

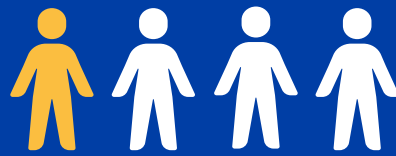
Service Specifications

rocon in a Nutshell



65 Employees

One Team since 1995



Locations



Mainz | Frankfurt | Cologne | Mannheim | Zurich



Certified SAP Gold Partner for 20 years
SAP ERP installed base of 150+ SMEs
SAP Concur installed base of 300+ LEs

SIEMENS

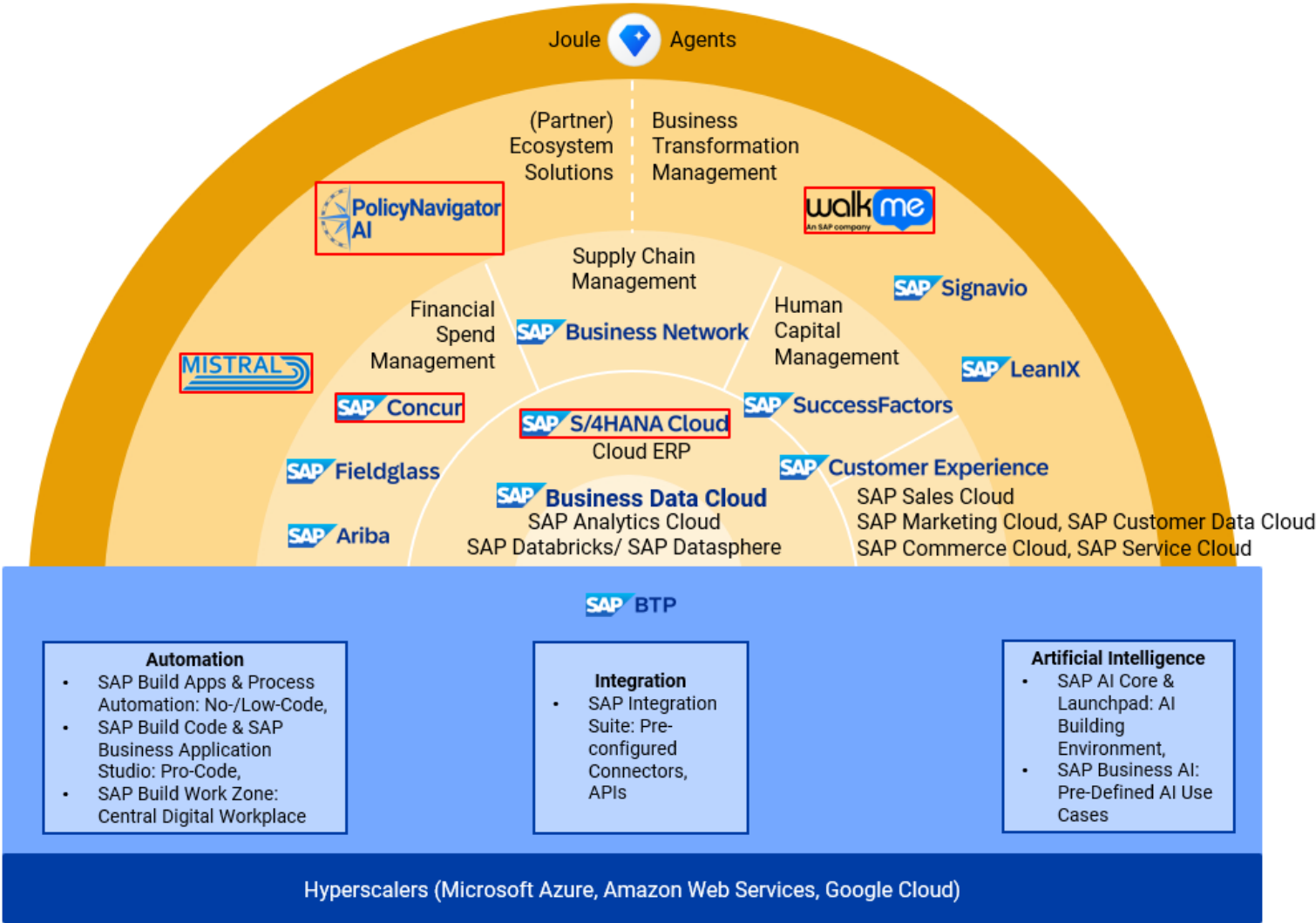
ProSiebenSat.1
Media SE

KSB

Tinti

ellen
wille
THE HAIR-COMPANY GmbH

Broil King
Great Barbecues Every Time



- SAP Highest Customer Satisfaction
- SAP Innovation Partner
- SAP Distinguished Partner
- SAP Most Successful Partner MEE

