whatfix

DRIVE
DIGITAL
ADOPTION

CONTENT INDEX

ABOUT US

Whatfix is a *Digital Adoption Platform* that disrupts Application Training, Learning and Support by providing *Contextual, Interactive and Real-Time* user guidance.

7+ Years
(Exponential Growth)

500+ Customers
100 of Fortune 1000

ISO/SOC/GDPR
Enterprise Grade

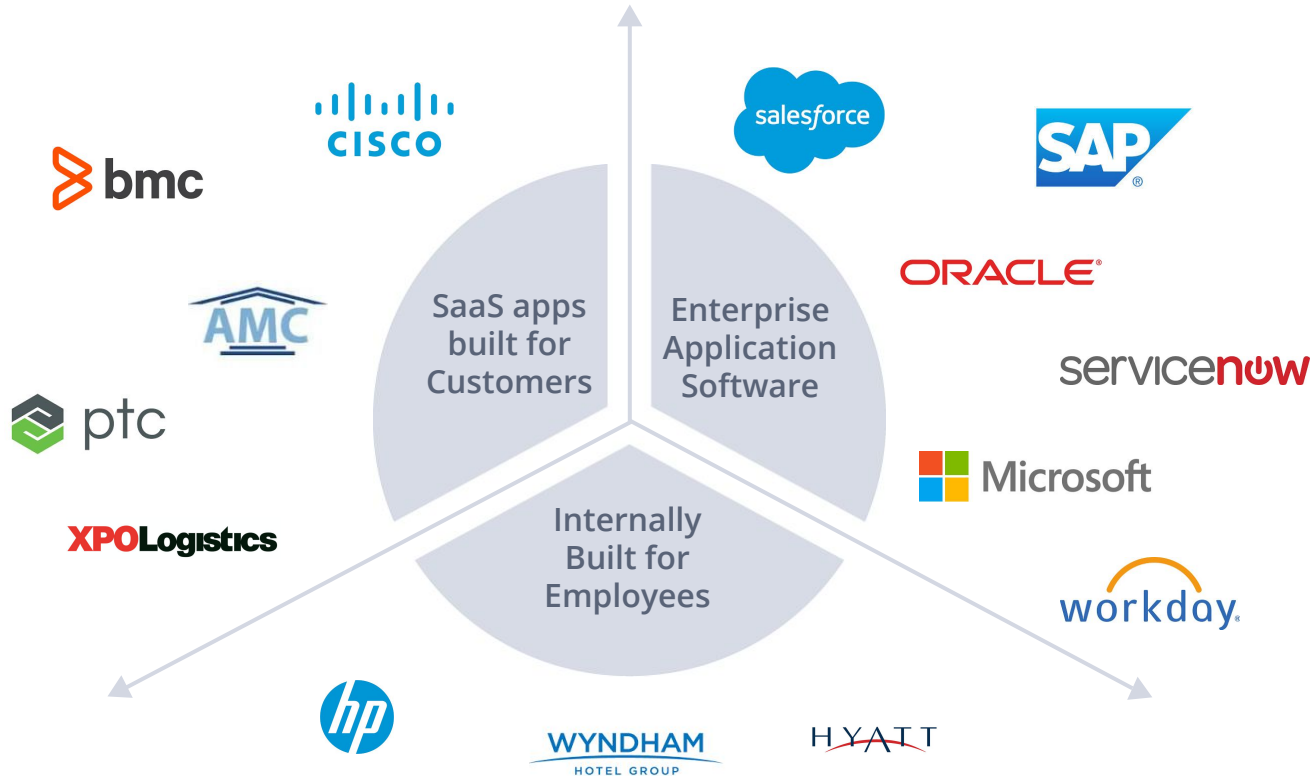**6 Offices Worldwide**
(USA, UK, India & Australia)

NPS of 65
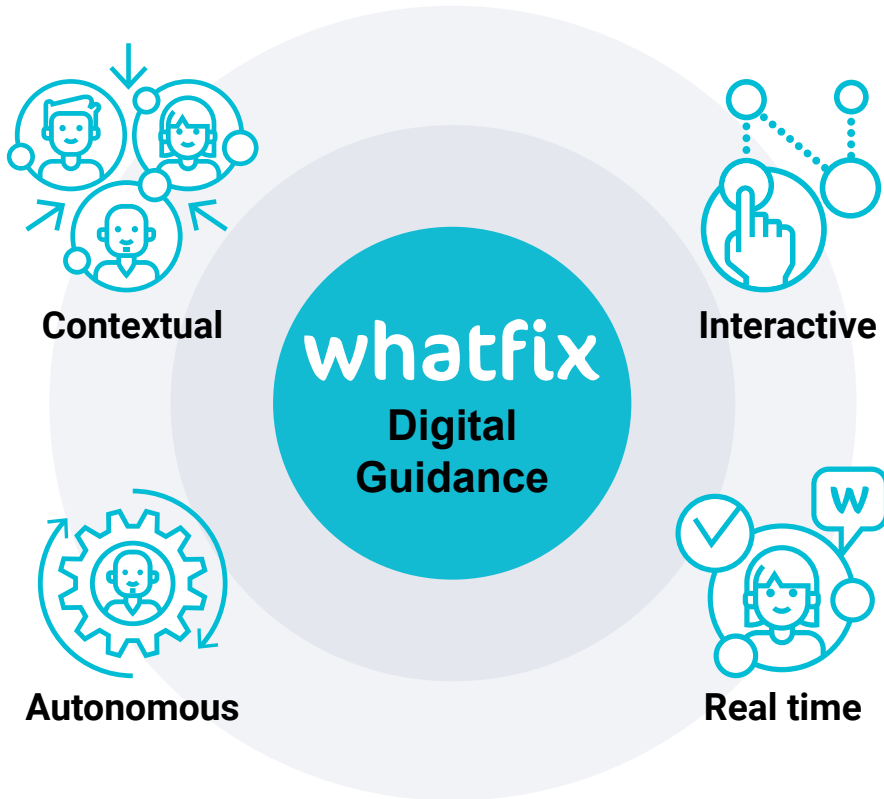Amongst top 0.1% SaaS companies globally

Recognized as Market Leader in Digital Adoption Solutions
By Gartner, Deloitte, Everest

INDUSTRY USE CASES

END USER JOURNEY

Contextual

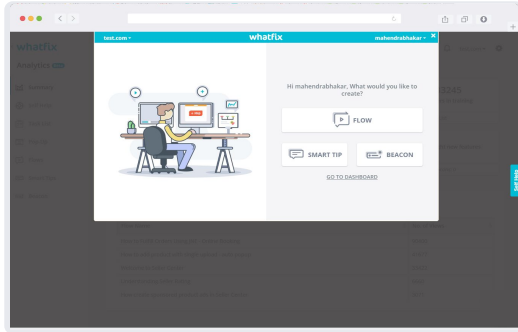**Autonomous**

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Digital Guidance

Interactive

Real time

Whatfix Supports Entire Lifecycle of End User's Journey

- New User Onboarding
- Learn in the Flow of Work
- Form Field Guidance/Validation
- Self-Serve Contextual Help
- Change Management
- Continuous Training
- Process Automation

