



Powering energy & utilities with digital adoption

Digital technology has the promise and power to transform business. Delivering deeper, wider and more effective digital adoption for your industry.

Introduction

In every sector we serve, digital technology has the promise and power to transform business.

Better
employee
experiences.

Happier,
more productive
people.

Smarter,
more efficient
operations.

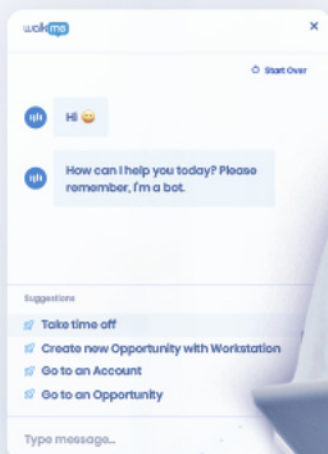
Our customers know this.

And they invest heavily in software capable of transforming their businesses, the working lives of their people and the daily lives of their customers. WalkMe helps organizations realize the value of these technology investments, leveraging data across the full landscape to ensure the tech is being used to its full potential and there's no wastage.

We exist to help our customers realize the full, transformative power of their technology.

By giving all the people who use that technology the opportunity to get the most out of it.

This means that they learn to love the technology at their fingertips, and use it fluently to realize the full power of digital for themselves, for the businesses they work for, and for the customers they serve.

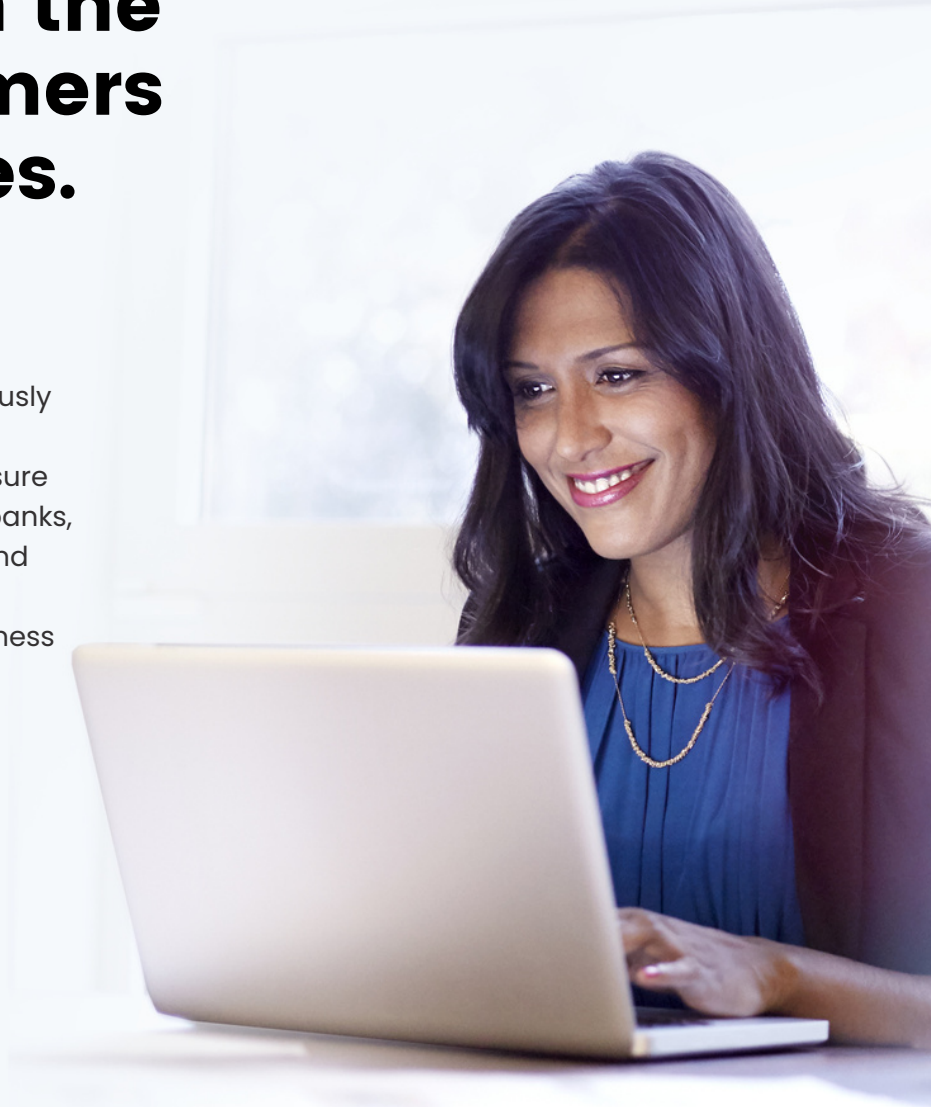


Technology can transform the lives of customers and employees. If you let it.

Slick, fully-digital disruptors are continuously emerging across the industry, as seen in banking and financial services. The pressure on established retail banks, investment banks, financial services companies, insurers, and other sectors is steadily growing. These disruptors are reshaping traditional business models and challenging the status quo.

The response?

Major investment in new software to enable greater agility and facilitate customer and employee-friendly experiences.



The problem

In every sector we serve, digital technology and applications have the promise and power to transform business. However, this can only happen when the people it's designed to assist actually interact and adopt them into their working practices. This is what WalkMe enables, organisation-wide human adoption to help turbo-charge sustained business transformation.

