

# A practical guide to showcasing your DAP wins

# How to showcase your DAP wins

You're building digital adoption solutions that address business needs – and these wins are proof of the value your WalkMe program brings to your organization. Sharing your successes and ensuring stakeholders understand the value of your digital adoption efforts can strengthen your program's impact, build awareness, and generate more excitement.

But where do you start? How can you improve what you're already doing?

**This guide provides best practices, practical advice, and resources to help you effectively communicate your program's value and champion your contributions.**

This guide includes ideas and examples for:



**Internal newsletters**



**Knowledge Bases**



**Solution spotlights & roadshows**



**"Wins" decks**



## Create an internal WalkMe newsletter

An internal newsletter is a powerful way to stay on your stakeholders' radar and consistently showcase your impact. Your newsletter can include sections that highlight specific solutions, metrics that tie back to business goals, and end user testimonials to keep the content fresh and engaging.



### Tips for success:

- 1 **Develop a set cadence and frequency** for your newsletter, so stakeholders start to expect and look for it.
- 2 **Include a brief statement about what WalkMe is and/or why the recipient is receiving your newsletter.**
- 3 **Focus on the “why” your solutions matter.** Include key stats, such as time saved or task completion rates, to show tangible results. If you don't have hard metrics, make sure to reiterate the business problem you're solving and why it matters.
- 4 **Consider adding visuals** like charts, screenshots of your solutions and WalkMe Analytics reports, links to demo videos of a solution in action, or direct quotes from end-users.
  - You can collect feedback directly from your users, or consolidate any feedback you've received from WalkMe Surveys.
- 5 **Include a call-to-action or a way for recipients to engage.** This could direct people to a Knowledge Base where they can learn more or submit their requests, or a link to your calendar where they can set up a time to connect with you.

### Bonus tips:

- **Determine how you'll track the success of your newsletter.** Depending on your company's internal email provider, you may be able to see your email opens and engagement. If these metrics aren't available, you can track replies, the WalkMe-related interest or inquiries you get from your newsletter, distribution list growth over time, and more.
- **Make it visually appealing.** This doesn't have to be hyper-designed! You can use bolding, underlining, and different highlight / font colors to make your newsletter easy to scan and read.

## Example newsletter outline:

- 1 **Subject: "WalkMe in Action | Month, Year: Enhancing Efficiency & Driving Impact"**  
(The goal of your subject line is to grab attention and highlight the newsletter's purpose.)

- 2 Hi team! We're excited to share another great update about our WalkMe program. For those who haven't heard of WalkMe or need a refresher, [WalkMe](#) is our digital adoption platform, which we use to simplify digital experiences across multiple systems, improve software and process adoption, and increase efficiency, productivity, and overall data accuracy.

This newsletter is your go-to source for updates on how WalkMe is delivering tangible results across the company. This month, we're featuring a new solution highlight, our latest performance metrics, and a few quotes from users.

- 3 **Solution of the Month – Streamlining expense reports**



### Problem

Employees were selecting the wrong per diem option in their expense reports, causing rework, delays, and support tickets.



### Solution

When users go to start a new expense report, an automated workflow prompts users to select their trip type, then selects the right per diem option, increasing error-free reports and reducing rework.



### Impact

Reduced per diem expense report errors by 30%, saving 50+ hours of support team effort monthly.

- 4 **Visuals:**
  - Include a screenshot, or a GIF / link to a video of the solution in action.
  - Insert a simple chart showing the before-and-after impact.

### 3 Our WalkMe impact – By the numbers

*Share quantifiable metrics that directly align with business goals, such as productivity, cost savings, or employee satisfaction.*

*Example Metrics:*

- Launched 10+ automated workflows to support new CRM upgrade and territory process
- Saved 200+ hours of training time over the last 30 days
- Accelerated last month's new employee onboarding by 25%
- Reduced support tickets for VPN setup by 60%

*Tie these metrics back to broader business objectives (e.g., "Enhancing efficiency in our workflows contributes directly to our Q4 productivity goals.").*

### 4 “What our users are saying

Beyond the quantifiable impacts, we're seeing great feedback from employees about the impact of WalkMe on their day-to-day work! Please see a selection below.

"Whatever you did to make it easy to submit my expense report – without any help – is awesome! Not only was it faster to submit, it was approved the first time!"

– J.B., IT.

"The onboarding walkthrough saved me so much time! I felt confident using the CRM system from day one."

– A.R., Sales

"The new automation for fixing my video conferencing settings is a game-changer. No more waiting on support tickets... I can solve problems myself!"

