



A primer on Process Adoption

Highlights from Deloitte's session at WalkMe's Realize conference

In October 2023, Deloitte sponsored Realize, an annual future-focused conference presented by WalkMe, highlighting the latest trends, strategies, and leading practices within digital adoption. At this year's conference, Deloitte hosted a breakout session on Process Adoption, the combined capability of Process Mining and [Digital Adoption Platforms \(DAPs\)](#) to drive measurable business value through process improvement and technology adoption, led by Daniel Csoka, principal from Deloitte Consulting's Center for Process Bionics and John Prescott, manager, Organization Transformation Practice. You can watch a preview of the breakout session [here](#), and read a recap of the discussion below.

What is Process Mining?

Process Mining tools analyze backend system and activity data to understand what users enter into a system and when, tracking all the decisions a user makes within a process to pinpoint inefficiencies and quantify the value of improvement.

What is the value of combining Process Mining & Digital Adoption Platforms?

Process Mining provides a new level of actionable insights into digital behaviors and process inefficiencies that may be disrupting key areas of the business. DAPs such as [WalkMe](#) can then be used to design targeted support and guide users to take the correct actions to complete a transaction using the most efficient path, reducing costly errors to the business or risk of compliance violations. Marrying these two capabilities enables users to effectively adopt systems and processes, creating tangible value for their organization.

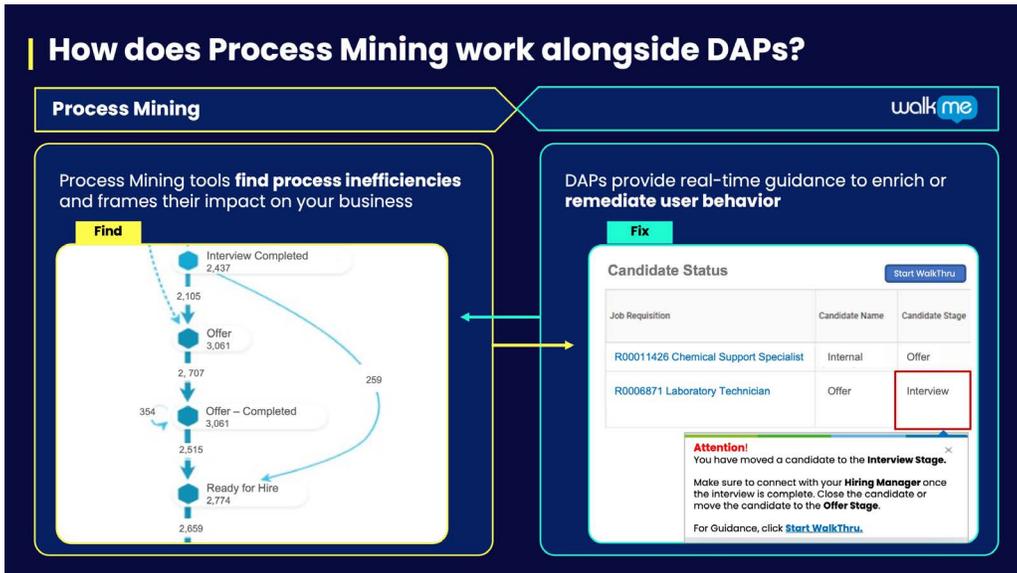
Adopting a process is like arriving at the airport on time. With many factors influencing a timely arrival, you need to gather all the necessary data to inform your decision-making, such as identifying crashes or construction on your route to the airport. This is Process Mining. The DAP then uses that data to recommend alternative routes to avoid obstacles and arrive in time for the flight departure, like a GPS redirecting a driver. Both the data and guidance are necessary to arrive at the airport using the most efficient route possible.

How can Process Mining and Digital Adoption Platforms be used in practice?

Deloitte was working with a global chemical manufacturing client, evaluating targets for process improvement in their Human Capital Management (HCM), focusing on their hiring process. Using a process miner, the team discovered that recruiters were not conforming to the hiring process. There were hundreds of instances where recruiters had neglected to move candidates into the "Offer" stage in the HCM, even though candidates had received official offers for employment. As a result, the client lacked traceability into which candidates received a job offer until the candidate was hired. Without relevant data on the number of candidates hired, HR risks overstaffing or understaffing the business.

Reducing time to offer by 10%

DAPs like WalkMe can provide real-time guidance to enrich or remediate the recruiters' behavior. In this example, a SmartTip could remind recruiters of the requirement to move candidates to the "Offer" stage following the interview process. An associated launcher could also initiate a WalkThru to guide recruiters through the correct process to move a candidate to the "Offer" stage.

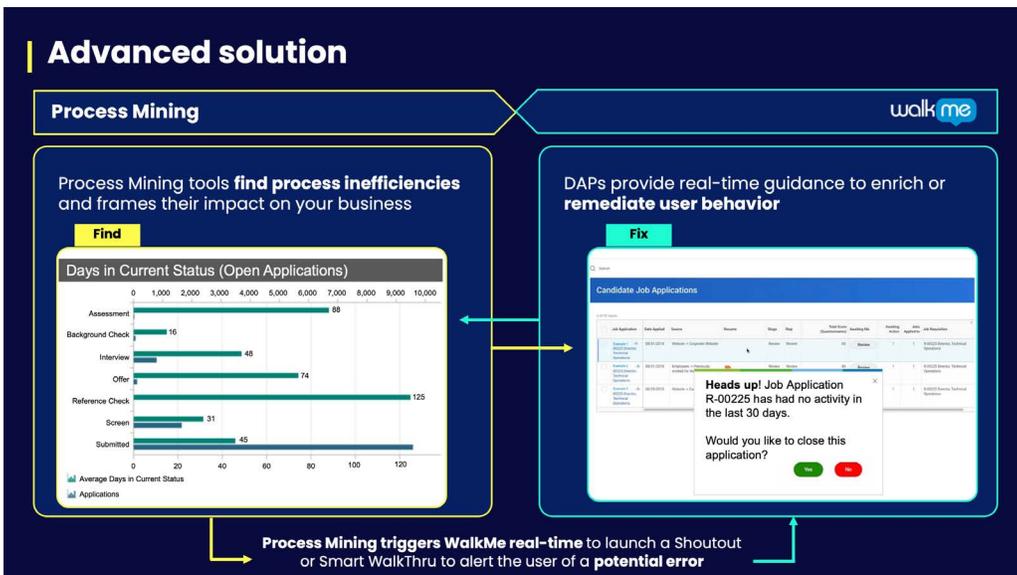


By pairing the data from Process Mining with change interventions to correct recruiters' behavior, the client was able to reduce their "Time to Offer" by almost 10%. With the ability to track "Time to Offer" and increase visibility into incoming employees, HR can make informed decisions to optimize their hiring strategy.

Creating efficiencies within each stage of the hiring process

There are also advanced integrations between Process Mining platforms and WalkMe to design highly contextualized DAP solutions in real time. For the same client, Process Mining identified thousands of job applications with no activity in the last 30+ days. There were also instances in which job postings were not removed until after the requisition was filled.

Using WalkMe integrated with Process Mining, advanced guidance could be offered to users to update or close the job applications. The Process Miner builds a segment that triggers real-time WalkMe in-application guidance, prompting specific recruiters that an application may be stale. In this example, if the recruiter opts into the support, WalkMe could automate the correction and close the application, saving time and improving data hygiene.



The Process Mining team can track improvements to the process by viewing "Average Days in Current Status" to determine if recruiters are closing stale job applications. WalkMe insights can inform whether recruiters are engaging with the automated WalkMe guidance, so adjustments can be made to the guidance to proactively direct recruiters to close applications.

By driving recruiters to maintain accurate application data, HR can pinpoint bottlenecks and create efficiencies within each stage of the hiring process, enhancing the overall candidate experience and reducing time and effort required for recruitment.



Key Takeaways

Process Mining provides insights on process inefficiencies disrupting an organization. With that data, teams can use Digital Adoption Platforms, such as WalkMe, either in isolation or as an integration with their Process Mining platform to design effective interventions that drive efficient business processes.

By combining Process Mining and DAPs, organizations can push strategic behavior change to achieve accelerated and comprehensive process adoption, driving value realization of their technology stack and improved business outcomes.

Visit [WalkMe's Realize website](#) to learn more.

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