



# Driving **business value** through user experiences

A playbook for business leaders



Digitization took on new importance in 2020 as the world adjusted to a professional and personal world that turned overwhelmingly remote. The ability to adapt quickly to accommodate employee and consumer needs became a business imperative and, for the first time, the business implications of a successful digital transformation were played out in real-time. In a matter of months, **digital transformation went from an aspirational priority of the future to the number one priority of the moment.**

“Don’t use **yesterday’s linear business solutions** to tackle today’s **exponential challenges.**”

[CIO Outlook for 2021, Constellation Research](#)

This year, CIOs across the board are focusing on digital transformation. Constellation Research found that [77% of CIOs](#) classify digital transformation as their number one budget concern for 2021.

Digital transformation affects every part of the organization—from IT to Sales, HR to Marketing. The challenges associated with digital transformation, chief among them resistance to change and productivity costs of retraining, often overshadow its benefits. **In an ideal world, all teams would have high levels of [digital dexterity](#) and embrace technological change with open arms.** In reality, people like their routine and are averse to change. Coupled with the high productivity costs brought on by learning new software, it’s no surprise that 78% of enterprises fail to scale their digital transformation initiatives.

## The business value of user experience

While most end-users are not decision-makers in the digital transformation process, their actions—or inaction—will in largely define its success. If a sales representative cannot accurately maneuver within their CRM to enter data accurately, and forecasting is consequently compromised, the value has not been achieved. If a new HRM is implemented, but managers don’t remember how to submit a new hire request, the organization has not realized the value of the technology it implemented. Conversely, if users are immediately able to leverage new and existing software as intended, then the successful user experiences will enable organizations to realize the value of their technology.

**But true value is not only about gaining more out of existing or new software—it’s the ability to continuously gain value regardless of changes in business goals, employee and customer expectations, or changes to software.**

## Taking the driver's seat—your role in producing business value

Digital transformation encompasses all transitional efforts in which an organization adopts digital technology, digital business practices, and a digital culture – and it doesn't have to begin with the implementation of new technology. Digital transformation is also about getting more value out of existing technologies.

To achieve value, transformation has to go hand-in-hand with digital adoption, making it a priority in implementing software, technology, workflows, or even a new cultural behavior. **Laying a structured foundation of digital adoption promises a wide range of positive effects for the users from proficiency to high productivity.** It's about connecting business goals to employee and customer experiences – across their digital journeys.

“By 2025, 70% of organizations will use digital adoption solutions across the entire technology stack to overcome still insufficient application user experiences.”

[Source: Gartner, 'Improve Employee Usage, Engagement and Productivity with Digital Adoption Solutions', Stephen Emmott, Melissa Hilbert, November 25, 2020.](#)





# The beating heart of the organization: Leading **HR projects to success**

The HR digital landscape is becoming increasingly complex, challenging HR business leaders to create the right infrastructure to support business needs and keep employees engaged. As stated by the [UNLEASH report](#) on HR technology, when it comes to supporting transformation, **HR systems are now change enablers rather than just operational props.**

“Today, the average large company has 11 systems of record.”

Source: "Why HR projects fail", UNLEASH, 2020

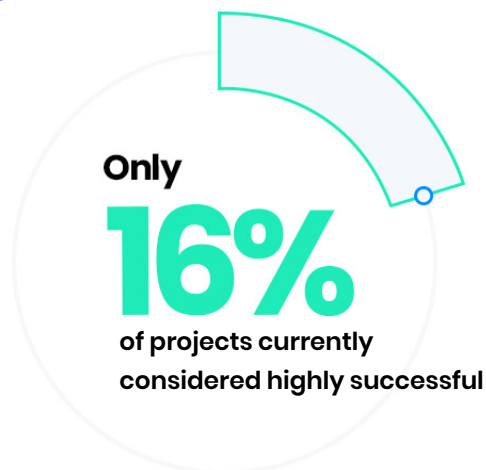


**HR processes have seen rapid digitization.** On the one hand, organizations are coming to realize the potential of cloud-based HCM systems, however complex the transition may be. And on the other, HR tools and applications are being adopted to answer the needs of the HCM which inherently form a complex process. However, results are only achievable by employees successfully adopting and engaging with the technology, leading HR teams to use multiple infrastructures in order to monitor and assess productivity. 36% out of respondents participating in the UNLEASH survey say they are starting to establish a more consistent employee experience across multiple platforms through a centralized portal or third-party application. What are the challenges involved when deploying so many tools?

More than half of respondents in the HR survey conducted by UNLEASH said they are using over five systems of record and 26% shared they are using eight or more. These systems undergo regular updates and replacements, and over half of respondents stated they have replaced an HR system five times or more in the past four years.

## What makes HR projects fail? From scattered information to misleading data

According to UNLEASH, only 16% of respondents have crowned an HR project as a success. **The question is—what happened to the remaining 84%?** In order to “transform and grow” HR teams manage the change and dictate the new operational capabilities across the company, or in other words, change how employees use software.



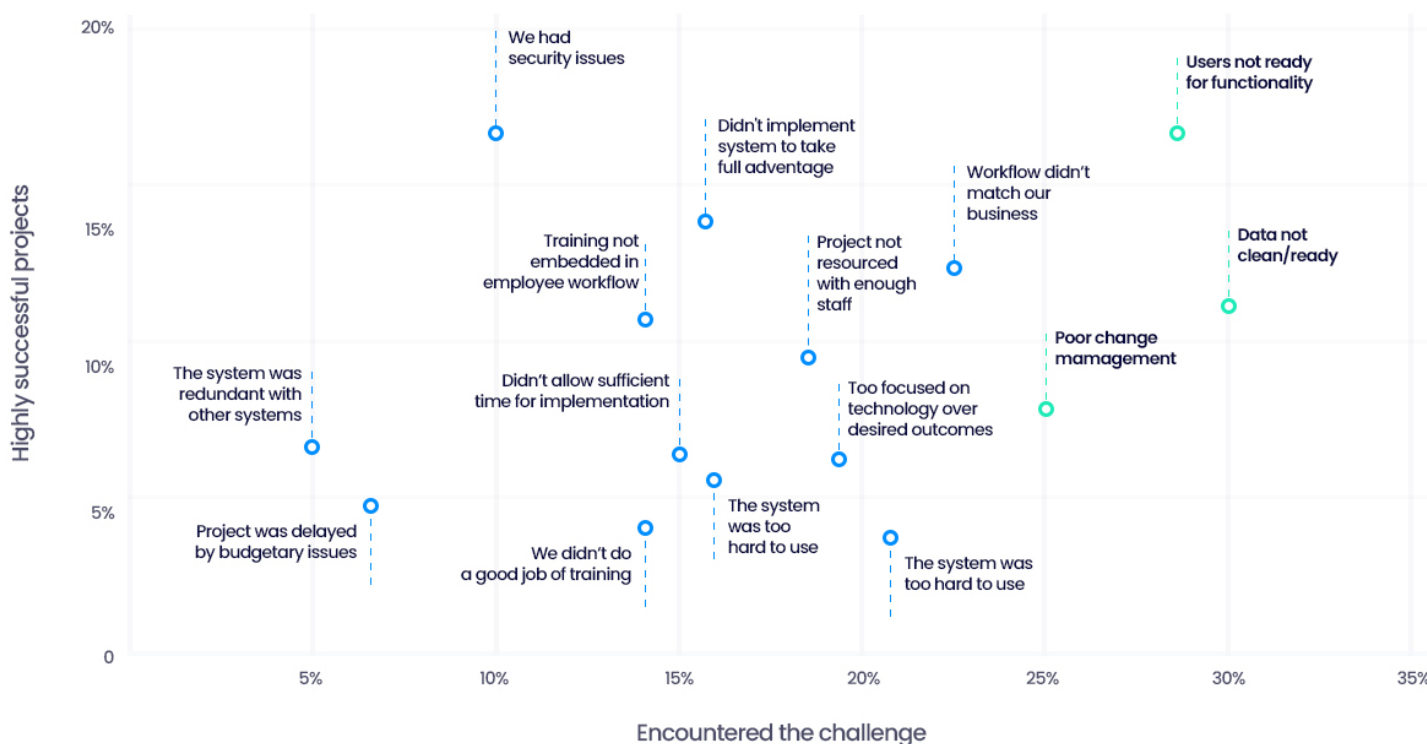
Source: "Why HR projects fail", UNLEASH, 2020

