



Powering technology 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.

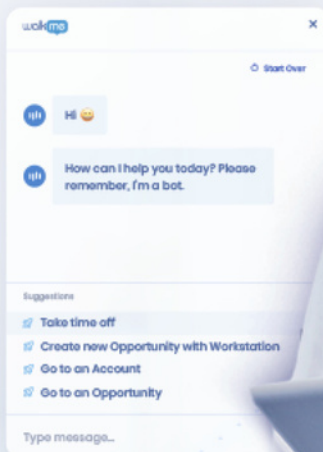
Our customers know this.

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.

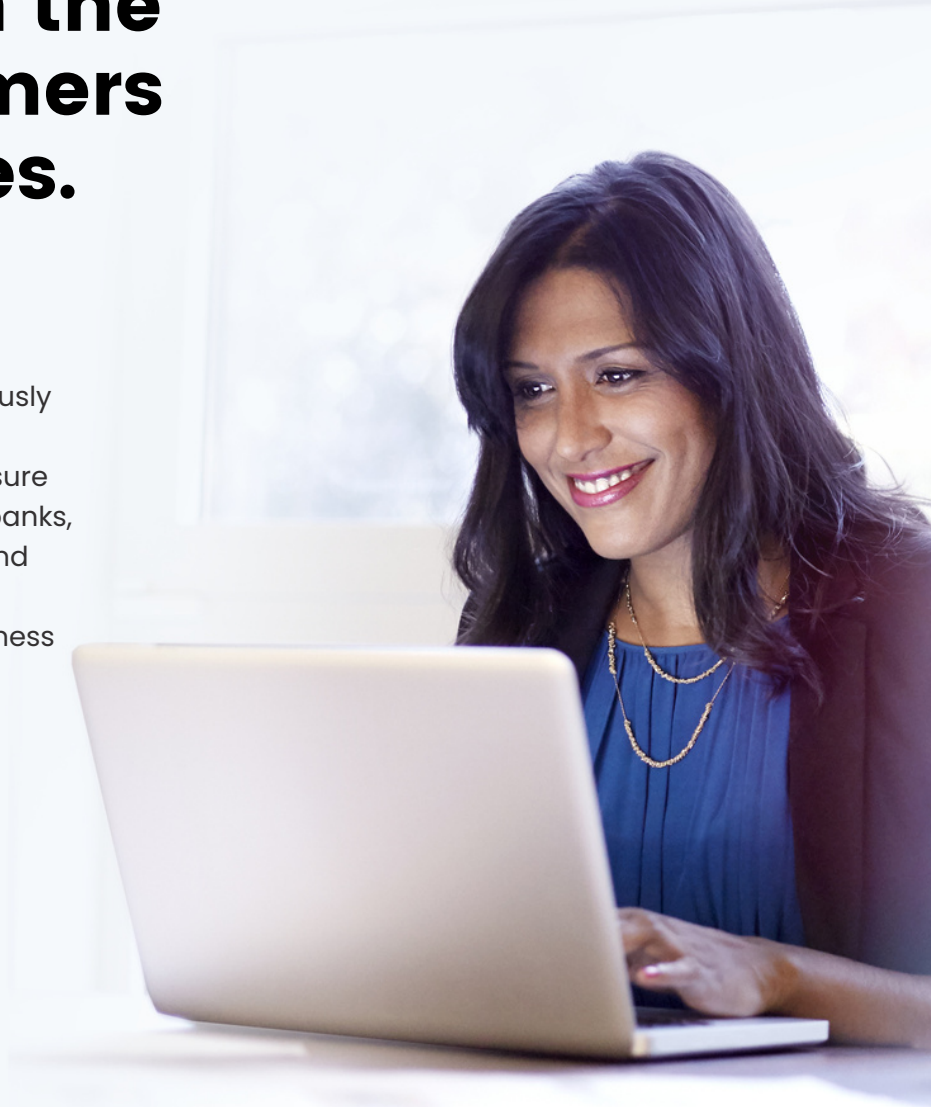


Technology can transform the lives of customers and employees. If you let it.

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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Employees 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.

Drive digital adoption – and deliver continuous improvement.

Against the backdrop of major transformation programs, new software, new processes and new performance metrics appear all time. This creates a web of novel and legacy software.

Huge investment is made in software designed to drive transformation, speed processes and drive operational efficiencies.



The problem

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Why does digital adoption falter in technology businesses?

Human resistance to change.

Technologically adept team members who have mastered existing software can be reluctant to switch to new ones, these pockets of resistance can slow change programs.

Low visibility.

Technology companies deploy a complex and proliferating range of software. When there are bottlenecks in processes, they can be hard to locate. And difficult to resolve.

A dispersed workforce.

The pandemic accelerated a trend towards decentralized (often home) working. This, combined with high staff turnover common to many technology firms, makes rapid onboarding and software education business-critical. But engaging a workforce that is spread across time zones and speaks different languages can be complicated and expensive.

The power of WalkMe in technology

Driving adoption to speed up change.

You can apply WalkMe's bespoke, code-free digital adoption guidance and support to the software that your business runs on. It can deliver the transformation you need, and enable your employees to use the software you've invested in to its full potential.

Identify bottlenecks and respond.

WalkMe's DAP (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.

Speed processes and ease pressure.

WalkMe can take customer data and share it automatically across multiple pieces of software. A smoother experience for and reduced pressure on valuable time in contact centers.

WalkMe accelerates change by enabling your people to get more from the technology that runs your business.





IBM is a leading cloud platform and cognitive solutions company. Restlessly reinventing since 1911, IBM is the largest technology and consulting employer in the world, with more than 350,000 employees serving clients in 170 countries.

The Challenge

Poor in-product experience leads to customer abandonment

IBM, a renowned industry leader in cloud platform and cognitive solutions, has been at the forefront of driving digital transformation and assisting customers in integrating digital technologies into their operations.

Recognizing the importance of providing exceptional user experiences, IBM undertook the task of developing a holistic strategy to ensure customer satisfaction and engagement, especially when it came to their extensive range of B2B products in the digital portfolio.

The Solution

In-app guidance to engage users, improve adoption

IBM leveraged WalkMe to streamline the user experience by providing in-app guidance and support across 25+ products. With WalkMe's Smart Walk-Thrus and centralized in-product support, users were efficiently onboarded, leading to improved proficiency and faster goal attainment. Integrating WalkMe with Segment enabled IBM to centralize user data, analyze behaviors, and personalize in-app experiences. Notably, users engaging with WalkMe were 300% more likely to achieve milestones and return to the application compared to non-engaged users.

The Outcome

"Overall, WalkMe has helped us improve product usage, consumption, and retention by 300%. We've been able to reach 80% digital offering revenue growth, which was 2X our target."

– Nilanjan Adhya, Chief Digital Officer



**6X higher
retention rate**



**300% improvement in
product adoption**



**80% revenue
growth**



Digital Adoption Platform