**Case study Template**

| **Title of Case study** | **Whatfix - digital solution for real-time training** |
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| **Keywords (meta tag)** | Interactive, personalised, on-demand training for international business units / Digital Adoption Solution / Whatfix |
| **Provided by** | IDP sas |
| **Language** | ENGLISH |
| **Case study** | |
| Experian is a leading global information services company, providing data and analytical tools to clients around the world, employing over 16.000 people.  Experian largely invested on the [Salesforce](https://www.salesforce.com/nl/campaign/sem/salesforce-products/?d=7013y000002hYvDAAU&utm_source=bing&utm_medium=sem&utm_campaign=nl_alllobcon&utm_content=pg-nl-salesforce_7013y000002hYvDAAU&soc=Bing-salesforce-products&msclkid=2d0a070dc86b13fe8cde649ad606b1d5&s_kwcid=AL!7501!10!72636790466946!72637250604272&ef_id=Y0qgKAAAAJlIbAOY:20221212122837:s) digital platform to help its salespeople manage their business and client relationships as effectively as possible. Despite a strong training set-up, users struggled to leverage the various functions of Salesforce. Therefore, the Experian’s training team decided that digital adoption depended on implementing interactive, on-demand training support that helps users in the flow of work, and hence decided to invest in [Whatfix](https://whatfix.com/).  Whatfix is a Digital Adoption Solution (DAS) which disrupts Application Training, Learning and support content by providing Interactive, real-time and autonomous user guidance. Experian now offers real-time training that is personalized to the users’ role, language, and business units.  With the help of Whatfix’s auto-generated multi-formats (videos, PDFs, slideshows, etc.), launching Salesforce in a new business unit became easier and more efficient. Moreover, sales reps also have access to an always-available self-help menu that provides users contextual information whenever users are unsure of how to perform a process or task.  Results:   * Reduction of the time to launch a new business unit from 3 months to 1 month; * The general user adoption timeline went from 8 months to 3 months; * A 60% reduction in content creation, a 50% reduction in training time, and a 20% improvement in data quality. | |
| **Reference Link (if any)** | [**https://whatfix.com/blog/digital-adoption-success-stories/**](https://whatfix.com/blog/digital-adoption-success-stories/) |
| **Type of material** | CASE STUDY |