

# RAJEET SENGUPTA

*Whatfix – Digital Adoption Expert*





Accelerating the ROI of  
digital investments  
with  
Whatfix Data-Driven  
**Digital Adoption Platform**



## Presenter



**Rajeet Sengupta**  
Digital Adoption Consultant

How many of you **happily** use these applications?

**NETFLIX**



**prime video**

**YouTube**



# How about these applications?



That's not all...



The way people consume information has changed.

---

We have new expectations.

Instant | Contextual | User Experience



Copyright © Randy Glasbergen. [www.glasbergen.com](http://www.glasbergen.com)

Is your organization

**User**

**Tech Savvy?**

**Tech**

**User Savvy?**



# Building Digital Fluency

## Knowledge delivery needs to be



**Just enough**

**Bite sized information**



**Just in time**

**At the moment of need**



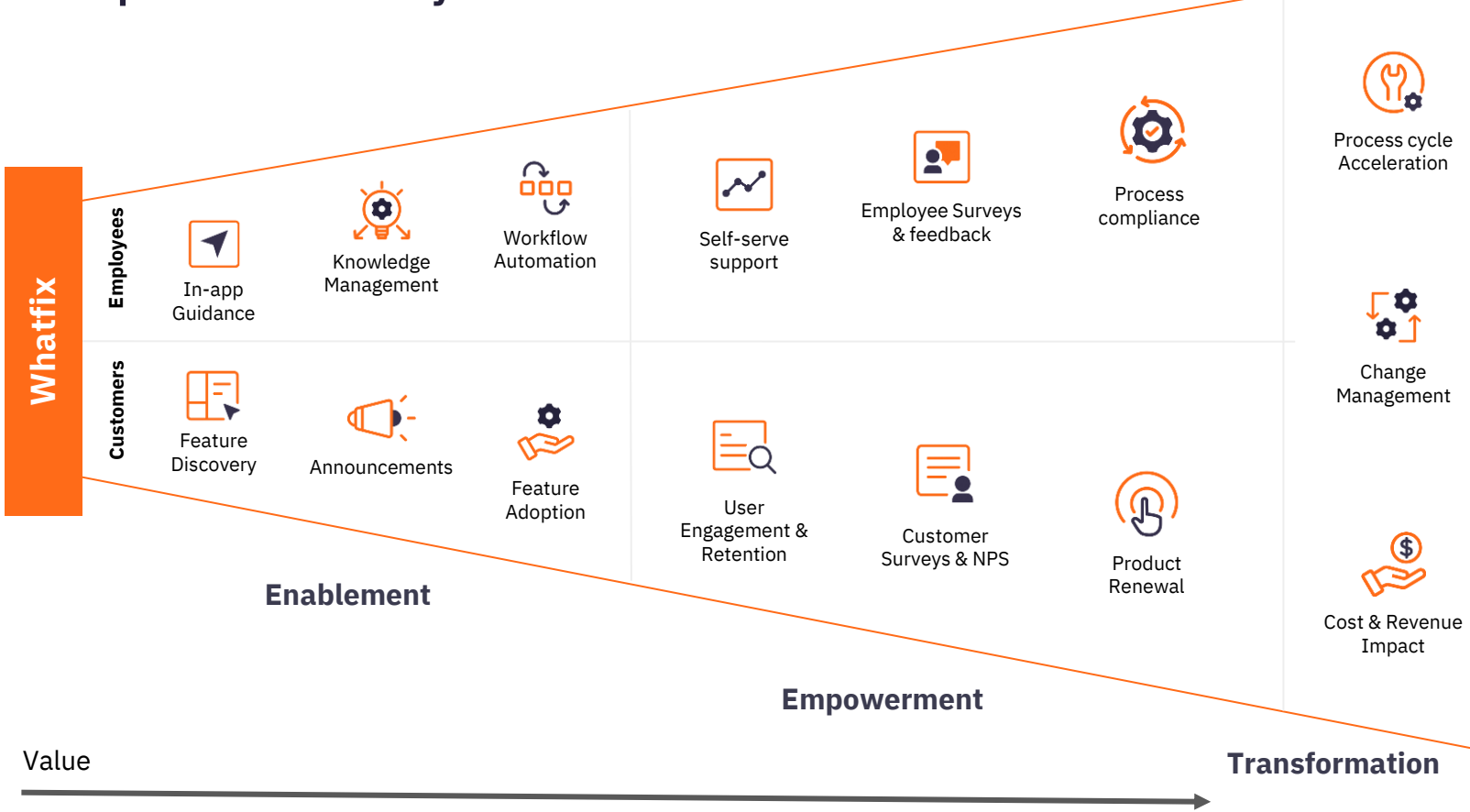
**Just for me**

**Personalized at scale**

# WHATFIX DIGITAL EXPERIENCE LAYER

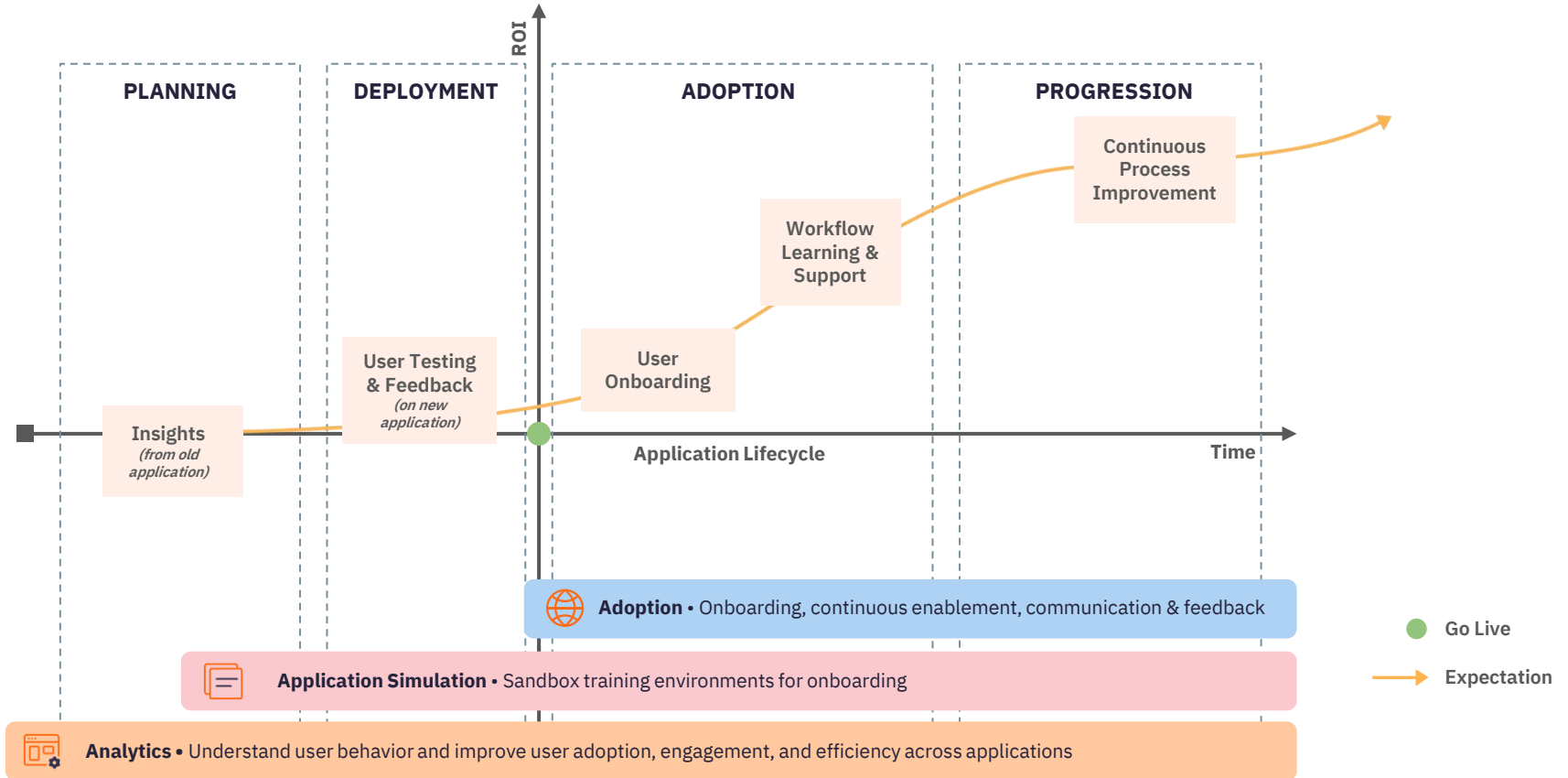


# Our use-cases are getting more strategic empowering digital workplace maturity

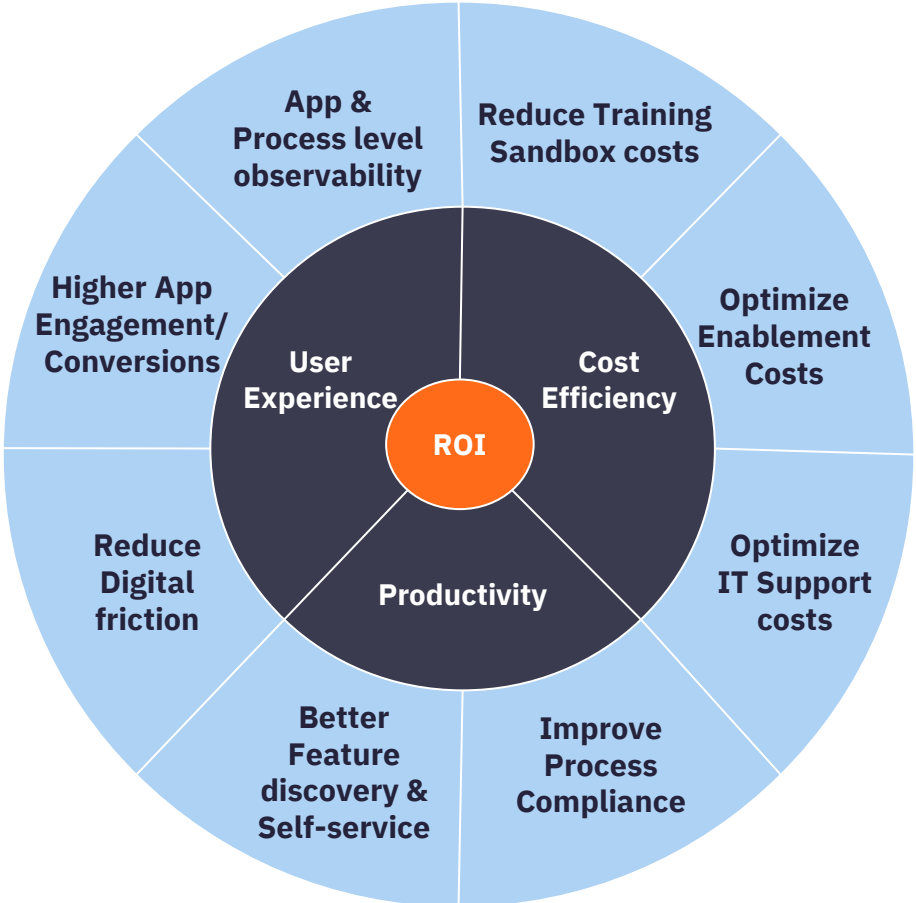


*Disclaimer: Please treat all information as confidential and do not share outside your organization. By default all calls will be recorded & provided to you for internal use.*

# Whatfix's product suite can help realize technology ROI... better



# Uncovering use-cases revolving around your strategic objectives



*Disclaimer: Please treat all information as confidential and do not share outside your organization. By default all calls will be recorded & provided to you for internal use.*

# Whatfix is the global leader in the DAP category

## 700+

### Customers

80+ Fortune 500 Accounts  
Customers in 30+ Countries

## 100+

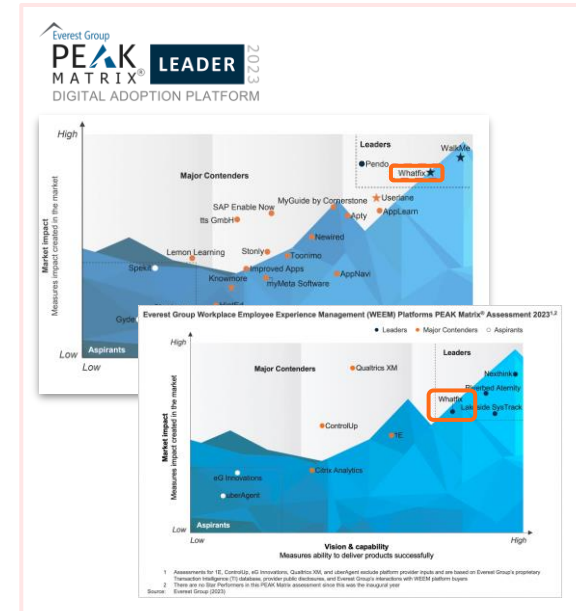
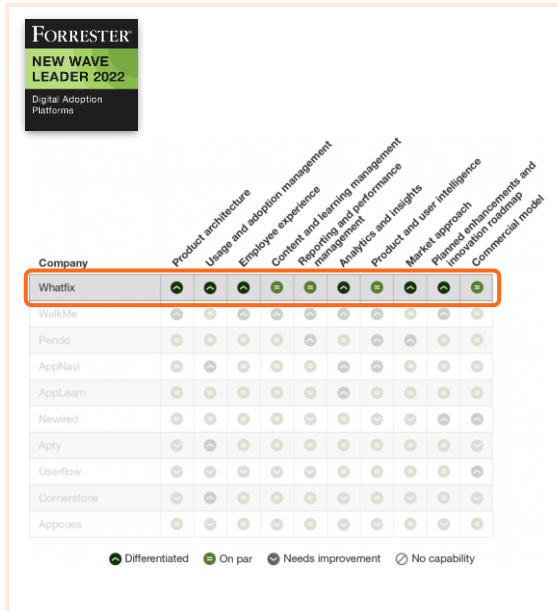
### Partners

Global Systems Integrators &  
Independent Software Vendors

## 5

### Patents

13 More in Pipeline With  
US Patent Office



# Trusted By Companies Across Industries and geographies

Global presence in over 30 countries (deployed in multiple languages) and growing!

<p><b>Technology</b></p>	<p><b>Healthcare &amp; Pharma</b></p>	<p><b>Banks &amp; Financial Services</b></p>	<p><b>Consumer Products &amp; Retail</b></p>
<p><b>Auto &amp; Aerospace</b></p>	<p><b>Business Services</b></p>	<p><b>Logistics, Travel &amp; Hospitality</b></p>	<p><b>Manufac. / Oil &amp; Gas</b></p>

Gartner peerinsights™  
★★★★★ (4.6)

G2  
★★★★★ (4.8)

GetApp®  
★★★★★ (4.7)


Capterra  
★★★★★ (4.7)

# Accelerating the pace of innovation

Labs


 Comments /Feedback
 
 Assistant





Training


 Mirror







Product Analytics


 Product Analytics
 
 Enterprise Insights

Digital Adoption


 DAP for Web Applications
 
 DAP for Desktop Applications
 
 DAP for Mobile Applications
 
 Hub (DAP on OS)

Technology


 Smart Context (Patent)
 
 Smart Detect (Patent)
 
 Personalization & Segmentation (Patent)
 
 Automation
 
 Self-hosted Implementation
 
 Auto-Testing
 
 Internationalization
 
 AI/ML

2014

2017

2019

2020

2021

2023

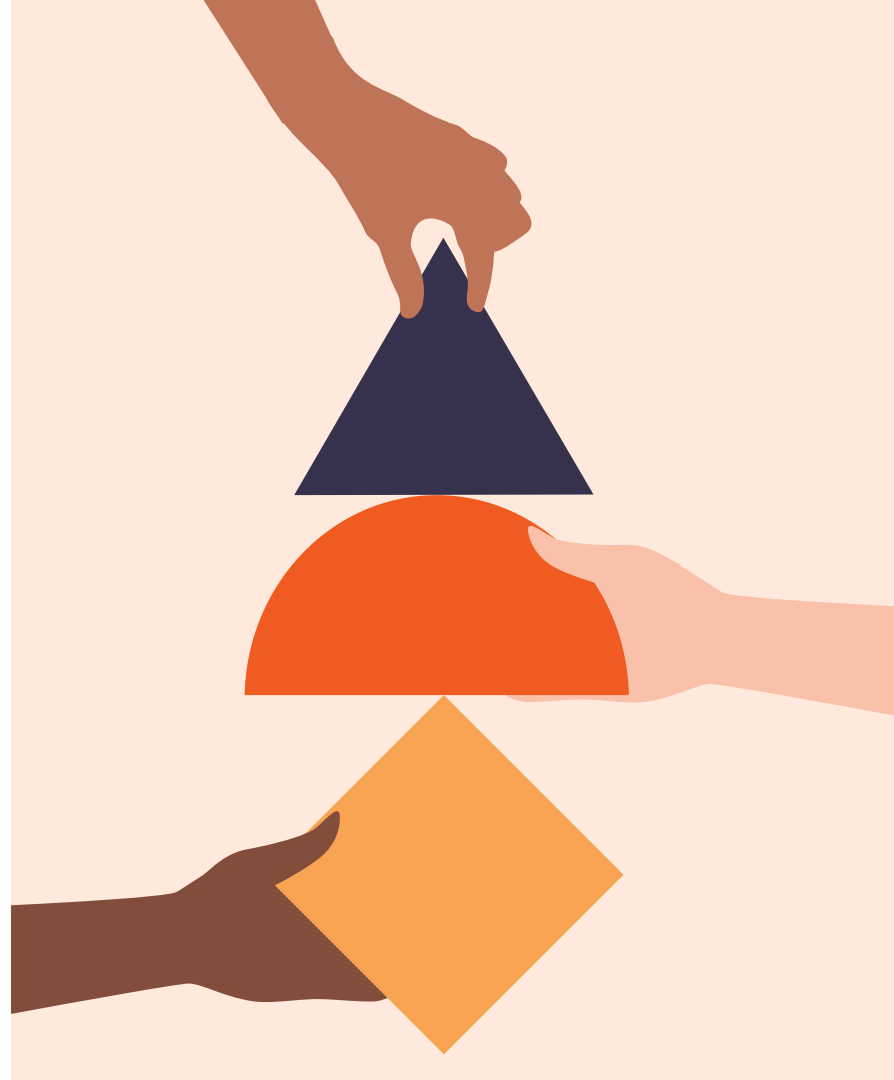
2024



# Why Sentry Insurance chose Whatfix as their DAP solution



Thank you!



# Q&A



**Scan to input  
your  
questions for  
Q&A**