ADMINISTRATOR JOURNEY

EASY EDITOR
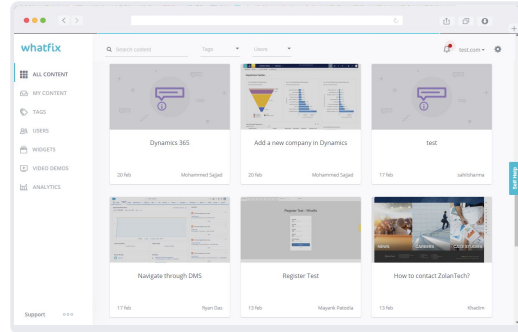
DASHBOARD
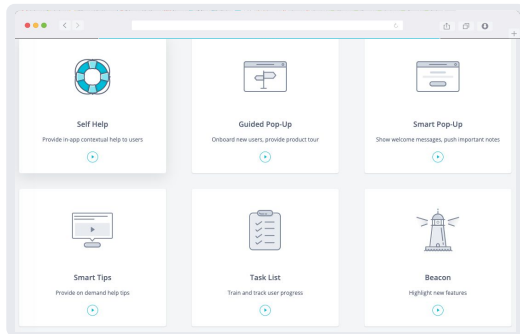
ADOPTION MODEs
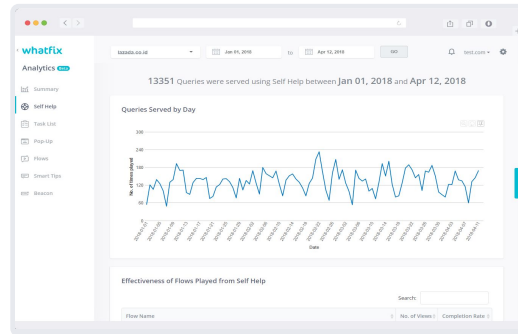
ANALYTICS

- Adoption Everywhere
- Outside App Connections
- Content Aggregation
- Content Authoring & Publishing
- Smart Contextualization
- Business Intelligence & Analytics

Customer Success / Training

- Named Customer Success Manager (CSM)
- 24*5 Unlimited Training & Support
- Account Manager (AM) for Business Reviews

- Time to Train Authors: 5 - 8 hours
- Author Persona: Learning & Development, Training, Instructional Design, Tech Writers

Kick Off	App Analysis & Training	Joint Creation	Test & Deploy
Business Objectives Stakeholders	**Authoring (Templates) IT/Rollout**	**Segmentation Configuration**	**Review Rollout practices**

Highest Customer Satisfaction

Gartner peer insights™	G2 CROWD	GetApp®	Capterra
★★★★☆ (4.6)	★★★★★ (4.8)	★★★★☆ (4.7)	★★★★☆ (4.7)

★★★★☆ (4.5)
Simple & Easy to Use

- "**Intuitive, easy** to create content, **no tech background required**.'
- "In about a day, I had already created tutorials for a whole page of my website..."
- "I had **tested different solutions** for onboarding and found **Whatfix to be easy to implement**."

★★★★☆ (4.6)
Deep Customer Focus

- "Whatfix **support is AMAZING!** Their support team will go above and beyond to help you!"
- "Our requests for enhancements have been delivered at an unmatched speed."

Economic Impact

- "**Reduced our customer support** overhead expenses **by >65%**"
- "Whatfix is **hands down the best Field Enablement tool!**"

★★★★☆ (4.7)
Differentiators

- "I love the fact the **videos are created automatically** - great feature, guys!"
- "**Export walkthroughs** as a slideshow/PDF/video. Instrumental for our training department"
- "The **best part is its multi-formats**. I've previously tried out WalkMe [...], but **Whatfix is unquestionably a better alternative**. Better Product and Better Support."

★★★★☆ (4.7)
Differentiator: Quick ROI, Ease-of-Use

- "**Feature rich** offering and a **strong ROI!**"
- "We looked at very expensive competitors to Whatfix [...] We are thrilled that we went with Whatfix they are much more cost effective,[...] and their **features are brilliant**."

CASE STUDIES

experian

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

wipro

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.

trotec
laser. marking cutting engraving

Salesforce®

- Low adoption, ineffective training
- Consistent yet multilingual training, 6 countries

»
- **50%** reduction in content creation
- **60%** reduction in Salesforce® training

planetHS

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 (RoI)

