featured customers

Digital Adoption Platforms Category

WINTER 2025
Customer Success Report

Digital Adoption Platforms Category

Digital Adoption Platforms assists users in adopting and navigating digital platforms and applications seamlessly. Digital Adoption Platforms provides in-app guidance, tutorials, and contextual assistance to users, enhancing their understanding and proficiency with digital tools. Furthermore, organizations that adopt such software get access to analytics and insights into user behavior, helping them to optimize software usage, identify areas for improvement, and ultimately enhance the digital experience.

Benefits of adopting Digital Adoption Platforms include accelerated onboarding processes and lower churn, as users receive real-time guidance within the application. Digital Adoption Platforms improves user engagement, reduces frustration and ensures that users can make the most out of the features available.

Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions

COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels

MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2025 Customer Success Awards

Check out this list of the highest rated Digital Adoption Platforms software based on the FeaturedCustomers Customer Success Report.

MARKET LEADER

- nexthink
- pendo
- tts
- walkme (An SAP company)
- whatfix

TOP PERFORMER

- Appcues
- chameleon
- CHURNZERO
- ClickLearn
- IMPROVEDAPPS (A UNARIC COMPANY)
- Spekit
- stonly
- Toonimo
- UserGuiding
- userlane
- userpilot

RISING STAR

- Lemon learning
- NEWIRED DIGITAL TRANSFORMERS
- userflow

* Companies listed in alphabetical order

2025
DIGITAL ADOPTION PLATFORMS

MARKET LEADER

featured customers

2025 DIGITAL ADOPTION PLATFORMS
MARKET LEADER

ABOUT INTERCOM

Intercom offers the world's leading business messaging platform that delivers real time contextual communications to drive growth at every stage of the customer lifecycle. Intercom is the first to bring a real time messaging-first experience to sales, marketing and support teams and offers the only business messenger that powers more than chat. Its Messenger and suite of customizable toolkits are built on top of a platform that creates brilliant and personal experiences for businesses and customers. Intercom has over 30,000 customers and powers 500 million customer conversations each...

297 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Intercom's Fin is such a game changer for customer support. It reads our knowledge base and answers customers' questions within seconds. Customers get answers faster, and we have more time to focus on making a great product.

JACOB BARNES
CO-FOUNDER, FLOWSAVYY

We find Intercom to be extremely useful as a customer support tool that really goes the extra mile. It makes getting in touch with us a great experience, and offers lots of features that make us more efficient.

JASON EFSTATHIOU
PRODUCT MANAGER & UX DESIGNER, GROVER

We really like Intercom's UI and we know that it provides an outstanding experience for our customers, which we feel pretty great about. It's as simple as that!

RODRIGO MORO
BUSINESS INTELLIGENCE COORDINATOR, IDERIS

Thanks to Intercom, we've decreased the number of conversations with clients by 30% while keeping our customer satisfaction score at 90%.

CLAIRE JULIARD
HEAD OF CUSTOMER SUCCESS, OCTOBER

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:copper   )))・Frame.io   baremetrics   aircall   Robin

2025
DIGITAL
ADOPTION
PLATFORMS

MARKET LEADER

ABOUT NEXTHINK

nexthink

Nexthink is the innovator of End-user IT Analytics for security, ITSM and transformation. Nexthink software uniquely provides enterprise-wide, real-time: analytics covering all endpoints, users, applications and network connections; and visualization of IT infrastructure and service delivery. Nexthink helps IT departments connect, communicate and collaborate to achieve their major goals and to optimize endpoint security, operations, support and workplace transformation projects.