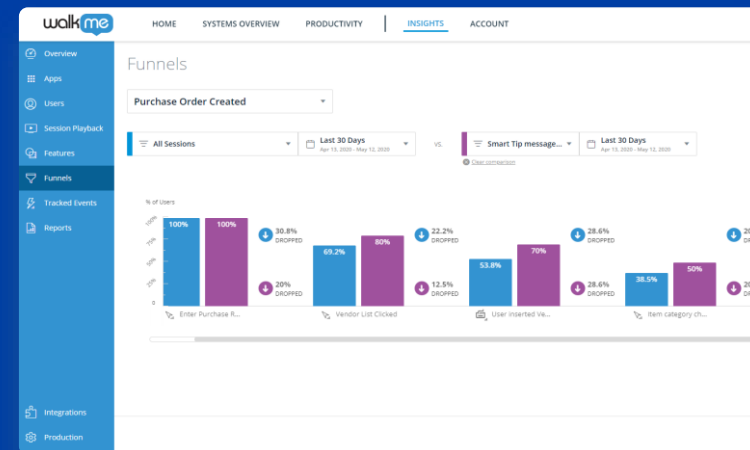
"rocon not only impressed us with their expertise, but also with their commitment. Thanks to this support, WalkMe is now a valuable tool for onboarding, accelerating processes, and reducing support costs for the SAP SuccessFactors system we use."

Head of People & Culture | Otto Krahn Group

WalkMe in a Nutshell



- **WalkMe Insights:** Usage of WalkMe content (e.g. continuous optimization)



- **WalkMe Discovery:** Usage of applications (e.g. block & redirect, license optimization)

Woot-Mix

1052

Apps

Tracking 1052 apps

Gain visibility into business-critical applications and user engagement within systems, identifying opportunities to leverage valuable to improve adoption

Current Month

All AppsWoot-Mix AppsDiscontinued Apps

Search

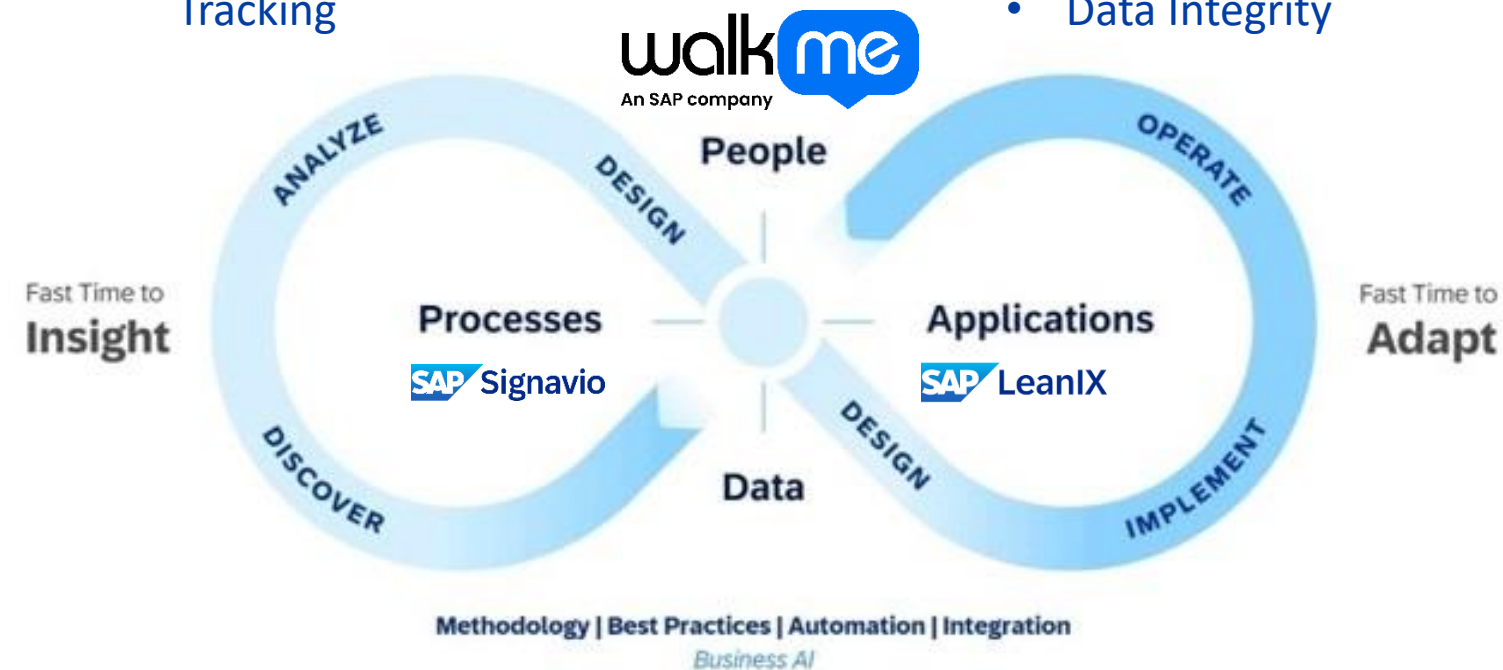
Category

	Name	Active Users	Churn Rate	Update Frequency	Weekly Time Spent	Category
	Zoom	1072	300%	Daily	16:00	Business Ops
	Slack	497	42%	Monthly	25:16h	Other
	Microsoft Teams	528	45%	Monthly	23:24h	BI
	Google Meet	544	45%	Daily	30:21	CRM
	Cisco Webex	369	5%	Monthly	30:50m	Finance
	Microsoft OneDrive	844	72%	Monthly	53:26h	Customer Support
	Google Docs	1084	92%	Daily	1:0h	Business Ops
	Salesforce Lightning	948	79%	Daily	2:9h	Business Ops
	Gong	497	38%	Monthly	45:39m	Business Ops

Showing 1-10 of 105

- Surveys & Feedback
- User Behavior
- Goal Definition & Tracking

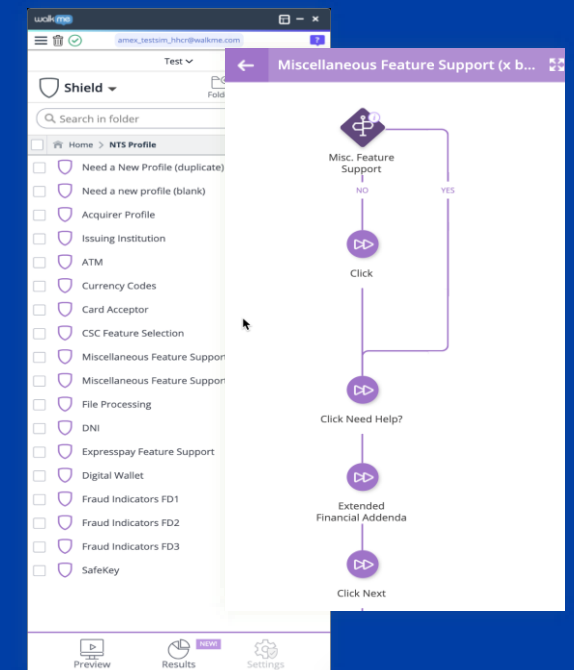
- Onboarding & Training
- Assistance & Support
- User Adoption
- Data Integrity



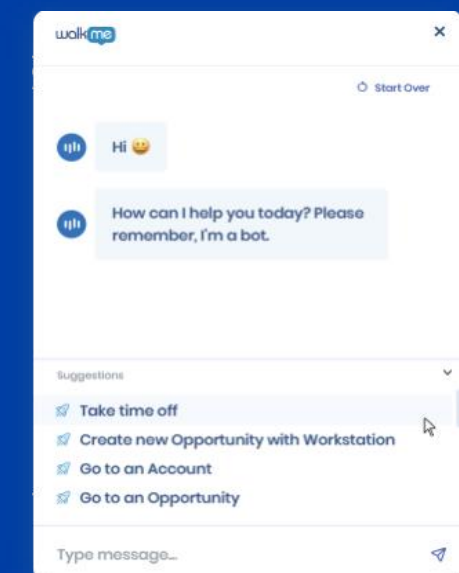
BTM - Business Transformation Management