Reduce Training Creation Cost

50-84%

Reduction in Training Content Creation Costs

Reduce Support Overhead

45-60%

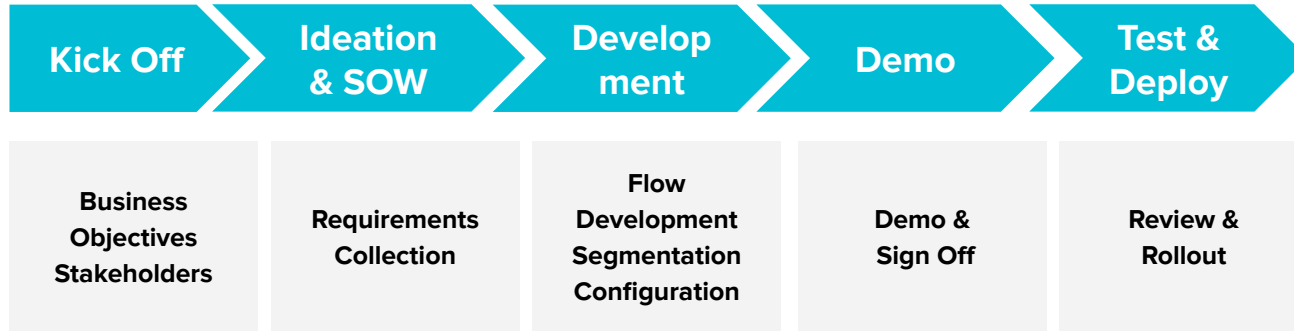Reduction on Level 1 Support Queries

Total Enterprise Savings

$8.7 Million

Savings for an Enterprise using Whatfix with Employees >1000

Professional Services

- Team of Whatfix Consultants who have completed more than 100+ implementation projects.
- Delivers PS deliverables on the basis of the engagement model.
- Walkthrough Based - Develop & Maintain Projects

PROCESS

Kick Off	Ideation & SOW	Development	Demo	Test & Deploy
Business Objectives Stakeholders	Requirements Collection	Flow Development Segmentation Configuration	Demo & Sign Off	Review & Rollout

Easier & Faster Deployment of Whatfix with Professional Services
Iterative & Continuous Improvement.
Maintenance - Recurring testing and actionable insights shall be provided.

Responsibility

- Objectives - Customer
- Requirements - Customer
- Development - Whatfix
- Maintenance - Whafix / Customer
- Rollout - Customer

Why Customers Choose Whatfix

Adoption Everywhere

- Right content, in the right format, at the right time, for each user, everywhere
- Exchange and Auto Update Multi- format content Outside App with LMS (SCORM and xAPI compliant), Content Repositories
- Content Aggregation of pre-existing content
- See Live
- Start or Stop a Flow in any web, desktop or mobile application

Easy to Create & Maintain Content

- Author Flows using Whatfix Editor - without any coding or certification
- Precise Element Selection preserves Flow accuracy
- Smart Context auto contextualizes user content (without configuration)
- Works well on single page applications
- Auto Update Content
- FastForward (without requiring coding)

Highest Customer Satisfaction

- Customer NPS score in 100th percentile of Software industry
- Highest customer satisfaction in G2
- Customer advocacy
- 60% Roadmap driven by customers
- Named Customer Success Manager, Certifications

Whatfix Open Ecosystem

- Leverage existing enterprise systems already in use
- Experience an Open Ecosystem by integrating with the highest number of enterprise technologies
- Video integration with YouTube, Vimeo, Vistia

Predictable & Transparent TCO

- Easy to understand pricing
- No unexpected, spiraling add-on fee
- ROI Process
- Easy to do business with

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QUESTIONS,
FEEDBACK & NEXT
STEPS

Whatfix Onboarding Team

DESCRIPTION	End-to-End **Go-Live** is owned and driven by Whatfix

WHATFIX RESOURCES	1. Named Customer Success Manager 3. Program Manager 2. Solutions Architect 4. Technical Writer

WHATFIX DELIVERABLES	● Train your team on Best Practices for authoring, UX and managing Whatfix content ● Work with your IT & Security team for Integration and Deployment ● Roll out Whatfix to first set of End Users ● Operational instructions on Lifecycle (Development, UAT, Production) management of Flows with Project Management template for future releases. ● If required, onsite Whatfix On Boarding Team for the above activities

Whatfix will continue to provide Unlimited Access to a Named CSM throughout the Contract and Unlimited Training for new Editors as part of our Software Subscription Agreement