



Powering telecoms & media 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.

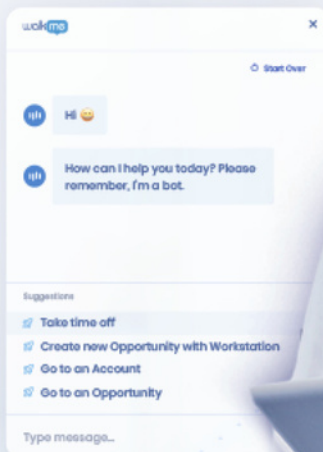
Our customers know this.

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.

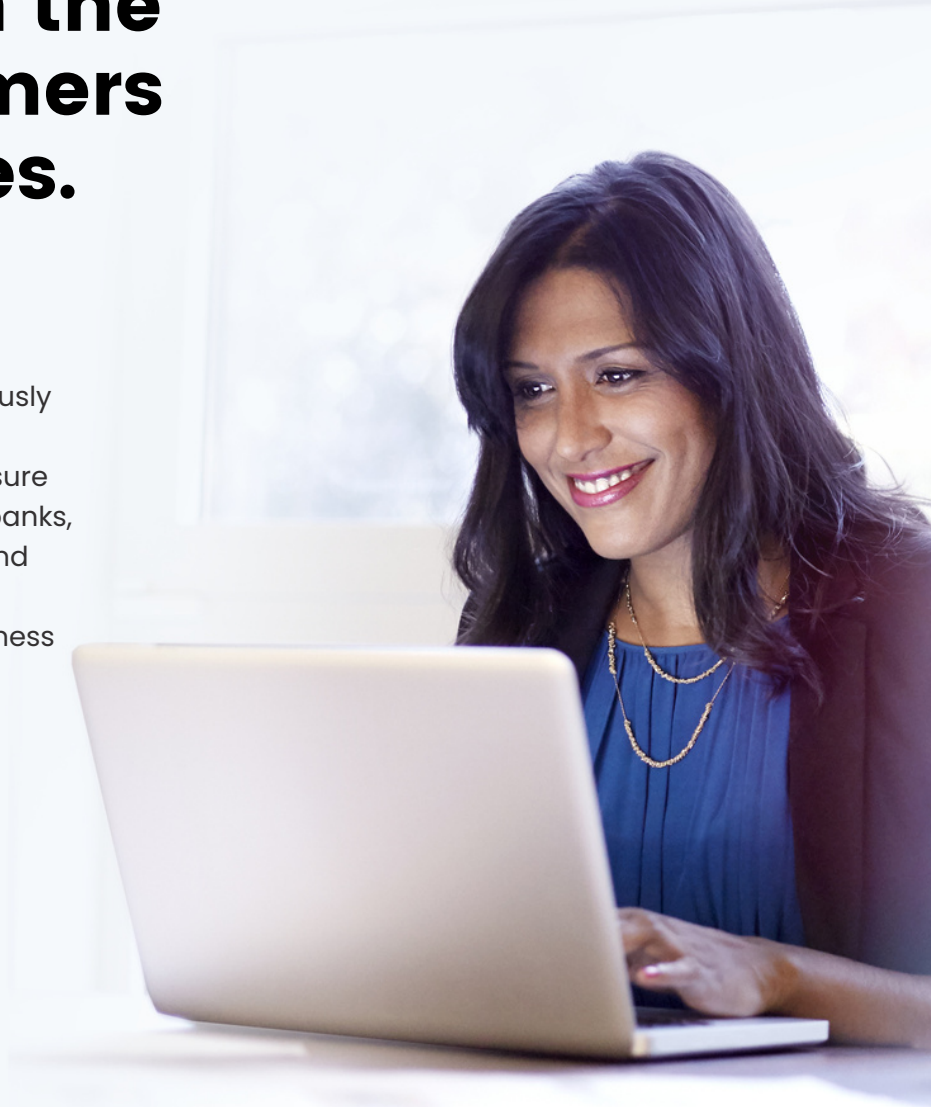


Technology can transform the lives of customers and employees. If you let it.

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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In telecoms and media, digital adoption is business critical.

In the ultra-competitive, low-margin telecommunications market, deep digital adoption is vital to delivering your strategy.

And with the rise of OTT providers, telcos that don't make full use of digital technology and the insights it can provide run the risk of becoming connectivity-only business models.



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We know the challenges as well as the opportunities of digital adoption

Human reluctance.

Pockets of resistance to digital adoption block change, slow down processes and have a negative impact on employee experience. High process abandonment rates among employees causes increased inefficiencies and ultimately poor customer experience, impacting churn and profitability.

Cloud migration.

Moving to the cloud creates complexity for people, as they navigate “terrestrial” and cloud- based systems.

Siloed systems and remote working.