Intro Video (in German): <https://informationen.rocon.info/walkme>

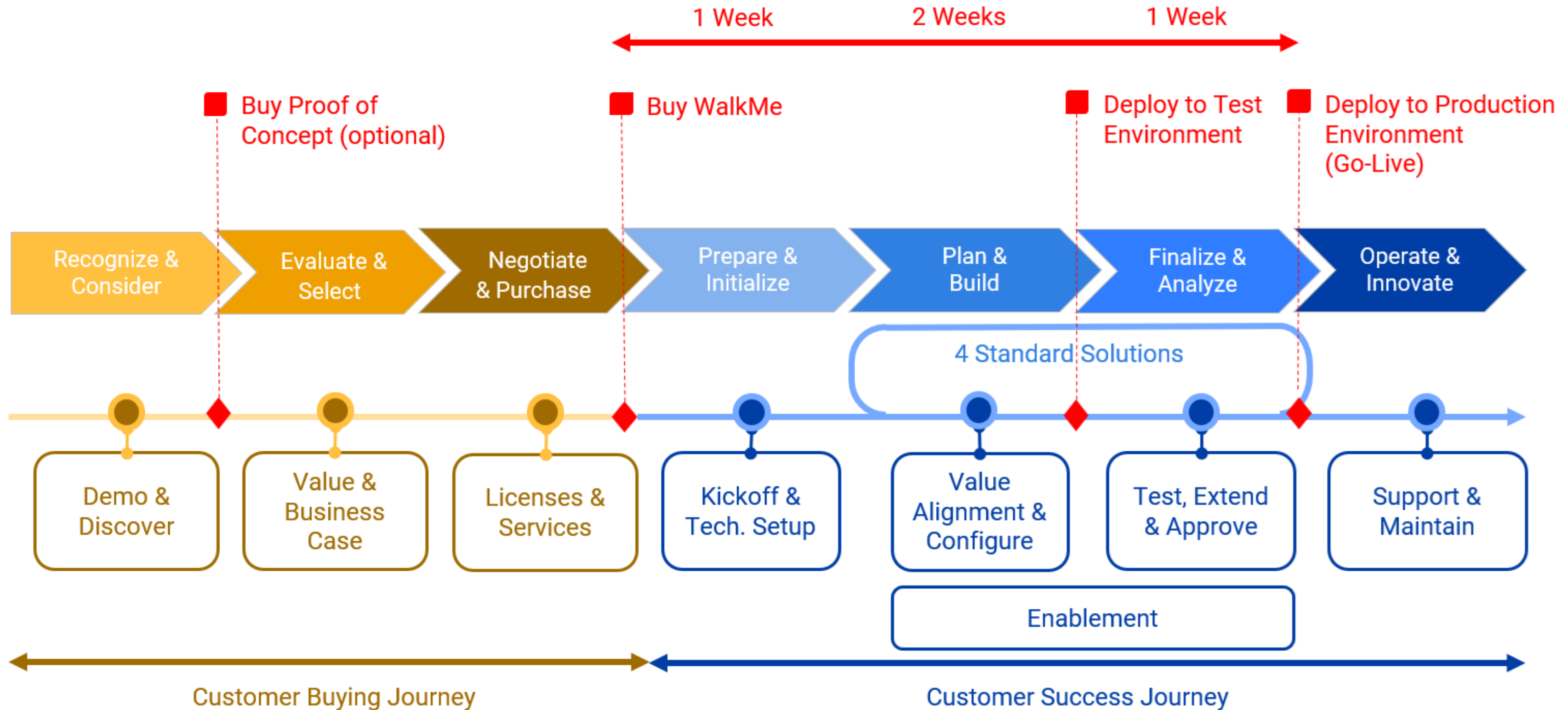
- **WalkMe Editor:** No-Code Editor to build cross-application WalkMe content
- **DeepUI:** AI recognition of user interface components



- **Walkme Menu:** Tasks, Help, TeachMe
- **WalkMe X:** Contextual AI Pilot



rocon Customer Journey



rocon Standard Services



WM01 - Prepare & Initialize

rocon

- ✓ Introduction to WalkMe Methodology
- ✓ Project Coordination & Scheduling
- ✓ Confirmation of Resources
- ✓ Technical Architecture & Setup
- ✓ Bi-Daily Check-Ins
- ✓ Go-Live Viability Check

