



# Powering the **public sector** with digital adoption

Digital technology has the promise and power to transform business. Delivering deeper, wider and more effective digital adoption for your industry.

# Digital adoption has the power to change work. And lives.

In the public sector, digital technology has the potential to free up scarce resources, create vastly improved customer experiences and drive operational efficiency.

Departments invest heavily in software, with dedicated teams and external consultants working on its implementation.

But too often, the user is the missing link.

And the most carefully considered software implementations fail to deliver on their promise.

## The problem

True transformation can only happen when the people it's designed to assist actually interact and adopt them into their working practices. This is what WalkMe enables, organisation-wide human adoption to help turbo-charge sustained business transformation.

**Better**  
employee  
experiences.

**Happier,**  
more productive  
people.

**Smarter,**  
more efficient  
operations.

**Employees learn to love the technology at their fingertips, and use it fluently to realize the full power of digital for themselves, for the businesses they work for, and for the customers they serve.**



## We understand the challenges you face in delivering digital transformation

### **Mixed digital skill levels.**

In every organization some users adopt new technology fluently and quickly. Whilst others are slower to adapt. This patchwork of digital adoption – especially in a dispersed workforce – makes change difficult.

### **Complex legacy technology.**

Layers of legacy technology can make life difficult even for the digital experts in a team. Disconnection between old and new applications makes processes harder to complete.

### **Accessibility.**

The pandemic accelerated the digitization of public sector services. For the majority the benefits are huge. But for a significant minority of citizens digital technology is a barrier, not a shortcut.

## The power of WalkMe in the public sector

### **Delivering more with less.**

There is an urgent need to deliver more and better services with leaner budgets, fewer people and less time. WalkMe's targeted, human-first support and guidance helps you deliver on the promise of digital technology – efficient user-friendly services that save time, and money.

### **Targeted support and guidance.**

WalkMe technology identifies where there are weak links in digital adoption that slow processes and impede digital change. Then we target our guidance at the people and processes experiencing difficulties.

### **Connecting technology platforms.**

A buildup of yesterday's technology creates problems for today's users. WalkMe guides your people across software platforms in an easy, seamless way. That means more processes get completed faster, by more people.

### **Boosting accessibility.**

WalkMe adds code-free, human-friendly support and guidance to your platforms. So where your end-users are struggling to adapt to digital services, WalkMe can make digital accessible. Reducing pressure on contact centers, lowering staff attrition, driving digital transformation right across society.

**Digital technology has the power to change the way you work, and build a more equitable society. WalkMe unleashes that power, quickly and easily.**





The University of Virginia is an iconic public institution of higher education, boasting nationally ranked schools and programs, diverse and distinguished faculty, a major academic medical center and proud history as a renowned research university.

## The Challenge

### Process variations with a centralized model

University of Virginia's HR department faced the challenge of transitioning from a decentralized group structure to a centralized model. This transformation involved the unification of over 70 systems into a single platform called Workday. However, a major hurdle arose as the diverse processes of different university groups necessitated unique workflows that were not inherently supported within the Workday® system.

## The Solution

### Segmentation for the right information at the right time

UVA HR tackled the challenge of process variations during the transition to a centralized model with Workday® integration by implementing a solution of segmentation and just-in-time guidance. This approach ensured that distinct content was delivered to relevant business units, providing users with the right information at the right time. The results were impressive, with increased Workday® NPS scores, improved task success rates, and accelerated turnaround time for requests. Proactive alerts for incorrect or missing information further contributed to the overall efficiency and user experience.

## The Outcome

"WalkMe lets us be even more people-focused than ever before through segmentation [and] helps us ensure that end user transactions are accurate and without error..."

*In reality, the possibilities with WalkMe are limitless* and, therefore, innovation has no 'cap' with the tool."



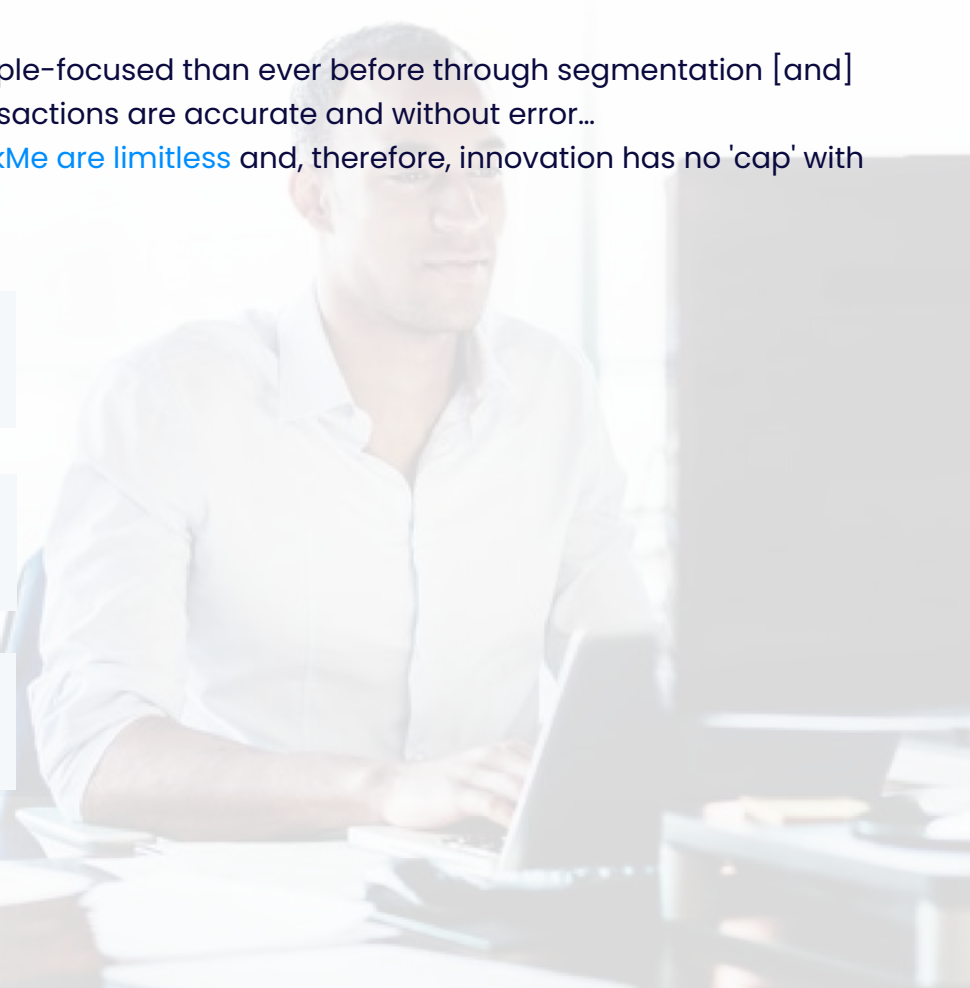
**Consolidated 70 HR systems into Workday**



**86% of HR tasks are completed with WalkMe content**



**Transitioned 18K+ staff to unified HR platform**





Digital Adoption Platform