From Friction to Focus: How Wiley Enhanced the Dynamics Experience Across Global Teams

EXECUTIVE SUMMARY

Wiley transitioned from traditional publishing to a digital-first model—but employees across departments struggled to navigate Microsoft Dynamics effectively. Process updates weren't reaching users in time, and support tickets overwhelmed the service team.

Wiley selected Apty to embed guidance directly into Dynamics, improving employee productivity and reducing support load. The transformation helped Wiley shift employee focus from system confusion to strategic impact.

THE HUMAN IMPACT

Publishing, education, and operations teams at Wiley spent too much time figuring out where and how to complete everyday tasks. Even simple updates led to confusion, with instructions hidden in emails or scattered file shares. As a result, valuable time was lost across teams—time that should have gone to creating content, serving learners, and enabling growth.

> "We had invested in a great platform. But without a better way to guide users through it, the value wasn't showing up in our day-to-day performance."

THE SELECTION JOURNEY

Wiley had made substantial investments in Microsoft Dynamics but struggled with user friction, inconsistent adoption of process changes, and support overload. Traditional approaches—like training videos, PDFs, and reference guides—weren't translating to day-to-day efficiency.

They needed a solution that could:

- Deliver on-screen assistance without requiring platform replacement
- Streamline change communication across teams
- Centralize procedural knowledge and eliminate documentation sprawl
- Provide actionable analytics on adoption and usage

After exploring several approaches, Wiley selected Apty for its ability to improve end-user experience within Dynamics, reduce support dependency, and align with their collaborative, knowledge-focused culture.

THE IMPLEMENTATION JOURNEY

Wiley took a focused approach:

01	Prioritized friction points in Microsoft Dynamics navigation
02	Created in-app assistance to help users complete specific tasks
03	Replaced email instructions with dynamic on-screen announcements
04	Centralized procedural guidance inside Apty's knowledge layer
05	Used analytics to understand user adoption and improve future rollouts

THE BUSINESS TRANSFORMATION

Though still in rollout, Wiley is already seeing:

- Fewer redundant support tickets from business teams
- Faster onboarding for new Dynamics users
- More consistent adoption of process changes
- Improved satisfaction with the platform
- Better utilization of Dynamics without replatforming

THE PATH FORWARD

Wiley is expanding Apty's role across departments and continuing to replace static documentation with dynamic, role-based guidance. With Apty, digital adoption is becoming a key part of Wiley's employee experience and digital transformation roadmap.

Spotlight Quote

"Our teams now have what they need—when they need it. Apty helped us turn system training from a barrier into a daily advantage."

— Digital Experience Leader, Wiley