– D.T., Finance Department.

### What's next?

Here's a peek at what we're working on over the next month:

- New automation for lead conversions
- Improvements to the request legal assistance workflow
- Enhanced reporting and analytics for stakeholders

Thank you to Carol, James, and Petra for your partnership in bringing the expense report improvements to life – and to the extended team for your support!

- 5 Want to see how WalkMe can help your team? Submit your request here [link to your internal KB or intake form]!



You've already done tons of great building with WalkMe, set up tracking, and delivered impactful solutions – don't stop now and leave your data and insights in the abyss! Sharing your success and DAP roadmap is so important (and fun!) and will inspire collaboration and growth among your peers and across your organization.



Christi Rosa, WalkMe Administrator, W.L. Gore & Associates

[Read more advice from Christi, including how she creates her WalkMe newsletter.](#)



## Create an internal Knowledge Base

A WalkMe Knowledge Base acts as a one-stop-shop where team members can learn more about WalkMe, from understanding its purpose to requesting or getting help with WalkMe. Your Knowledge Base can serve as a proactive solution, addressing common questions before people reach out to ask them and telling others how to best partner with you. As a result, you make yourself easy to work with *and* can focus your energy on building impactful WalkMe solutions. As a bonus, your Knowledge Base is a great resource to include in your communications with stakeholders.

You can start simple and add to it over time, using resources from the DAP Blueprint, such as [Intake Forms\\*](#) and value templates.



### Tips for success:

- **Start with the basics.** Focus on simple, high-value content first, like “What is WalkMe?”, “How We Use WalkMe”, or “How to Request WalkMe for Your Product or Team.” One goal for your Knowledge Base should be to provide information that saves YOU time.
- **Keep it organized and clear.** Break information into sections and categories, so people can easily scan the page and find the details they need. If possible, include a table of contents to simplify navigation.
- **Make it visual.** Incorporate screenshots, videos, and/or company images to make your page engaging.

- **Keep your content up-to-date.** Set aside 15-30 minutes each month to review your Knowledge Base, update it with new information, or remove outdated items. (Setting dedicated time to review each month makes it manageable vs. waiting months and realizing you need to completely overhaul it!)
- **Promote!** Actively share your Knowledge Base with stakeholders and teams. Point to it when others ask you questions, include it as a “learn more” resource when you share your projects and results, and beyond.

Here’s what a sample knowledge base might look like:

## WalkMe @ [Company Name] – Simplifying your digital experience

### Introduction to WalkMe

#### What is WalkMe?

- Overview of WalkMe as a Digital Adoption Platform (DAP).
- Short video or infographic to explain WalkMe in a visually engaging way, [such as this one](#).

#### Why WalkMe matters

- How WalkMe supports organizational goals like improved efficiency, reduced onboarding time, and better software utilization.
- Brief mention of WalkMe’s role in aligning with company initiatives (e.g., digital transformation, employee experience).

#### Who is WalkMe for?

- Highlight how WalkMe benefits all employees, from new hires to seasoned team members.
- Include any targeted examples for specific roles or departments (e.g., HR, IT, sales).

#### How do we use WalkMe?

- Include 1-3 solution spotlights or examples.
- Include a table or breakdown of the applications where you’ve deployed WalkMe.

## **+ Benefits of WalkMe**

- 1** | **For you as an employee:**
  - Save time by reducing the need for training and support.
  - Get in-the-flow-of-work guidance and automation for day-to-day tasks, so you focus on high-impact work.
  - Access real-time support that solves issues quickly, without needing external help.
- 2** | **For the company:**
  - Improved efficiency across teams.
  - Reduced support tickets and costs.
  - Accelerated onboarding and adoption of new software and capabilities.
  - Increased adherence to policies and best practices.
- 3** | **Success stories:**
  - Include internal case studies or testimonials showcasing how WalkMe has made an impact.

## **How WalkMe helps | Common use cases**



### **Onboarding**

WalkMe accelerates onboarding by guiding employees through new systems and processes.



### **Data integrity and accuracy**

WalkMe includes data validation capabilities to support employees in entering correct data across applications like our CRM, HR portals, or project management software.



### **End-to-End workflow completion and automation**

WalkMe enables time-saving automations across one or multiple applications and processes (e.g., form submissions, approval workflows).



### **Self-help support**

WalkMe solutions empower users to troubleshoot issues, complete processes, and resolve queries independently, resolving common problems quickly without needing IT or business team assistance.



