

Implementing WalkMe to Increase User Adoption for a Biopharmaceutical Manufacturer

This client is known as a trailblazing, innovative biopharmaceutical manufacturer specializing in ground-breaking HIV treatments along with other impactful drug treatments for conditions such as Hepatitis and COVID-19. The client is rapidly growing and takes a modern approach to medicinal treatment.

Because of this rapid pace of innovation, they are continuously implementing new systems and enhancing existing systems to enable their growth. The client was aware that user support, tickets, and training sessions are expected to help the users transition to these new systems. In order to increase user adoption and decrease spend on training, the client engaged Clarkston Consulting to implement the WalkMe solution to assist with just-in-time training and change management.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Life Sciences

PRODUCTS AND SERVICES :



Drug Manufacturing
and Development

PRIMARY OBJECTIVES:

- Reduce the number of Job Aids and Quick Reference Guides created
- Increase user satisfaction with internal system
- Reduce the number of instructor-led trainings
- Decrease support/help desk tickets
- Increase “right first time” completion

RESOLUTION:

- Designed automation to be used in training videos and by the user in real time
- Created error-proofing logic to prevent users from progressing with incorrect information
- Constructed helpful tips throughout the web pages to guide the user through ambiguous steps
- Implemented visual indicators to identify required/conditionally required fields where the source system could not
- Generated a menu of helpful step-by-step guidance to be accessed by the end user in real time on the webpage

KEY BENEFITS:

- Reduced maintenance and increased cost savings as part of the system implementation by eliminating the creation of screenshot-driven Job Aids/ Quick Reference Guides/ Work Instructions
- Introduced the ability to monitor usage of system support tools and determine ROI
- Closed gaps generated from source system configuration limitations
- Addressed pain points from legacy systems
- Achieved cost and time savings by minimizing number of instructor-led trainings
- Reduced number of records created and not assigned within the system (orphan records) by implementing automation created through WalkMe to prompt the user to assign the approval team before exiting the page
- Utilized WalkMe for effective communication of release notes
- Reduced clicks for users with just-in-time automation, increasing user satisfaction



KPIs

- 15,000+ users of WalkMe
- 5+ system-wide communications generated per year via WalkMe
- 800+ WalkMe solutions developed
- WalkMe developed in 5 languages
- Elimination of 65+ screenshot-driven business supporting documents
- Saved \$300k by eliminating the need to update business supporting documents amidst source system user interface (UI) change
- Reduced cost of UI update by 60%
- Saved 50% of time invested in UI update

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