5 ways to combat digital friction:

Boost efficiency while maximizing seller effectiveness.

You invest in CRM applications, sales intelligence software, and lead gen and sales prospecting technology to help your team sell more, easier, and faster. But they also create digital friction. Your sellers waste time and effort on the very tools that were meant to help them sell more efficiently in the first place.

Digital friction has a negative cascading effect on your sales org.

According to Gartner® Future of Work Trends, "A recent survey identified that two-thirds of employees encounter digital friction at work." With the average enterprise spending approximately $48 million on digital assets every year, digital friction can significantly impact your organization's bottom line.

Additional consequences include:

- A disorganized onboarding experience
- Inefficient data collection and processing
- Diminished productivity
- A lack of digital dexterity
- Poor end-user experience

Combating digital friction requires a rep-centric approach that addresses the different pain points your sellers encounter when using their software. The five methods outlined here serve as a template for boosting seller performance.

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> **By 2025, more than half of users will resist using applications that deliver a poor user experience (UX), up from 40% in 2021.**
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> **Gartner,** "Cultivate the Voice of the User to Generate High-Value Adoption of Software Products", Craig Roth, September 16, 2021.
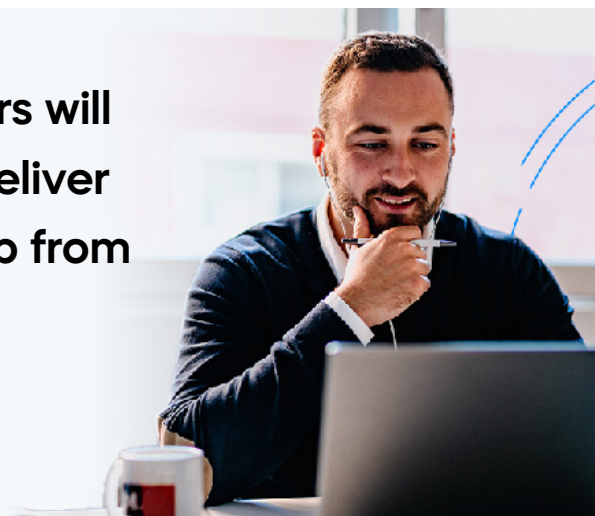
[1] **Gartner,** "Future of Work Trends: Information Finds You", Stephen Emmott, Michael Woodbridge, October 15, 2021.
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1. Enrich onboarding experiences.

Prioritize user experience from the start.

It takes your new hires time to get up to speed on the nuances of your product, key workflows, the software and applications you use, your competition, and vital company practices. This is a crucial period for your new hires - even for the most seasoned sales veteran. A great ramp period can set up your sales reps for future success within your organization. And, of course, a bad experience can have the opposite effect.

The [Rain Group surveyed](#) over 400 sales leaders and found that it takes an average of three months before a new seller is ready to engage with buyers, nine months before he or she is considered competent to perform, and 15 months for them to become a top performer.

63%

of enterprises say a one-size-fits-all approach to technology support and training **"isn't applicable"**

- **The State of Digital Adoption, 2022-2023**

The length of seller ramp time depends on the effectiveness of your onboarding practices and the ability of your new hires to successfully embrace new applications. A long or inadequate onboarding process means a delay in value for your revenue stream.

Accelerating new seller time-to-competency can have a multiplier effect on your company's future growth; the faster they start selling the greater their lifetime value.

Onboarding should be the beginning of an active training program that supports your employees' continued growth and development. An investment in training is an investment in the present and future success of your sales organization.

By providing a personalized onboarding experience within the flow of work, you'll ensure seller digital dexterity while investing in the present and future success of your organization.

> **We now have a 100% digital approach for most new features and updates, and live training has been mainly eliminated - a potential savings of 10+ trainer hours and 60 minutes per Associate. Anywhere from 250-500 users need to be trained through 10-20 live sessions per major feature. Users can now quickly find the support that they need in-tool, when they need it, with no interruption to their workflow and experience less time away from customers.**

Christi Lopez
WalkMe Administrator

2. Make data-driven decisions.

Get your sellers to trust their CRM.

Seller intuition was once the most critical determining factor in sales success. While instinct still influences sales performance, data is now the force driving sales outcomes.

Digital advances allow modern sales orgs to collect, analyze, and act on sales data like never before. Smart applications, such as CRM software, offer efficiency and maximize gains across the sales cycle from lead prospecting to deal closing.

