Orangutech **walkme**

GoC Department Deploys WalkMe On Public Application

SOFTWARE SOLUTION: WALKME

DEPARTMENT BACKGROUND

This department promotes and safeguards a merit-based, representative, and non partisan public service that supports all Canadians, in collaboration with stakeholders. The Commission develops staffing policies, provides guidance to public service managers, and recruits Canadians into the public service.

43% Decrease in Online Support Tickets	**20%** Decrease in PSRS Support Tickets	**50%** Decrease in Account Access Requests

WEBSITE VISITORS: 10,000,000   **INDUSTRY:** Public Services   **PLATFORM:** Custom App

THE CHALLENGE

This Canadian Government department operates and maintains a dual-function application. The public-facing frontend is an Online employment portal which provides Canadian citizens with a single, highly accessible hub to find and apply to jobs within the Government of Canada.

The internal-only backend of the application facilitates the recruitment process for federal public service advertised positions. This is the principal tool the department utilizes to manage staffing and related activities under the Public Service Employment Act.

Each side of the application faced similar challenges but at different scales. The Online employment portal generates over 10,000,000 site visits annually. Comparatively, the internal recruitng system services approximately 3,500 recruiters across the Government of Canada receiving significantly less site visits each year.

There are 3 principal challenges this department faced with their dual-function application.

1. User Experience Difficulties:

Users found it challenging to successfully operate the Online portal and would routinely fail to complete a variety of critical tasks. Examples include retrieving forgotten passwords, creating / managing accounts, and searching for jobs that met a specific criteria – to list a few. As such, thousands of users contacted the department for support each year or ultimately made the decision to seek employment outside of the Government of Canada.

2. Small Team, High Volume of Support:

Each year, the department received over 21,000 support tickets from the Online employment portal and 3,500 support tickets for the internal recruiting system, all of which are managed by a support team of only 2 people. Additionally, there was no self-service support option. Each support incident required a manual response over the phone or by email. This caused major delays in support for simple inquiries (that could be automated) and diverted attention away from complex inquiries where the department's time would have been better spent.

INTERESTED IN WALKME SOLUTIONS?
SPEAK WITH A MODERN WORKPLACE ADVISOR

info@orangutech.com | www.orangutech.com

PAGE 1 / 3
03 / 11 / 2024
© ORANGUTECH

43% Decrease in Online Support Tickets

20% Decrease in PSRS Support Tickets

50% Decrease in Account Access Requests

WEBSITE VISITORS: 10,000,000   **INDUSTRY:** Public Services   **PLATFORM:** Custom App

3. Application Inflexibility:

The Online employment portal and the internal recruiting system were not designed to be modified on an ad-hoc basis. Any change to either the front or backend, regardless of complexity, would take the department's IT team months to deliver. This was particularly challenging when new information needed to be communicated to site visitors or policies were enacted / updated requiring the department to update features on either side of the application.

In light of these challenges, the department elected to find a user-centric technical solution that works proactively to assist users, increase agility, and reduce the support burden set to the department.

THE SOLUTION

After due consideration of the technical solutions the department could leverage to resolve their challenges, the department decided that implementing WalkMe's Digital Adoption Platform would be the best choice. WalkMe is a powerful user adoption tool overlayed on software or web applications providing visual on-screen guidance to help users successfully navigate complicated systems in real-time.

As a Select WalkMe Delivery Partner, the department contracted Orangutech to develop and implement a comprehensive WalkMe solution designed to address their challenges and deliver greater value to their users.

1. Solving User Experience Difficulties:

After conducting technical workshops to determine the scope and context of user challenges across the Online portal and the internal recruiting system, a series of WalkMe smart features were custom built and implemented including: SmartTips, Smart Walk-Thru's, ShoutOuts, and Launchers.

When used in conjunction, these smart features visually guide users through the exact steps needed to complete a task, like creating / managing an account on the Online portal. Moreover, WalkMe's smart features are integrated site wide and are programmed to meet users at their exact point of need through visual cues and on-screen guidance.

Processes that were once complex and confusing like searching for jobs that meet a specific criteria are now streamlined and easy to navigate. This allows any user, regardless of their technical skillset or familiarity with the application, to navigate the Online portal effectively and efficiently without the need to contact the department for support or abandon their task.

2. Solving Small Team, High Support Volume:

To reduce the high volume of support tickets, strategic WalkMe automation tools (SmartTips, Smart Walk-Thru's, and ShoutOuts) were implemented to provide users with self-service support. By empowering users to troubleshoot common issues independently, users now receive on-the-spot support through WalkMe without the need for manual intervention from the department.

With support for the most common inquires being addressed through automation, the department's small support team of only 2 people now has sufficient bandwidth to triage

GOVERNMENT OF CANADA DEPARTMENT BUSINESS STORY

43% Decrease in Online Support Tickets	**20%** Decrease in PSRS Support Tickets	**50%** Decrease in Account Access Requests

WEBSITE VISITORS: 10,000,000   **INDUSTRY:** Public Services   **PLATFORM:** Custom App

support for complex inquiries efficiently. This allows the department to address unique support tickets requiring manual support much faster and decrease the overall time-to-resolution.

By integrating WalkMe into both sides of the application, the department has streamlined their support processes and significantly reduced the burden set on their support team. This not only enhances the effectiveness of the department's support team, but also improves the overall user experience which fosters greater user satisfaction and loyalty.

Since deploying WalkMe, the department has already realized significant annual improvements:

- Online Employment Portal Support Tickets Decreased **43% (21,000 to 12,000)**

- Internal Recruiting System Support Tickets Decreased **20% (3,500 to 2,800)**

- General Account Access Requests Decreased **-50% (Most Frequent Type of Support Ticket)**

- Time-to-Resolution for General Support Dropped From **1-2 Days to On-The-Spot Resolutions**

3. Solving Application Inflexibility:

As WalkMe is overlayed on top of applications and browsers, it offers the department the ability to promptly enact changes without the need to edit the system itself. This enables the department to swiftly implement updates, notifications, and guidance without the protracted timelines typically associated with modifying the underlying infrastructure.

Through WalkMe's intuitive interface, the department can dynamically adapt user journeys, introduce new features, and deliver real-time notifications following policy updates without long development cycles or disrupting operations.

WalkMe's dynamic overlay not only accelerates the deployment of timely updates, it also enables the department to gather actionable insights into user behavior. The department can then leverage these user analytics to identify major pain points and optimize the application accordingly. This process helps to resolve user issues / bottlenecks quickly and deliver an optimized user experience.

Key Takeaways

The department successfully addressed significant challenges within their dual-function application through the implementation of WalkMe's Digital Adoption Platform. By prioritizing user-centric solutions, the department systematically improved user experiences, streamlined support processes to unburden their small support team, and enhanced the flexibility of the application.

Through WalkMe, the department has overcome their initial challenges while also gaining the ability to gather actionable insights into user behavior. This proactive approach has positioned the department to continuously optimize their dual-function application to ensure continued user satisfaction and operational efficiency.

GOVERNMENT OF CANADA DEPARTMENT BUSINESS STORY

INTERESTED IN WALKME SOLUTIONS?
SPEAK WITH A MODERN WORKPLACE ADVISOR

info@orangutech.com | www.orangutech.com

PAGE 3 / 3

03 / 11 / 2024

© ORANGUTECH