GPStrategies®

Your workforce **transformation** partner ™

GP Strategies and Whatfix

Drive Digital Adoption Success

As technology evolves, so do learners. Their needs and preferences change, requiring organizations to implement new technologies and strategies to drive better adoption and support. Digital adoption platforms, such as Whatfix, are leading the charge in supporting learners in the flow of work, meeting them where, when, and how they learn.

While implementing a new adoption technology will improve your learner experience, it is important to work with a certified vendor to guide you on your digital transformation. GP Strategies® is a trusted Whatfix partner with the expertise to improve your performance support processes and adoption strategies.

Whatfix supports learning needs throughout the employee's entire digital journey. Through guided pop-ups, smart tips, and guided workflows, learners are met with the right information at the moment of need, improving the employee experience and time to proficiency.

Whatfix offers many benefits to learners and organizations looking to streamline and simplify their performance support and adoption techniques.

Up to 37% increase in employee productivity

- **Contextualized and Personalized:** Whatfix provides personalized content to the learner in the moment of need, allowing them to learn while working, improving onboarding to new or updated applications, and increasing productivity.

- **Interactive:** The platform allows the learner to interact with the content, making it more tailored to their needs. When the user feels more engaged, they are more likely to quickly adopt the new technology and retain the information.

- **Real-Time:** The support content is provided at the time of need for the learner so that there is no delay in learning, creating better efficiency and improving experience. In-app support means fewer support tickets, which means reduced costs.

- **Integrated:** Whatfix integrates with most enterprise technologies, making it easy for organizations to plug and play.

Phase		Without DAP	With DAP
Pre go-live		• Mass e-mail • Announcements during meetings • Push notifications	• Generate learning content through DAP • Training and support before launch to maximize adoption • Provide trials and create awareness
Go-live		• Classroom training • Online coaching • No Adoption tracking mechanism	• In-app guidance using walkthroughs, pop-ups, tooltips, etc. • LMS integration with microlearning content • Tracking adoption and progress using analytics
Post go-live	Ongoing support	• Support Calls and ticket to solve issues • Drop in user adoption	• Cost saved due to reduction of support calls made • Successful retention of adoption levels using tracking and nudge features • Identifying areas of improvement in the product based on user behavior
	During feature updates	• Lack of awareness of new product features • Unreliable communication about new updates • No training support provided	• Highlight new feature updates to raise awareness • Continuous improvement of DAP based on challenges faced by users • Strong analytics capabilities to measure adoption

Source: Digital Adoption Platform (DAP): Accelerating the Journey from Transformation to Adoption

Up to 84% reduction in training content creation costs

Working with a GP Strategies' certified Whatfix implementation team will help you realize the following benefits:

- **Efficiency Improvements:** Using a single vendor to purchase licenses, set up the tool, provide client training, and design and develop content for deployed applications will decrease the time to go-live.

- **Partner Expertise:** The GP Strategies team consists of certified Whatfix content developers who can scale for any size of project and augment client development teams.

- **Integration and Migration Success:** Our experts have experience with a large variety of technologies, ensuring content migration and conversion from existing platforms to the Whatfix Digital Adoption Platform will be seamless.

- **Support Services:** By working with a certified vendor, you have easy access to experienced professionals who can provide resources for additional requirements like change management, virtual instructor-led training, training delivery, localization and translation, train-the-trainer, and any other form of training content development and design within North America, EMEA, or APAC.

3x faster time to proficiency for a new employee

Trust GP Strategies to help you implement Whatfix successfully at your organization. Visit us at **www.gpstrategies.com**.

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