

walk **me**

Powering **BFSI** with digital adoption

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

Introduction

In every sector we serve, digital technology has the promise and power to transform business.

Better
employee
experiences.

Happier,
more productive
people.

Smarter,
more efficient
operations.

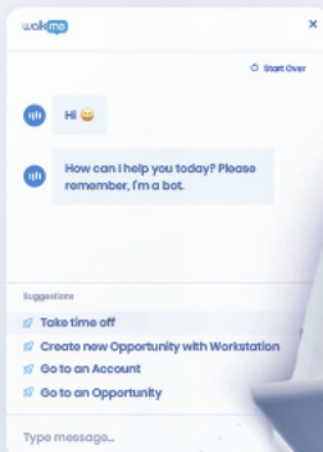
Our customers know this.

And they invest heavily in software capable of transforming their businesses, the working lives of their people and the daily lives of their customers. WalkMe helps organizations realize the value of these technology investments, leveraging data across the full landscape to ensure the tech is being used to its full potential and there's no wastage.

We exist to help our customers realize the full, transformative power of their technology.

By giving all the people who use that technology the opportunity to get the most out of it.

This means that they 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.

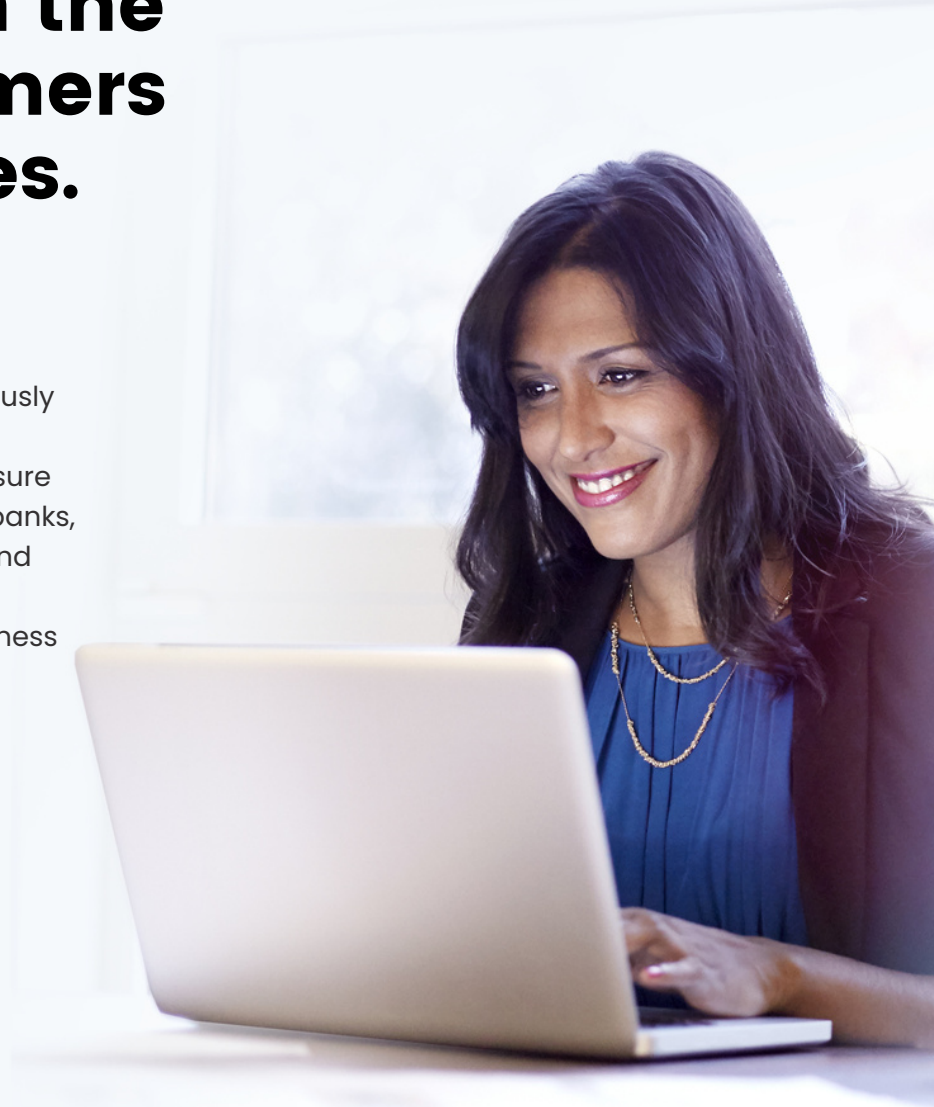


Technology can transform the lives of customers and employees. If you let it.