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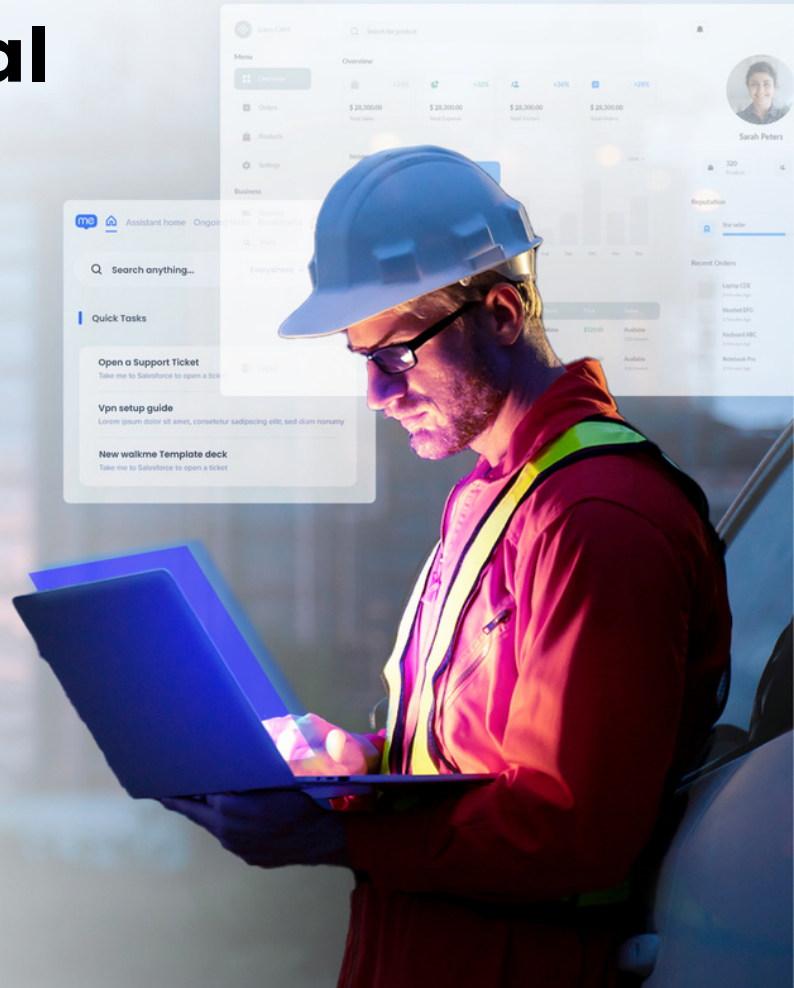
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Success depends on innovation. Innovation depends on digital transformation.

The energy and utilities sector is going through a period of seismic change. Prices are soaring. Disruptive new players are challenging established providers. Digital technology means consumers can switch more quickly and easily than ever.

Competition, consumer choice and prices are combining to create narrower margins than ever.

Cost to serve is now the critical issue in the sector – and thorough, effective digital transformation is the only effective means of lowering it.



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What are the barriers to digital adoption in the energy and utilities sector?

Natural resistance to change.

Long-serving employees, often from a public sector background, develop tried and tested working patterns. Making it difficult to instill new, more streamlined methods of working.

Heavy customization of existing software.

Billing and payments software forms a large part of the digital estate in most energy and utility companies. Typically it is heavily customized. This makes the transition to new platforms – or migration to the cloud – especially complex.

Complex, large-scale transformation.

Energy companies operate at massive scale. Often with multiple divisions, whose activities and technologies are siloed. Rolling out new software is difficult. Monitoring and encouraging its adoption even more so, leading to significant under utilization of the technology at their fingertips.

What is the power of WalkMe in energy and utilities?

Track adoption and stop bottlenecks.

WalkMe's Digital Adoption Platform dashboard allows you to "see" where poor adoption is slowing processes and creating friction. Its adaptable overlay means you can make targeted interventions, guiding less fluent users to fast, effective process completion.

Drive down call center costs.

By supporting and guiding your people through critical, digital processes, WalkMe means fewer gaps in your data, less pressure on call centers and a better customer experience.

Reduce your cost-to-serve.

By guiding your people through new and existing software WalkMe ensures that your technology delivers on its promise of faster processes and more efficient customer care. The impact is to reduce your cost-to-serve.

Digital technology has the potential to streamline your organization, by increasing adoption, enhancing customer experience and reducing your cost-to-serve. WalkMe's digital adoption platform realizes that potential right across your operations.





Origin is one of Australia's leading energy companies, exploring, generating, and delivering energy to over 4 million customers.

The Challenge

Software integration and HR support efficiency

Origin's HR department encountered difficulties with their main software system, SuccessFactors®, as it did not accommodate their unique processes, resulting in longer task completion times and increased reliance on HR Support. With a monthly ticket volume of 7,000, the HR team took several days to respond to users and guide them through manual processes. The incompatibility between their processes and the software system, coupled with the high ticket volume, led to delays, decreased efficiency, and a heavy reliance on manual interventions.

The Solution

Self-service and simplified user workflows

Origin adopted WalkMe to optimize processes, achieve cost savings, and enable self-service tasks. They transformed SuccessFactors® processes into WalkMe journeys with Smart Walk-Thrus, streamlining workflows. WalkMe Insights facilitated data-driven process improvements, optimizing operations and resolving issues proactively. With WalkMe's ActionBot, reporting completed mandatory trainings and uploading attachments became simpler, empowering employees to perform these tasks independently, eliminating manual processing.

The Outcome

"WalkMe enables us to respond to changes really quickly. It's fast to test and build, so we're able to stand up content within a matter of hours – and rather than having to do a system configuration that takes weeks to get through a development and approval cycle, we can [deploy improvements or fixes in the same day.](#)"

– Shaun Kenny, Operational Excellence Lead



70%+ reduction in help-desk tickets



2-day processes reduced to 20-second self-service actions



30x+ increase in traffic to self-help articles





Digital Adoption Platform