However, there are obstacles that could be preventing your sales team from effectively acting on your sales data. If your mountain of sales data is fragmented, incorrectly cataloged, or otherwise flawed, your decision-making and revenue forecasting abilities are compromised.

Having data validation safeguards in place guarantee that the data you are collecting is accurate and functional. Detecting and correcting data entry mistakes before they happen will save you time and frustration, allowing you to deliver a superior customer experience and achieve your business goals.

> **With WalkMe, we were able to deploy a simple yet elegant solution to encourage reps to use a specific naming convention when creating COVID-related opportunities, resulting in a 2000% increase in documentation of those opportunities.**
>
> **Michele Giacomuzzi**
> Manager, Sales Enablement,
> **ThermoFisher**
> S C I E N T I F I C

3. Revamp workflows.

Maximize productivity and sell more.

Consider these stats:

- The average sales rep wastes about 14 out of 51 hours a week on admin tasks.
- Sellers spend 18% of their time in CRMs.
- Nearly 10% of their time is spent in spreadsheets trying to more effectively manage CRM-related tasks.

This means that a significant amount of your sales reps' time is wasted on tasks that are either tedious or don't directly generate revenue for your company. But by optimizing your existing workflows, you can reduce digital friction while freeing up resources and maximizing productivity. This can be done in two ways:

- Mapping software usage – Analyzing user journeys within your sales applications provides valuable insights as to where sellers are getting stuck and what time-saving features are being underutilized. Once you understand the challenges faced by your sales team, you can implement time-saving solutions, including guided and optimized workflows.

- Task automation – Streamlining tedious, constantly changing, or multi-step processes with automation accelerates workflows and improves efficiency by eliminating empty clicks needed to navigate across pages. Additionally, complex tasks are easier to accomplish, decreasing the likelihood that sellers will abandon critical processes.
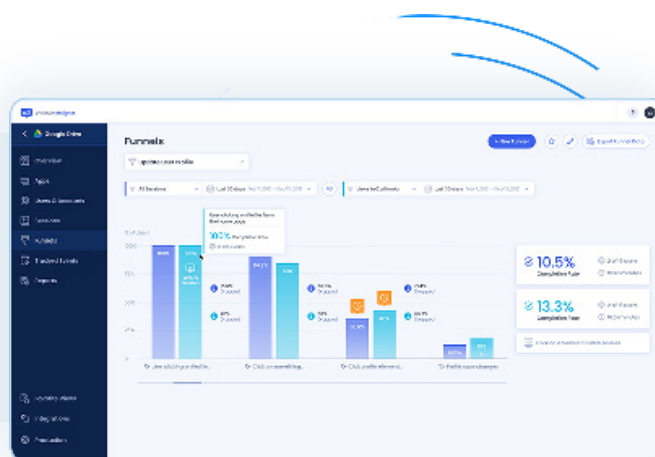
4. Boost digital dexterity.

Ensure sellers adapt to digital changes quickly.

With the [average organization](#) adding more than 17 applications a year and employees using 27 unique applications every week, digital dexterity needs to be a strategic organizational priority. For sales teams, this means remaining agile and efficient in the face of application interface changes, new training systems, and module updates.

Unfortunately, traditional change management programs often lack the capabilities to train employees on all the software features they need to use. Consider these stats, as featured in WalkMe's State of Digital Adoption 2022-2023 survey of 1,500 global business leaders:

- 60% of enterprises say that change management programs, like user manuals and training classes, are **no longer fit for purpose.**
- **60% of decision makers** think a lack of end user adoption negatively impacts digital ROI.
- 62% of enterprise leaders are concerned about an **increase in risk** due to a lack of understanding of new applications.