## How to request WalkMe

If you'd like to explore how WalkMe can support your team or product's needs, please complete this short form [link to your intake form], and we'll be in touch!

If you'd like to provide feedback about existing WalkMe solutions or suggest new ideas to improve workflows, please complete this form [link to your feedback form]. We'll review your request and get back to you.

## Resources



### WalkMe dashboards

View these dashboards to get a snapshot of WalkMe content in production, its performance, and more. Note: these links require a WalkMe Editor log-in. Please contact [email address] to request access.



### [Digital Adoption Institute](#)

Access self-paced tutorials and microlearnings to get familiar with WalkMe capabilities and learn best practices. We recommend completing the Builder coursework for an overview of WalkMe.

*Note: You must have a WalkMe account to access. Contact your WalkMe admin to become a user or for assistance.*



### Upcoming training sessions

Information on scheduled workshops or lunch-and-learn sessions to build deeper WalkMe knowledge.



### Past training sessions and solution spotlights

Recordings of past virtual workshops and/or Solution Spotlights

[Learn more about creating an Internal Knowledge Base here.\\*](#)



## Host solution spotlights and internal roadshows

A “solution spotlight” is an open session designed to share recent solutions, inspire innovation, encourage knowledge exchange across teams, and spark interest in the power of DAP across your organization. You can start with just your team, or open to the whole company.

An internal roadshow is a session where you go to different teams and product owners to introduce WalkMe, share how you can partner with stakeholders to solve challenges, and spotlight some of your work to spark the art of the possible. Not sure where to start with your roadshow?

You can ask team leaders if you can join an upcoming team meeting to speak about WalkMe – or if you hear about a new product or change at an internal all hands or town hall where you think DAP might be able to help, reach out to the initiative owner.

A typical agenda may include a brief introduction, an overview of WalkMe, a few of the solutions you’ll cover, then deep dives into specific solutions (demos, GIFs, etc.), the problems they solve, and key metrics or results.

We recommend encouraging attendees to ask questions, so they can start to understand how similar approaches could be applied to their teams or processes. These meetings not only celebrate wins but also promote best practices, driving engagement and alignment across the organization.



### Tips for success:

- **Record your sessions** and host the full recordings on your internal Knowledge Base, send snippets to stakeholders, use examples for internal roadshows, and more.
- **Send dedicated invitation emails** to invite stakeholders, business partners, and your team, including an agenda, so people know what to expect.
- **Send follow-up notes**, including the recording, to all invitees. Include what was discussed, key takeaways or ideas, next steps, a link to where people can learn more, and a reminder about your next session date / time.



### We’ve included a sample agenda below

Duration: 30–45 minutes (*Adjust based on your audience*)

#### 2–3 min | Welcome & introduction

- Welcome the audience and introduce yourself and your role
- Encourage participation—questions, feedback, and ideas are welcome!

#### 5–10 min | WalkMe Challenge

- Invite attendees to experience the power of WalkMe firsthand with the digital WalkMe Challenge (*see below for more details*)

## 10-15 min | Solution showcase *(include 1-3 examples depending on time and audience)*

- **Solution #1:**
  - Problem it solved
  - Demo, GIF, or screenshot walkthrough
  - Key metrics and business impact
- **Solution #2:**
  - Problem it solved
  - Demo, GIF, or screenshot walkthrough
  - Key metrics and business impact
- Pro tip: Use the solution spotlight example on the next page to summarize each solution or get ideas of what to cover.

## 10 min | Discussion

- Open the floor for questions and feedback
- Encourage attendees to share similar challenges or ideas for applying WalkMe
- Pro tip: Based on who will be attending, brainstorm potential ideas or areas where WalkMe may solve friction points

## 2-3 min | Wrap-up

- Recap key takeaways and let attendees know that you'll send a follow-up with resources, the recording, and how to partner with you on new projects
- Call to action: Encourage attendees to reach out if they have potential use cases or want to collaborate

The WalkMe Challenge is a fun, interactive way to demonstrate the impact of WalkMe. Kick off a meeting or internal roadshow with the WalkMe Challenge to instantly engage stakeholders and showcase how WalkMe transforms users' experience. It highlights the difference between working with and without WalkMe, sparking meaningful conversations about your organization's digital adoption goals and how WalkMe can help achieve them.

