

PENDOMONIUM 2023

The future of work:

How Pendo for Employees elevates the employee experience, improves productivity via automation, and drives delight in an increasingly digital workplace





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Digital transformation has created a new paradigm of user experience



Software continues to eat the world...

Worldwide IT spending is projected to total **\$4.7 trillion in 2023**, an increase of **4.3 percent from 2022**

...and usage continues to explode in 2023

Organizations use 371 SaaS apps on average

The average person uses 9 mobile apps per day and 30 mobile apps per month

Digital-obsessed organizations are **poised to win**

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Software success is defined by
how it's **actually used** — not
what it can **potentially do**



**Pendo for Employees
helps solve **business friction**
that comes with using
ever-evolving technologies**

And poor digital experiences are no longer acceptable



At work

>35% employees¹

Considered leaving employers because of frustrating digital experiences

At home

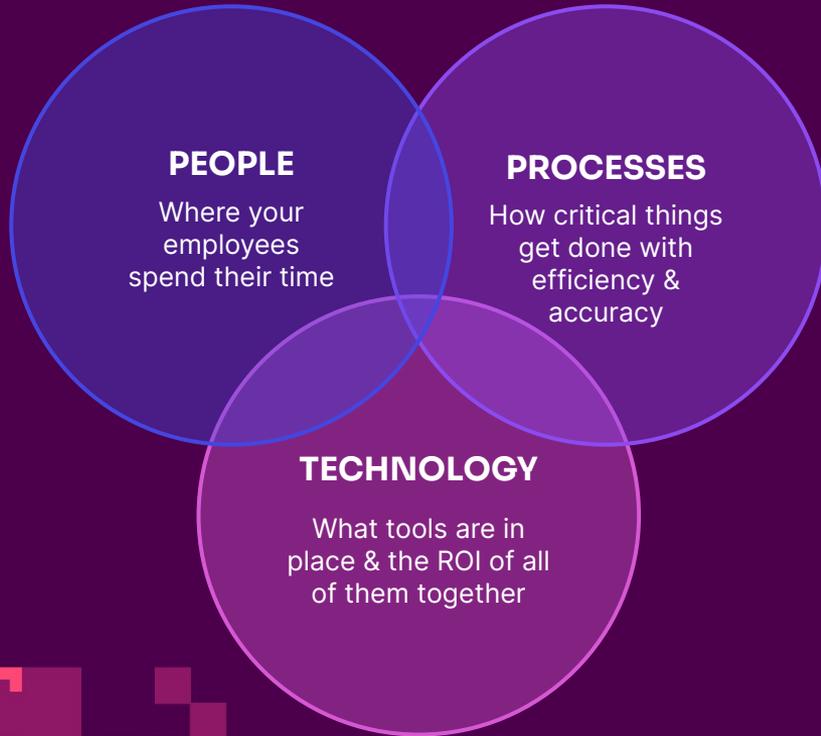
>55% consumers²

Won't use again if digital experience didn't meet expectations

Digital-obsessed organizations are **poised to win**

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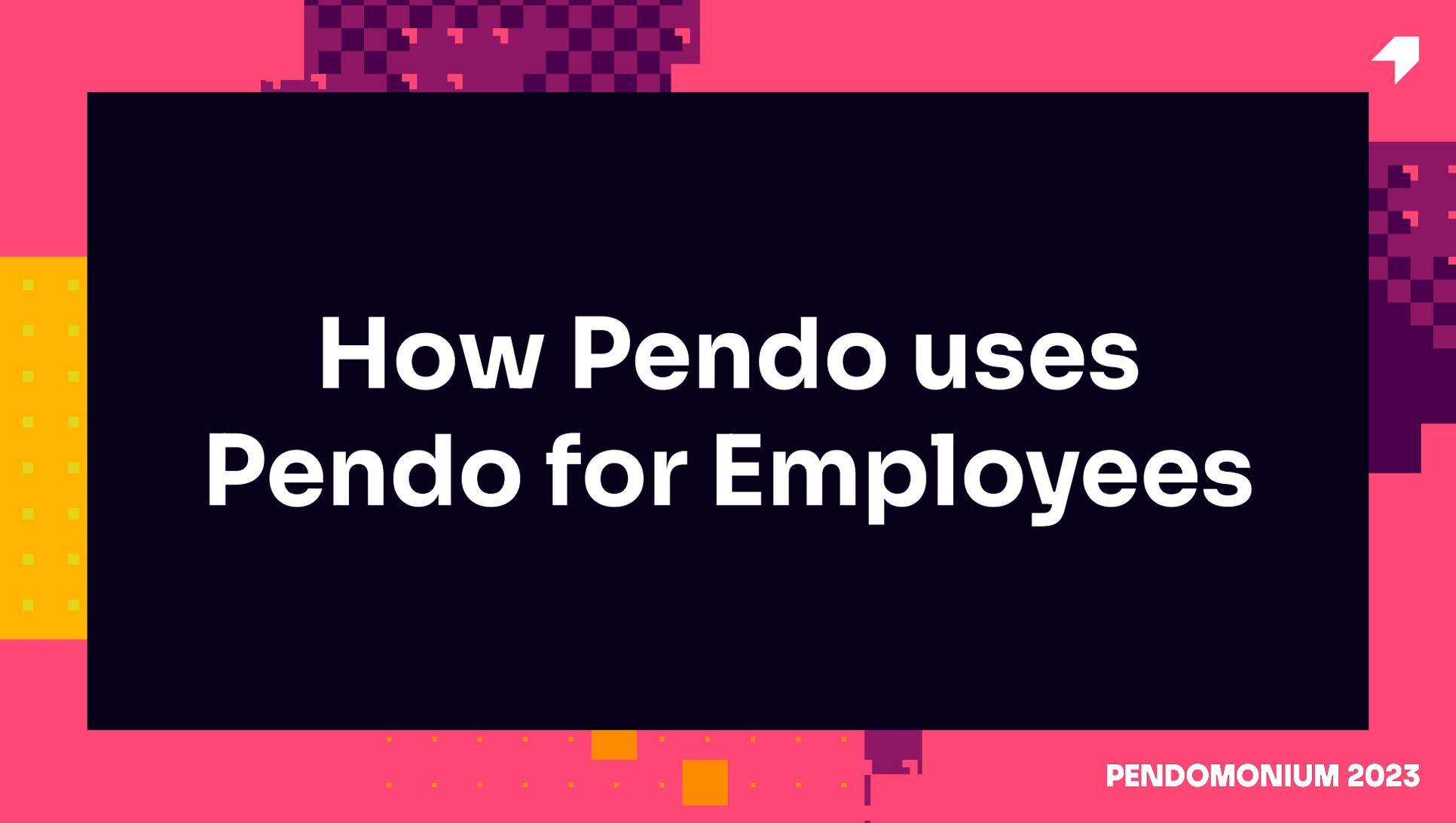
Millions are spent on digital transformation efforts



70%

Failure rate of digital projects

People are the critical ingredient to making digital tools work - we need to help them to use them



How Pendo uses Pendo for Employees

We are all feeling the pain



Inefficient Processes & Manual Workflows

→ Prevents employees and managers from doing things themselves

Lack of Data & Insights for Decision Making

→ Increases dependence on limited human support

→ Causes duplication of efforts & increases risk

Complex Tech & Integration Issues

→ Silos decision-making & limits innovation

→ Extends process time, deters quality

Disjointed Employee Experience

→ Disrupts high performers, reduces morale & increases attrition

Elevating experience via key areas:



Employee Journeys

Enables the ease, speed and accuracy of any internal digit process

Especially for those things that are important to them

Process Ownership

Helps process owners have data and info they need when they need it

Makes users more efficient, self-reliant and compliant, reducing support needed and tactical re-work required

Technical Debt

Assists buyers of take advantage of the investment, understanding real time utilization, increasing the ability to responsibly manage high software spend

Elevating workflows via key areas:



Employee Journeys

(ease, speed, accuracy)

- **Recruiting:** Candidate application through Offer process
- **Onboarding & Headcount Management:** Planning, ATS/HRIS workflows, New Hire Orientation
- **Managing Pay & Benefits:** Compensation & Open Enrollment cycles, Payroll process navigation
- **Talent Management:** Performance Management & Career Change processes, Engagement pulses & real time in-app feedback
- **Exit Processes:** Termination preparation & compliance processes, exit surveys, alumni support

Process Ownership

(efficiency, self-service, compliance)

- **Supporting Software & Tools:** Launching New Tools, Making Changes & Speeding up Adoption
- **Self-Service:** Taking Actions, Using Information To Drive Decisions, Compliance Must-Dos
- **Communications:** Contextualized, persona based messages to targeted audiences

Technical Debt

(utilization, spend, secure access)

- **Company Software Utilization**
 - Real time app monitoring & usage by segment
- **Company Software Spend**
- **Security & Access Center of Excellence**
 - Centralization
 - Governance
 - Enabling Usage

Many steps, many stakeholders, many systems, many points of intersection - all part of taking advantage of the investment

Positive business outcomes:



1. Reduce Costs	2. Grow More Efficiently	3. Increase Adoption	4. Consolidate software stack	5. Employee Productivity
<p>Deflect support tickets Less admin time Better decision making via usage data/feedback</p>	<p>Product-led persona based effectiveness In (and across)-app messaging. Scale across apps</p>	<p>In (and across) -app self service Better onboarding. Ensure return users, increasing depth and frequency of experience</p>	<p>Consolidate budget Reduce technical work as Pendo works across all of your tools Unify your data by unifying your journey</p>	<p>Understand usage Increase productivity Improve experience</p>



And now a peek of how we did it, and how we used Pendo on one Workday process.

*Data scrubbed for confidentiality, but based on true events

Workday Home > View Compensation

Home Journeys

Filter: Everyone Last 30 Days

Details: Start: Workday > Home End: Workday > Profile | Compensation 30 Days Not Recurring

Highlights [Want to measure impact against a baseline?](#)

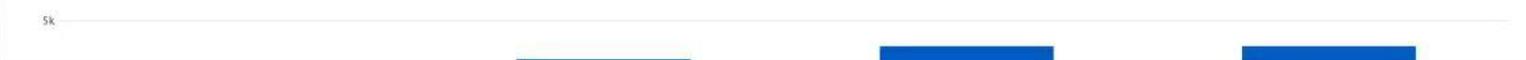


Completion Rates

Visitor completion over last 30 days (5,280 Active Visitors)



Cumulative Progress by Weeks [Select a Guide to View Impact...](#)



\$\$\$ efficiencies with Pendo DAP



Time Saved (Direct Cost)

- **Headcount** - Standardization and automation saving \$100k/headcount
- **Time Wasted** - $\$45/\text{hr} \times 5/\text{hr month} \times 5,000 \text{ empl} \times 12 \text{ months} = \13.5M
- **Risk** - Key information missing / errors causing \$ in legal costs / re work

Time Won (Efficiency)

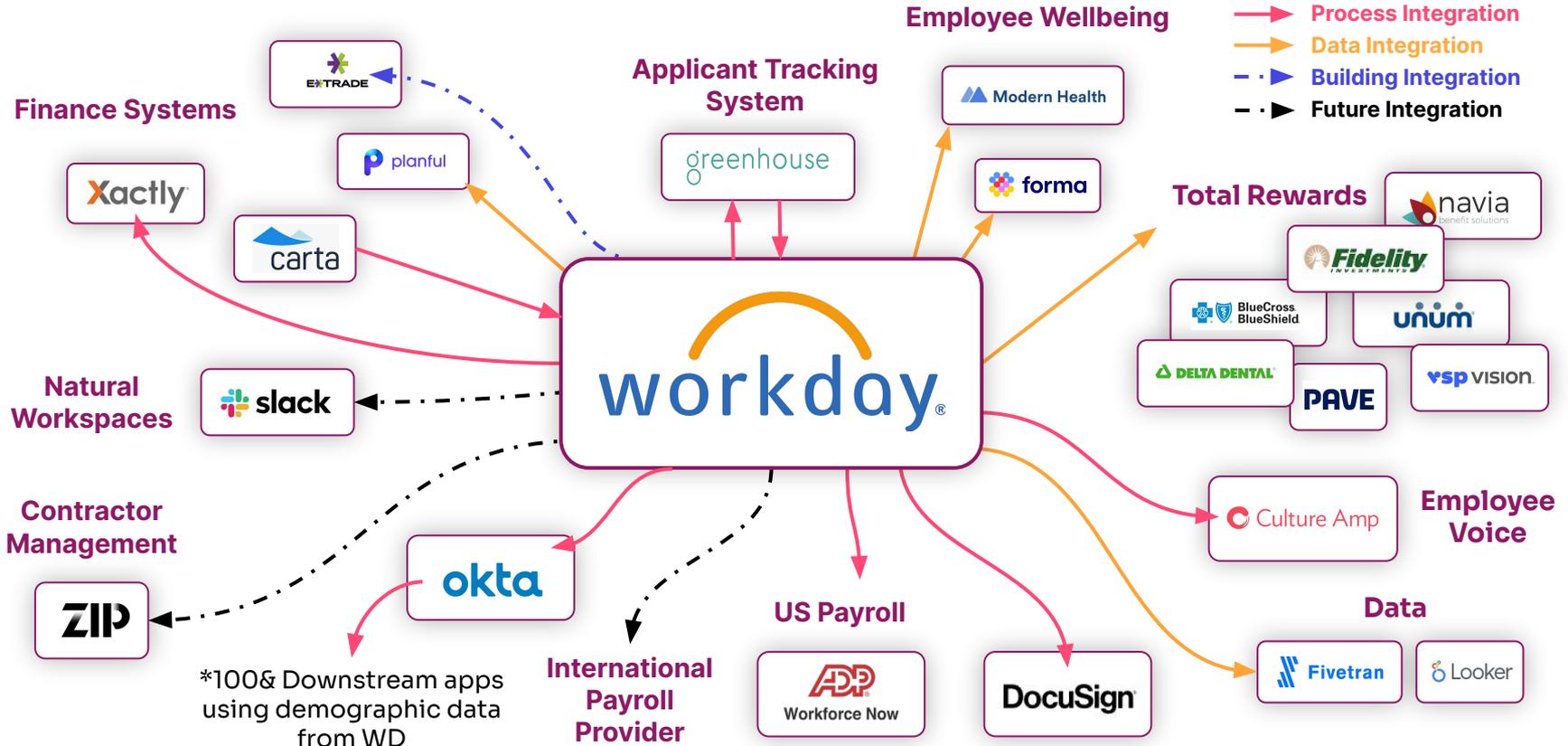
- **Opportunity cost** - More time spent on strategic work vs. operational tasks
- **Adoption** - 85% of employees sign into HRIS within first month of go-live
- **Compliance** - 75% of employees sign in & took an action within the first day of go-live

Employee Experience (Direct Cost)

- **Engagement** - Frustrations increase churn and related separation, hiring, productivity costs
- **Attrition** - Cost of turnover is 1.5-2 times an employee's salary or \$10M with 50 attrits @ \$100k salary
- **External brand** - Ability to recruit based on perceptions = open req vacancy costs

HR Ecosystem Example - where it all comes together

**Requiring seamless HRIS (Workday) Usage*





Where are we going next?

**Which technology will have the
biggest impact to the workplace in
2050?**

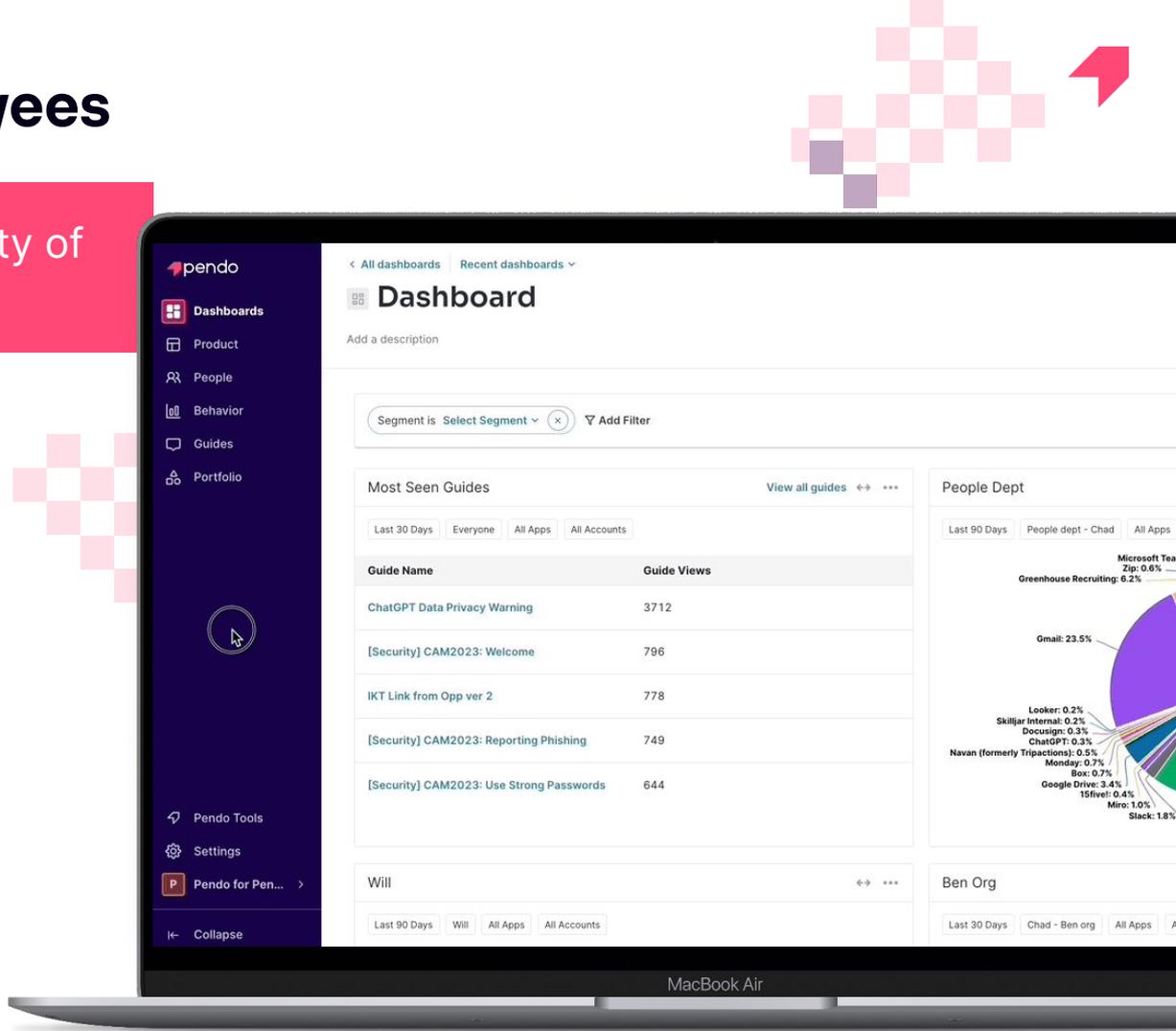


pendo For Employees

Improves usage and productivity of workforce software

KEY USE CASES

-  Employee productivity
-  In-app support
-  Governance and compliance
-  SaaS portfolio management
-  Employee experience
-  Change management





Pendo Product Experience Platform

Across web & mobile

Analytics

In-App Guides

Discover

Replay

NPS

Enhanced by Pendo AI
Machine learning & generative capabilities

Quantitative Data

17 Billion events added a day



Qualitative Data

Polls, surveys & requests



Visual Data

Video playbacks of user behavior



Integrations

SFDC, Zendesk, Jira, & more

A comprehensive integrated data layer you can **trust**



Find signal in the noise

Introducing Pendo AI



Personalized content

- Guides AI Writing Assistant
- AI Generated Guides



Product discovery

- NPS Themes
- NPS Insights
- Feedback Summaries



Product-led outcomes

- Outcomes
- Workflow Suggestions
- Tag Assist



Jumpstart the creation of guides

AI-generated guides

Create Guide

Guide Name

Name Your Guide *
Edit tshirt size

App Information

Select an app: Workday
Guide Start URL: <https://www.myworkday.com/pendo/>

⚙️ (Super Only) Provide Lookaside Host

Start from scratch

New Build with Pendo AI

Type

 <p>Guide PRODUCT WALKTHROUGH</p>	 <p>Badge IN-LINE SUPPORT</p>	 <p>Confirmation USER ERROR PREVENTION</p>
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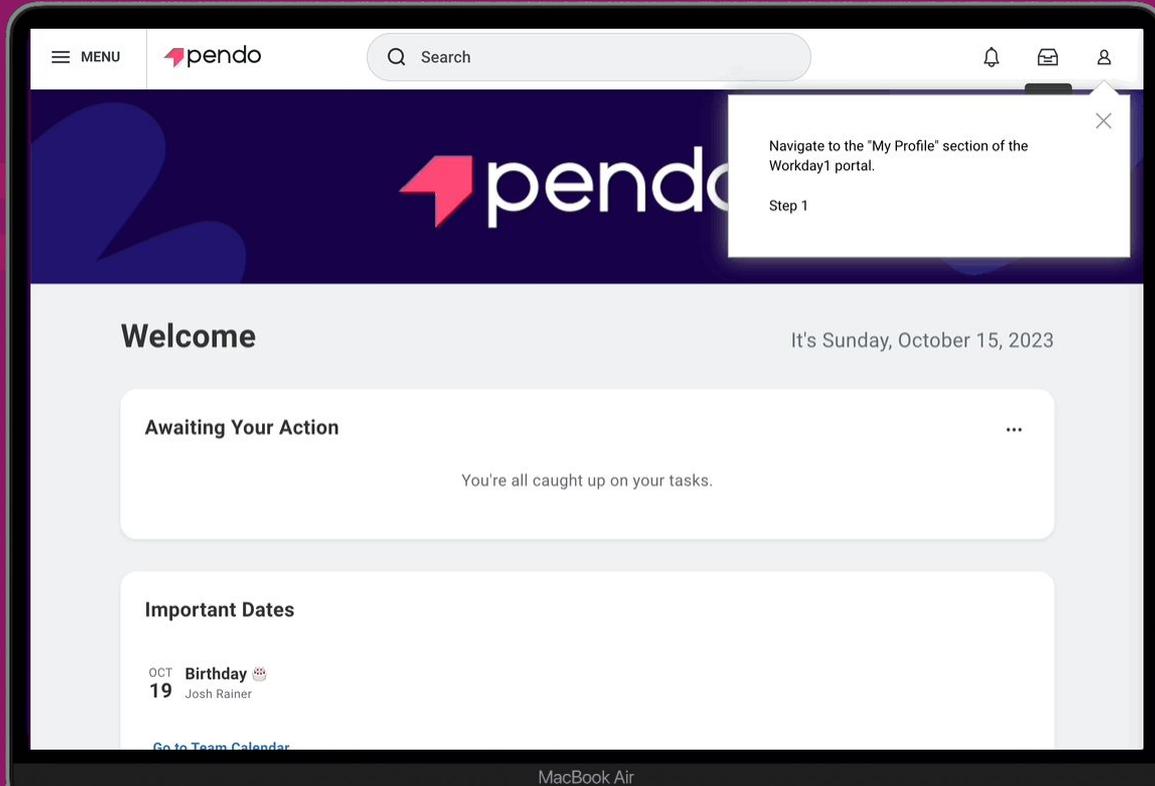
Cancel Launch Adopt Studio

MacBook Air



Jumpstart the creation of guides

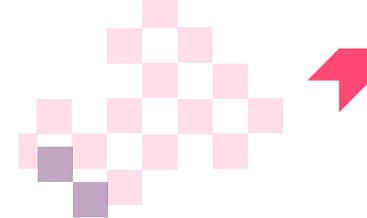
AI-generated guides





Pendo for Employees

Improves usage and productivity of workforce software



New in 2023

- Automation
- Data validation
- Workflows and Process Analytics
- Workflow Suggestions
- Portfolio Overview and License Utilization
- Journeys
- Cross-app guides **and more!**

What's next?

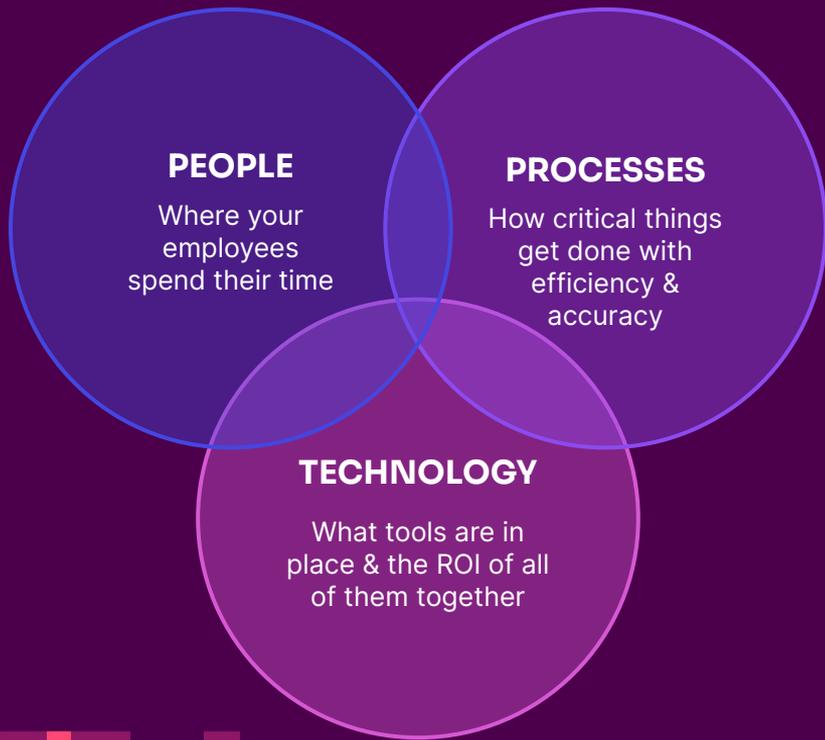
- Dashboards & Reporting
- Integration Hub
- Guides Evolution
- Tagging Automation
- Granular Permissions
- Personalized View
- Outcomes
- Discovery
- **More AI**

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How you can start!

A simple approach to value



Pendo DAP brings these together for you in one view to:

1. Give your people the contextualized help they need when they personally need it
2. Meticulously define & measure specific workflows, accuracy & time to completion by segment
3. Understand the cross-app utilization and valuation across the enterprise

Start with people



PEOPLE

Where your
employees
spend their time

1. Reflect & have a POV on your overall culture re: working digitally
2. Understanding the “why and where” of how employees are using digital tools
3. Create an inventory of systems and their intended use by employee segment is the best place to start

Where is there business friction that is causing pain? (Time, \$\$\$, risk)



PROCESSES

How critical things
get done with
efficiency & accuracy

1. Find the top friction points by asking - Is it finding the right systems, getting to one among many workflows/steps, or are there clunky interfaces?
2. Work with your HR, IT and Finance orgs to “identify the anecdote” will allow for your admins to tell you where your pain points lie

Is your technology serving your people?



TECHNOLOGY

What tools are in place & the ROI of all of them together

1. Quantify the value of getting it right / cost of getting it wrong (Time, Money, Risk!)
2. Find the cost of your total tech stack & the utilization
3. Work cross-functionally to memorialize where you are on your digital workforce journey & catalyze it

Digital efficiency is a shared job

Although 39 percent of leaders say **IT should take the lead**, almost as many (35%) say responsibility should be **shared across multiple departments**.

“When you put **one department in charge**, it’s easy for other people to abdicate responsibility. Companies need to make sure that responsibility transitions across the rest of the organization so that it **doesn’t become siloed.**”

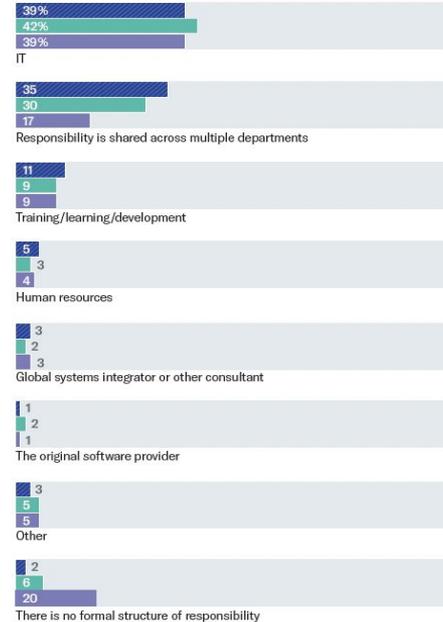
– Alan Brown, University of Exeter

Who Should Be Responsible for Digital Adoption?

Respondents overwhelmingly point to IT, although leaders believe in shared responsibility.

In your organization, what department is most responsible for driving digital adoption? [SELECT ONE]

Leaders Followers Laggards



Source: Harvard Business Review Analytic Services survey, October 2021



Thank you and let's talk!

We will be around the stage after this session

+

Come talk to our team at
Pendo Product Village in the Plaza



Thank you!

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PENDO MONIUM 2023