Customer (Effort ~8.00hrs)

- ✓ Complete Digital Adoption Institute Prerequisites
- ✓ Complete System Access
- ✓ Completion of Setup & related Integrations
- ✓ Ensure all Security & Privacy Approvals are in Place
- ✓ Align Resources for Availability

WM02 - Plan & Build

rocon

- ✓ Process Analysis
- ✓ Design 4 Standard Solutions (incl. Languages, Roles, Goals, etc.)
- ✓ Create 4 Standard Solutions
- ✓ Unit Tests & Fixes: Test Content
- ✓ Deploy to Test Environment

Customer (Effort ~20.00hrs)

- ✓ Showcase Processes
- ✓ Confirm 4 Priority Standard Solutions

WM03 - Finalize & Analyze

rocon

- ✓ Implement Fixes identified in Acceptance Testing
- ✓ Deploy to Production Environment
- ✓ Admin Training
- ✓ Project Debrief

Customer (Effort ~20.00hrs)

- ✓ Acceptance Testing, Provide Feedback, Content Sign-Off
- ✓ WalkMe Owners take over
- ✓ Monitor Insights & Iterations

- ✓ WM04 - Project Management and Governance
- ✓ WM05 - Ongoing Support: Provision of Service Hours or dedicated Resources
- ✓ WM06 - 30-Day Impact Review: Monitoring of Insights & Iteration Proposals (30 Days after Go-Live)

rocon Extended Services I



WM07 - Proof of Concept

- ✓ Kickoff & Deployment (Trial Tenant on Customer-side Web Application)
 - ✓ Introduction to WalkMe Methodology
 - ✓ Project Coordination & Scheduling
 - ✓ Technical Architecture & Deployment
 - ✓ System Viability Check
- ✓ Quick Enablement
 - ✓ Smart Walk-Thrus, Rule Engine with Segmentation, Display Condition, Autoplays and Goals, SmartTips and other WalkMe Apps, Advanced Smart Walk-Thru Building with Splits, Wait for Steps, and Error Handling Groups
 - ✓ Implementation of a Use Case
- ✓ Support Package
 - ✓ Service Hours, based on Time & Material
 - ✓ Support of Customer-side Tests for 3 months

WM08 - Enablement

- ✓ Prerequisites: Downloaded WalkMe Editor, Completion of WalkMe Builder I
- ✓ Customer Effort: 8 sessions each lasting ~2.00hrs
 - ✓ Ensure understanding of WalkMe Builder I
 - ✓ Basic structure: Accounts, Editor, Condition Rule Builder, Console, Solution Gallery, Workflows, Multi-Language, Insights & Theming
 - ✓ Shuttles, SmartTips, ShoutOuts, (Invisible) Launchers, Surveys
 - ✓ Smart Walk-Thrus
 - ✓ WalkMe Menu & Menu Organizer
 - ✓ Use case development and content creation

