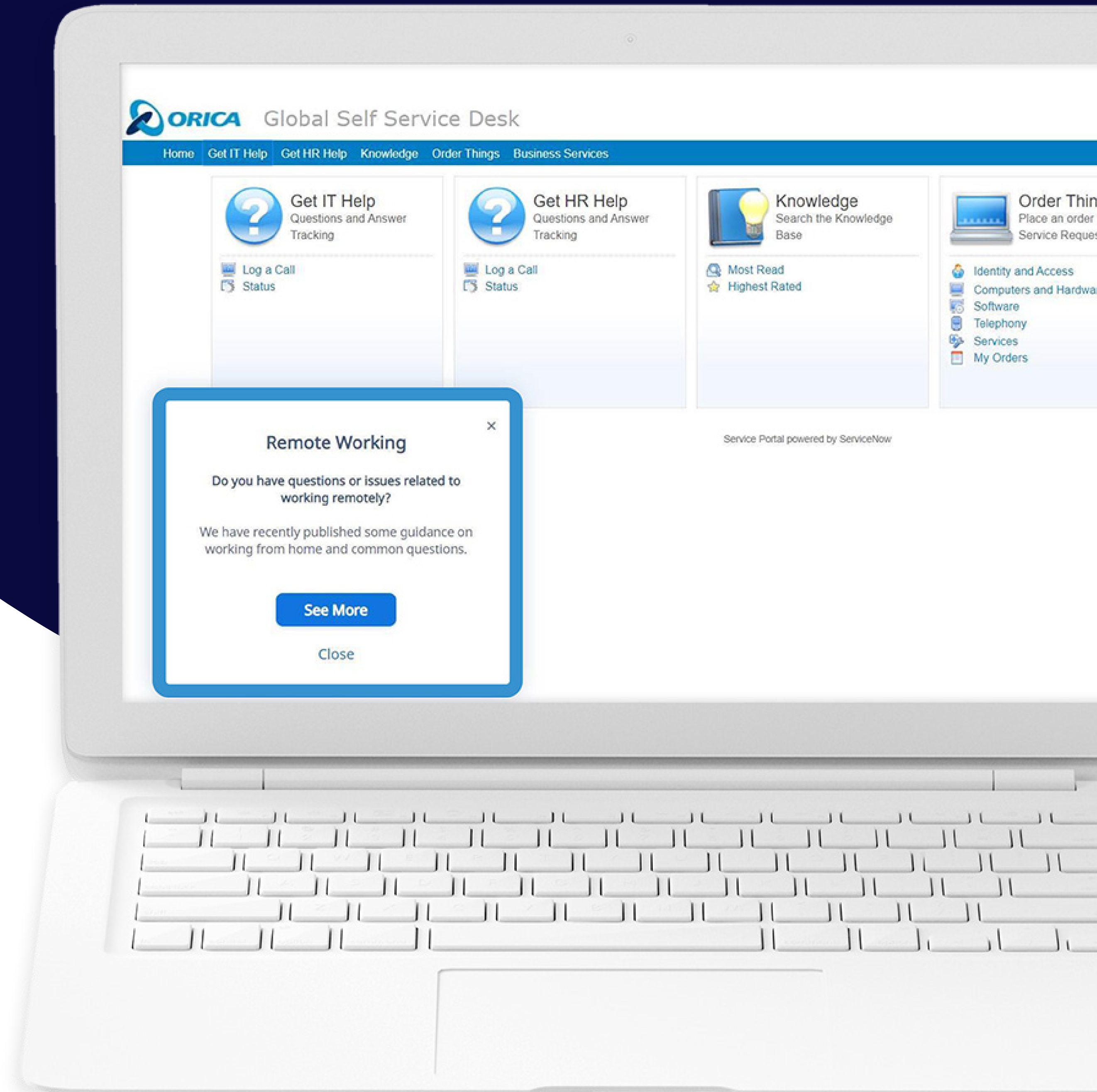
Enterprise Engages Thousands of Employees - Instantly

Published remote working ShoutOut to thousands of employees within 10 minutes

Greg Woulfe

Business Readiness and Learning

About WalkMe

WalkMe pioneered the Digital Adoption Platform (DAP) to empower business leaders to realize the promise of their technology investment by transforming the user experience in today's overwhelming digital world. With WalkMe's enterprise-class guidance, engagement, insights and automation platform, employees are more efficient and productive, executives have better visibility into digital usage, and organizations maximize the full value of their digital assets and successfully guide their enterprise through digital transformation. WalkMe's DAP is used by 2,000 enterprises across all industries.

WalkMe DAP is successfully deployed at:

Microsoft   PayPal   LogMeIn

RBC Royal Bank   DB SCHENKER