The pandemic has accelerated the shift to remote working. Building a virtual, centralized work model with data accessible to everyone, everywhere takes a high degree of digital skill.

The power of WalkMe in telecommunications

Boost operational efficiency.

The WalkMe analytics will tell you where the human sticking points in your technology stack are. So, via WalkMe, you can deliver targeted technology guidance. That means more critical processes are completed by your people. Faster.

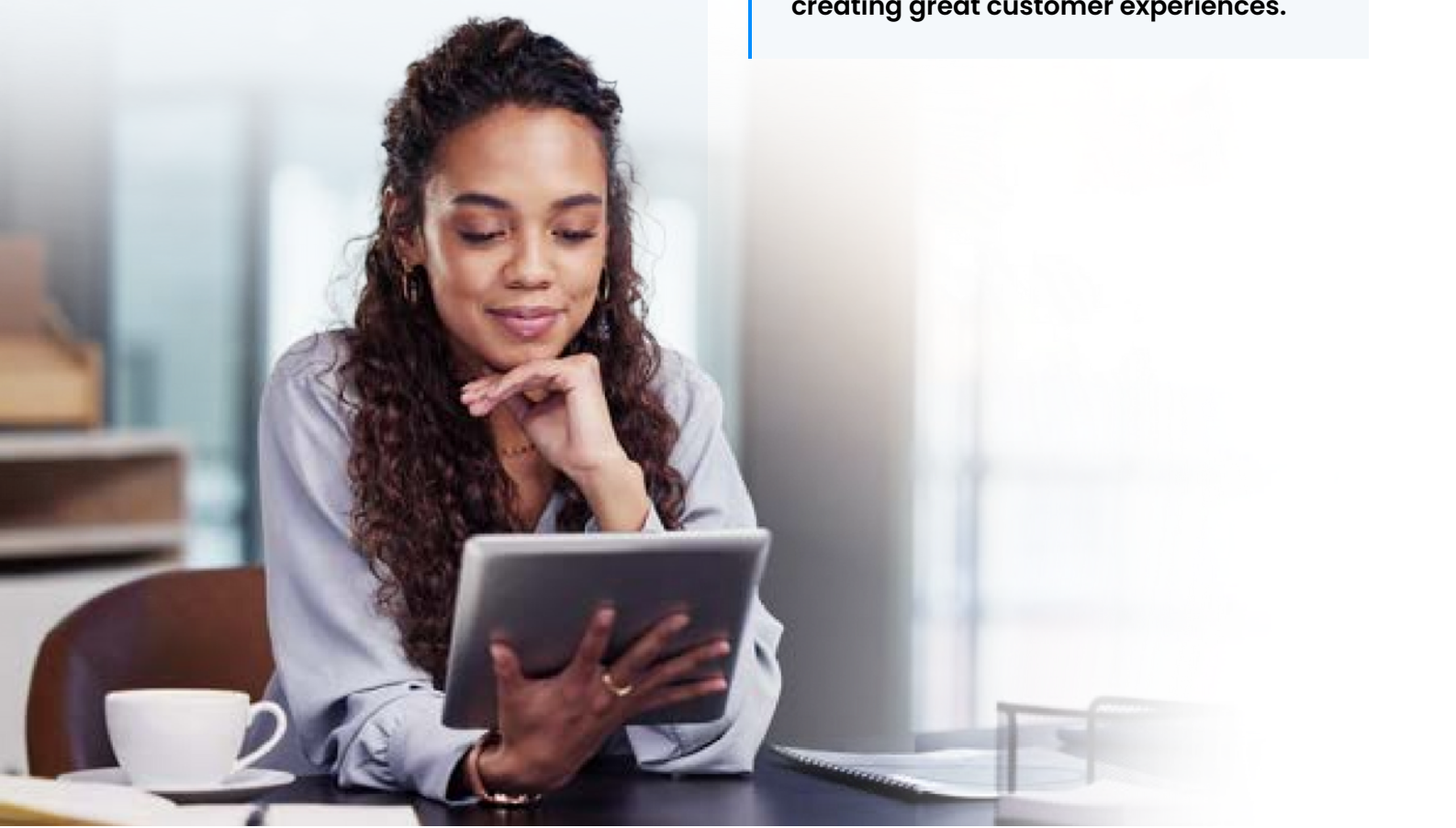
Fast, responsive customer service.

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

Better customer insight.

WalkMe’s technology delivers you deeper customer insight. By delivering you data on customers’ habits and preferences, we open up cross-selling, value-adding opportunities, helping telecommunication organizations sell more than just connectivity.

WalkMe is the key to delivering fast, cost effective digital transformation – and creating great customer experiences.





With a legacy extending back over 200 years, Warner Music Group today is home to an unparalleled family of creative artists, songwriters, and companies that are moving culture across the globe.