[Learn more about the WalkMe Challenge Online Experience here.](#)

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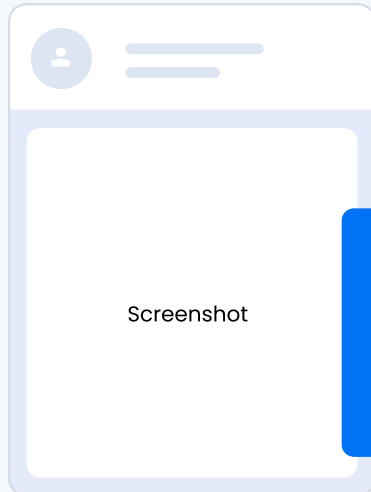
My biggest advice for growing your influence within an organization is to \*pay attention,\* be proactive, and stay visible. When leadership announces your organization's goals or a new initiative at an All Hands, this might be a great opportunity for you to step in to help accomplish that goal with a DAP solution. Look on the calendar to find different team meetings and ask to join. On the call, you'll start to understand what they're working on, identify ways to help, and can present how digital adoption solutions are used across the business to get them interested too.

”

**Steffaney Zohrabyan, Sales Innovation & Insights Leader, Cisco**

## Sample solution spotlight slide

### Solution spotlight: WalkMe for [application]



Use this slide if you have previously deployed DAP solutions



#### Consider adding

Quote/photo of a user who has benefitted from this WalkMe solution  
(Make it personal!)



#### Pain point

[Users misuse the Description field to write notes in the Salesforce Object]



#### Downstream effect

[Data integrity issues, time spent reviewing & correcting data]



#### WalkMe solution spotlight

[When the user clicks *Description*, they are promoted to double-check whether this should be a *Description* or a *Note*. Their choice starts a series of auto-clicks to either open the *Edit Description* page or the *New Note page*.]



#### Key features

[tool tips, autoplay, automation, onboarding steps]



#### KPIs

[In XX months, XX Users have completed this process with WalkMe XX times]

[Get an example solution spotlight slide from the DAP Blueprint Roadshow presentation\\*](#)

[Learn more about solution spotlights and internal roadshows here.\\*](#)

[Watch the DAP Pro Show | Elevating Your DAP Pro Career\\*](#) to hear how two leaders share their wins, the importance of internal roadshows and Knowledge Bases, and more.



## Maintain a “wins” deck

A “wins” deck is a compilation of your key achievements, metrics, solution spotlights, and success stories, enabling you to have your accomplishments on hand for executive meetings, quarterly reviews, and beyond. Content could include an outcome you’ve delivered for a platform, team, or business initiative; before-and-after metrics; compelling visuals like analytics, charts, or screenshots; and user feedback or quotes.



### Tips for success:

- Create a weekly or monthly 15 minute calendar block to remind and motivate you to update your wins deck with any relevant information.
- Share your deck with your leader and/or stakeholders each month to give them visibility into what you’re accomplishing.

We’ve included an example of how you can structure your wins below, but this is just a guide.

## HEADLINE calling out your success

XX

Hours saved over the last 12 months

XX%

Faster time-to-market with new solutions

XX%

Reduction in support tickets

### Challenge

Describe the scope of the challenge (ex. A global ordering platform used by 50k sales reps to place thousands of orders each month was not being used effectively).

### Solutions

- WalkMe implementation details #1 – solutions/features with biggest impact
- WalkMe implementation details #2

## **+** Best practices for sharing wins

In summary, there are many ways to share your wins, from formal presentations and newsletters to everyday conversations. Here's how to ensure your successes get the attention they deserve:

- 1 | Use multiple channels**  
Create intranet pages, newsletters, solution spotlight videos, and virtual and in-person internal roadshows to share results, spark interest, and answer questions.
- 2 | Craft your story**  
Structure your wins in a way that resonates with your audience and focuses on the value you bring to them and their needs. Start with the problem, show the solution, and end with the measurable impact. Most importantly, share it on a recurring cadence!
- 3 | Maintain an internal Knowledge Base (KB)**  
Create a dedicated space for your program's resources, solution libraries, and success stories that all stakeholders can access. This not only centralizes information and makes it easy to partner with you, it makes your accomplishments visible across the organization.

[Watch the DAP Pro Show | Internal Advocacy\\*](#) to see how two DAP Professionals build internal relationships, share their wins, structure their Knowledge Bases, and more.

\* This content is exclusive to WalkMe customers.

By showcasing wins and reinforcing the role you play in broader business goals, you can create momentum and expand your influence. Now it's your turn to put these strategies into action! Use this guide as your roadmap, adapt the tips to fit your organization's unique needs, and experiment and evolve.

Discover best practices to  
develop your digital adoption  
program

[Discover now](#)

