Data Driven Decision Making

"Data-driven decision making is the process of making decisions based on actual data and not intuition or observation alone."

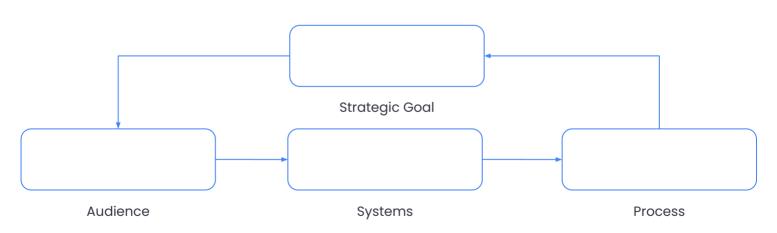## Align your Digital Adoption Goal with Strategic Initiatives

What makes a good goal ?

In order to let data inform progress, and success, it's important to first define it. Starting with a SMART goal, ensures the work your team is doing can be measured and informed with data.

- **S**pecific → Improve usage of quoting tool
- **M**easurable → To achieve 75% weekly active usage
- **A**ttainable → **ASK**: can we achieve this?
- **R**elevant → **ASK** will this affect our strategic goals?
- **T**ime Bound → In the next 90 days

Aligning Strategic Goals -> Digital Adoption Goals

- **Strategic Goal** What is your organization trying to achieve?
- **Systems** What systems and tools are in place to help you achieve that goal?
- **Audience** What teams (users) are involved in helping to achieve that goal?
- **Process** What process are critical to that success

Strategic Goal

Audience   Systems   Process

Defining Metrics to inform your Digital Adoption Goals

Start with Foundational Operational Metrics

- Reach → What % of the audience is accessing the System?
- Engagement → What % of the audience is starting the process?
- Activation → What % of the audience is completing the process?

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Establish Baselines

1. Enable Tracked Events & DXA
2. Track the first and last step of the processes using Tracked Events
3. Build a funnel with those two steps to establish baseline for:
   a. Completion rate
   b. Time to complete
4. Define Segment around tracked event completion
5. Build a digital adoption project dashboard to track progress towards your Digital Adoption Goal.

Tracked Events *Funnel Configuration* *Adoption Project Dashboard*

Define a Hypothesis

Now that you have baseline data you're able to identify improvement opportunities and define a better after state. Define a hypothesis to identify potential issues and identify how you can improve the current baseline data, It's easy.

- Define the Experiment
- Define the Audience
- Define the Outcome

➢ We believe that guiding users through this complex process with a smart walk through
➢ Will help our north american mid-market service agents
➢ Improve our single-session completion rates by 35% in the next 6 months

Start a Project and Experiment!

Congratulations. You've done a tremendous job at establishing the goals, metrics, and data points that are going to inform the success of your WalkMe project. See how your project drives a change in outcomes and metrics and remember - it's OK if it doesn't! Return to the Hypothesis stage often and quickly. Iterate on your solution and track change in metrics often.