280   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Using Nexthink, we have a real-time and permanent way to monitor all connections and executions from the enduser perspective. This enables us to obtain an accurate and continuous measurement of desktop compliance with security, configuration and usage standards, and helps us identify potential risks.**"**

GHADAH HAMAD AL-AJLAN
GHADAH HAMAD AL-AJLAN AUTOMATION UNIT LEADER AND NEXTHINK PROJECT MANAGER, RIYAD BANK

"Nexthink has enabled Wipro to proactively remediate and reduce helpdesk and EUC support tickets, thereby improving the productivity of the IT team as well as our end-users.**"**

RAJA UKIL
SENIOR VICE PRESIDENT AND CHIEF INFORMATION OFFICER, WIPRO

"Adopt detects where users are in the process and shows them the guidance they need at the exact point they need it.**"**

MARTIJN MEINETTEN
SENIOR CONSULTANT, PIJNACKER-NOOTDORP

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bakertilly
INTERNATIONAL

apetito

SITA

wipro

Electrolux

2025 DIGITAL ADOPTION PLATFORMS

MARKET LEADER

ABOUT PENDO

pendo

Pendo was founded in 2013 when alumni from Rally, Google, Cisco, and Red Hat combined their heads and hearts to build something they wanted but never had as product managers - a simple way to understand and attack what truly drives product success. With powerful analytics, in-application user feedback, and contextual guidance designed to help companies measure and elevate the customer experience within their applications, Pendo is on a mission to improve society's experience with software.

473 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝Pendo'ing it means driving feature adoption and revising different features—from announcement to measuring usage after launch. [It's understanding] how much time people spend on the feature, where they navigate afterwards, and all those different things. Pendo is also the tool we mainly use to collect feedback.❞

SEBASTIAN MARONN
DIRECTOR OF PRODUCT, SABIENZIA

❝Using Pendo Adopt to build [SmartTips] would allow them to own the maintenance side of it as well and be nimble enough to change when their processes change or things in the market change. It would take a non-scalable process and get it into our customers' hands.❞

JARED BEST
DIRECTOR OF BUSINESS AND STRATEGY CONSULTING, SMARTRECRUITERS

❝Pendo Adopt gives us insight into how employees are using the tools we provide, and allows us to create in-app training that is digestible and scalable. Well-trained employees are more engaged employees.❞

NICK PENDERGRAST
SENIOR MANAGER, CONTENT AND TRAINING, BRIGHTLY SOFTWARE

❝Pendo is our platform for measuring, end-to-end, feature and service adoption and helping bolster each of those numbers with in-app guides or retargeting tactics.❞

TOM WITCZAK
DIRECTOR OF DIGITAL EXPERIENCE, OKTA

TRUSTED BY

sprinklr   RingCentral   CIN7   GoTo   abrigo

2025 DIGITAL ADOPTION PLATFORMS

MARKET LEADER

ABOUT TTS

tts

tts is a leading global learning provider. With innovative learning technologies, tts supports its customers in turning knowledge into workplace performance. The portfolio covers the entire performance support, talent management and corporate learning spectrum – you get everything from a single source.

145   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❞ tt knowledge force is an efficient and easy-to-use authoring solution. Some of its functions, and in particular the re-recording function, which enables fast updates or translation of already created content into another language, differentiate tt knowledge force from other authoring tools on the market. A further major plus point for us is that tt knowledge force is not only applicable in the SAP environment. Thus our training department is now also creating materials and documentation for other applications and software environments in use at Torres. ❞

MIQUEL MIRÓ
MANAGER OF ADMINISTRATION AND SYSTEMS, TORRES

❞ We deemed it important for all end users to ideally know at least one of the key users in person or have a key user in their immediate working environment – not just because this strengthens the feeling of belonging, but also because it's then much less daunting to ask for help. ❞

FLORIAN SCHOMAKER
ADOPTION MANAGER, DMK GROUP

❞ Thanks to tts performance suite with QuickAccess, our employees are now much more independent - and therefore more agile in their day-to-day work. ❞

PATRICIA MOCHALES
DIRECTOR OF TECHNOLOGY, BUSINESS SUPPORT AND QUALITY, MAPFRE

❞ tts gave us the ability to take our people from 0 to 100 quickly, without any knowledge gaps. If our users have questions after their initial training, they can quickly and easily find the answers without leaving our Miles Ria lease management software. ❞

ALD AUTOMOTIVE

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e·on   MIGROS   Deutsche Telekom   atruvia   BDO

ABOUT WALKME

walkme
An SAP company

WalkMe™ is an interactive online guidance and engagement platform. WalkMe™ provides a cloud-based service designed to help professionals – customer service managers, user experience managers, training professionals, SaaS providers, and sales managers – to guide and engage prospects, customers, employees and partners through any online experience. WalkMe™ has designed a platform that helps businesses eliminate online confusion, while at the same time raise efficiency and reduce costs.

