



WalkMe Launches Product Adoption Solution for SaaS Companies

January 17, 2019

WalkMe IN provides SaaS companies the tools to increase their platform utilization, demonstrate ROI and become the leading solution in their space

SAN FRANCISCO, Jan. 17, 2019 /PRNewswire/ -- [WalkMe](#), the world's first [Digital Adoption Platform](#) and one of the fastest-growing software companies globally, today launched WalkMe IN for leading SaaS companies. The bespoke solution gives product teams of SaaS platforms the ability to reveal to their end users the usage level of their platform, helping them take action towards increasing their ROI. With WalkMe IN, product teams can now offer their end users all the tools necessary to realize the full value of their software investment in a way that was never possible before.

Driving adoption and engagement of SaaS platforms is a proven formula for increasing customer retention and expanding any business. Product teams, however, are challenged with adding features and functionalities, while retaining an intuitive user experience. In addition, most software platforms require customization from end users, often leading to further user confusion and underutilization of a platform.

"While software investment is at an all-time high, many SaaS companies are struggling by not fully utilizing their software capabilities," said Rephael Sweary, co-founder and president of WalkMe. "WalkMe IN is a way for SaaS companies to help their customers realize the full capabilities and value of their software implementation. Our vision is for our WalkMe Suite to be a part of any platform used in any organization, increasing usability and ROI in any digital asset."

Using the power of machine learning technology, WalkMe IN will map all relevant business processes and will enable SaaS end customers to have full visibility over user behavior in the form of dashboards. The dashboards will place SaaS platform users in a unique position to unlock the user data and leverage best practices to increase platform adoption via WalkMe's guidance, engagement and automation suite. WalkMe combines analytics to pinpoint where users struggle and the ability to put these insights into action with an in-app experience that guides users through processes and engages them at the right moment, giving the end customer unparalleled capabilities to increase ROI.

[Gong](#), a leader in conversation intelligence technology, works with top SaaS companies to ensure their sales organizations are reaching their full potential. Gong is a strong believer in empowering organizations to make data-driven decisions. By adding WalkMe IN, Gong is able to improve the user experience and understand how other companies are best using the Gong product.

"For us, having the ability to offer full usage insights and best practices to our customers is key to their success in growing and scaling their sales organizations," said Udi Ledergor, VP Marketing of Gong. "With WalkMe IN, our customers can view usage insights and deploy guidance from the Playbooks at a click of a button, ensuring their adoption of our product."

As the leader in the Digital Adoption space, WalkMe's years of unprecedented experience working with thousands of leading enterprises will be leveraged by SaaS platform users who will have access to [WalkMe Playbooks](#). WalkMe Playbooks will provide end users with the tools and knowledge to activate [WalkMe "Walk-Thrus"](#) (an online process guiding a user through a task step-by-step) on top of a SaaS platform with minimal effort.

About WalkMe:

WalkMe pioneered the [Digital Adoption Platform](#) (DAP) to transform the user experience in today's overwhelming digital world. Using artificial intelligence, engagement, guidance and automation, WalkMe's transparent overlay assists users to complete tasks easily within any enterprise software, mobile application or website. Founded in 2011, WalkMe software is used by nearly 2,000 enterprises globally, including 30 percent of Fortune 500 companies. For more information, visit <https://www.walkme.com/>.

Media Contact:

Frances Baze
Gravitate PR
frances@gravitatepr.com
Phone: +1-408-933-8952

SOURCE WalkMe

Related Links

<https://www.walkme.com/>