Slick, fully-digital disruptors are continuously emerging across the industry, as seen in banking and financial services. The pressure on established retail banks, investment banks, financial services companies, insurers, and other sectors is steadily growing. These disruptors are reshaping traditional business models and challenging the status quo.

The response?

Major investment in new software to enable greater agility and facilitate customer and employee-friendly experiences.



The problem

In every sector we serve, digital technology and applications have the promise and power to transform business. However, this 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.

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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.

Why is digital adoption so challenging in BFSI?

Legacy systems.

BFSI businesses often have layers of legacy technology in place. As digitization gathers pace, new layers are added all the time. So linking up – and operating between – the different elements of your technology stack becomes increasingly complicated.

Complex regulations.

Regulations add further layers of complexity to the technology environment. But implementing them smoothly is business-critical.

Siloed organizations.

More than being 'siloed', banks, insurers and financial services firms are carefully compartmentalized for legal reasons. This creates a fractured technology ecosystem and confusion for your people. Internal technical complexity is often experienced by customers as choppy, inconsistent service.

The power of WalkMe in BFSI

Inspire and sustain digital transformation.

When your people understand – and even enjoy – your technology, it can begin to realize its transformative potential. WalkMe's human-first, code-free guidance helps your people navigate your technology stack and highlights where technology isn't being used or is doubled-up. You'll see a proper return on your technology investment, get sustained value from legacy technology and identify how you can streamline your stack.

Drive efficiency. Then drive more efficiency.

WalkMe learns as it teaches. Identifying knowledge and adoption gaps all the time and adapting the guidance it provides in line with those insights. The effect is continuous improvement in the depth and scale of technology adoption.

Get customers, keep customers.

For your customers to get the value they want – and expect – from your digital services, they need to use them fluently and effectively. By ensuring your customers get what they want from your software, WalkMe helps you to inspire loyalty, eases contact congestion and facilitates cross-selling.

WalkMe gets your people behind your technology. Creating operational efficiencies, driving customer loyalty and delivering a return on your investment in technology.



Nasdaq

Nasdaq (Nasdaq: NDAQ) is a global technology company serving the capital markets and other industries. Its diverse offering of data, analytics, software and services enables clients to optimize and execute their business vision with confidence.

The Challenge

Delivering a frictionless experience

Nasdaq aimed to enhance the user experience (UX) for its flagship software, BoardVantage®. The goals were to improve usability, reduce call volume, and identify opportunities for enhancement. BoardVantage® faced UX challenges that impacted customer satisfaction and productivity, such as navigation difficulties, limited access to features, and delays. The challenge was to streamline the UX, minimize friction points, and ensure a seamless user journey.

The Solution

Personalized experiences and data-driven decisions

To address the challenges, Nasdaq implemented the WalkMe suite of capabilities, including segmentation and in-app surveys, across the product. This enabled the delivery of customized experiences to each user, gathering valuable feedback, and identifying trends. Additionally, dynamic Smart Walk-Thrus were created to accommodate complex business processes and meet the on-demand nature of end user journeys. The use of WalkMe Insights empowered the digital adoption team to make data-driven decisions regarding task automation.

The Outcome

"We have many new and exciting key projects coming soon that we wouldn't be able to do without WalkMe's offerings and incredible Service Team. I am pleased with the partnership we have with WalkMe and looking forward to [unlocking even more opportunities through WalkMe's features and analytics in the future.](#)"

- Matt Kenny, Head of Global Customer Support & Operations, Client Success



25% reduction in user education help requests



18.5% reduction in YoY support call volume



Boosted NPS and CSAT scores



Digital Adoption Platform