



The future of learning:

Making knowledge accessible with a Digital Adoption Platform



25 Oct 2021

Speaker

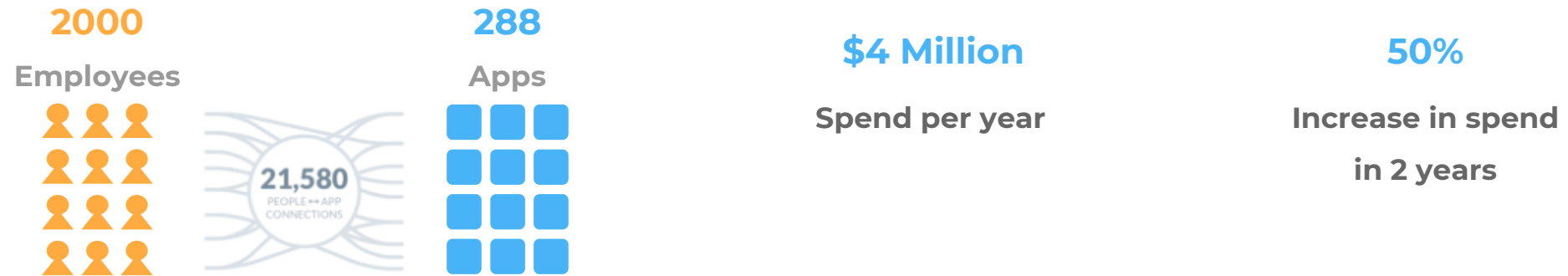


Sushank Singla

Sales Manager

whatfix

Rise of Technology



Without the proper know-how, the tools & technology meant to
propel us forward may end up **holding us back**

Multiple applications for end users

ATS

Kenexa
an IBM Company

Jobvite

Bullhorn

End-User Computing



Office 365

Office 365

G Suite

HCM

workday



SAP Success Factors

ADP

LMS

cornerstone
realize your potential

moodle

talent lms

SAP Litmos

CRM/ERP/SCM

salesforce

Microsoft Dynamics

SAP

ORACLE
CRM

Support Tools

Jira

zendesk

freshdesk

Collaboration

zoom

slack



Challenges with traditional learning methods



Classroom training is not always effective

90% of knowledge acquired in a classroom is forgotten within 1 week

Poor Retention

[The Forgetting Curve](#)



Documentation discovery is time consuming

30% of a typical working day is spent on knowledge discovery

Lost Productivity

[IDC](#)



Learner behaviour is changing

Today's learners expect knowledge to be instant, contextual & experiential

Reduced engagement

Reimagine Employee Training



Just enough

Bite sized information



Just in time

At the moment of need



Just for me

Personalized at scale

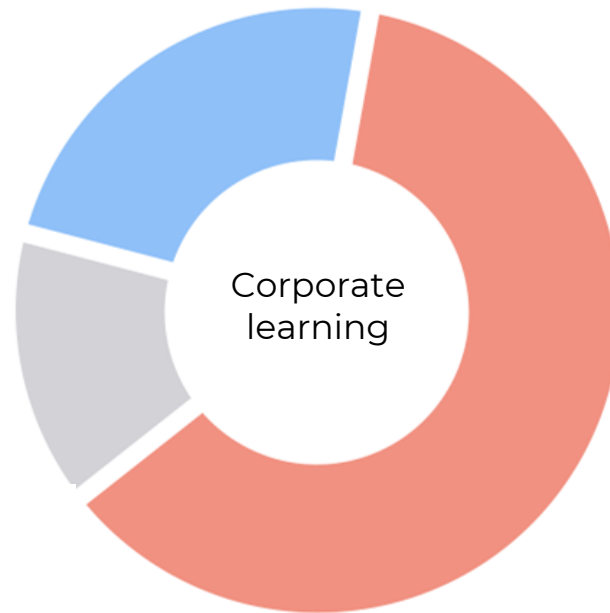
Reimagine Employee Training

20%

Peer interaction

10%

Formal education



70%

Learning by doing

70-20-10 Model

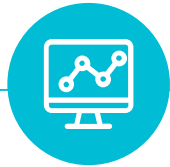
Whatfix Unified Digital Experience Layer



