

Drive Digital Adoption

Founded in 2014, Whatfix is advancing the "userization" of application technology, by empowering companies to maximize the ROI of digital investments across the application lifecycle. Powered by GenAI, Whatfix's product suite includes a Digital Adoption Platform (DAP), simulated application environments for hands-on training, and no-code analytics for applications and enterprises.

700+

Customers

80+ of Fortune 500 customers globally

99.5%

CSAT score

Customer-first culture

4.6/5

Stars on G2

Category leader in Enterprise DAP

FORRESTER®

Named as a Leader in the first-ever Forrester New Wave™: Digital Adoption Platforms, Q4 2022

Gartner®

Recognised as the only Customers' Choice in Gartner®, Voice of the Customer for Digital Adoption Platforms, 23 April 2024, by Peer Contributors

Everest Group

Positioned as a Leader and a Star Performer in Digital Adoption Platform (DAP) PEAK Matrix® Assessment 2023

WHAT WE DO

Whatfix empowers organizations to enhance user productivity, ensure process compliance, and improve user experience of internal and customer-facing applications. Its comprehensive product suite includes:



Digital Adoption Platform

Create contextual in-app guidance in the flow of work, collect feedback and analyze usage.



Product Analytics

Analyze how users engage and use desktop and web applications with no-code event tracking.



Mirror

Create interactive sandbox environments of web applications for hands-on software training.

*Ratings are subject to change based on reviews from our customers

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THE WHATFIX DIFFERENCE

45%

Reduction in support queries

84%

Reduction in training content creation cost

3X

Faster time to proficiency for a new employee

30%

Reduction in knowledge discovery time

WHY CUSTOMERS USE WHATFIX

See why customers including 80+ Fortune 500 enterprises choose Whatfix as their adoption partner.



Cost-effective training environment

Simulated interactive training environments for users to learn and practice, without any risks of live system engagement.



Data-driven digital adoption

Digital Adoption & Application analytics across Web, Desktop and Mobile applications. Deployment options across cloud, self-hosted, and on-premise.



Accelerated user productivity

Contextual in-app guidance and self-help resources for end-users in their flow of work to accelerate productivity.



AI-powered end-user experience

AI-powered features to improve end-user experience and reduce their time-to-proficiency.



Customer-first culture

Transparent pricing, unlimited training and support, customer community, and DAP center of excellence support to ensure long-term customer success.



Co-innovation model

Active co-innovation model with customers for new product and features; 50%+ of the product roadmap driven by customer feedback.

TRUSTED BY CUSTOMERS IN 40+ COUNTRIES



WHAT OUR CUSTOMERS SAY ABOUT US

SOPHOS

“Whatfix is a contributing factor to YoY 15% reduction in Sales Ops cases globally – that equates to roughly 12,000 cases a year less.”

Phil Walley, Sales Operations Manager

experian

“With a heavily customised Salesforce instance and multi-cultural processes to cater for, the flexibility of Whatfix empowers us to get the right training to the right people, at the right time.”

Lee Glen, Sr. Specialist Global CRM Training

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