



## Empowering Global Impact: How World Bank Group Replaced MyGuide and Reimagined Digital Onboarding

### EXECUTIVE SUMMARY

In 2024, World Bank Group sought to replace its existing digital adoption platform, MyGuide, with a solution that would scale across functions, regions, and applications.

They partnered with Apty to drive onboarding, streamline learning and HR platform adoption, and improve operational visibility. The result is a multi-phase rollout starting with high-impact platforms—laying the foundation for global transformation in how teams adopt, engage, and execute.

### THE HUMAN IMPACT

Employees across 100+ countries had to navigate multiple systems daily—often without adequate guidance or localized support. MyGuide offered basic overlays but lacked the insight and control needed to support a modern, cross-application user experience.

“We realized we weren’t just training users—we were guiding mission delivery. And we needed better tools to do that.”

### THE SELECTION JOURNEY

World Bank Group began its evaluation by assessing the limitations of its existing tool, MyGuide, which lacked the cross-platform support, analytics depth, and scalability needed to serve a global workforce.

The team prioritized a platform that could:

- Deliver in-app guidance across multiple systems
- Provide robust analytics into adoption and process execution
- Support multiple languages
- Align with existing security and compliance standards

Updates, role changes, and new platform rollouts strained the system further, often creating reliance on informal help or manual documentation. The result: friction, inconsistency, and lost time.

After evaluating several vendors, World Bank Group selected Apty for a phased proof of concept in mid-2024, beginning with key systems such as EdCast, MyHR, Percipio, and SharePoint. Apty's ability to replace MyGuide without workflow disruption—and deliver measurable operational insight—was a decisive factor.

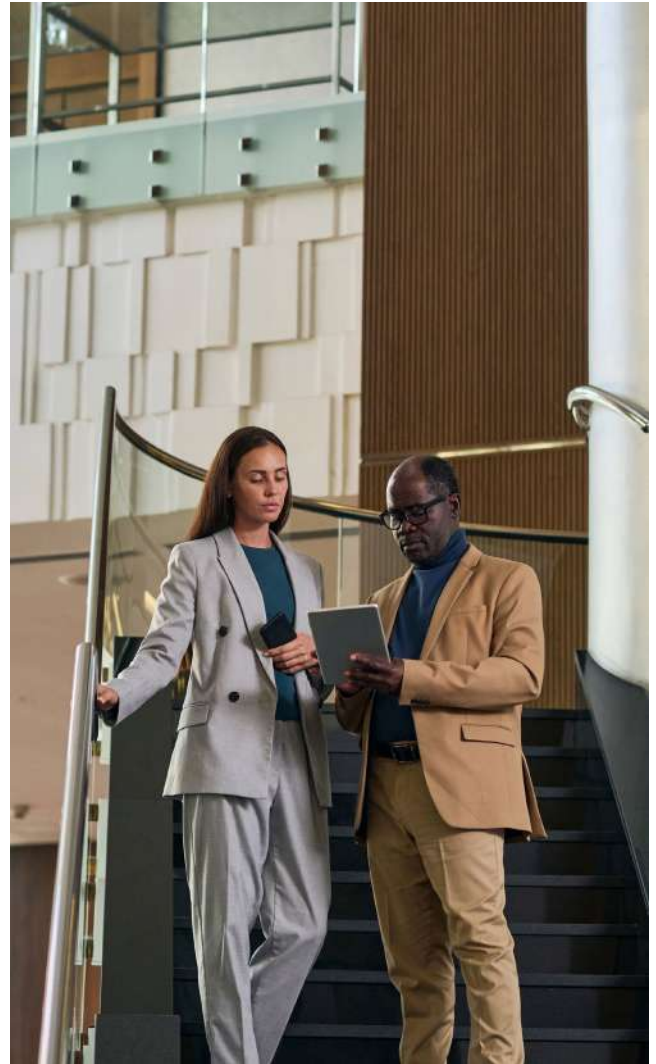
## THE IMPLEMENTATION JOURNEY

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| 01 | Targeted 5 applications critical to learning, HR, and knowledge flow |
| 02 | Implemented in-app process guidance and multilingual support         |
| 03 | Connected guidance to performance insights and completion data       |
| 04 | Validated platform fit before broader rollout                        |

Security, compliance, and scalability were non-negotiable—and Apty met them all.

## THE BUSINESS TRANSFORMATION

- Streamlined onboarding for new hires
- More consistent process execution for critical workflows
- Better compliance with HR and training protocols
- Reduced dependency on email and static documentation
- Insights into what slows teams down—and how to fix it



## THE PATH FORWARD

World Bank Group plans to expand Apty into additional platforms, integrate it with their L&D strategy, and formalize a governance structure to ensure consistent, scalable, and measurable digital adoption across departments and regions.

### Spotlight Quote

"With Apty, we're not just rolling out tools—we're transforming how our teams operate globally. That alignment between systems and people is how we deliver more on our mission."

— Digital Transformation Leader, World Bank Group



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