PRODUCT DEMO

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

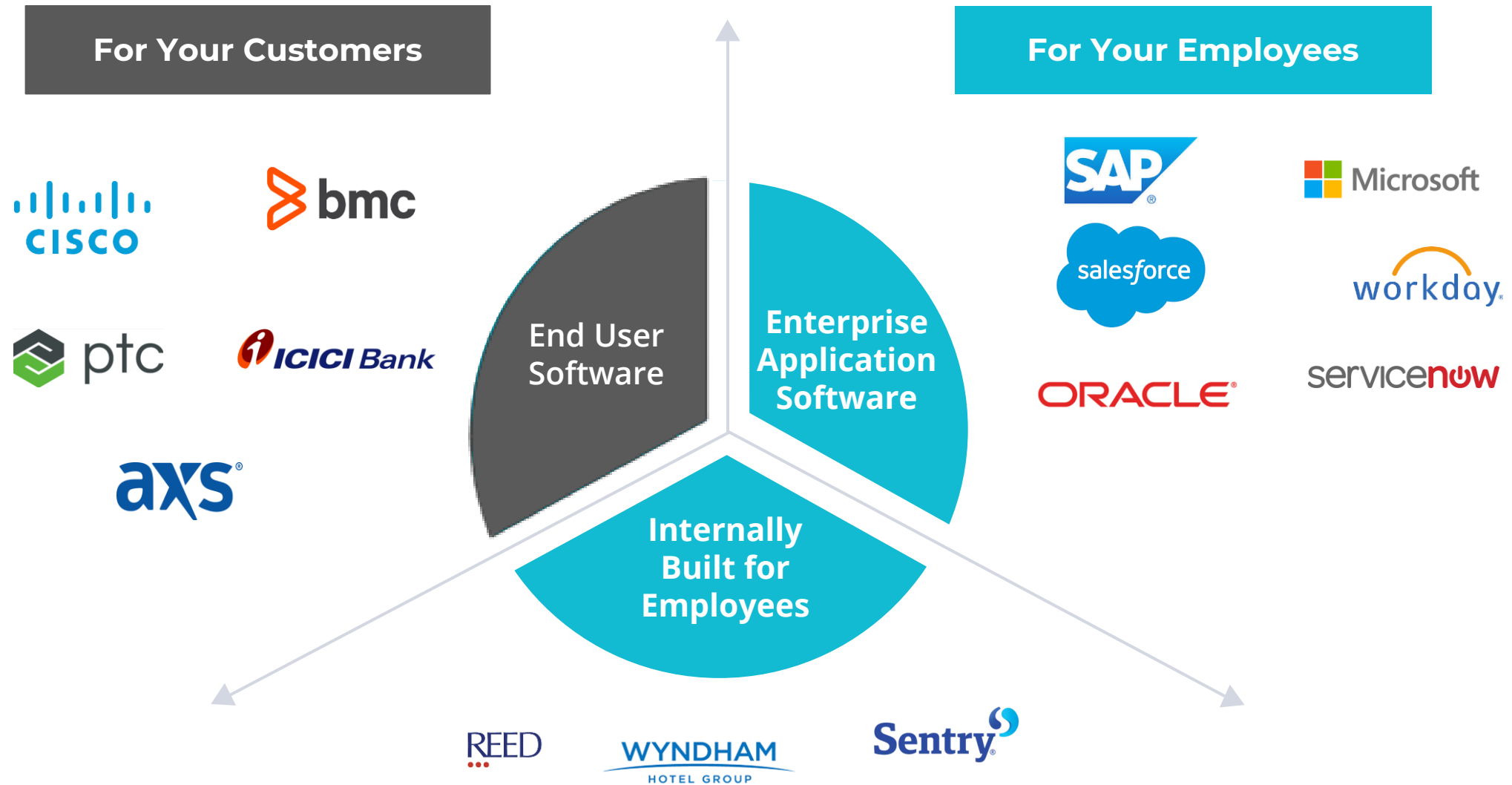
CS Department of the year
(Stevies ABA) 2 times winner



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

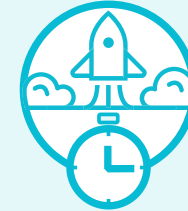
Faster Time to Proficiency



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

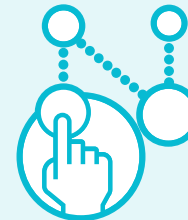
Reduce Support Overhead



45-60%

Reduction in Level 1 Support Queries

Knowledge Discovery Time



25-30%

Reduction in knowledge discovery time

Source: Whatfix Economic Impact Brief