WM09 - Health-Scan before Go-Live

- ✓ Implementation Review and Listing of Recommended Fixes and Improvements

rocon Extended Services II

WM10 - roc'ket Quick Start

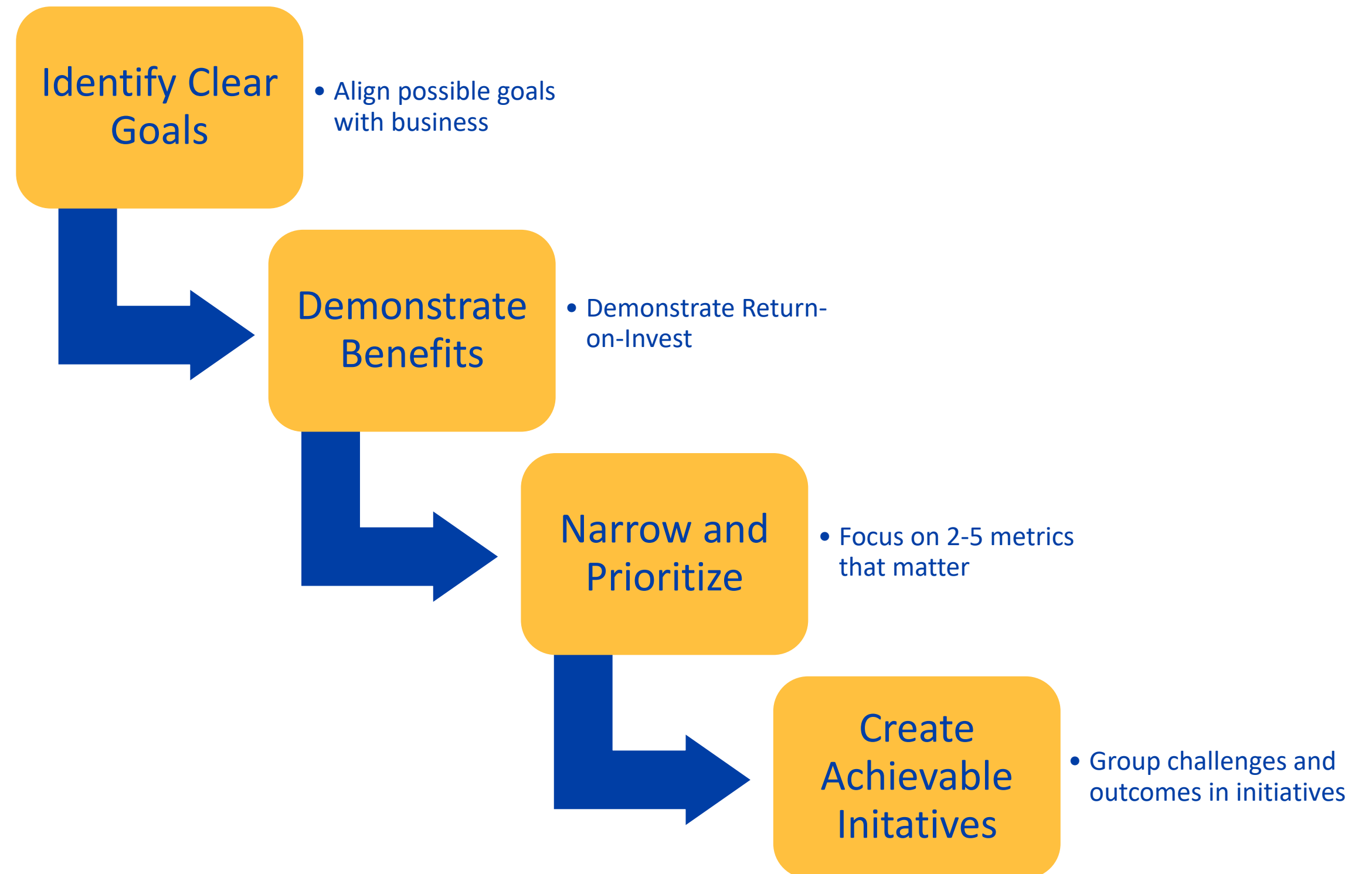
- ✓ Content
 - ✓ 1x WM01 - Prepare & Initialize
 - ✓ 1x WM02 - Plan & Build
 - ✓ 1x WM03 - Finalize & Analyze
 - ✓ 1x WM08 - Enablement
 - ✓ 1x WM05 - Ongoing Support
- ✓ Prerequisites
 - ✓ Selection of 1 application, the Content is applied to
 - ✓ WalkMe licenses for this application



Goals & Business Case

Customer Value

4 steps to maximizing customer value



IDC Report

Adobe Acrobat
Document



Forrester Report

Adobe Acrobat
Document



Everest Report

Adobe Acrobat
Document

Identify Clear Goals I

Atr - Increased Application Usage and Process Efficiencies

Description

By customizing applications, processes become more efficient and users can remove unnecessary steps. By deploying WalkMe's step-by-step guided functionality, completing a task is more streamlined and simplified. And due to increased data integrity and quality, some steps involved in error handling can be removed. This saves users the time for more meaningful tasks.

References

- ✓ [Warner Music Group](#) unifies a fragmented digital ecosystem with WalkMe and has been able to reduce task completion time by 50%.
- ✓ [Ulta Beauty](#) reached 114% ROI on their WalkMe investment due to increased productivity.
- ✓ [Origin](#) reduced 2-day processes to 20-second self-service actions and 30x+ increase in traffic to self-help articles.
- ✓ [Veolia](#) gained 11,000 productivity hours.
- ✓ [Nestle](#) have returned more than .500k productivity hours to the business with a 250%+ increase in completion rates for business critical applications.



