



HOW MANPOWERGROUP STREAMLINED HR PLATFORM ADOPTION WITH WHATFIX INTERACTIVE GUIDANCE



Change management and Product adoption are major hurdles that businesses often overlook while adopting new tech. The process to adopt new products into their already functioning routine often takes a toll on the employees and end users, causing disorder, disarray and also a possible dip in their time to productivity.

ManpowerGroup Netherlands faced a similar obstacle when they switched their workforce on to Connexys, a popular application for talent sourcing, selection and retention, built on Force.com. The change itself was arduous, but the more excruciating detail was in accelerating their product adoption, training their 500+ employees on the platform effectively, while minimizing the overall expenditure.

This success story is about how Whatfix with its partner Talent Peaks, helped ManpowerGroup NL simplify their Connexys adoption and boost their user performance with its real-time interactive guidance and engagement platform.



STEVEN VASTENHOUD
Business process manager, Manpowergroup NL

THE CHALLENGES FACED BY MANPOWERGROUP



ManpowerGroup NL has over 650 employees using the Connexys platform for their recruitment processes, divided over 2 labels on Connexys (Manpower and Experis). Albeit, being a safe bet for enterprise wide requirements, both the labels were a bit too complex for employees to grasp quickly. Furthermore, ManpowerGroup NL had changed to Connexys as their new Front Office application, which meant they had to manage the behavioral transition smoothly as well.

As they began implementing the platform, they recognized that **managing the change, getting the employees up to speed and training them continually posed a challenge that needed quick resolution.** The existing methodology to manage the change was to employ change managers across the country to assist with the initial product adoption. The change managers would train the Connexys specialists (a.k.a ManpowerGroup Ambassadors) in each of the locations, who in turn helped the rest of users with the adoption.

The bottleneck of this process was that, it was to be repeated every time there was a change and hence was not as scalable and cost-efficient. Another crucial aspect was maintaining consistency in product adoption and in training the employees post the completion of the change management process. These became the reasons for ManpowerGroup to look for product adoption solutions that is not only scalable but also multilingual and cost-effective on the longer run. After exploring several solutions, they decided to go for [Whatfix](#). The differentiating factor being very short implementation time, the already proven technology and the ROI.

The idea was to implement the solution initially on Connexys and then further integrate them into the other commonly used applications like [Salesforce](#), Manpower ATS, etc.



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ACCELERATING CONNEXYS ADOPTION WITH WHATFIX



ManpowerGroup's adoption of Whatfix on Connexys was split into multiple phases. The integration was initiated by Connexys implementation partner, [Talent Peaks](#) who spearheaded the product implementation for ManpowerGroup. Talent Peaks is a niche consultant partner of Whatfix, based out of Netherlands, who implements Whatfix on platforms like Connexys, Salesforce, etc.

To begin with, ManpowerGroup started with Whatfix for 200 users. To assist the product adoption on Connexys in real-time, they integrated Whatfix's multilingual interactive guidance which provided the users with contextual help, at the time of need. The contextual help is displayed within Connexys as interactive tooltips that guide the user from start to the end of a task efficiently, helping them perform the task without any errors. Seeing a positive response from the users, ManpowerGroup soon decided to deploy Whatfix for their entire 500 users.

With Whatfix, ManpowerGroup has been able to cut down the manual aspects of their [change management](#) initiatives. Whatfix also continually enables the employees of ManpowerGroup get facilitated quickly and accelerate their [employee training](#) within Connexys. Whatfix currently helps all the users on the platform in Connexys adoption and to get interactive 24/7 just-in-time help.

Further on, ManpowerGroup NL aims at implementing Whatfix across all their office locations in Netherlands and Belgium.

HOW WHATFIX CAN HELP YOU?



USER ONBOARDING

Whatfix guides help in creating personalised onboarding programs that can engage new users and retain them effectively in the long run.



EMPLOYEE TRAINING

Whatfix step-by-step guidance system enables your employees to complete their tasks seamlessly in a short span of time.



CUSTOMER SUPPORT

The self-help mechanism provided by Whatfix helps users train themselves efficiently at their own convenience.

Whatfix aims to help companies simplify their user onboarding, employee training and reduce their support costs with its real-time interactive guides. Whatfix allows the users to learn the required processes in their own convenience, avoiding the need of being handheld. This ultimately helps in reducing the overhead onboarding and training costs, and increasing the productivity time by large.

DISCOVER HOW WHATFIX CAN HELP YOUR BUSINESS



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