## Digital dexterity

**Digital dexterity** - The desire and ability of employees to embrace existing and new technologies to achieve better business outcomes.

As expectations and work load exceeds build up year over year, the key for a successful adoption process relies on enabling and supporting employees to embrace existing and emerging technologies to achieve better business outcomes.

## Common challenges that affect HR projects



Source: "Why HR projects fail", UNLEASH, 2020

## Executing success - it's all about (digital) employee experience

In a time which is fragile for veteran employees or new hires onboarding completely remote, HR needs to reinvent how employees engage with software. The true essence of HR technology goes beyond digitizing standard processes – and toward creating seamless digital employee experiences.

Digital Adoption Platforms (DAP) support HR teams as they **strive to truly transform how they connect business needs and goals with employee experiences** – from more effective learning and onboarding, to embracing the challenges faced by generational and cultural differences.

With employees being the core asset of the business, it is only crucial that HR will keep them motivated, educated and resilient to change by being empathetic to employee needs through technology that truly supports them – from just-in-time help, to communicating important and time sensitive updates, to making it that much easier to get the job done. With that, shaping employee experiences by reducing churn on the one hand and supporting proficiency on the other hand comprise a functional productive business that generates value.

### How digital adoption platforms are transforming HR:



#### **Ramp up employees in no time.**

Quickly and efficiently onboard new employees with personalized onboarding and in-app software training.



#### **Optimize productivity cross-application.**

Save time and relieve employee frustration by automating tasks in and across applications.



#### **Empower hybrid work environments.**

Keep employees engaged in remote or hybrid work environments by reaching them directly on their desktops.

“WalkMe has **changed our learning landscape**. In the past, we've always had to be more reactive in the way we approach learning. Now, we can actually **roll out the learning alongside the system or the new product**.”

**Tobias Washington**

Director, Learning Experience, Design and Technology, Christus Health

**\$1M**  
/month

in improved  
payment outcomes

WalkMe  
layered across

**20+**  
applications



Christus Health uses WalkMe Digital Adoption Platform to roll out crucial technology to healthcare professionals.

[Learn more](#) →



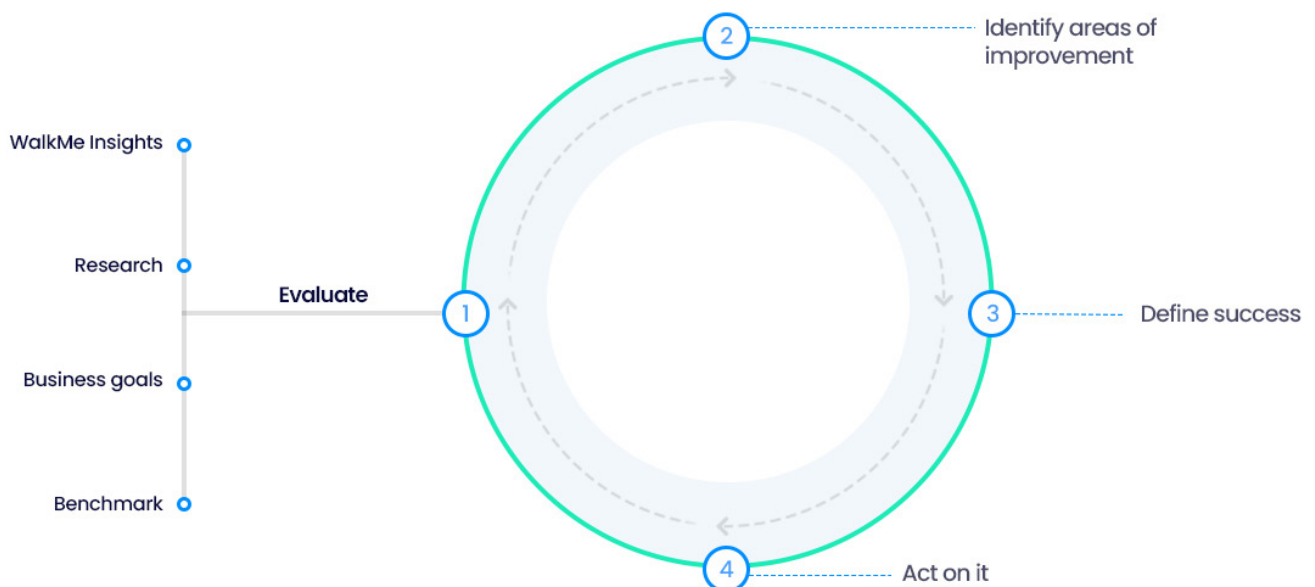
# Unlock the value of your tech stack to boost ROI - **boosting ROI**

**Moving forward**, technology has not only inflicted major changes to our wellbeing, but it has also changed the course of how we do business. While every business decides to take the most cutting-edge and innovative software in order to sell and perform, digital transformation efforts become irrelevant when not used to the fullest extent. All of the hard work put into change management goes unmet.

With WalkMe, organizations can truly maximize and accelerate the impact of their digital transformation strategy by driving user adoption of digital assets. WalkMe's Digital Adoption Platform constantly identifies gaps and problem areas, and drives users to success, and without changes to underlying platforms.

## When people and technology work as one

Digital adoption is the process by which companies ensure that their employees and customers are making use of their digital assets. WalkMe's Digital Adoption Platform provides business executives with the full set of tools and means to ensure digital transformation success – from assured user adoption of digital assets on the one hand, and the data and insights to back up, measure, and optimize digital journeys for employees or customers.



While organizations face constant market shifts, software and employees are subject to change as well. With the ability to consistently evaluate the actual use of digital assets at hand, **organizations can identify gaps and proactively act to provide answers to uncovered pain points – ensuring that no matter what change comes along, the organization remains both agile and resilient.**



# Securing business value with a digital adoption platform

WalkMe's Digital Adoption Platform (DAP) is a code-free software that enables organizations to measure, drive, and act to ultimately maximize the impact of their digital transformation and accelerate the return on their software investment.

The unified, strategic platform drives value through the following building blocks:

## Data & Visibility

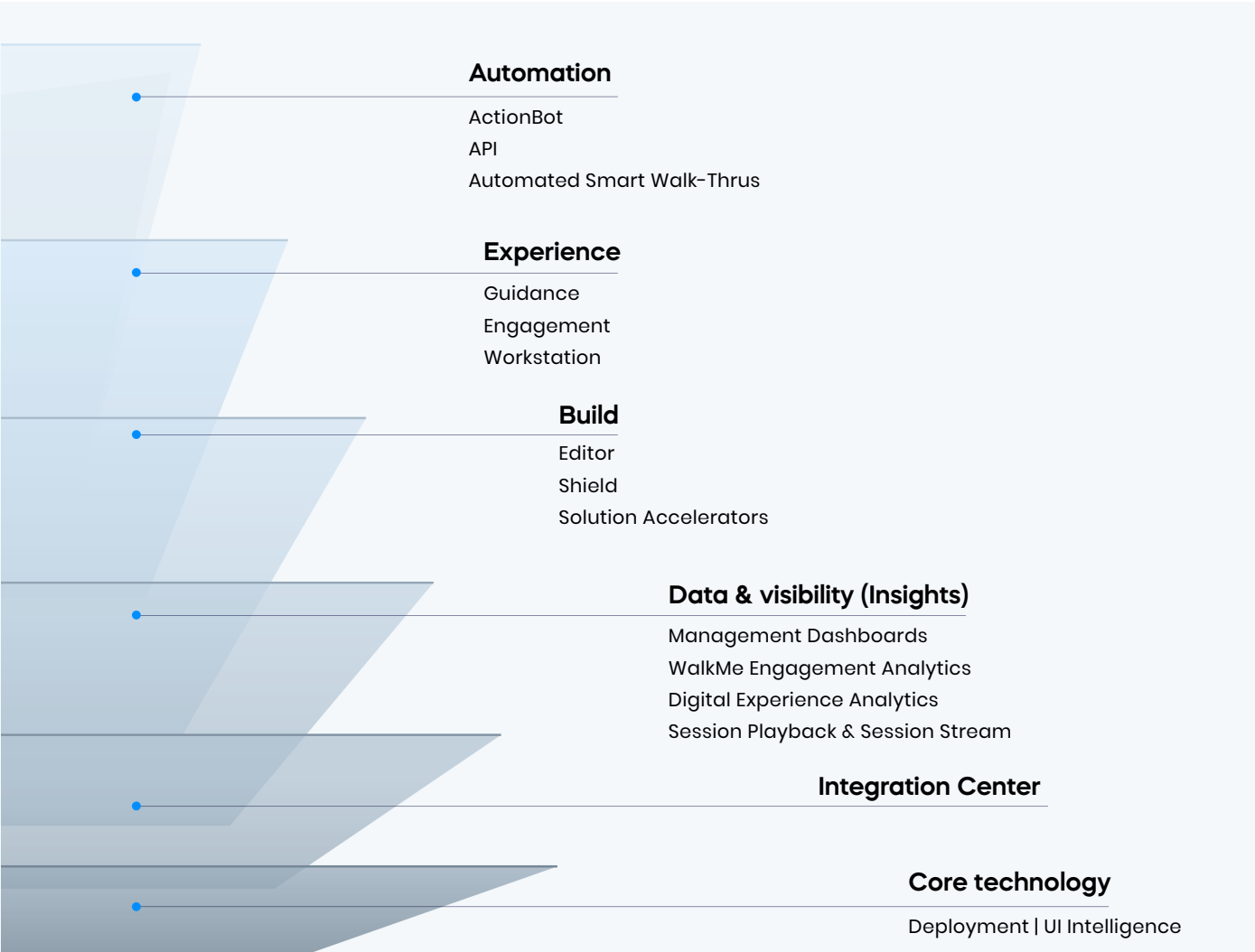
Provide business executives with visibility across the tech stack and the insights needed to measure, drive, and act to ultimately maximize the impact of your digital transformation strategy.

## Experience

User experience is the driving force of WalkMe. Design contextual and personalized experiences that engage and drive user adoption of your digital assets on mobile, web, and desktop.

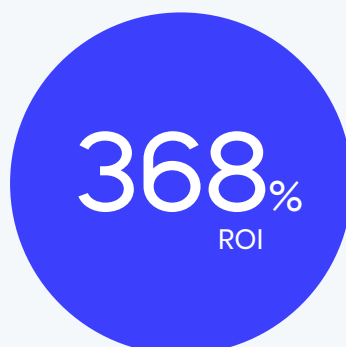
## Underlying Technology

Our core, patented technology leverages machine learning and AI to identify user sentiment in context to drive users to success.



Discover how WalkMe's Digital Adoption Platform delivers value in less than 3 months and increases over time:

**<3 month**  
Payback Period



**\$20,042,842**  
Present Value benefits  
over 3 years

Source: Forrester Total Economic Impact (TEI).<sup>®</sup> Study

[Learn more](#) →

## About WalkMe

WalkMe's cloud-based Digital Adoption Platform enables organizations to measure, drive, and act to ultimately accelerate their digital transformations and better realize the value of their software investments. Our code-free platform leverages our proprietary technology to provide visibility to an organization's CIO and business leaders, while improving user experience, productivity and efficiency for employees and customers. For more information, please visit our website at: [www.walkme.com](http://www.walkme.com)

WalkMe is successfully deployed on:

