Powering HR impact:

Taking control of your tech stack

A 5-step plan to optimize your HR software with a digital adoption platform.

Digital transformation has changed the way HR teams work, with significant investments being made into implementing technology to improve operational efficiency. But with only 32% of employees using core HR tools to manage critical personnel information, it has become incredibly challenging to demonstrate the value of those investments.

Today, HR leaders are facing the following key business challenges:

- **Tech overload –** The continuous onboarding of new HR software and business processes can quickly overwhelm employees and undermine adoption efforts.
- **Resistance to change –** Change fatigue from new technologies has diminished employees' willingness to cooperate, impacting adoption.
- **Risk & compliance –** Poor data integrity, a lack of employee compliance, and inaccurate or incomplete information contributes to a misalignment of resources and overspending.
- **War for talent –** Changing priorities for potential employees, including work-life balance, location, and shared purpose, have made it difficult to recruit top talent.
- **Driving efficiency while maximizing software value –** The lack of visibility into employee engagement makes it difficult to gauge digital transformation efforts and extract the maximum value from the HR tech stack.

Navigating successful transformation with a digital adoption platform

Getting the most out of your digital assets requires a user-centric approach that prioritizes digital dexterity and improves cross application workflows. Digital adoption platforms (DAPs) allow you to evaluate current processes, identify areas of improvement, and design experiences to increase adoption.

This means gaining visibility into software use to gauge how employees are performing, friction points they encounter, and whether they are maintaining compliance. DAPs use contextual and personalized in-app guidance to ensure proper utilization and the quick adoption of new workflows, including diversity, equality, and inclusion policies, employee compliance programs, and data integrity requirements.

A 5-step plan to driving a successful HR tech stack with a digital adoption platform:

1. Uncover software needs. ›

2. Define your goals. ›

3. Understand usage and points of friction using machine learning. ›

4. Take data-driven action. ›

5. Maximize software ROI. ›
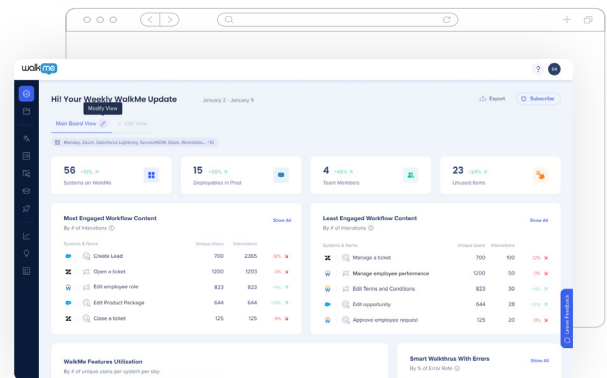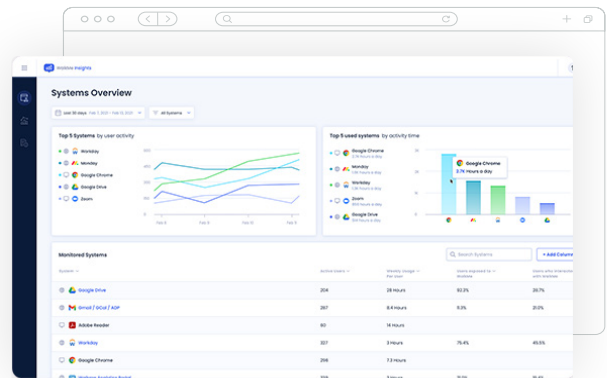
1. Uncover software needs:

Gain visibility into your HR tech stack.

The HR tech stack is increasingly expanding, with the expectation to improve operational efficiencies and make HR orgs more agile to change. Yet, HR professionals are struggling to secure business goals while balancing multiple applications at any given point. When buying new software, HR leaders need to understand the value and ROI they expect to achieve. When you acquire new software, ask:

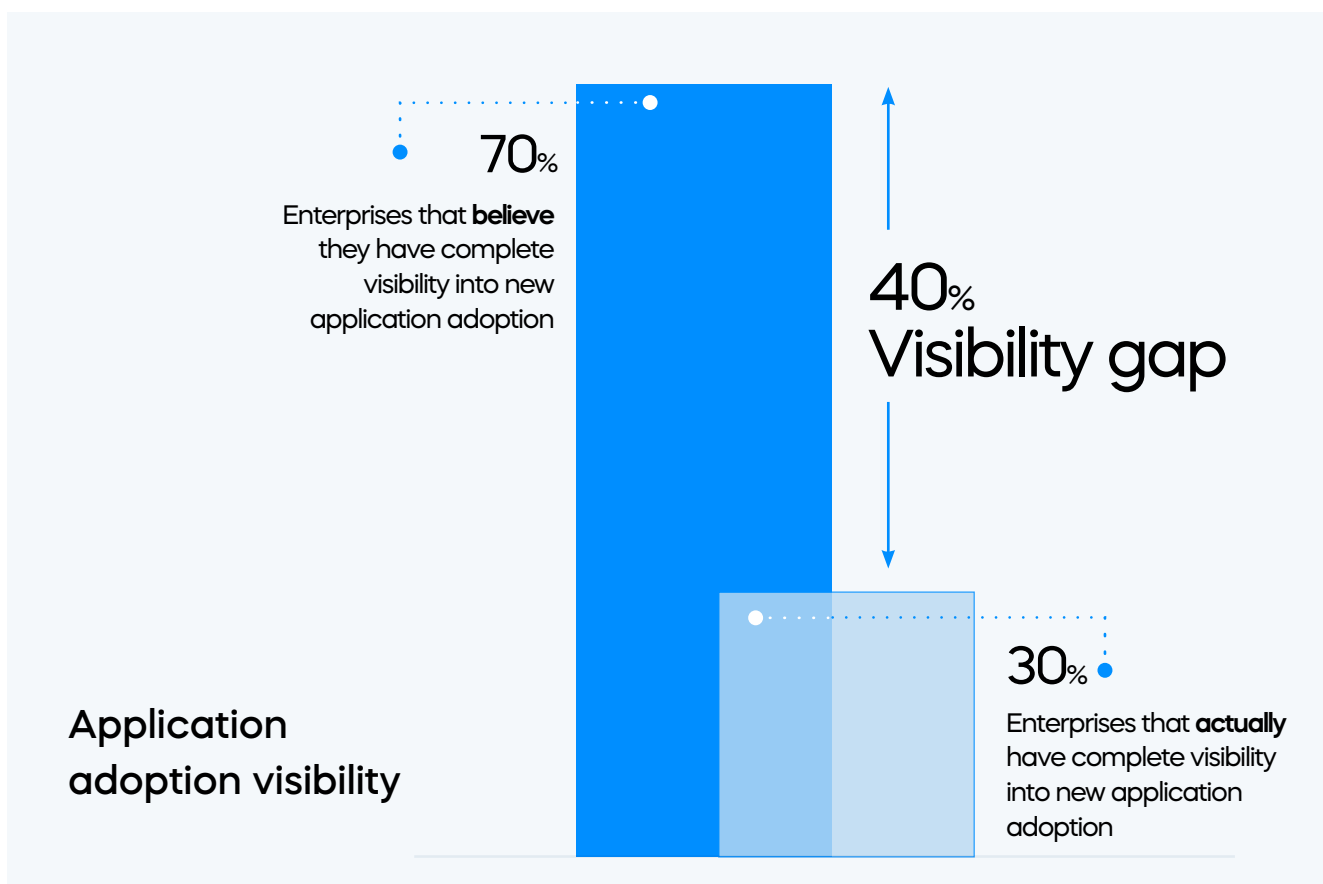**What are the business goals this software will solve or drive?**

What is the productivity cost of introducing the new software?

How will we measure the effectiveness of the new software?

As you get started, it's important to map out your entire HR tech stack so that you can view spend, prioritize digital transformation initiatives, and understand the impact of introducing new software, including business costs and the digital burden it can have on your organization.

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70%

Enterprises that **believe** they have complete visibility into new application adoption

40%
Visibility gap

Application adoption visibility

30%

Enterprises that **actually** have complete visibility into new application adoption

Thermo Fisher SCIENTIFIC

Thermo Fisher Scientific is a digital innovation leader, helping its customers advance science and technology. Thermo Fisher uses WalkMe's robust analytics to measure their ability to provide scalable, real-time training and support to users globally. WalkMe saves a tremendous amount of time and energy, enabling HR professionals to focus on important initiatives and ensuring that end-users don't go without accurate and up-to-date help.
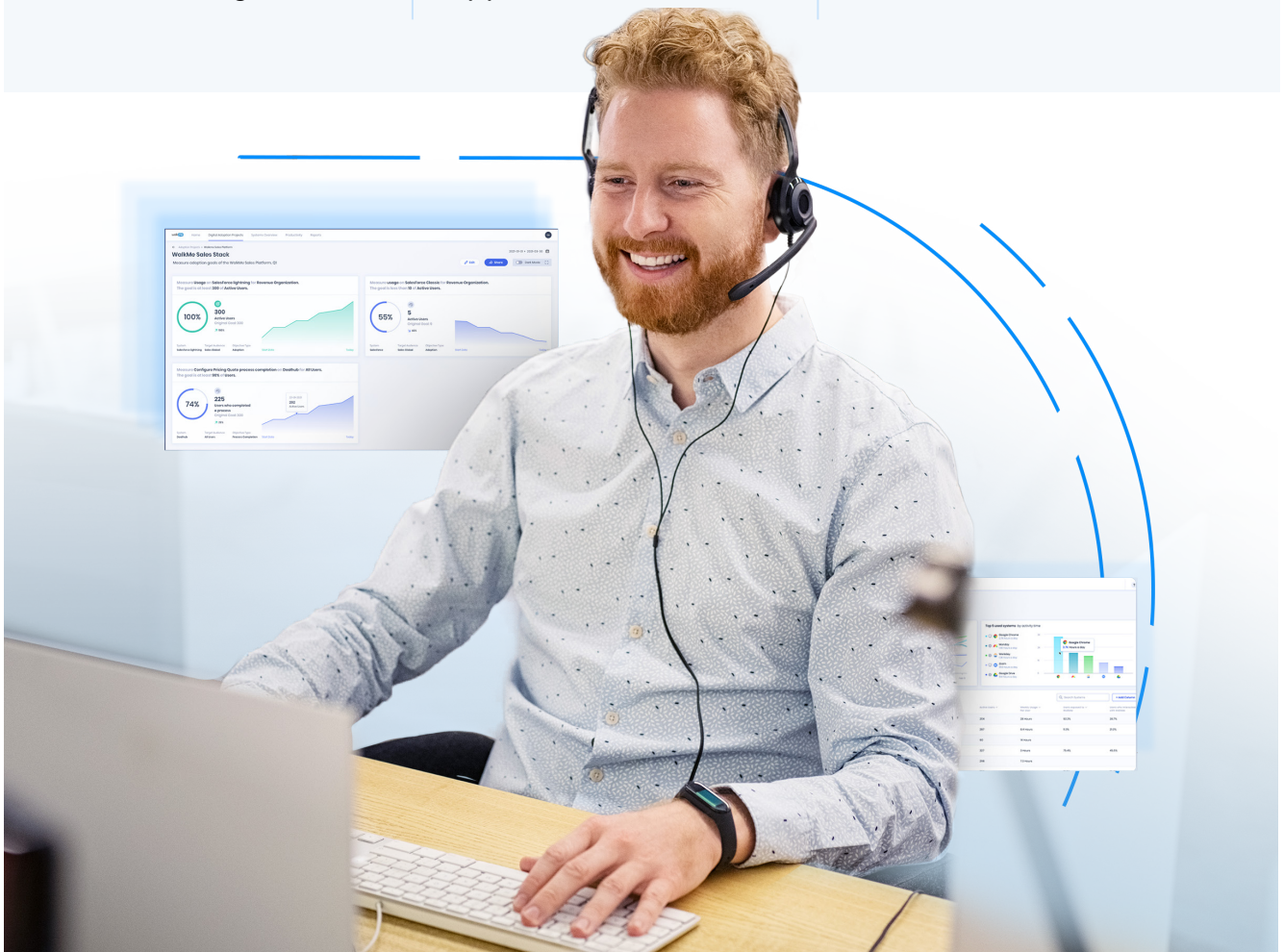
Learn more ›

70%
engagement during Workday® onboarding

83%
of users rely on WalkMe for ongoing training and support

Eliminated monthly live
training sessions

2. Define your goals:

Setting digital transformation KPIs.

Without defining the right success metrics, HR professionals cannot truly understand or measure their digital transformation goals or investments.

Why do organizations buy an HCM or HRIS? What business goals are they solving for? That's the question HR leaders should be asking with every new software introduced into their organization. According to data from WalkMe, most common HR specific goals include:

Employee experience

Application adoption

Process completion

Training and onboarding

Legal compliance

These goals are measured based on pre-defined KPIs which enable executives to gauge the success of their digital transformation efforts. Common metrics include the percentage of satisfied or onboarded users for an app or a specific business process completion rate, such as the attracting, hiring, and retaining of employees, managing enrollment in company services, and reviewing employee performance.

Digital Adoption KPIs

WalkMe's DAP provides business executives with the full set of tools and means to ensure digital transformation success - starting from the data needed to define and track digital transformation initiatives.

Using WalkMe's Management Dashboards, HR leaders can analyze business KPIs set to measure digital transformation from software usage through feature adoption.
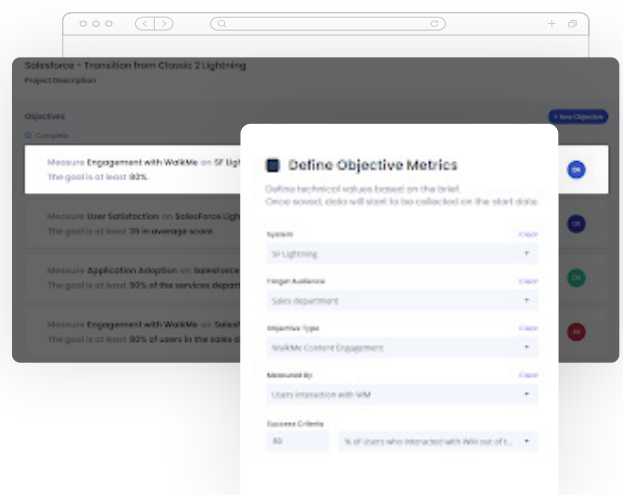
In this example, we can see how the deployment of SAP SuccessFactors® is measured. While goals set vary by organization, the primary objectives we see which accompany any HCM adoption strategy are:
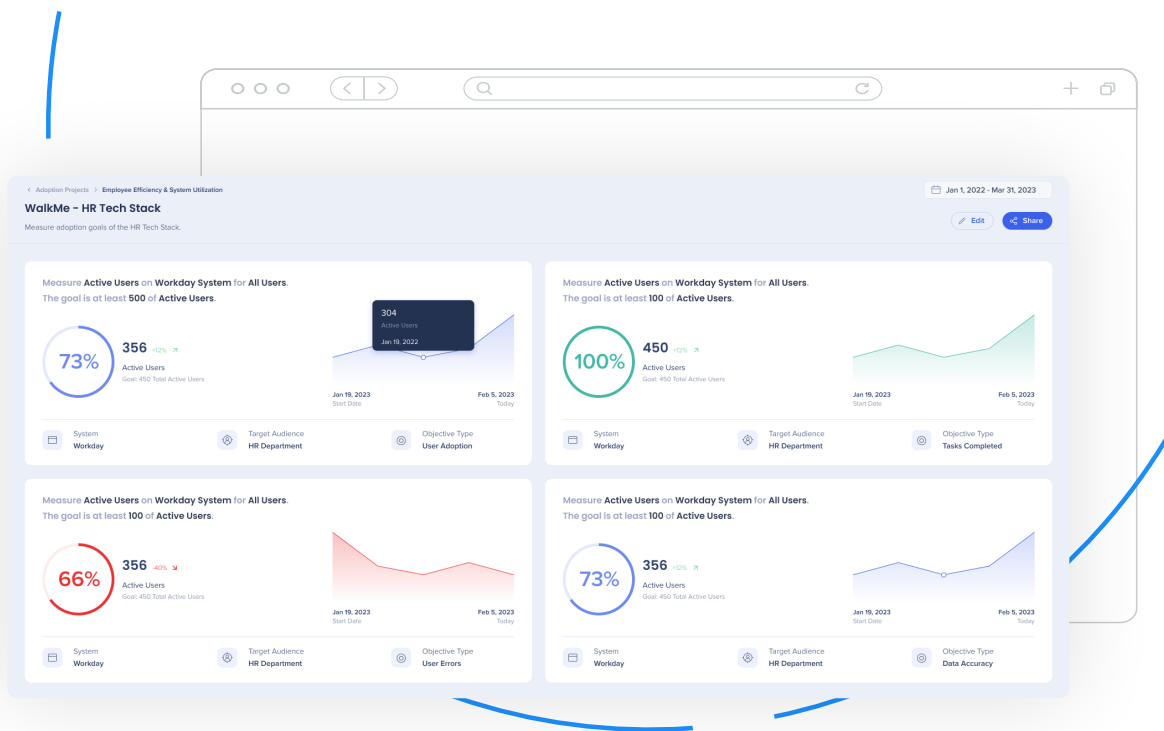
How well employees adopt the HCM application.

The cost and time spent on internal training and onboarding to the HCM.

How well in-app processes, such as promoting an employee, are completed.

Unsure what KPIs to set?

Get started instantly with WalkMe's predefined templates and solutions based on thousands of implementations across industries and proven best-practices.

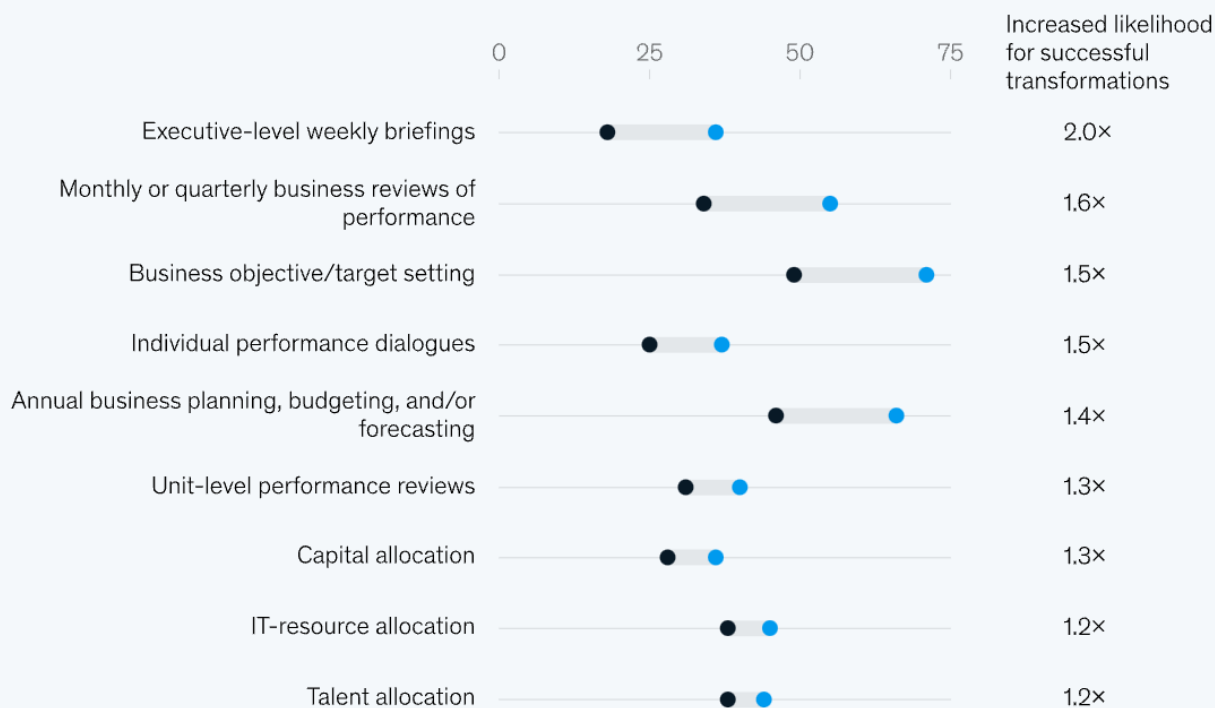# 3. Understanding points of user friction with machine learning:

Connect business goals to experience.

According to McKinsey, "on average, 20 percent of a transformation's value is lost after its initiatives have been fully executed. What separates successful transformations from the rest? Our research confirmed a belief that we have long held—that making and sustaining changes to business-as-usual structures, processes, and systems doubles the overall transformation success rate."

Organizations with successful transformations are more likely than others to embed transformation disciplines into 'business as usual' processes.

Processes that changed substantially as a result of the transformation,[1] % of respondents
● At organizations with successful transformations[2]   ● At all other organizations

	0	25	50	75	Increased likelihood for successful transformations
Executive-level weekly briefings					2.0×
Monthly or quarterly business reviews of performance					1.6×
Business objective/target setting					1.5×
Individual performance dialogues					1.5×
Annual business planning, budgeting, and/or forecasting					1.4×
Unit-level performance reviews					1.3×
Capital allocation					1.3×
IT-resource allocation					1.2×
Talent allocation					1.2×

[1]Respondents who answered "don't know/not applicable" are not shown.
[2]Respondents who said their organizations' transformations have been very or completely successful at both improving performance and sustaining those improvements over time.

McKinsey & Company

Designing a data-driven user experience starts with seeing how your application works from an employee perspective. Once you've laid out your transformation goals, uncover and leverage more data to drive an EX that meets your business objectives.

With WalkMe's extensive data offerings, you can track engagement with your underlying applications and analyze user journeys to uncover software adoption trends and challenges, see exactly where employees are dropping off in a process, analyze which new features are being adopted or not, and study general behavior on any application.

Moreso, you can leverage machine learning and industry best practices to make actionable decisions based on data. WalkMe's UI Intelligence identifies where employees have the most friction, high error rates, and inefficiencies in form fills - and most importantly, the action required to optimize workflows.
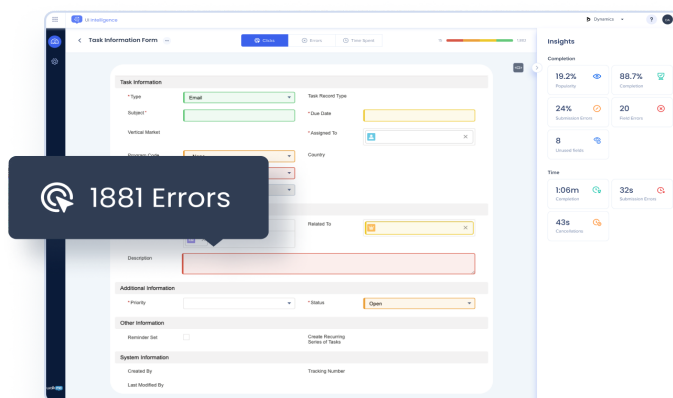
From a business perspective, over time, these errors can have major business implications including inefficient resource planning, costly litigation for non-compliance, and reputational damage. From an employee efficiency and productivity standpoint, it takes employees 30% more time to resubmit a form completed unsuccessfully the first time.

"We want our employees to focus on our core business activities and not multiple HR processes and procedures — and WalkMe helps us do just that."

- Nikolaj Høstmark Peterse,
Head of Business Change Management, Communication and Performance in Global HR

Learn more ›

Fewer data entry errors
in SuccessFactors®

Improved employee **engagement and productivity**

Reduction in support
burden and time spent performing back-office tasks

4. Take data-driven action:
Leverage data to compose experiences that drive business goals.

Data has little value if you don't know what to do with it. With WalkMe's low-code editor, leverage the data you've gathered across the tech stack and business processes to design improved workflows that drive efficiency, productivity, and engagement.

Additionally, WalkMe provides content that is personalized to each type of user and contextual to application and task at hand - keeping your HR professionals going regardless of UX changes, software updates, and platform version releases.

Getting started is even simpler with ready-to-go templates from WalkMe's Solution Accelerators. These preconfigured platform-specific solutions address the top use cases and fast-track the deployment and value of your WalkMe solutions.

# 5. Maximize software ROI:
Derive more value from your mission-critical apps.

With 60% of decision makers saying that poor end-user adoption negatively impacts digital ROI, prioritizing a user-first digital strategy is essential. Realizing the full value of your HR software requires giving employees the tools they need to quickly execute cross-application workflows and focus on more impactful work. To that end, adoption and automation need to be top-of-mind when building out your tech stack.

WalkMe's DAP provides in-app support and guidance, giving employees on-demand information to complete critical tasks. Meanwhile, automation allows for increased data accuracy to further streamline business processes. As a result, your organization will benefit from:
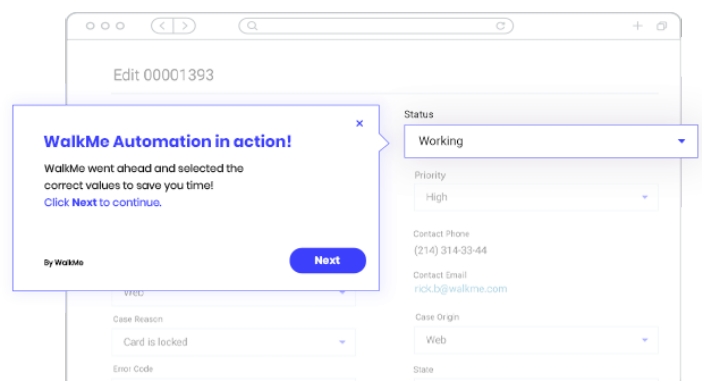
- **Reduced onboarding time –** Embed training within the flow of work to eliminate the need for costly in-person instruction while accelerating time-to-competency. Enable employees to get to work faster.
- **Optimized change management –** Targeted notifications enable business teams to push updates in real time, streamlining the way employees interact with changing software.
- **Improved support efficiency –** Immediate access to self-service support across applications reduces the burden on your support teams while providing actionable insights into user friction points.
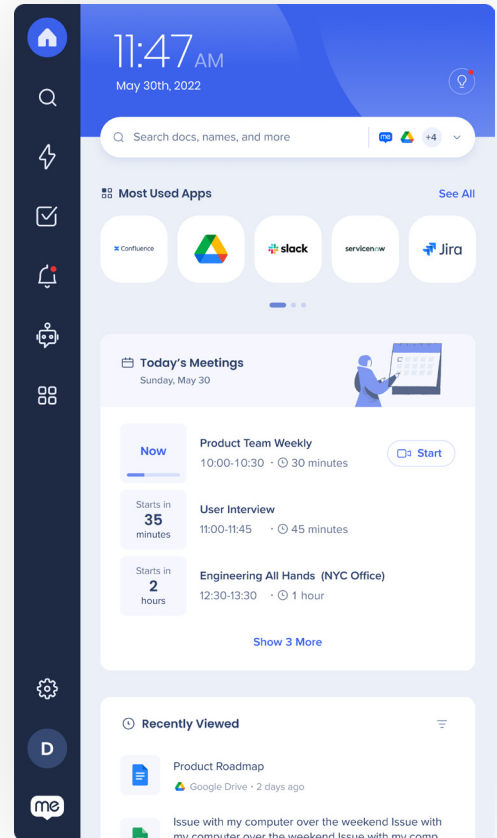
All of this ensures employees are leveraging their software to its full potential without being weighed down by repetitive tasks that prevent them from their real jobs.

"WalkMe enables us to respond to changes really quickly. It's fast to test and build, so we're able to stand up content within a matter of hours – and rather than having to do a system configuration that takes weeks to get through a development and approval cycle, we can deploy improvements or fixes in the same day."

- Shaun Kenny
Operational Excellence Lead, Origin

Learn more ›

**70%+
reduction**
in help-desk tickets

2-day processes reduced to
20-second self-service actions

**30x+
increase**
in traffic to self-help articles

The core process of making data-driven decisions:

Discover: Gain a full view into your software performance and usage across the entire HR tech stack with WalkMe's management dashboards.

Analyze: Measure, drive, and act to ultimately maximize the impact of your digital transformation strategy.

Act: Uncover actionable insights to be addressed with WalkMe content using a machine learning algorithm that understands forms in the underlying application.

Experience: Using automation and strategically placed content delivered at the moment of need, proactively guide and engage your employees to complete any business process across your tech stack.

> **"**
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> **By 2025, 70% of organizations will use digital adoption platforms across the entire technology stack to overcome still insufficient application user experiences.**
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> Gartner, Market Guide for Digital Adoption Platforms, Melissa Hilbert, Maria Marino, Stephen Emmott, 14 September 2022.

While your employees may not be the decision-makers in the digital transformation process, their actions - or inactions - will in large define its success. The inability of HR professionals to maneuver and accurately enter data into your HCM can have a negative cascading effect on your organization's ability to manage resources. If employees are immediately able to leverage new and existing software as intended, then the successful user experiences will enable organizations to enhance business outcomes and maximize the value of their technology.

The 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.

walk me

Digital Adoption Platform

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 low-code platform leverages 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

WalkMe is successfully deployed at: