



## WalkMe Platform Overview

Create guidance and engagement layers based on usage analytics, using responsive elements for web and mobile apps

- Streamline digital transition and adoption
- Speed up onboarding and close skill gaps
- Seamlessly stitch fragmented workflows
- Rapidly respond to UX/CX obstructions
- Track user journeys and gauge behavior

**WalkMe creates a bond** between users, the digital platform they are on, and the goals you want them to reach – whether this means clicking the purchase button or successfully finishing an elaborate business flow.

**WalkMe optimizes the clickstream** that customers and employees are required to go through, with interactive User Interface (UI) elements that are dynamically layered on top of web and mobile applications.

**WalkMe stitches fragmented workflows** into a smooth and consistent experience - no matter how intricate the task, or how many screens, forms and platforms the user needs to plow through.

**WalkMe streamlines system integration** by walking users around errors and trouble spots in unfamiliar and evolving platforms, and commuting users through disconnected platforms.

**WalkMe instills expertise**, endowing customers and employees with a sense of accomplishment and ease, with just-in-time skills, click-by-click reassurance, and unobtrusive assistance.

**WalkMe measures and records everything users do** - from an entire flow down to the pinch-and-tap gestures, allowing you to easily zero in on flaws and obstacles, and take advantage of happy moments.



# WalkMe's Digital Adoption Platform

## Built for success...

WalkMe's Digital Adoption Platform (DAP) was built from the ground up, to help digitally-enabled and transforming organizations streamline operations and reduce costs associated with the development, deployment and ongoing usage of both customer-facing and internal web and mobile applications.

By ensuring delivery, assimilation and usage are fast, easy and effective, WalkMe helps companies establish a strong digital identity externally, and foster a culture of digital adoption internally.

## ...at each step of the way

WalkMe's Digital Adoption Platform is designed to engage each phase of the digital platform lifecycle, providing companies a set of tools that:

- Make effective use of enterprise apps and websites, eliminating confusion and eliciting desired actions
- Provide detailed insights into users and platform usage
- Ease the introduction of new business processes and tools
- Facilitate code-free platform mashup integrations

- Adaptive code-free on-screen guidance
- Journey and segmentation-based engagement
- Embedded track and report analytics
- User session recording and playback
- Machine learning user error prevention
- Form validators and on-the-fly data mapping
- Process mashups across platforms
- Easy UI scaffolding and patching



## Conclusion

By transforming user experience and building on the insights provided by WalkMe's analytics engines, customers can leverage the full arsenal of WalkMe's adoption tools to deliver user competency and increased productivity.

## About WalkMe

WalkMe is the digital adoption pioneer. Founded in 2011, WalkMe's Digital Adoption Platform (DAP) is used by more than one thousand companies worldwide, spanning all industries, platforms and sizes, including the Fortune 500. The DAP addresses a wide spectrum of needs and challenges emanating from the rapid SaaS-ification of the last decade, and the digital transformation initiatives that traverse all industries at an ever increasing rate.

*"Implementing WalkMe helped us greatly increase productivity in the sales team. We now spend much less time on tedious data entry, and more time understanding and using the information to further sales."*

- Ashley Steiner  
CRM Administrator at TrueBlue, Inc.

WalkMe DAP successfully deployed at:

