

# Designing HR that works: inside ABN AMRO's digital adoption strategy

Hanne Batelaan



# Agenda

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- 2 What is WalkMe? Why does ABN AMRO use WalkMe?
- 3 Our SuccessFactors modules enhanced with WalkMe
- 4 Demo
- 5 Implementation and Way of Working
- 6 Business Results, Lessons Learned & Future Plans

We have a clear purpose:  
Banking for better, for generations to come.

22.000 colleagues spread over 14 countries.




# What is WalkMe?

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- **WalkMe is a Digital Adoption Platform that enhances the user experience and increases software adoption.**
  - Adding contextual information.
  - Providing relevant links.
  - Simplifying navigation.
  - Automating steps.

**Welcome!**



Get INSPIRED !!!


At ABN AMRO, we have a *drive to move forward* for our clients and all our c  
forv

Did you know that you can use the navigation bar at the top to quickly navigate to the different sections in the form?

In this section, your line manager (or functional line manager) and/or colleague provide feedback on your progress for you to discuss together. Ask for feedback on a regular basis and discuss how you can make use of that feedback in future.

**Feedback (manager)**

**Feedback (functional manage**



# Why does ABN AMRO use WalkMe?

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- **The ABN AMRO HR Service Model has a focus on Employee Self Service and Manager Self Service.**
  - Complex HR landscape + Systems that lack user-friendliness = Decreased user experience.
  - Control on risks related to data quality issues.
- **After introducing EC, ECP and Concur for all Dutch employees (± 17.500) in January of 2023 we added WalkMe on top of SuccessFactors.**
  - Thousands of tickets for Contact HR and our HR Service Provider Strada, much higher than expected.
  - High send back percentage on Employee Central workflows.
  - Frustration for our employees.
- **Goal: Make our employees' lives easier.**

# Our SuccessFactors modules enhanced with WalkMe

## Employee Central

- Custom menus
- Simplified processes by hiding irrelevant fields
- Automated steps
- Smart tips and validation on fields

## Performance Management

- Video playback in the form
- Smart tips

## Recruiting

- Redesigned the Vacancy process with WalkMe
- Automation of steps
- Custom menus
- Step by step guidance for managers

## Succession Management

- Smart tips
- Automation of steps
- Guiding users to complete the relevant sections

# Demo - Employee Central

The screenshot displays the ABN-AMRO Employee Central interface. At the top, the ABN-AMRO ACCEPT logo is on the left, a 'Home' dropdown menu is in the center, and a search bar with the text 'Search for actions or people' is on the right. The main content area is partially obscured by a 'Manage My Team' modal window. The modal has a teal header and contains a list of direct reports on the left and a detailed profile for Chris Evans on the right. The background shows a 'Quick Actions' section with buttons for 'Manage My Team' and 'Request Feedback'.

**ABN-AMRO ACCEPT** Home

### Manage My Team

**Direct Reports**

- CE** Chris Evans  
IT Engineer I (Front-End) >
- MS** Meryl Streep  
IT Engineer II (Front-End) >
- MF** Morgan Freeman  
IT Engineer II (Front-End) >
- SB** Sandra Bullock  
IT Engineer II (Front-End) >

**Chris Evans**  
IT Engineer I (Front-End)

**Info** **Actions** **Links**

**Amsterdam**  
**SFCHAPTER19697@nl.abnamro.com**

Close

### Quick Actions

- Manage My Team
- Request Feedback

# Demo - Recruiting

## Job Requisitions <sup>?</sup>

### Requisition Statistics

[Recruitment Tour Guide](#)

[Create New](#)

[Offers](#)

0 Candidates Forwarded

0 New Candidates

0 Current External Requisitions

1 Current Internal Requisitions

Average Days Open 269

Items per page 10 ◀◀ < Page 1 of 1 > ▶▶

[Approve](#)

Filter Job Requisitions

All job requisitions

[Clear all filters](#)

[Filter Options](#)

[Display Options](#)

Highlight Job Title

| Job Title                   | Requisition ID | Hiring Manager | Created    | Candidates | Progress                         | Updated    | Age(Days) | Job Postings                        |
|-----------------------------|----------------|----------------|------------|------------|----------------------------------|------------|-----------|-------------------------------------|
| Asset Specialist I (300016) | 84468          | Tom Hanks      | 24/09/2024 | 6          | <div style="width: 100%;"></div> | 15/05/2025 | 269       | <a href="#"> </a> <a href="#">🔗</a> |

# Implementation and Way of Working

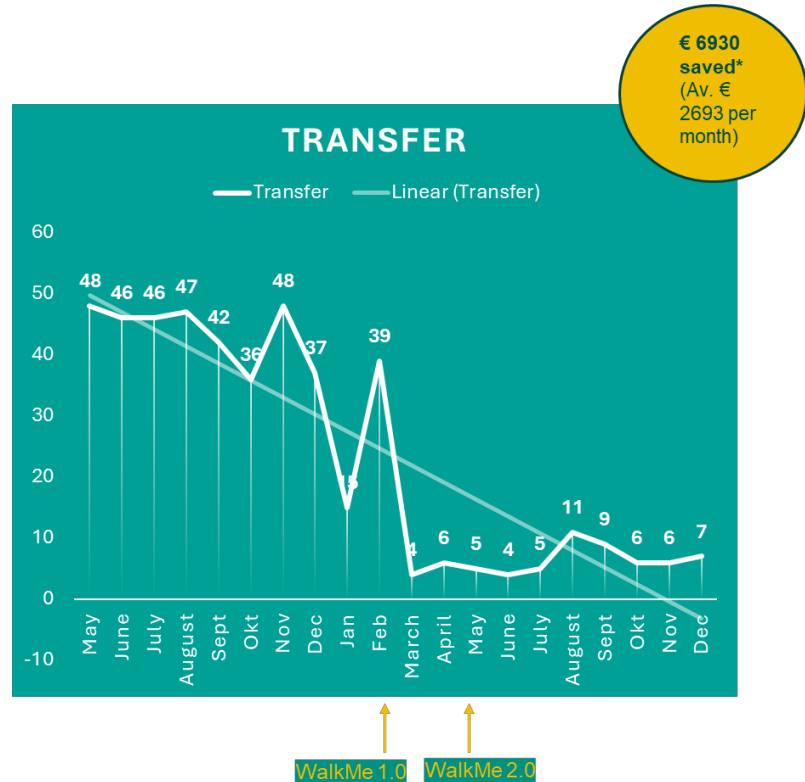
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- 1 Identify the most important pain points based on facts and figures.
- 2 Form a multidisciplinary team with SuccessFactors experts, business rep's and WalkMe Engineers.
- 3 Work together in designing the desired solutions, keep yourself informed on the extensive toolbox of WalkMe.
- 4 Perform User Acceptance Test and enhance the builds based on that.
- 5 Double check the build with a Quality Assurance test and Go Live after that.
- 6 Keep track on the solutions using relevant Management Information and WalkMe Insights.
- 7 Based on that info continuously improve the builds.



Data is key!

# Business Results & Lessons Learned



Easier navigation through our systems



Reduced time consumption in Performing HR tasks



System guidance leads to fewer questions and decreases sendbacks in workflows.



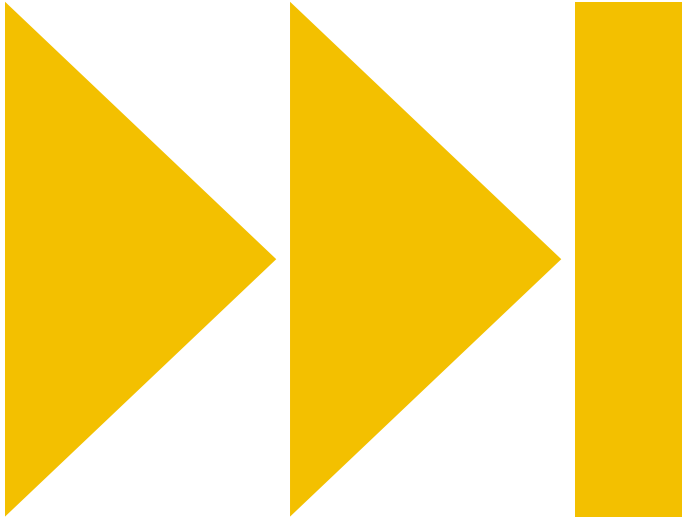
Improved Employee Experience



Testing of the half yearly SAP SF release takes time because changes on the platform affects the WalkMe builds.

# What's next

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- Expand WalkMe to other processes in SuccessFactors, Delegates, Deputies, Recruitment part 2 and EES
- Investigate on International rollout for WalkMe
- Expand to other HR platforms such as Learning