280 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

WalkMe has helped eMoney scale and streamline user adoption and share critical messages with target audiences. We were able to create customized courses that save time, eliminate tedious work, and produce meaningful and strategic conversations, enabling our customers to get the most out of our software, service, and support.

STEVE LEVIS
SVP, CLIENT ENGAGEMENT, EMONEY ADVISOR

Meeting our digital transformation goals got a whole lot easier after implementing WalkMe. With varying technology adoption rates, WalkMe offers us the visibility to reduce roadblocks, increase employee engagement and ultimately improve how we do business.

CHAD ANDERSON
CHIEF INFORMATION OFFICER, DEL MONTE FOODS

We were seeking ways to increase scalability of our support operations and drive adoption of critical banking functionality, without driving a software development cost – with WalkMe we achieved this.

SARAH CAIRNS
INITIATIVE MANAGER, BMO FINANCIAL GROUP

The benefits we continue to see from WalkMe are tremendous: user onboarding times have decreased dramatically, and user adoption of our product is done independently and effortlessly.

NADIA BASIL
PRODUCT MARKETING MANAGER, LIVEINTENT

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Walgreens   **Arla**   **PAYCHEX**   **ZUORA**   **Sysco**

2025 DIGITAL ADOPTION PLATFORMS

MARKET LEADER

ABOUT WHATFIX

whatfix

Whatfix is a game changing Performance Support platform that helps users achieve optimal performance by providing them quick and easy access to contextual information needed at the time a task is being performed. With Whatfix, enterprises enable their users to quickly adopt any software application, thereby eliminating the time spent in referring multiple resources for help and support.

126 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Whatfix is excellent. It gives us the means to easily, effectively, and unobtrusively communicate to our users. And the excellent support from Whatfix in helping us make the most of the tool is unparalleled. They take the time to work with us on our own implementation, rather than some boilerplate customer care that you've seen from other organizations.

ADAM SHAPIRO
SENIOR BUSINESS ANALYST, CARDINAL HEALTH

Whatfix really helped us move the needle toward using more current and innovative training solutions. We strongly value innovation as an organization and that includes innovating the way we learn.

JILL BUSCH
DIRECTOR OF LEARNING AND DEVELOPMENT, MANPOWERGROUP

With Whatfix, end-users are using our platform independently faster. Whatfix has given a broad reach to our training. The number of support calls and emails on basic navigational questions has become virtually zero.

MARSHA BERGEN
QUALITY AND SUPPORT, PLANETHS

Whatfix is very informative and easy to use. Impactful to business process and reduce a lot of headcounts to resolve customer issues.

JUSTIN ONG JIA HON
SENIOR ASSOCIATE, REGIONAL SELLER TRAINING, LAZADA GROUP

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2025

DIGITAL ADOPTION PLATFORMS

TOP PERFORMER

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ABOUT APPCUES

Appcues

Appcues makes it easy to deliver exceptional user experiences at scale, leading to happier customers and accelerated business growth. Using their Product-Led Growth Platform, anybody can publish beautiful and personalized in-product experiences (tooltips, modals, etc.) in minutes, measure the impact on key business results, and know when and how to intervene with a human touchpoint.

126 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

We knew that the aha moment or activation criteria for our users was publishing and testing their chatbot. The problem for us was that the users were not creating and publishing their flows in the first session. They were exposed to a lot of features in our platform and they did not have a clear path.

GUILHERME VALADARES
PRODUCT MARKETING MANAGER, BLIP

The Checklist links to individual Flows. So the first step shows them how to 'Add Recipients', then 'Create and Assign Signature' and 'How to send the document'.

VALERYIA BARANAVA
PRODUCT OPERATIONS SPECIALIST, PANDADOC

We're using Appcues to bridge the gap between complicated feature sets and a user base that's split between really technical and not technical at all.

CONNOR MACHON
PRODUCT MANAGER, SOURCEDAY

The MailChimp integration announcement yielded a 60% adoption rate, with thousands of users converting after viewing the Appcues modal.

PETER CLARK
HEAD OF GROWTH, ADROLL

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AdRoll   EZTexting®   crazyegg   Canva   bynder

2025 DIGITAL ADOPTION PLATFORMS

TOP PERFORMER

ABOUT CHAMELEON

chameleon

Chameleon is a platform for software businesses to build better user onboarding. As software eats the world, many users get left behind with new products, features, interfaces, and designs. Chameleon allows you to create beautiful product guidance that helps, guides and delights your users throughout their journey. Build, manage and optimize your product tours without writing code. Great for onboarding new users, feature announcements, and reducing support.

80 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

We were able to feel more confident with the change management and not have any delays with customer adoption because of the Tours we had live. In fact, by customer demand, we added a button to restart the Welcome Tour at any time on the Learner Home page.

LINDSAY WHITE
PRODUCT MANAGER, DEGREED

We love the variety of choices available in Chameleon. The flexibility of styles and ability to select exactly the right element on the page make it really powerful.

NOEL DEOMAMPO
PRODUCT MANAGER, AUDITBOARD

We really liked Chameleon because we could create guided Onboarding Tours, which we couldn't with our previous provider at the time.

BENOIT BAERVOETS
PRODUCT MANAGER, RYDOO

We needed our users to opt-in and Chameleon made it super quick to build and launch a consent modal right inside our product!

LAUREN DENAULT
VICE PRESIDENT OF CUSTOMER SUCCESS, SKUPOS

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Fivetran   FOLEON   AIRSHIP®   avidxchange®   degreed.

TOP PERFORMER

2025 DIGITAL ADOPTION PLATFORMS

ABOUT CHURNZERO

CHURNZERO

ChurnZero is your platform and partner for Customer Success. We help your subscription business succeed at scale by giving you everything you need to improve efficiency, increase revenue, and deliver the best possible customer experiences. ChurnZero helps your Customer Success team spot potential churn risks early and see renewal and expansion opportunities faster. Best-in-class automation and personalization, in-app communications, and Customer Success AI™ make it easy to engage with customers and lead them to value. Our platform offers journeys, health scores, survey tools, segmentation,...

49 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

❝ChurnZero did an amazing job with onboarding. The process was an experience that I've never had at any other company—it was extremely smooth. Seeing how the ChurnZero CS team uses its own platform was very inspirational for us. We don't know what we'd have done without our CSM, Erica, who supported us the entire way. Without question, the people at ChurnZero are what make it special.❞

WILL PATTERSON
CUSTOMER EXPERIENCE OPERATIONS MANAGER, BOULEVARD

❝ChurnZero is well-suited for any company that wants to take their Customer Success game to the next level. It's easy to set up, and very intuitive even for people who have not administered software before.❞

REANNA DEMPSEY
DIRECTOR OF CUSTOMER SUCCESS, UNANET

❝ChurnZero is a fantastic solution that allows teams to better forecast churn, but more importantly, give your team the ability to better automate and manage a client book more efficiently.❞

MARCUS TORRES
SENIOR CLIENT SUCCESS MANAGER, BLOOMFIRE

❝Customer Success AI is a great tool. It makes our lives so much easier.❞

PAVLO POLIAHUSHKO
HEAD OF SCALED CUSTOMER SUCCESS, ABBYY

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fishbowl®   FiscalNote   COMPLIANCEQUEST   ABBYY   Bloomfire

2025 DIGITAL ADOPTION PLATFORMS

TOP PERFORMER

ABOUT CLICKLEARN

ClickLearn

ClickLearn is the market leading solution for creating easy user instructions, e-learning and process videos for business software. The ClickLearn solution produces your walk-throughs in eight different formats from a single source, including written documentation, hands-on-labs, videos with automated effects and voice over. On top of that ClickLearn has a Virtual Assistant that guides the users within the live system. Simply record your work process in your business systems. With one click, ClickLearn produces your walk-throughs in all formats and in more than 45 languages and 135...

36   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

ClickLearn allows Open Door Technology to branch out into new product development areas. We can accelerate our development process and app validation with Microsoft and put out user manuals online for end users to learn on their own. The main driving reason for ClickLearn in a lot of ways is the fast turnaround with Business Central and the need to redo user documentation at least twice a year.

CHRISTIAN ROACH
VICE PRESIDENT, OPEN DOOR TECHNOLOGY

Offering our customers to use this integrated training and e-learning platform extends the value and ROI they realize from IFS solutions. The real-time assistants and instructions developed by our Platinum Partner, ClickLearn, have proved highly successful in increasing implementation efficiencies.

DAVID EAGER
VICE PRESIDENT, IFS

The ClickLearn application provides a huge advantage to our training and communication efforts, allowing this training resource to be available 24/7 across the globe.

DAVID DE LA NOUGEREDE
GLOBAL HEAD OF IT, EXPENSE REDUCTION ANALYSTS

Use ClickLearn to prove system tests.

WILMAR WOLTERS
NAV SPECIALIST, HAL ALLERGY

TRUSTED BY

NVNG Technology   McLAREN   hal allergy   +GF+   DURASERV

2025 DIGITAL ADOPTION PLATFORMS
TOP PERFORMER

ABOUT IMPROVED APPS

IMPROVEDAPPS
A UNARIC COMPANY

Improved Apps revolutionise the way people engage with information and make it useful. Improved Apps is the creator of the first User Engagement Layer, which is the missing link between how people use applications today and how they will use them in the future. The User Engagement Layer allows companies to innovate with agility to support the desired pace of the business, onboard users quicker and engage users better, capturing contextual feedback for continuous improvement and streamline a consistent user experience.

62 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

Improved Apps is a key element on the roadmap of the larger Sales Enablement and Sales Tools and Processes strategy within Commercial Excellence to enable and empower our sales reps to use Salesforce and Order Capture more effectively. Improved Apps aids sales reps from within Salesforce and Order Capture with tips and reminders, like a built-in coach.

THOMSON REUTERS

There are many benefits of Improved Help around performance support and digital adoption for remote workers. Your products have helped a global deployment successfully go live remotely, with new systems, processes and ways of working, meeting the challenges of the pandemic while still doing business.

PAUL DUGGINS
SENIOR CONSULTANT, CAPGEMINI

This was implemented by one of my key customers and was quick and intuitive. If you need to drive audited, compliance type communications through Salesforce, then this is your app.

JAMES ANDERSON
HSBC CLIENT MANAGING DIRECTOR, SALESFORCE

I have worked with the Improved Apps team on a number of projects and have always found them to be helpful, knowledgeable and generous in their time.

SIMON EDWARDS
FLUXGAIN

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Brambles   Capgemini   alteryx   SCHAEFFLER   Qlik.

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ABOUT SPEKIT

Spekit

Spekit is the modern sales enablement platform that unifies sales content and learning, and enables your reps in their flow of work with AI Sidekick, the most contextual Just-in-Time Sales Assistant™. AI Sidekick uses contextual AI agents (leveraging CRM, call intelligence, Gong, email information, etc.) to understand reps' precise needs, and then surfaces personalized coaching, messaging support, answers, and learning. By enabling them in the flow of work™, AI Sidekick helps reps effortlessly prepare for calls, follow up, or create tailored deal rooms and buyer…

107 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> "Spekit helps each individual further their own path to mastery with an all-in-one enablement, adoption and change management solution. It helps them learn and retain knowledge, and makes them better at what they do, which is creating growth for themselves and for our clients."
>
> KEITH TITUS
> PRESIDENT & CHIEF EXECUTIVE OFFICER, MARKETSTAR

> "If you're thinking about adopting Spekit, don't stop at onboarding. Think about what you can gain across the entire customer journey. It will unlock visibility, efficiency, and impact in ways your current tools never could."
>
> ANGIE
> GLOBAL HEAD OF SALES & CX ENABLEMENT, EMPLOYMENT HERO

> "Spekit is the best onboarding and adoption tool around. Very intuitive & I love how we can use the tool very easily within other applications we interact with every day."
>
> ELLIE MEES
> REVENUE ENABLEMENT SPECIALIST, CHARGEBEE

> "I love Spekit for it's affordability, ease of use, and as a CIO, keeping the fewest number of tools to increase adoption and consistency."
>
> JAI KUMAR
> CHIEF INFORMATION OFFICER, NUVISION

TRUSTED BY

deel. **InMoment** **chargebee** **APTTUS** **COPADO**

2025 DIGITAL ADOPTION PLATFORMS

TOP PERFORMER

ABOUT STONLY

stonly 🇺🇦

Stonly is for customer support, success & product teams to create interactive step-by-step guides for self-serve help, troubleshooting and adoption. Stonly is also perfect for internal knowledge bases. When you need to explain how your product works to customers, share knowledge with your team, describe workflows for your projects, onboard new employees, and more, Stonly gets you there.

51   TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

"Thanks to Stonly, we're leading the charge in our industry by giving customers quick and accurate resolutions and freeing up our technicians to tackle more complex tasks."

JUSTIN WILDER
SERVICE MANAGER, ANDERSON AMERICA

"Stonly's adaptive self-serve enabled my team to reduce support tickets and deliver a top-notch support experience. Customers were sharing glowing feedback!"

GRÂCE KUTIMA
CUSTOMER SUCCESS MANAGER, THE BRADERY

"Stonly's interactive guides break down complex topics into clear, step-by-step instructions, making it easier for customers to find the answers they need."

DAMIAN DUDEK
PRODUCT MANAGER, GENERALI VITALITY

"With Stonly's decision trees seamlessly integrated into Zendesk, our agents can efficiently and confidently guide customers through any scenario."

THERESA TACITE
CUSTOMER OPERATIONS LEAD, FASTNED

TRUSTED BY

SHIFT④   FASTNED   Calendly   Confrere.   DASHLANE

2025 DIGITAL ADOPTION PLATFORMS
TOP PERFORMER

ABOUT TOONIMO

Toonimo

Toonimo offers a cloud based platform that enables businesses to showcase the key features of their websites by acting as a pathfinder to site visitors. Using customized rich content and natural language, website visitors are intelligently guided by delivering assistance at the right time. This generates an increase in website usability and depending on the business objective can effectively: encourage self-service, increase conversion rates and increase engagement with visitors to your site. Driven by an intelligent decision engine, the platform helps fulfill the purpose of a website – to better service...

16 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

We have a great product, but it can be difficult to explain its unique advantages succinctly on our site and differentiate ourselves versus our competitors. With Toonimo's help we have been able to do this, and as a result have seen conversions increase by 30%.

SCOTT AXCELL
VICE PRESIDENT MARKETING, INSURANCE QUOTES

With Toonimo, we are able to extend a unified customer experience to our online visitors and have dramatically reduced customer support costs thanks to the personalized web user guidance that the digital walkthroughs extend.

JOSE SALAZAR
CHIEF OPERATING OFFICER, JVL

Using human voice and live graphics, Toonimo has made our online self-service much more intuitive and simple while reducing our support load. We're very pleased with the results of our partnership.

MANDIE ALLIETTA
GROUPON

With Toonimo's onboarding solution Tonkean managed to reduce support requests by 43%, easy solution with cost effective price.

SAGI ELIYAHU
CHIEF EXECUTIVE OFFICER, TONKEAN

TRUSTED BY

UNIVERSAL ACCOUNTING · Children's Hospital of Wisconsin · Bankrate · MAPLES · NORTHERN TRUST

featured customers

ABOUT USERGUIDING

UserGuiding

UserGuiding improves product adoption rates through 'no coding needed' interactive user onboarding flows. With this simple lightweight tool, just about anyone can quickly create step-by-step product walkthroughs on-screen. UserGuiding comes with great analytics as well to track the performance of walkthroughs, tours, tutorial popups, and more to help create personalized experiences.

84   TOTAL CUSTOMER REFERENCES   **VIEW ALL REFERENCES**

FEATURED TESTIMONIALS

> *UserGuiding is a very good solution and through its Chrome extension implementation, we've found it very easy and great to visualize the user journey and implement checklists throughout the stages of our platform.*

CHRIS GALE
CO-FOUNDER, VIEWORKS

> *It is very intuitive and easy to work with. The attributes and segments work so good and easy to setup. The Chrome extension is also easy to install and use. Very intuitive tool and excellent customer support!*

TORBEN STIGAARD
PLANDISC

> *I think the best part of UserGuiding is the freedom it gives us. We're no longer dependent on other teams as we can create and test things ourselves, and iterate fast, speeding every process up.*

GISLAINE VICHESI
UX RESEARCHER AND WRITER, GRUPO IOB

> *With UserGuiding, we achieved over 70% guide completion and accelerated our time-to-market from developer sprints to just hours.*

DANIEL HOULT
DIRECTOR OF DOCUMENTATION, CYNCLY

TRUSTED BY

Grove   Flowla   forvis mazars   Beer or Coffee   CuePath Innovation *medication monitoring enhanced*

2025 DIGITAL ADOPTION PLATFORMS
TOP PERFORMER

ABOUT USERLANE

userlane

Userlane is a no-code Digital Adoption Platform to help businesses guide users directly within software applications. By providing users with the right information at the right time, we help organizations close the technology knowledge gap, and track and manage user experiences every step of the way.

56 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

We needed to get our materials live as soon as possible, and working with the Userlane team has been a stellar experience. Within just 4 weeks, we successfully launched and are already witnessing the immense value and benefits of interactive guides and tooltips. Understanding our gaps and users' software usage is crucial, and now with HEART, we gain full transparency on data.

KAREN LIBBY
DIRECTOR OF PRODUCT, SERVICEMINDER.IO

Enabling sales representatives to focus on selling is vital for successful sales teams. By introducing Userlane to our CRM system, we have greatly increased usability and satisfaction within a few months. Userlane comes highly recommended for any sales team in need of an intuitive approach to CRM adoption.

STEFAN PROSS
DIRECTOR SALES DACH AND HEAD OF SALES EXCELLENCE, SCHUNK

The integration of Userlane gives our new customers access to the functionality of our software more quickly and interactively, more so than with simple text descriptions, and this, therefore, increases user engagement significantly.

CORNELIUS SCHEFFEL
MANAGING DIRECTOR, AZUBI-NAVIGATOR

With Userlane, users can be guided through the functionalities' jungle and our complete user guidance can be covered. That's a huge benefit and I would love to have that in any software or tool.

KAY ACKERMANN
CO-FOUNDER & HEAD OF BUSINESS DEVELOPMENT, HRLAB

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2025 DIGITAL ADOPTION PLATFORMS

TOP PERFORMER

ABOUT USERPILOT

userpilot

Userpilot helps product and customer success teams increase user adoption through behavior-driven product experiences. Code-free. It is perfect for the first-run experience for new sign-ups - push for meaningful actions and ensure they understand the value of your product and pave the way to that Aha! moment. Increase activation and stimulate feature discovery among users as your product evolves.

71 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

It's a very intuitive and fun to use platform. Provided all the tools that we needed to improve our users' adoption. We've had great feedback from our costumers. We were able to make a very significant leap in the adoption of the new functionalities with the customers, making a process that was slow and boring, into something fun and fast to implement.

MIGUEL ESPÍRITO SANTO
PRODUCT MANAGER, GO-CONTACT

Easy to use. Requires very minimal dev work to add new experiences. Empowers me as a product manager to do more without needing others to implement. Love the in app experience builder, WYSIWYG on steroids. We use it for contextual product education, NPS surveys, onboarding /activation walkthroughs, upgrade experiences, etc.

EMMA YEE
DIRECTOR OF PRODUCT, OSANO

I like the best Intuitive and user-friendly process for creating tours and experiences. It so easy to be able to pass custom data to the system which is great. Unlike some similar systems, you can control which devices tours are shown on.

JASON TAME
PRODUCT DEVELOPER, ADVANTAGELEARN

Userpilot set me on the path to becoming a very good product designer. The platform helps me learn how to use data and make product decisions.

ANNA SOBIAK
PRODUCT DESIGNER, CLEENG

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pushowl   groupize   24SESSIONS   cleeng   ClearCalcs
Sell your videos, Live & On-Demand

2025

DIGITAL ADOPTION PLATFORMS

RISING STAR

featured customers

2025 DIGITAL ADOPTION PLATFORMS

RISING STAR

ABOUT LEMON LEARNING

Lemon learning

Lemon Learning is a company offering a game-changing training tool for organizations wishing to boost their employees' productivity. Thanks to interactive, in-app walkthroughs, users are guided step-by-step through all their software's features. As an all-in-one resource for organizations, Lemon Learning also allows companies to create their own tailored training content, enriched with images, videos, GIFs or questionnaires. Lemon Learning is one of the fastest-growing companies in EdTech and change management and helps teams across the globe to accelerate adoption of digital tools through direct integration in their everyday...

50 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

With Lemon Learning, we have transformed CRM training to mass adoption and improved input quality, marking a turning point in our digital approach.

YANNICK GERVAIS
SUPPORT MANAGER, OPPBTP

We communicate 100% via pushes to keep our users up-to-date with new tools and businesses.

LESLIE BERTAUT
PURCHASING IS MANAGER, APRR

Thanks to Lemon Learning, we have significantly reduced support requests.

MATHIEU MOUAMMAR
BUSINESS UNIT MANAGER, CALLIMEDIA

Lemon Learning helped us roll out the software to our 66 sites.

MANUELLA NANGA FOKA
OPERATIONS PROJECT MANAGER, RAMSAY SANTÉ

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2025 DIGITAL ADOPTION PLATFORMS

RISING STAR

ABOUT NEWIRED

NEWIRED
DIGITAL TRANSFORMERS

Newired always mind end users and the troubles they so often encounter using complex and ever-changing online and internal web applications. With end users in mind, they build 100% code free tools to help Enterprises in ensuring that no user ever gets lost or frustrated.

20 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

It's really a no-brainer: Newired Journeys can make any web-based tool easier to use and faster to adopt. It brings instant ROI, when the first class-room trainings can be avoided. What is brilliant, is the way Newired Journeys can guide users through complex workflows, which are usually spread into many pages and dialogs. It can give deeper insight into the processes, why people should do as instructed. This is far better than the small technical tooltip hints that many tools have built-in.

PASI AHOLA
TAIPUVA CONSULTING

We've been really impressed about how fast Newired solved a pretty annoying and time consuming issue for us. After adopting the solution, we observed significant savings, higher quality and, last but not least, a friendlier process for our employees.

LUCA BASSINI
CHIEF EXECUTIVE OFFICER, PROFESIA

We've ben really impressed about how fast Newired solved a pretty annoying and time-consuming issue for us. After adopting the solution, we observed significant savings, higher quality and last but not least, a friendlier process for our employees.

LUCA BASSINI
CHIEF EXECUTIVE OFFICER, THE LYNX GROUP

We´re very satisfied with Newired and all the onboarding and digital adoption problems it helped us address. In-app guidance is the most efficient was to deliver all the help and assistance that users need when using our e-procurement platform.

ANGELA ROMEO
SALES ACCOUNT, SYNERTRADE

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PROFESIA
a company of lynx group

NEKI iT

M10M
vanguardia tecnológica

KUKA

2025 DIGITAL ADOPTION PLATFORMS
RISING STAR

ABOUT USERFLOW

userflow

Userflow is an independent business, based in Santa Barbara, California, USA. They build a strong platform for SaaS companies to optimize their growth. They simply want to build the best and most useful product out there, and provide exceptional personal support. You get to talk directly to them, the founders and owners. They will personally vouch for your happiness as a customer. They're lean, profitable and sustainable, and not beholden to any investors. They're in this for the long haul.

36 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

> *Userflow has improved new user onboarding, allowing more people to find value in our product. In addition, we can quickly create in-app announcements or any kind of messaging without having to ask developers for help.*

MATOUŠ VRBA
GROWTH SPECIALIST, MAKE

> *We are huge fans of Userflows no-code flow builder and the capability it gives us to build and iterate and experiment on onboarding and much more. We look forward to expanding our use cases even more in the future.*

ALEEM MAWANI
CHIEF EXECUTIVE OFFICER, STREAK

> *Userflow was incredibly easy to set up and integrate into our app. It's been a game-changer for improving customer onboarding, helping us turn more free trials into happy customers.*

JOE STANTON
PRESIDENT, TAXCLOUD

> *Userflow was easy to use, and I could build flows for advanced scenarios in our application, without running into issues.*

RYO CHIBA
CO-FOUNDER, TOPIC

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