Increasing digital dexterity by providing in-app and contextual guidance ensures sales reps are quickly brought up to speed on new software, reducing time spent in front of their screens while boosting interactions with leads. Additionally, the ability to monitor workflows allows you to track seller pain points and make data-driven decisions to quickly fix the situation.
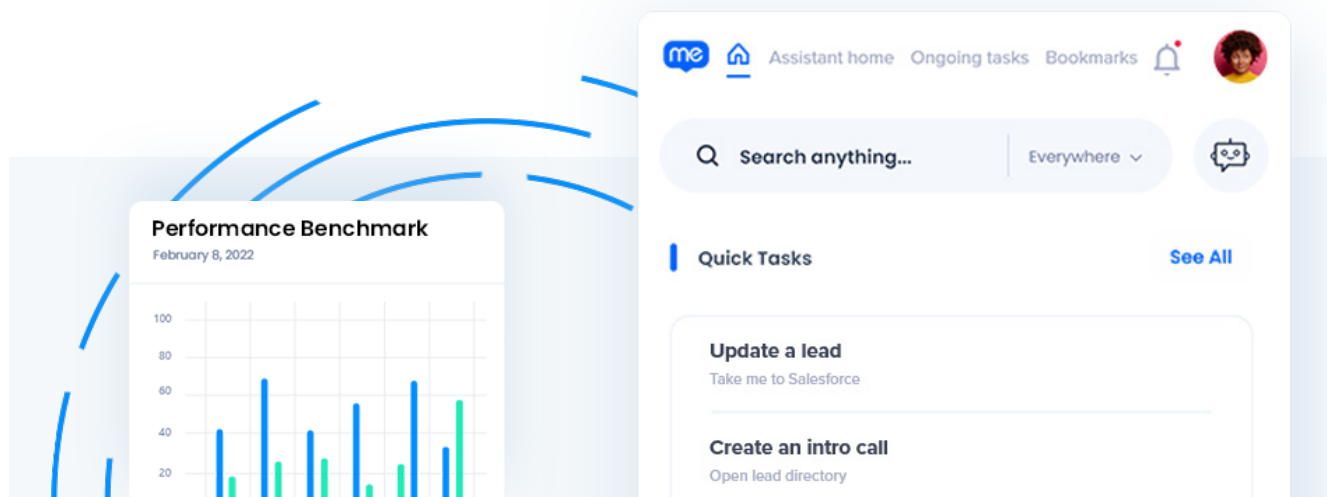
> ## Automation has reduced 20 clicks to 3, saving sellers at least 1.5 hours a day. We've also seen a dramatic increase in confidence and decrease in mistakes.

Darryl Crumblin
Sales Enablement Manager
Blackwoods

5. Deliver better end-user experiences.

Put your sellers first.

The **average tenure** for a Sales Development Representative (SDR) is 1.5 years. Considering that it takes up to nine months to reach full competency, that means your revenue stream only benefits from an average of nine months of full productivity per seller.

In the current economic climate, reducing churn and retaining top talent needs to be a strategic priority. This makes it imperative to upskill and cross-skill sellers, enabling your organization to do more with less. Companies must prioritize employee experience as part of a successful business strategy.

Historically, employee experience has been overlooked in favor of improving customer experience and advancing technology. But your employees should not be an afterthought.

> **"** We estimate that every time someone uses WalkMe to self-serve their question or get quick help, they save at least 5 minutes of time — either from not having their process interrupted, not stopping to email or call someone for help, or even worse, being stuck waiting for an email response. In 2021, **our organization saved over 2,100 FTE HOURS with WalkMe for Salesforce.** That's more than an entire person, in just one year, on just one system.

Jayne Hoon
Director Customer Relationship Management

Your sellers are your partners. Don't frustrate them with unfriendly policies, complicated applications, and tangled workflows. Transform their user experience to overcome digital friction with a smarter, simpler selling experience. Giving your sellers smart tools that are user-friendly, intuitive, and increase efficiency is key to improving engagement and retention.

Digital adoption:

Your ultimate weapon in the fight against digital friction.

The new world of work has proven that it is no longer enough to be a good seller. Effective adoption of smart apps gives your sellers the tools and confidence needed to unlock the potential of your sales technology, boosting productivity and driving revenue growth, faster.

WalkMe's digital adoption solution is a powerful tool in fighting digital friction — the silent killer of productivity. Actionable insights into application usage allows you to see how your sellers engage with your sales apps and where they struggle. Act on this data using WalkMe's seamless, no-code technology layered over any application or platform to provide contextual, in-the-moment guidance for users and automate critical business processes.

WalkMe provides continuity in the face of change, making everything sellers need available at the tip of their fingers without having to consider the underlying applications. Increase application adoption, simplify lead-to-close processes, improve data integrity, and create engaging digital experiences for your sellers.

Give your sellers a frictionless selling experience with WalkMe.

About WalkMe for Sales

WalkMe's cloud-based Digital Adoption Platform enables organizations to measure, drive, and act to ultimately accelerate their digital transformations and better realize the value of their software investments. Our code-free platform leverages our proprietary technology to provide visibility to an organization's CIO and business leaders, while improving user experience, productivity and efficiency for employees and customers.

For more information,

please visit our website at: https://www.walkme.com/lpages/walkme-for-sales/

WalkMe is successfully deployed on: