

WHITE PAPER

10 Must-Track Digital Workplace KPIs & Metrics to Analyze With Whatfix

In this white paper, we explore ten digital workplace KPIs and metrics you can track, analyze, and improve with data from Whatfix Analytics.

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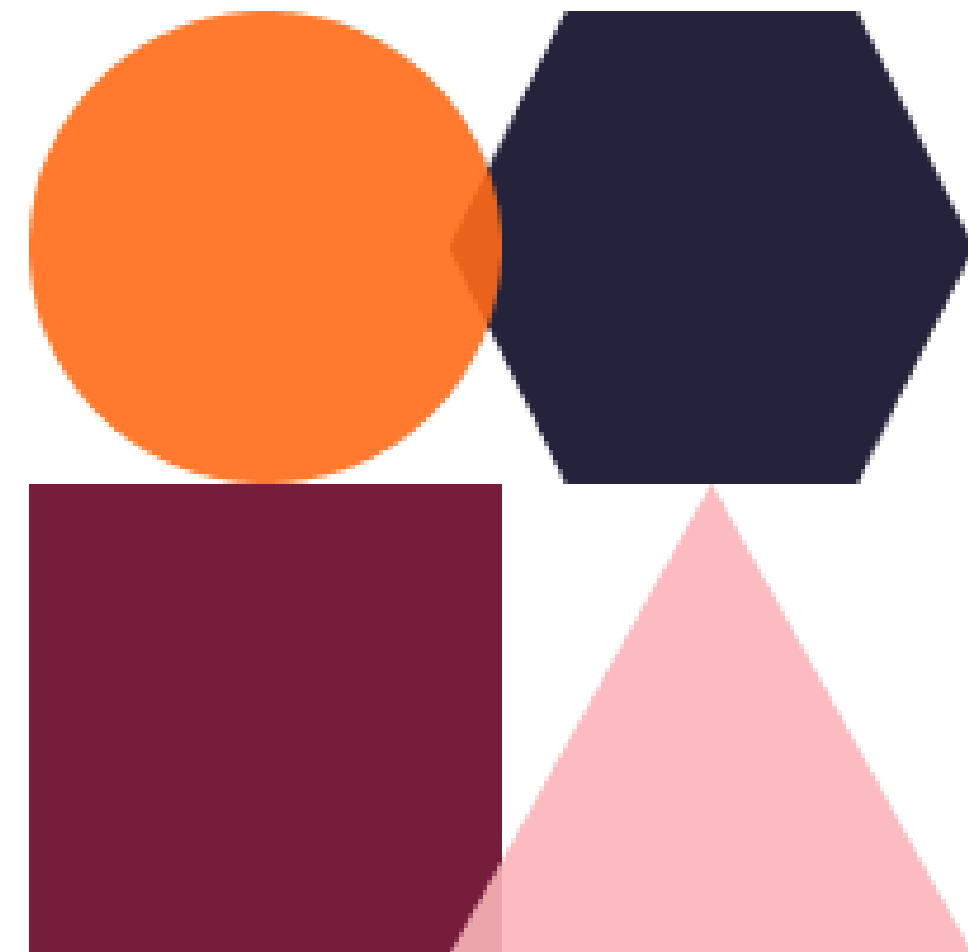


Whatfix

A digital adoption platform that enables organizations to analyze, build, and deliver better user experiences and empower the digital workplace.

This white paper is brought to you by **Whatfix**. With Whatfix's digital adoption and analytics platform, analyze how users engage with your product, build in-app application experiences with a no-code editor, and empower your employees with a better digital workplace.

Learn more at [whatfix.com](https://www.whatfix.com)



KPI #1

Workflow Efficiency

What is it?

Workflow efficiency is the amount of time taken by employees to complete business-critical workflows such as preparing a purchase order, filling out the form, reviewing the details, etc. To boost workflow efficiency, the first step is to decide how to measure it as it helps define quantifiable metrics and establish a baseline.

Value-added time refers to the time actively spent on a task. On the other hand, total cycle time is how long it takes to complete a process from start to finish including the value-added and wasted time such as waiting on approvals or looking for files.



Workflow Efficiency & Whatfix

What are examples of core workflow efficiency KPIs you can track with Whatfix?

- How are employees engaging with your major software investments (CRM, ERP, HCM, etc.)?
- How long does it take end-users to complete a task?
- Where are friction points in your digital workflows?
- Do your software investments have high or low adoption?
- What individual features are not being used?
- What type of content is being used or accessed the most?
- What type of new training content should be created?
- How long does it take new employees to get up to speed with your workflows?

How to take action with Whatfix

- Build user funnels to analyze and understand employee workflows that allow you to identify friction points and improve overall processes.
- Create role-based user cohorts to provide contextual, in-app workflow guidance and help content to different types of employees.
- Embed a self-help wiki that includes end-user support documentation for all your core features and common workflows to improve efficiency.
- Create in-app task lists to show new employees the most critical flows and processes to their role.



KPI #2

Employee Satisfaction

What is it?

Employee satisfaction and overall experience is a critical component of a digital workspace strategy. When introducing a new tool or technology, it's important to assess how it impacts employees' life in the workplace, and whether employees feel more empowered to achieve their goals and grow their competencies with the new tools.

Employee satisfaction related to a technology change is usually measured through a combination of HR and IT metrics, often collected via surveys or interviews. Elements to investigate include the evaluation of changes to work processes, ease of use, challenges, satisfaction, and the impact on broader employee experience within the workplace.



Employee Satisfaction Rate & Whatfix

What are examples of core employee satisfaction KPIs you can track with Whatfix?

- What's your employee NPS?
- Do your employees like your current software investments?
- Do your employees find your training content helpful?
- Do your new employees feel they're prepared for their expectations?

How to take action with Whatfix

- Build and publish employee surveys that overlay ontop of your digital applications such as your CRM, HCM, email portal to gather real-time feedback.
- Gather feedback from employees on your in-app guidance and help content.
- Create better employee experiences with contextual learning.
- Build personalized, in-app flows and walkthroughs for onboarding and training.
- Get actionable insights for HR teams and decision-makers to understand their employees and work on improving employee satisfaction rate.
- Make business transformation easy with in-app pop-ups highlighting and explaining new processes and application changes.

KPI #3

Net Promoter Score

What is it?

Employee Net Promoter Score (eNPS) is a way of measuring how employees feel about their company.

An eNPS survey asks one simple question - "On a scale of 0-10, how likely are you to recommend this company's products and services to others?" Employees that answer 9-10 are considered "Promoters," 7 or 8 are considered "Passives," and 0 through 6 are considered "Detractors." The eNPS is then calculated by deducting the % of detractors from the % of promoters.

eNPS gives you richer insight into what is driving employee engagement, especially when analyzed alongside other metrics. It also helps boost employee morale by showing them that you care what they think.



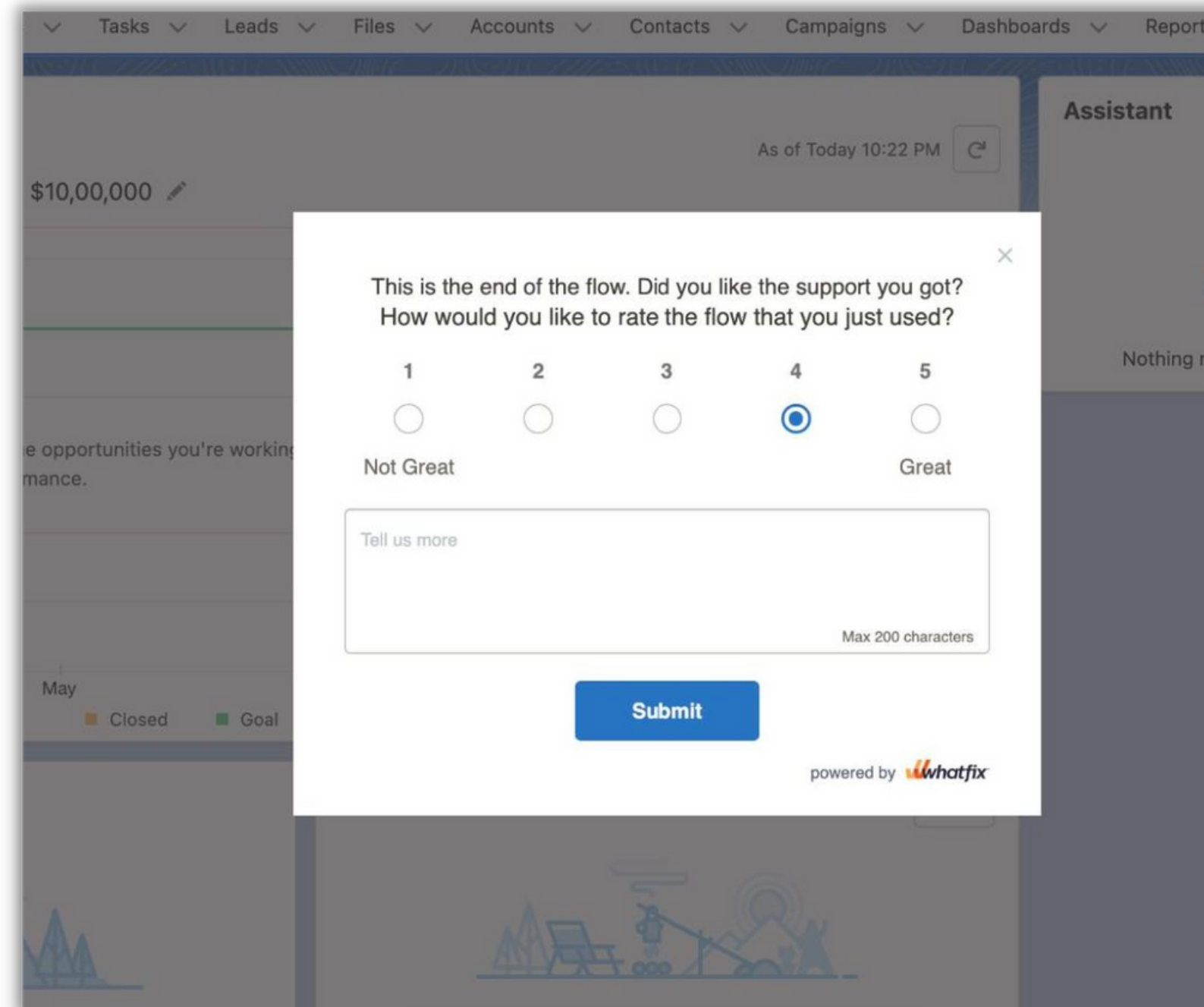
eNPS & Whatfix

What are examples of employee Net Promoter Score KPIs you can track with Whatfix?

- Are users finding value in your product?
- What is the user NPS?
- How helpful was the onboarding?
- Is the end-user support content helpful?
- What type of help content should be created in the future?

How to take action with Whatfix

- Prompt users with an in-app NPS survey.
- Ask users to provide feedback on the onboarding flows.
- Ask users to provide suggestions for new help content and provide feedback on existing content.
- Ask users if they're getting value from your platform.
- Ask users if there are features they need additional support on and use this data to guide you prioritize new help content.



The image shows a screenshot of a software interface with a survey modal overlaid. The modal is white with a close button (X) in the top right corner. The text inside the modal reads: "This is the end of the flow. Did you like the support you got? How would you like to rate the flow that you just used?". Below the text is a 5-point Likert scale with radio buttons. The scale is labeled "1" to "5" above the buttons, and "Not Great" and "Great" below the buttons. The radio button for "4" is selected. Below the scale is a text input field with the placeholder text "Tell us more" and a character limit of "Max 200 characters". A blue "Submit" button is located at the bottom center of the modal. In the bottom right corner of the modal, it says "powered by whatfix". The background of the screenshot shows a software dashboard with various navigation menus like "Tasks", "Leads", "Files", "Accounts", "Contacts", "Campaigns", "Dashboards", and "Reports". There is also a sidebar on the right with an "Assistant" section.

KPI #4

Software ROI

What is it?

Return on Investment (ROI) is a metric by which you can measure or evaluate the profitability of your business and investment. For any piece of software to generate a good ROI, it should make or save an organization more money than spent.

Calculating ROI is beneficial for all business because it helps shape the direction of business development, makes purchases more appealing to stakeholders and decision makers, compares the merits of different potential purchases, and much more.



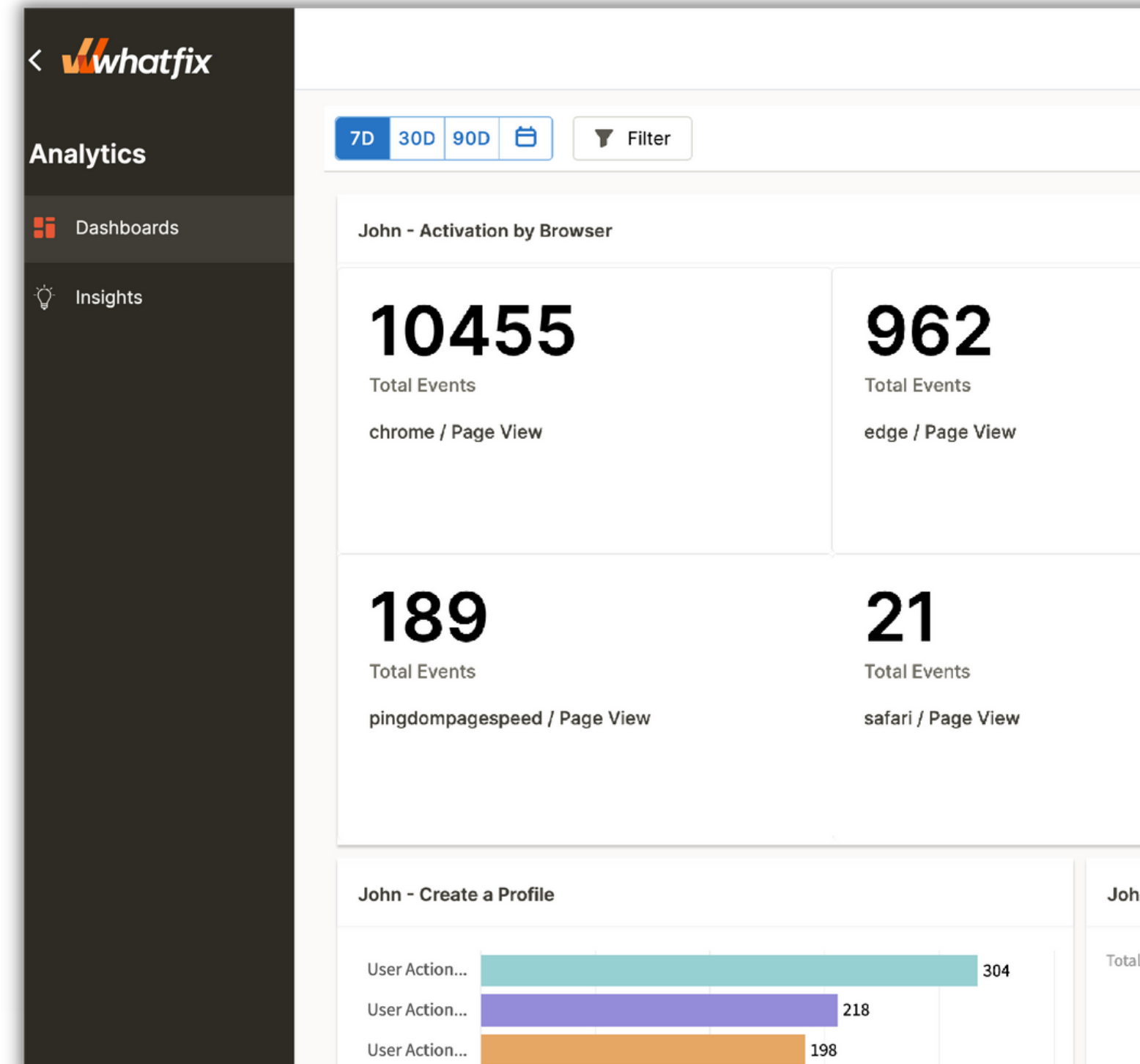
Software ROI & Whatfix

What are examples of software ROI KPIs you can track with Whatfix?

- Which users are not using the software?
- How long does new user software onboarding take?
- Where are dropoffs occurring during software training?
- What software features have low usage rates?
- What is the time-to-value for users?
- What are the frictions encountered in the software training?
- Is the help content for software being consumed?
- What is the new software's overall adoption rate?

How to take action with Whatfix

- Implement personalized onboarding and training for new software.
- Create in-app guidance and on-demand employee support content.
- Highlight software features that users aren't engaging with.
- Gather user feedback on expectations during & after training.



KPI #5

Employee Turnover Rate

What is it?

Employee turnover rate is the percentage of employees that leave your company after a certain period of time. Employee turnover leads to a loss in productivity, lost knowledge, high costs involved in recruiting, hiring, and training, negative workplace culture, etc.

This is why every organization needs to work on minimizing employee turnover rate by adopting retention strategies, hiring right from the get-go, enabling two-way communication, investing in continuous learning and development programs, etc. to engage and retain valued talent within the company.

According to [SHRM](#), the cost to replace a worker is six to nine months of the annual salary for their position. This means the cost of replacing an employee earning a \$35,000 yearly salary could be anywhere from \$17,500 to \$26,250.



Employee Turnover & Whatfix

What are examples of employee turnover action KPIs you can track with Whatfix?

- What percent of the churned users are from failing to realize value during onboarding?
- Why are users leaving?
- What features are frustrating users the most?
- Where are dropoffs occurring?

How to take action with Whatfix

- Create in-app content at friction and dropoff points to engage users.
- Enable self-paced learning for employee upskilling and reskilling programs.
- Ask low-usage users to provide feedback on your product experience and what would be helpful in their contextual use case.
- Create personalized and engaging employee onboarding programs at scale to boost employee productivity.



KPI #6

Internal Content Consumption

What is it?

All enterprise applications and software have internal help content and support documentation to enable effective user adoption. This content includes “how-to” articles, FAQs, knowledge bases, in-app guidance, and more. But how often is this content being consumed? What type of help content is being used the most? Are you users searching for a piece of help content that doesn't exist?

By tracking your internal content consumption rate, you'll understand how the end-user support content is being consumed, how effective is the product adoption, and what you need to add to your help center.

The more useful your internal content is, the lesser will be the number of IT support tickets raised by users.



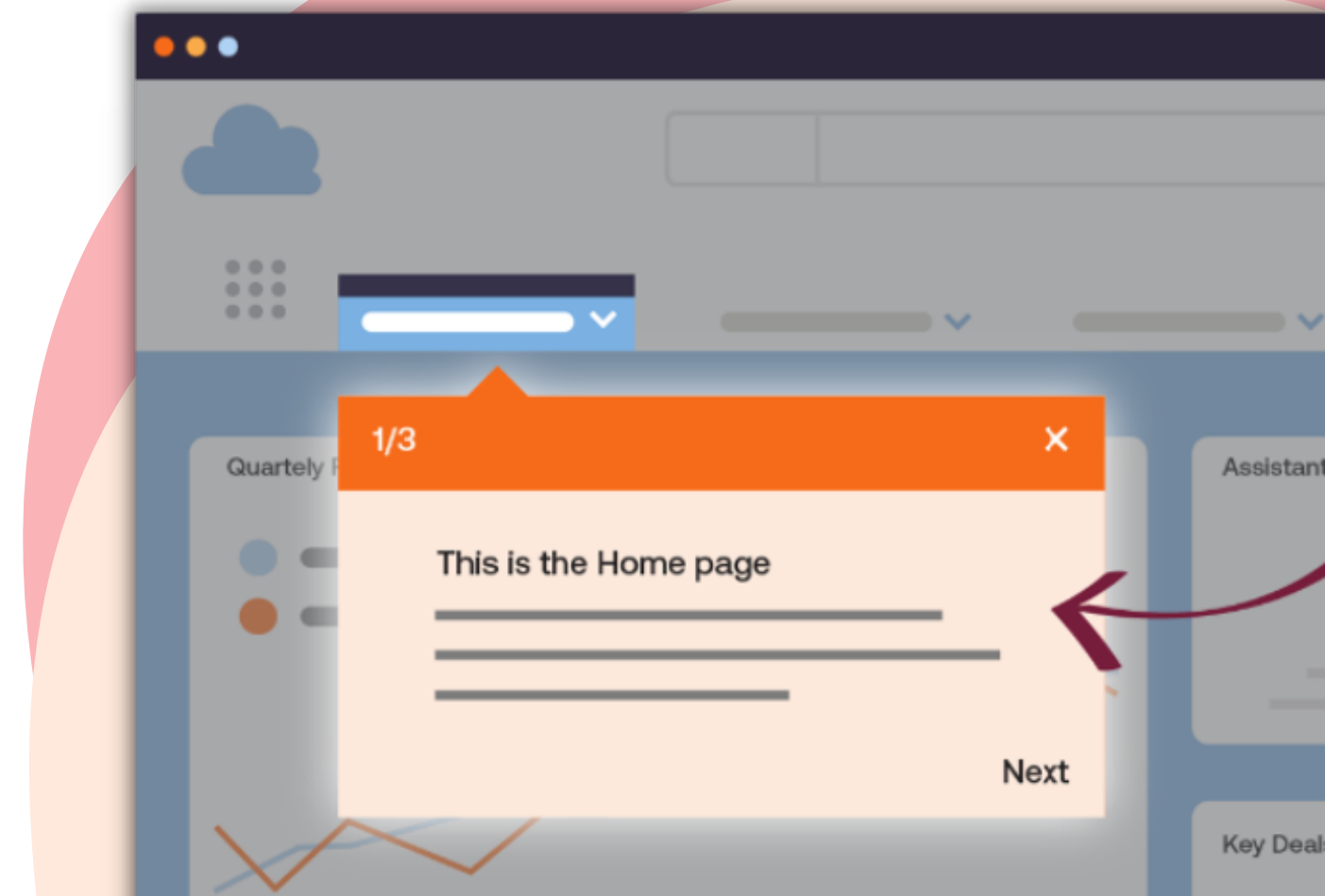
Internal Content Consumption & Whatfix

What are examples of internal content consumption KPIs you can track with Whatfix?

- What type of internal help content is consumed the most?
- What are the most commonly asked questions?
- What features are causing the most customer support tickets?
- What are familiar customer queries that we don't have support content on?

How to take action with Whatfix

- Create internal help content for FAQs and publish them in your self-help widget.
- Build step-by-step flows for features that lead to a high volume of support tickets.
- Use data on frequently searched support questions to identify new help content to create.



KPI #7

Mean time to resolution (MTTR)

What is it?

In case your internal content fails to provide a resolution to the user, they raise IT support tickets. MTTR is a metric that indicates how much time IT takes to resolve an issue for the user. Quicker resolution minimizes downtime and improves employee satisfaction. If the technician cannot solve an issue and has to escalate it to a higher-level, the user will have to wait longer, and the IT costs will increase due to the involvement of multiple agents.

The MTTR metrics does not only tells you about the IT efficiency but also about the quality of the end-user experience. If employees are submitting a growing number of help desk tickets, it means they are facing several difficulties that are impacting their digital experience and productivity. If users are waiting longer times for resolution, their satisfaction and productivity are also compromised.



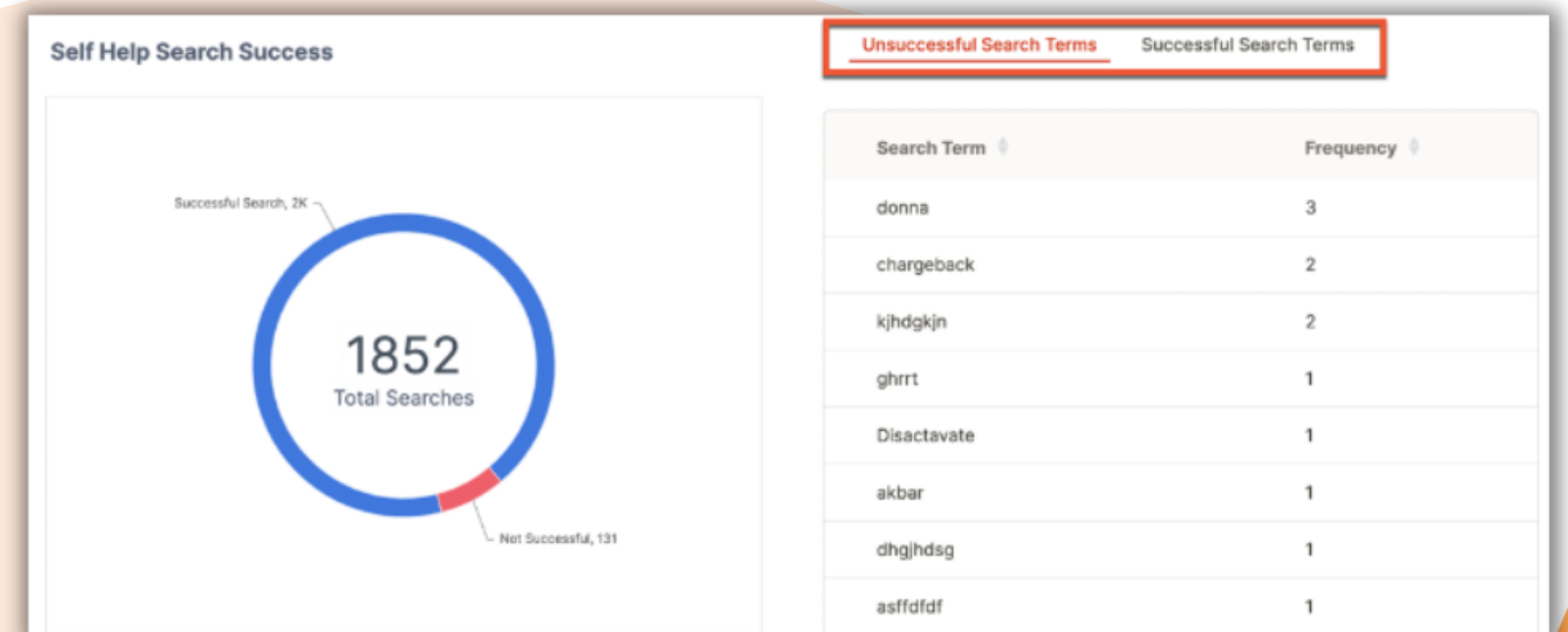
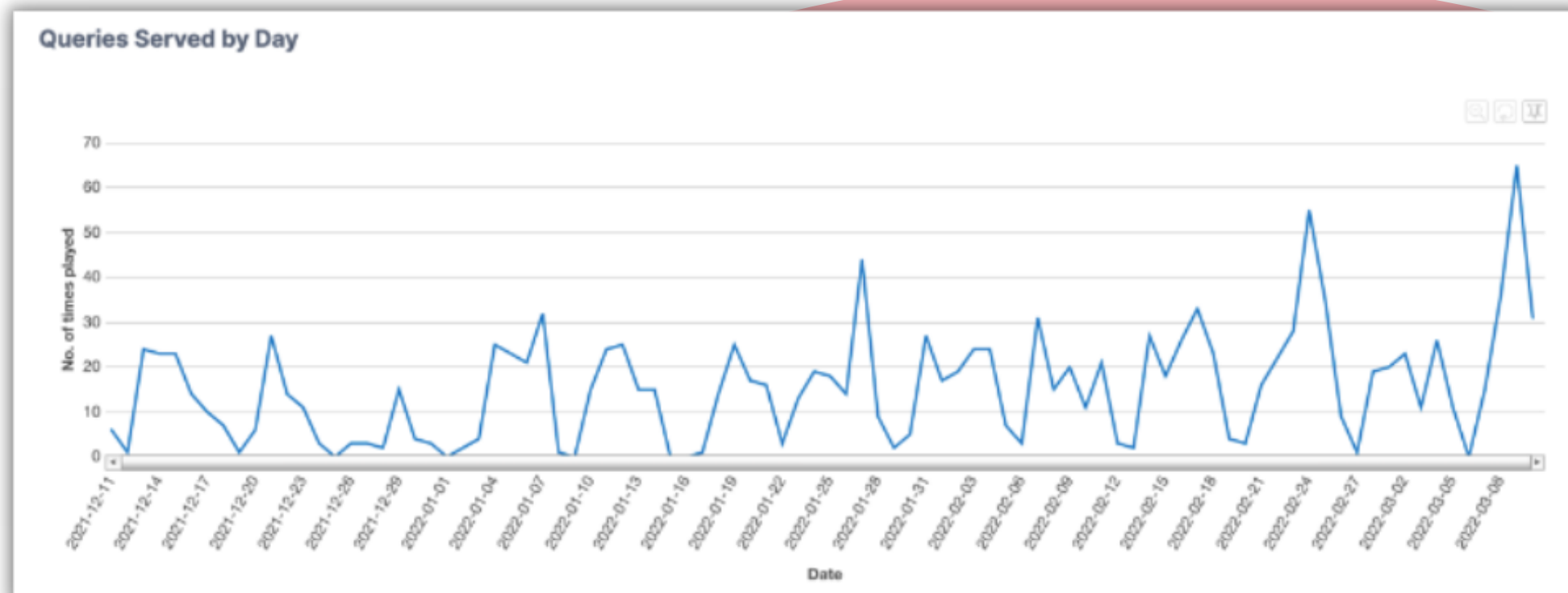
MTTR & Whatfix

What are examples of MTTR KPIs you can track with Whatfix?

- What are the most commonly asked questions?
- What features are causing the most customer support tickets?
- What are familiar customer queries that we don't have support content on?
- What are the frictions encountered in the training content?

How to take action with Whatfix

- Modify internal help content according to the user queries and publish it to the self-help widget.
- Build step-by-step flows for features that lead to a high volume of support tickets.
- Engage users by showing them the most useful and timely information, in-app.



KPI #8

Application Adoption

What is it?

Application adoption metric measures how many users are engaging with a specific application or software in the digital workplace. It's reported over time by the number of monthly active users (MAU), weekly active users (WAU), or daily active users (DAU).

Application adoption rate helps determine whether the application is serving a business-critical purpose and is a significant indicator of company success and performance.



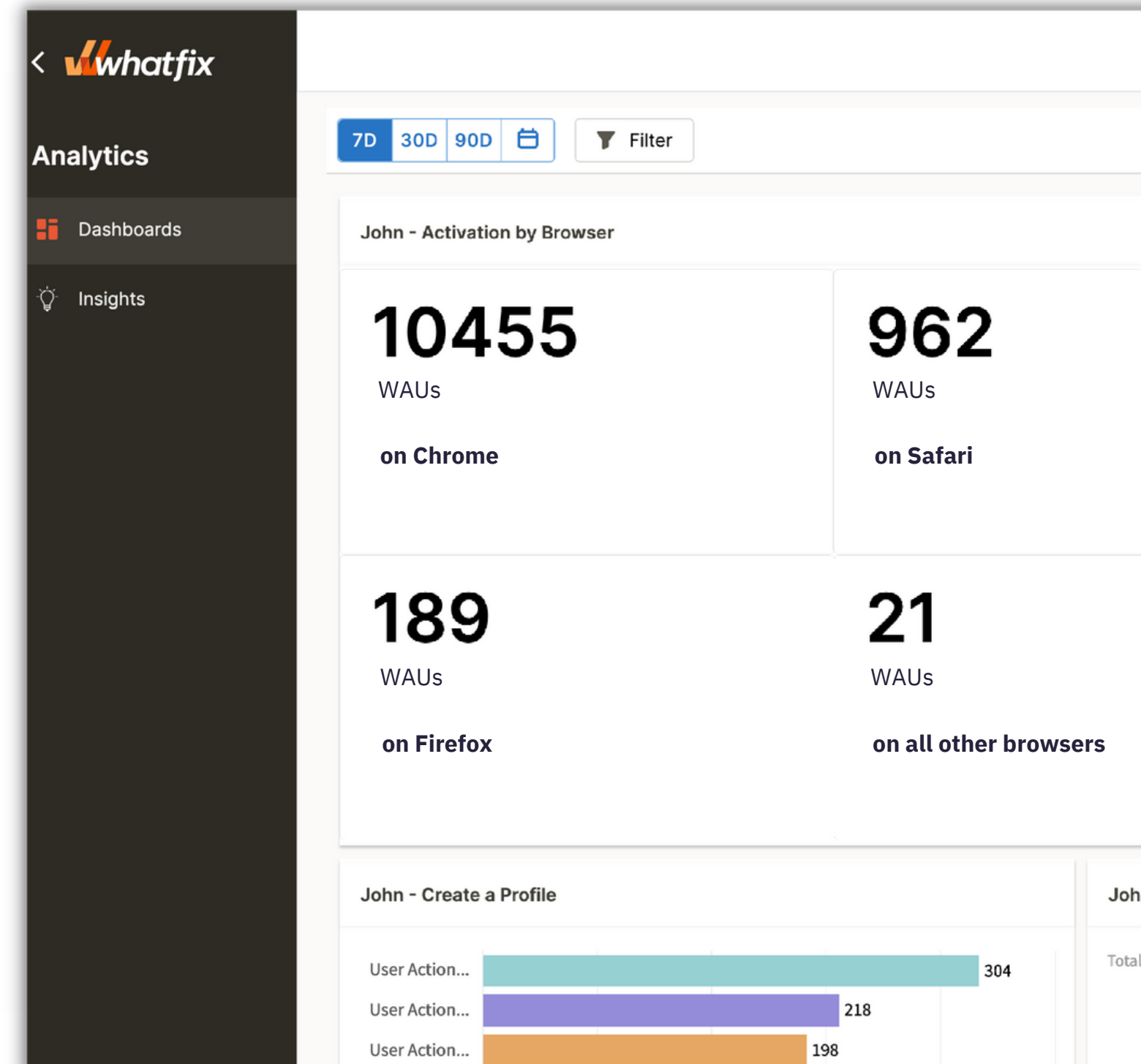
Application Adoption & Whatfix

What are examples of application adoption KPIs you can track with Whatfix?

- How many active users were there today?
- How many active users were there last month?
- What percent of users are MAU, DAU, and WAU?
- How long does it take to become an MAU, DAU, or WAU?
- What is the usage frequency for a user after one month?
- What percent of WAUs become MAUs?
- What percent of MAUs churn?

How to take action with Whatfix

- Create flows and smart tips showing MAU core features.
- Create flows and smart tips showing WAU advanced features.
- Ask for feedback from DAUs to ask them what they're solving with your tool.



KPI #9

Onboarding Completion

What is it?

Onboarding completion rate tells you the number of users who reach the end of your onboarding process. Product analytic tools will not only let you measure how many users complete the onboarding process but also highlight areas where users might drop off. Identifying the weak points of the onboarding process helps create a more engaging system that converts more users.



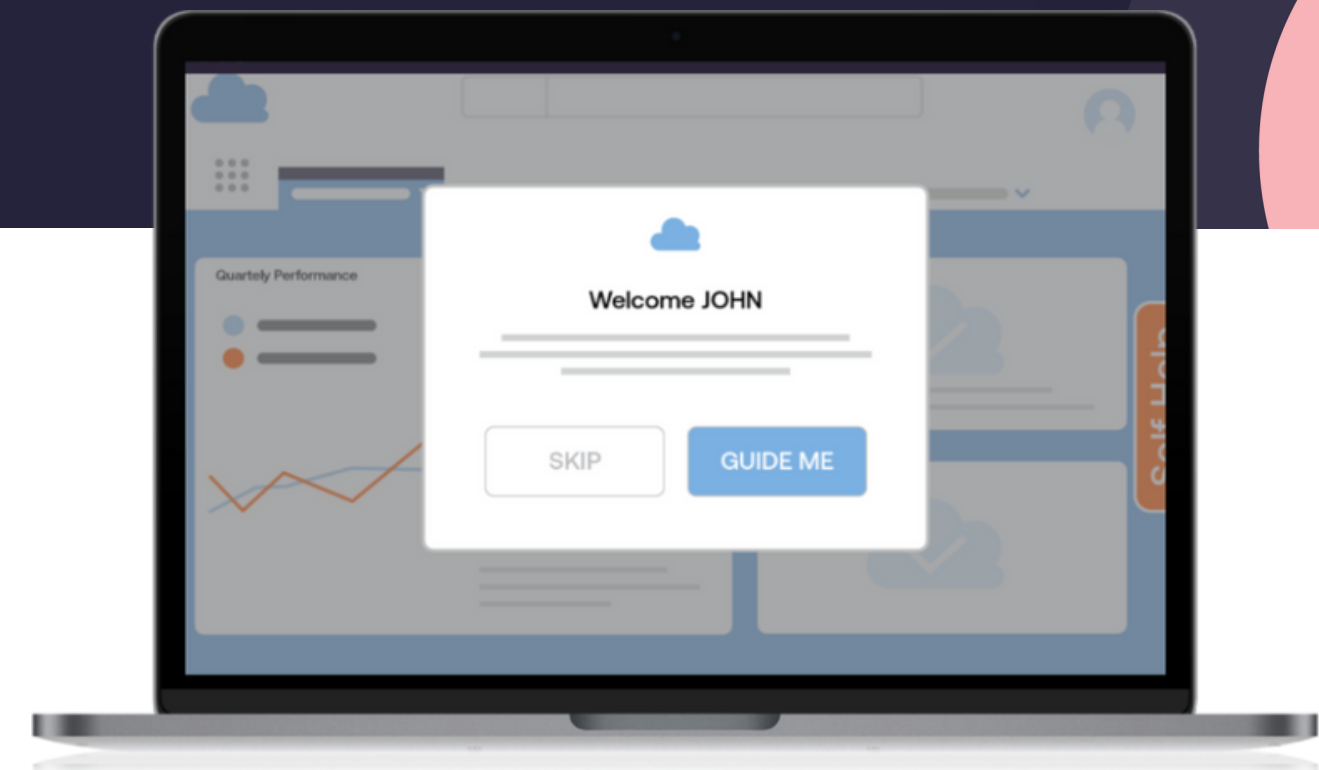
Onboarding & Whatfix

What are examples of onboarding KPIs you can track with Whatfix?

- What is the onboarding completion rate for new users?
- How long, on average, does new user onboarding take?
- Where are dropoffs occurring during onboarding?
- What new features have low usage rates post-onboarding?
- Is an onboarding flow change improving new user activation?
- What's the average onboarding progression on a first session?

How to take action with Whatfix

- Create personalized onboarding flows based on user segments.
- Build a task list for new users to follow during onboarding.
- Nudge users to complete their profile setup & interact with features.
- Gamify onboarding for incentives to finish new user flows.
- Highlight application features that new users aren't engaging with.
- Gather user feedback on expectations during & after onboarding.



KPI #10

Employee Proficiency

What is it?

With so many tools to function with in a digital workplace, employees might need to be guided and trained on how to adopt and use them efficiently. This training usually happens through eLearning or video training programs. Measuring employee proficiency shows how well your users are able to take advantage of the new tools they have at their disposal.

Proficiency can be evaluated through a mix of measures such as pre and post training assignments to test knowledge, interviews to analyze behavioral change, less number of IT support tickets, increased customer satisfaction, etc.



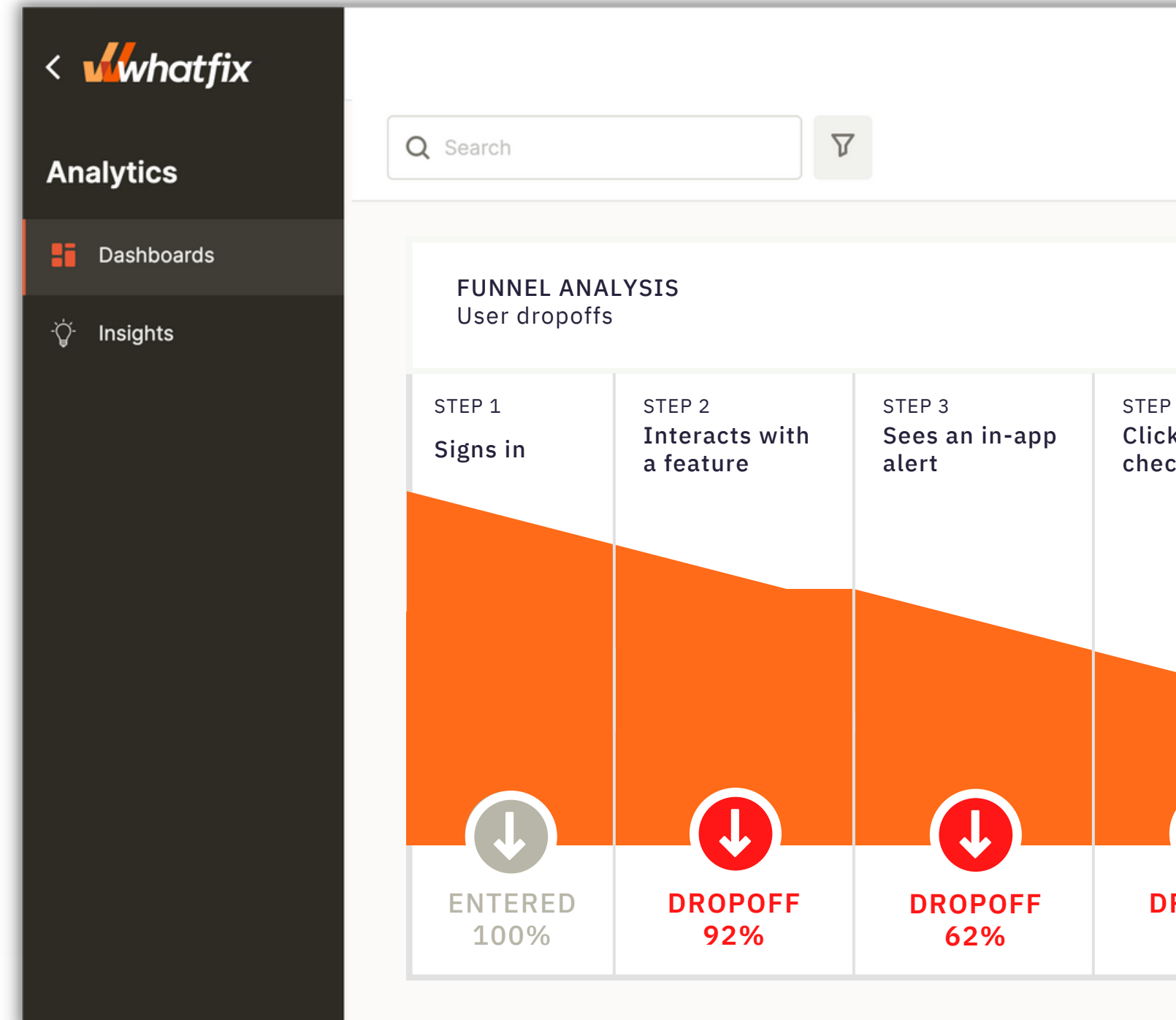
Employee Proficiency & Whatfix

What are examples of proficiency KPIs you can track with Whatfix?

- What areas in your software training are experiencing high dropoff?
- Which workflows are experiencing the highest dropoffs?
- What is your application's bounce rate?
- What features are causing the most customer support tickets?
- How long does it take a new user to reach their "aha!" moment?
- How many users are achieving our time-to-action goal?

How to take action with Whatfix

- Get actionable insights to build data-backed software onboarding and training programs.
- Guide users to critical features, goals, and workflows to showcase the ROI of the software.
- Build in-app interactive walkthroughs to enable learning in the flow of work.



So, what is a **digital adoption platform**?

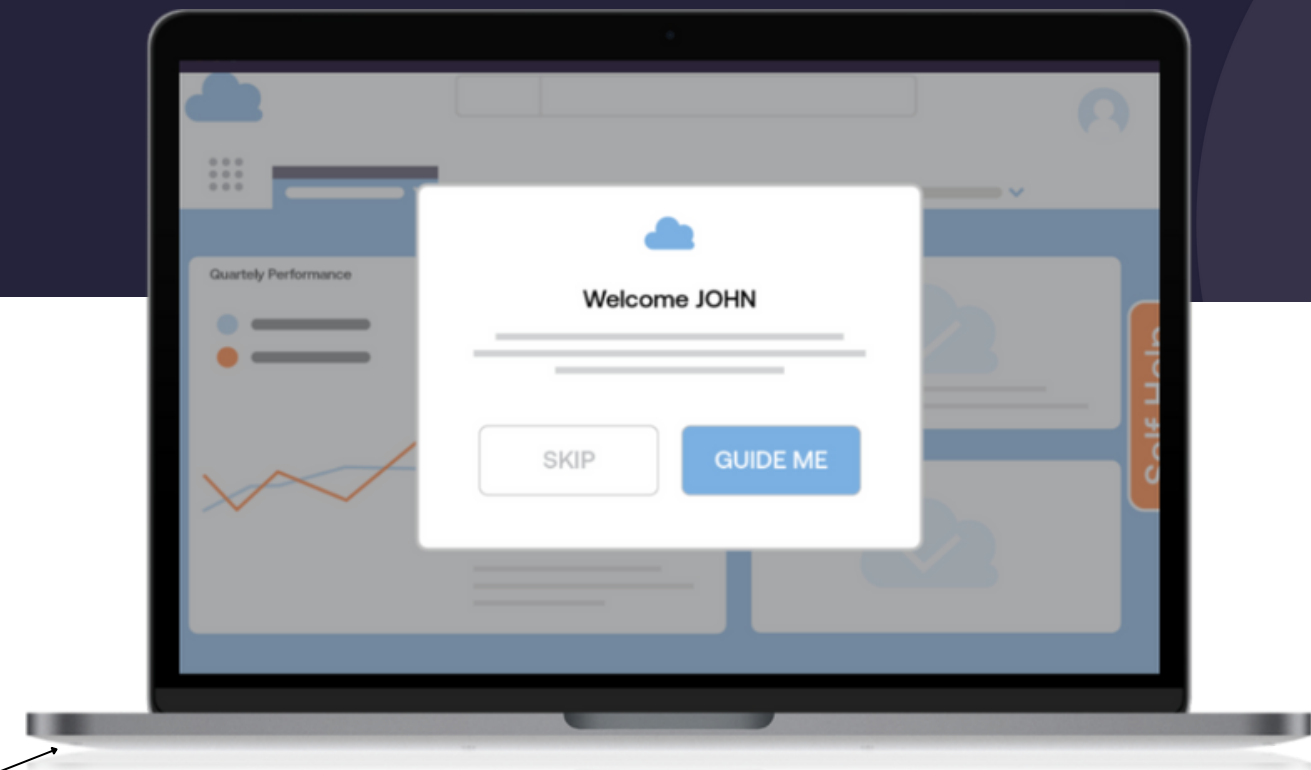
A **digital adoption platform (DAP)** is a type of software that overlays on top of software applications, providing no-code content creation tools to create in-app guidance to create better user experiences, provide more contextual end-user support, and drive software adoption.

This includes in-app guidance, self-help, and analytics features such as:

- Product tours
- Guided workflows
- Onboarding task lists
- Smart tips
- Self-help wikis
- Feedback surveys

With a DAP like **Whatfix**, you can create in-app guidance, on-demand continuous learning experiences, and self-help support that overlays across all applications. This creates a unified experience across an organization's software stack that is familiar to employees and end-users, allowing them to adopt a platform much faster and build better digital dexterity.

Did you know? Unlike other DAPs, Whatfix can overlay on desktop (on-premise or self-hosted), browser-based cloud applications, and mobile applications.





Discover key user insights to build a data-driven digital adoption strategy with **Whatfix**.

Whatfix Analytics offers actionable data on user behavior within your digital workplace applications, consumption of help content, and real-time feedback on in-app experiences. Whatfix Analytics power intuitive employee experiences with:

Behavioral Analytics

Understand key employee behavior within your workplace applications. Identify critical dropoff spots where users need extra navigation help with User Actions and Funnels.

- Identify areas where users need help.
- Discover opportunities to accelerate adoption.
- Track business process completion and feature adoption trends.

Guidance Analytics

Track how users interact with Whatfix widgets and help content. Collect granular insights into your most used flows, self-help search terms, and other key performance metrics.

- Get performance data on all in-app widgets.
- Identify gaps in your help content.
- Optimize user experiences in real-time.

User Feedback

Obtain employee feedback seamlessly on your Flows and Self Help content. Use that feedback to influence new content creation and continuously enhance your in-app experiences.

- Improve Flows with real-user feedback.
- Offer contextual self-help on a wide range of search terms
- Identify gaps in your help content.



Why Whatfix?

Whatfix is the leader in the digital adoption platform space, with Fortune 100 companies relying on Whatfix to support product adoption with in-app guidance and on-demand support. Whatfix has also been named a Leader in G2's DAP category 12 straight reporting cycles, with a user review score of 4.7/5 across 200+ reviews.

[Request your demo](#)



4.7 out of 5 stars | 200+ reviews



“



Whatfix is a top vendor, great solution. With our heavily customized Salesforce instance and multicultural processes to cater for, the flexibility of Whatfix empowers us to get the right training to the right people, at the right time.”

Lee Glenn

Senior Global CRM Training Specialist at Experian

[Read the full case study!](#)