



The need to adapt:

Upskill employees with learning in the flow of work

whatfix

26 July 2021

Speaker





Ayush Sharma

Sales Manager

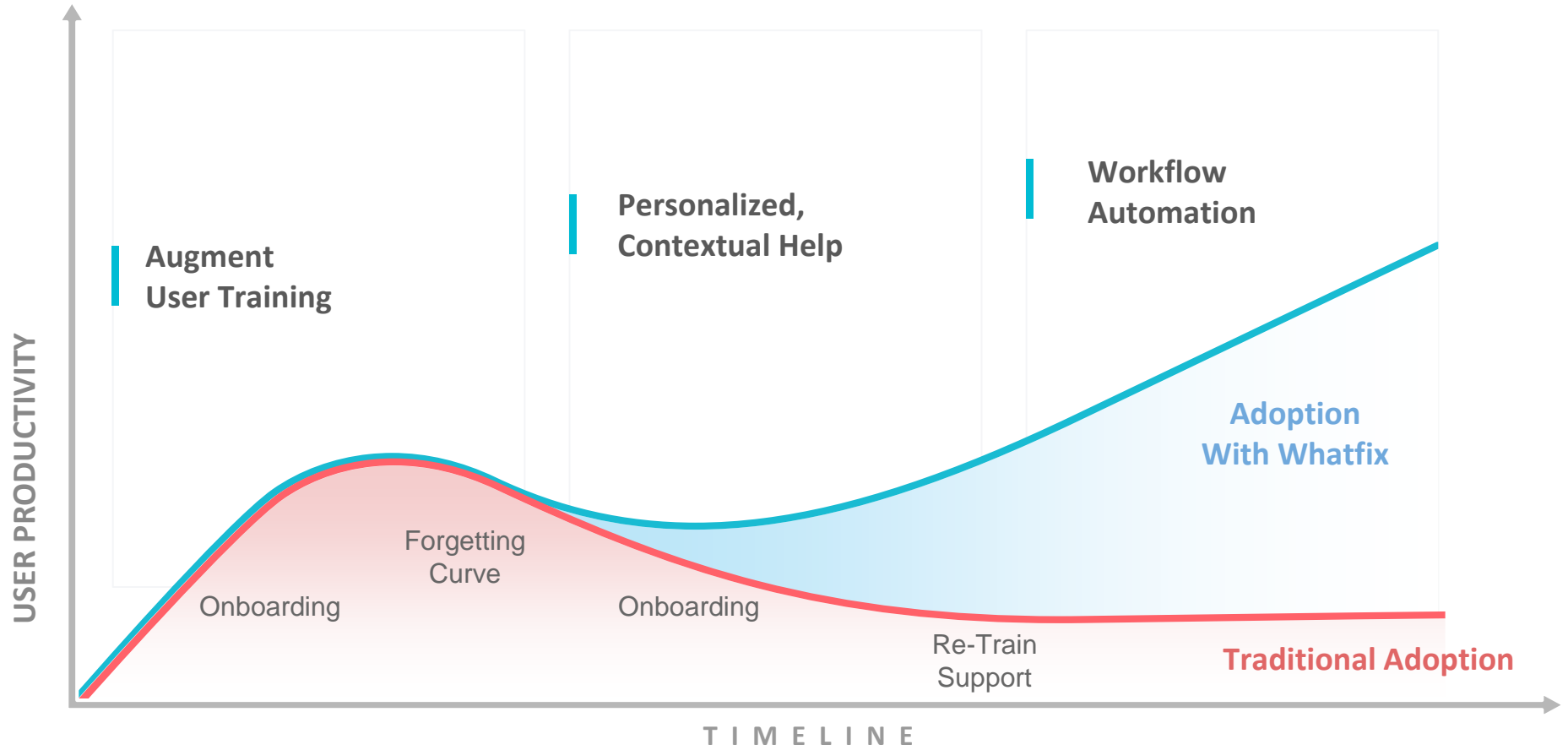
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THE PROBLEM

 **90%**
of knowledge forgotten
in 1 week

 **30%**
of work day is spent in
information discovery

 **68%**
of employees prefer to
learn while working



Learning In The Flow Of Work

Learning by doing, without leaving one's work environment (application)

Organizations need to make information available
in bite-sized engaging formats for employees, **in the moment of need**
to improve performance and business outcomes

[Josh Bersin](#)

Deloitte.

WHAT IS A DIGITAL ADOPTION PLATFORM

“Digital Adoption Platforms are focused on providing users with ***real-time access to information designed to accelerate their productivity.***”

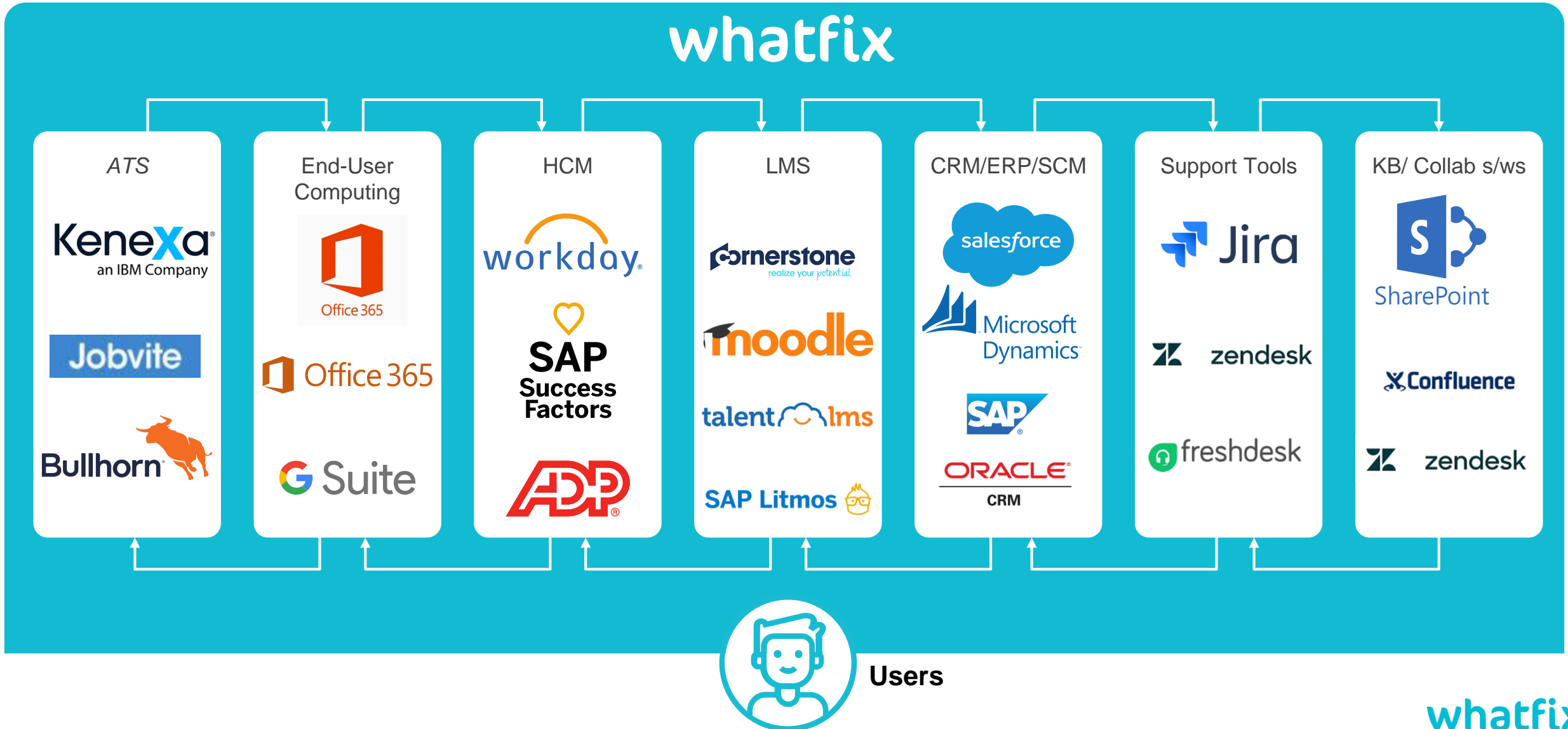
Digital adoption tools provide ***in-app guidance and training to help users get up to speed*** with a new solution or inform them of system changes and updates.”

Source: Gartner Report by Melissa Hilbert



Multiple Applications for End Users

Alleviate employee challenges in mastering multiple applications



Whatfix Unified Digital Experience Layer



About Whatfix

“Our vision is to empower companies to maximize business outcomes by eliminating technology complexities for their users.”



500+ Customers
100+ of Fortune 1000

Clients in **30+ Countries**;
6 Offices (US, UK, Germany, ANZ, India)



CSAT ~97%
Customer-Driven innovation

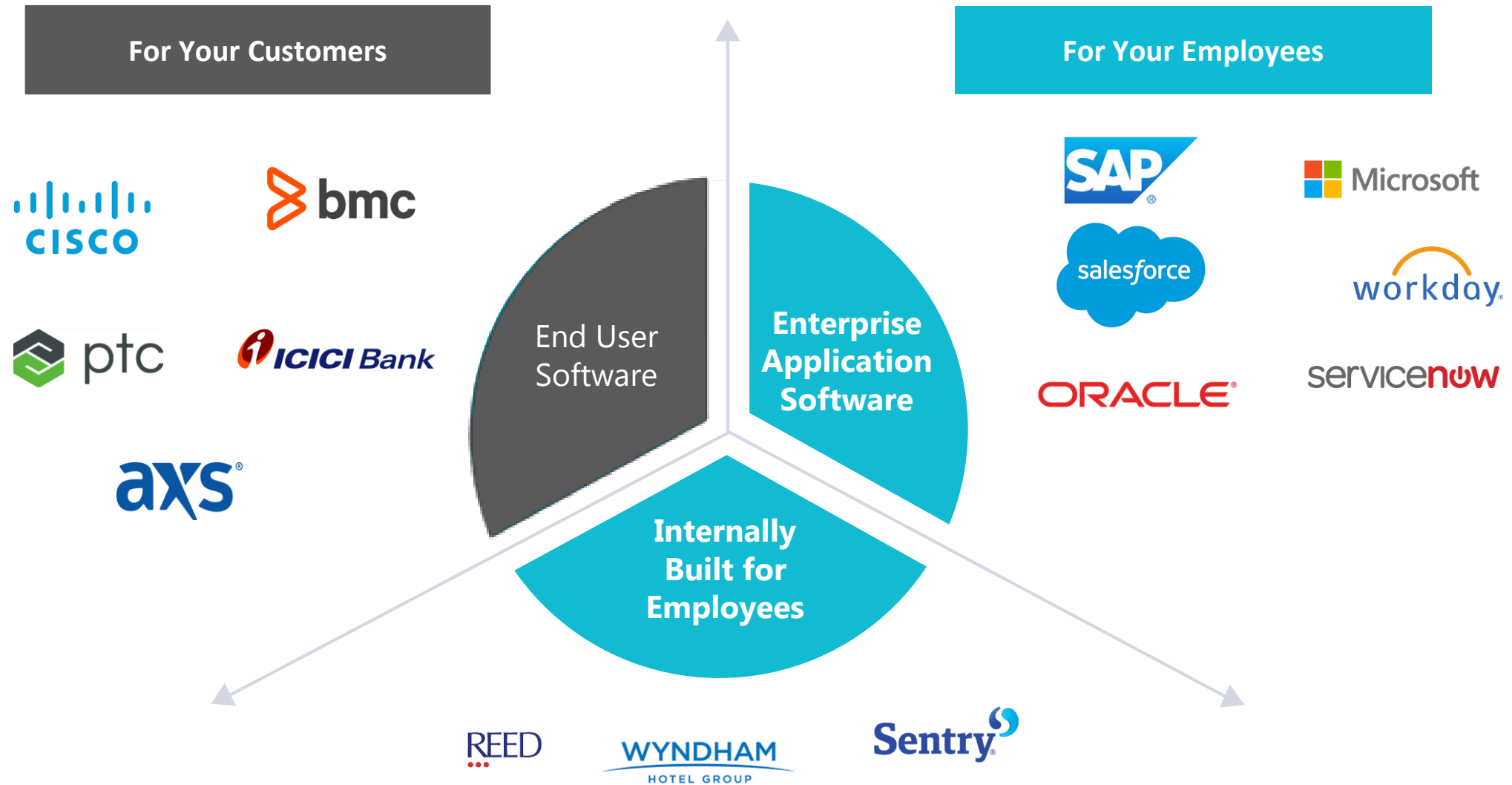
CS Department of the year
(Stevies ABA) 2 times winner



3 Technology Patents Filed
Smart Context
Precise Element Selection
Auto-Testing









Strong Partnerships with GSIs
Wipro, Accenture, TCS, Infosys

Industry Use Cases



Our Customers

Global presence in over 30 countries and growing. Whatfix deployed across Applications in [Multiple Languages](#)

Technology	Healthcare & Pharma	Financial Services	Consumer Products
			
Auto & Aerospace	Business Services	Logistics & Travel	Manufacturing
			

Case Studies



Salesforce®

- Highly customized Salesforce with complex process
 - Ineffective Training, delaying time to productivity
- »
- Time to launch SF in new BU: **from 2.5 to 1 month**
 - 50% reduction in training time



Homegrown CRM, LMS, KB

- Decreasing sales efficiency, Low adoption
 - UX Limitations, High support costs
- »
- Self learning for **11,000** sales reps, **6** continents
 - Integrated experience on CRM, LMS, and KB.



Salesforce®

- Low adoption, ineffective training
 - Consistent yet multilingual training, 6 countries
- »
- **50%** reduction in content creation
 - **60%** reduction in Salesforce® training



Athletics Mgmt. Software

- 1 : 1 calls to train, 13 states, 60k users
 - Poor registration experience, inefficient process
- »
- Embedded learning, **320k** times flows played
 - **190k** Support tickets eliminated

Economic Impact

Drive Employee Productivity



25-37%

Increase in Employee Productivity

Faster Time to Proficiency



2.5 - 3X

Faster time to proficiency
for a new employee

Reduced Time to Launch Application



33-50%

Reduction in time to launch Enterprise
Applications to a new Business Unit

Reduce Training Creation Cost



50-84%

Reduction in Training Content
Creation Costs

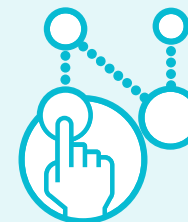
Reduce Support Overhead



45-60%

Reduction in Level 1
Support Queries

Knowledge Discovery Time



25-30%

Reduction in knowledge discovery time

Source: Whatfix Economic Impact Brief

PRODUCT DEMO