Identify Clear Goals II

Btr - Increased Onboarding and Training Efficiencies

Description

In-person training and training content are not always efficient ways to coach and educate staff, especially during programs that include large change management efforts. WalkMe customers report efficiencies for new employees using applications for the first time or existing employees using new applications or new features and capabilities of upgrades. Other benefits include scaling existing resources, improving self-service support and enablement. This significantly reduced the need for off-the-job training of new and existing employees taking on new responsibilities.

References

- ✓ [LinkedIn](#) deployed WalkMe and delivered a 43% decrease in live training.
- ✓ [TUI](#) reduced training time, resources, and costs by 70%.
- ✓ [LeaseAccelerator](#) slashes training costs by 75%, and improves customer experience.
- ✓ [Blackwoods](#) reduces time to proficiency by 50%, and boosts productivity.
- ✓ [eMoney](#) creates customized online training experience, enabling 90%+ new users to self-onboard.
- ✓ [GOJO](#) seamlessly transitions to Salesforce Lightning and reduces new hire time-to-proficiency by 90%.
- ✓ [W.L. Gore](#) reduces enablement time by 75%, while increasing seller productivity.



Identify Clear Goals III

Ctrl - Savings in IT Support and Help Desk Tickets

Description

Adding WalkMe provided guidance for application usage for the user, therefore reducing the need for outside help and support. This reduces the need for IT support, resulting in fewer IT support calls and help desk requests.

References

- ✓ [Christ Health](#) reduced support calls by 300 per month leading to \$1m in improved payment outcomes.
- ✓ [Origin](#) reduced support tickets by 70%, and enabled teams to focus on work that matters.
- ✓ [TUI](#) decreased support calls and tickets by 50%.
- ✓ [Veolia](#) saved 10,800 support hours over a 12 month period.
- ✓ [Deloitte](#) reduced support calls by 30%.
- ✓ [FMC Technologies](#) increased feature adoption and sees estimated 60% drop in support requests.
- ✓ [United Rentals](#) increased the number of online payments by 60% and reduced release requests by 17%.
- ✓ [Lease Accelerator](#) achieved 99.4% retention.
- ✓ [IBM](#) increases retention rates by 6x while seeing a 300% improvement in product adoption by customers.
- ✓ [EDF](#) reduced support tickets by 80% with an estimated \$1.5m annual cost avoidance.
- ✓ [Nestle](#) has been able to achieve a 93% decrease in support calls.

Demonstrate Benefits

Key	Input
Total Employees	4.500,00
Risk Factor	-15,00%
Average Labour Cost (p/a)	\$75.000,00
Helpdesk Technician Cost (p/a)	\$50.000,00
Working Hours (p/a)	1.650,00
Productivity Conversion Factor	50,00%

Year	Percentage Of Users With Available WalkMe Content	Percentage Of User With Available WalkMe Content Who Really Use It
1	35,00%	70%
2	55,00%	75%
3	77,00%	80%

Increased Application Usage And Processes Efficiencies		Calculation	Input	Year 1	Year 2	Year 3
A1	Number of Users			1.102,50	1.856,25	2.772,00
A2	Total Time spent with applications using WalkMe (hours p/a)	Forrester View: Typically 10%	5,00%	90.956,25	153.140,63	228.690,00
A3	Total Time Saved By Using The Applications (hours p/a)	A2 x Time Saved: Typically 7%	7,00%	6.366,94	10.719,84	16.008,30
A4	Average User Labour Cost (per hour)	Labour Cost vs Working Hours		\$45,45	\$45,45	\$45,45
A5	Productivity Conversion Factor	Forrester Guide/ Assumption: 50%		50,00%	50,00%	50,00%
AT	Increased Application Usage And Process Efficiencies	A3 x A4 x A5		\$144.703,13	\$243.632,81	\$363.825,00
ATR	Total Increased Application Usage And Process Efficiencies (Risk-Adjusted)	AT x Risk Factor		\$122.997,66	\$207.087,89	\$309.251,25

Increased Onboarding And Application Training Efficiencies		Calculation	Input	Year 1	Year 2	Year 3
B1	Number Of Users			1.575,00	2.475,00	3.465,00
B2	Number Of Employees Onboarded	B1 x 10% Employee Average Turnover	5,00%	78,75	123,75	173,25
B3	Number Of New Users Using WalkMe	B2 x 80%	80,00%	63,00	99	138,6
B4	Total Onboarding Time (Hours Per Year)	B3 x 8 Hours Per User	8,00	504,00	792,00	1.108,80
B5	Total Application Training Time (Hours Per Year)	B1 x 4 Hours Per User	4,00	6.300,00	9.900,00	13.860,00
B6	Percentage of Users With Instructor-Led Trainings	B1 x 25%	25,00%	25,00%	25,00%	25,00%
B7	Total Instructor Time (Hours Per Year)	B6 x (B4 + B5) / 20 (Classroom Size)	20,00	85,05	133,65	187,11
B8	Increased Onboarding And Application Training Time	50%	50,00%	50,00%	50,00%	50,00%
B9	Average User Labour Cost (Per Hour)	Labour Cost vs Working Hours		\$45,45	\$45,45	\$45,45
B10	Average Instructor Cost (Per Hour)	\$250,00	\$250,00	\$250,00	\$250,00	\$250,00
B11	Productivity Conversion Factor	Forrester Guide/ Assumption: 50%		50,00%	50,00%	50,00%
BT	Increased Onboarding And Application Training Efficiencies	((B4 + B5) x B9 + B7 x B10) x B8 x B11		\$82.633,81	\$129.853,13	\$181.794,38
BTR	Increased Onboarding And Application Training Efficiencies (Risk-Adjusted)	BT x Risk Factor		\$70.238,74	\$110.375,16	\$154.525,22

Savings In IT Support And Help Desk Tickets		Calculation	Input	Year 1	Year 2	Year 3
C1	Number Of Users			1.575,00	2.475,00	3.465,00
C2	Number Of IT Support Calls And Help Desk Tickets	D1 x Average 6 Calls Per User	5,00	7.875,00	12.375,00	17.325,00
C3	Reduction Of IT Support Calls And Help Desk Tickets	Forrester Interviews: 50%	40,00%	40,00%	40,00%	40,00%
C4	Average Time Per IT Support Call And Help Desk Ticket	Forrester Assumption: 20 Minutes	20,00	0,33	0,33	0,33
C5	Average IT Help Desk And Support Cost (Per Hour)			\$30,30	\$30,30	\$30,30
CT	Savings In IT Support And Help Desk Tickets	C2 x C3 x C4 x C5		\$31.818,18	\$50.000,00	\$70.000,00
CTR	Savings In IT Support And Help Desk Tickets (Risk-Adjusted)	CT x Risk Factor		27.045,45	\$42.500,00	\$59.500,00

Business
Case

Narrow and Prioritize

Possible KPIs in the HERO Framework

Category	Description	Common KPIs
H - Happiness	Users find your application helpful and easier to use	<ul style="list-style-type: none">• User Satisfaction (NPS = Net Promoter Score, CSAT = Customer Satisfaction Score, Scale 1 - 10)
E - Engagement	Users adopt applications, complex tasks and come back	<ul style="list-style-type: none">• Application Adoption• Process Completion• WalkeMe Content Engagement
R - Realization of Value	Business improves return on technology investment	<ul style="list-style-type: none">• Support Savings• Training (Materials) Savings• Software Licensing Savings• Development Savings• Revenue Growth
O - Operational Excellence	Business has operational readiness to execute new key priorities (e.g. high-stakes innovation, product roadmap, security & compliance)	<ul style="list-style-type: none">• Compliance and Fines• Data Integrity• Change Management• Efficiency & Time Savings

Create Achievable Initiatives

Goals for WalkMe Insights

A great business objective may look something like this:

- ✓ I want to increase feedback given in SFDC from 200 to 300 per month by July.
- ✓ I want to increase completed reports on time from 80% to 90% for the upcoming cycle.
- ✓ I want to decrease the time spend on an expense report from 15 minutes to 7 minutes by EOY.
- ✓ I want to decrease the number of tickets related to Concur from 100 to 10 per month by then end of Q3.
- ✓ I want to increase the employee data quality / decrease the interface issues from FI to Payroll from 25 to 10 per month by EOQ.
- ✓ I want to increase the employee satisfaction with the Concur application from a negative NPS to a positive NPS by September 2024.

I want to ----- to ----- by -----
(increase / decrease) (a specific issue) (specific outcome) (specific date)

Any Questions?



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Any Questions?



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<https://www.rocon.info/sap-loesungen/walkme>