The Challenge

A fragmented digital ecosystem across teams

WMG's growth through M&A and partnerships led to a fragmented digital ecosystem with duplications across teams. To empower employees managing renowned artists, WMG aimed to tackle digital adoption challenges, including tool unfamiliarity and lack of awareness. With 5,500+ employees, the goals were to enhance self-service support, improve data integrity, reduce cleanup efforts, establish accurate systems of record, and optimize ROI by addressing user challenges and promoting effective tool usage.

The Solution

Integrating a customized and unified digital assistant

WalkMe's cross-functional deployment project at WMG empowered employees through tech enablement, enhancing efficiency and decision-making. The solution, WMG Assistant, utilized WalkMe Workstation to connect enterprise applications, providing a unified interface for streamlined actions and eliminating the need to navigate multiple apps. This integration transformed team collaboration, reducing administration and automating tasks at scale. WalkMe also facilitated consistent analytics across the tech stack, democratizing data access and enabling quantifiable ROI organization-wide.

The Outcome

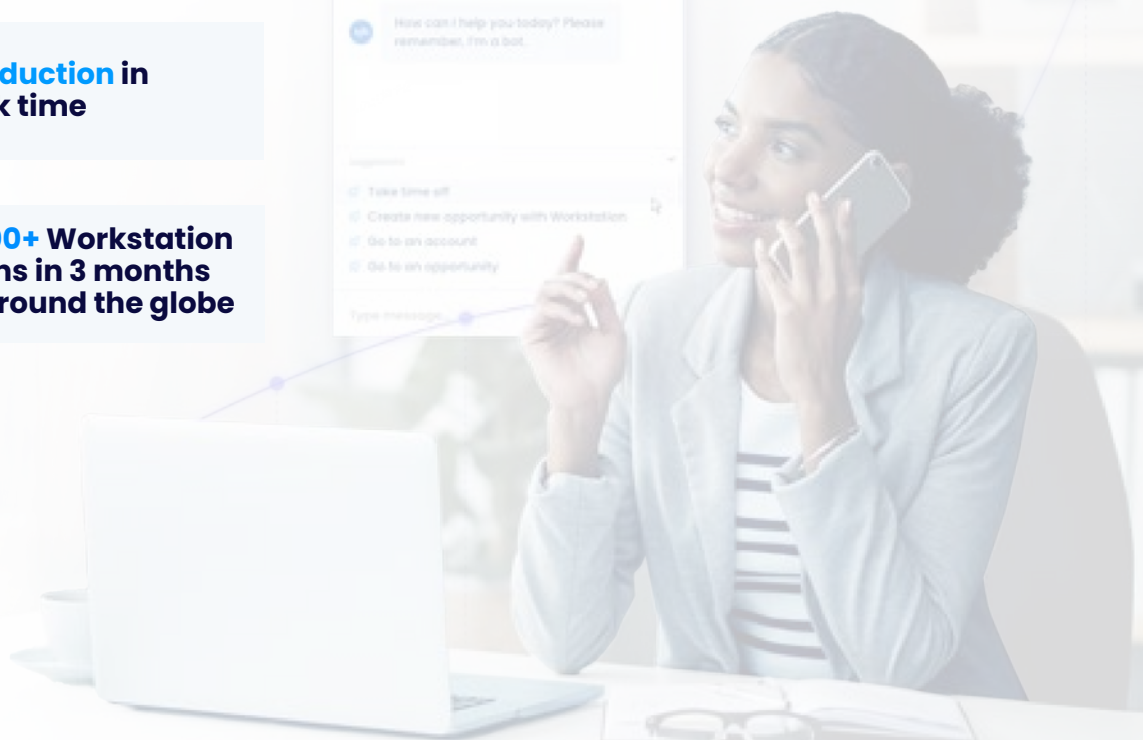
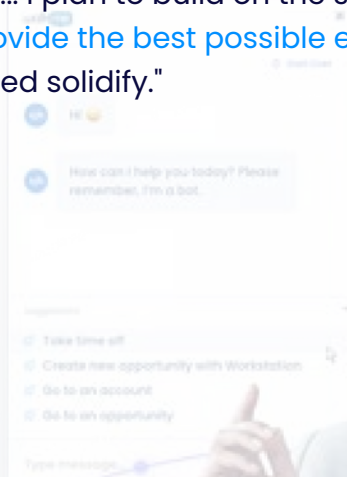
"I brought WalkMe to the organisation. I wanted to take **an approach to training that inspired people** – and now we're fully enterprise... I plan to build on the success we've had with WalkMe and digital adoption to date, both to **provide the best possible employee experience and to expand the key partnerships** that it helped solidify."



**50% reduction in
HR task time**



**450,000+ Workstation
sessions in 3 months
from around the globe**





Digital Adoption Platform