

Userlane Analytics

Last Modified on 12.01.2024

Measure, understand, improve

By measuring and tracking the **success of strategic software** adoption, you can expect the following results:

- Increase usage & adoption
- Improve employee experience
- Reduce underused software
- Increase productivity

Additionally, you can track the performance and engagement of your support content, so you can iterate faster and drive further software adoption.

HEART Analytics

Userlane's HEART analytics are the world's first standardized model to monitor value realization across enterprise applications.

Based on user interaction metrics and usage patterns, a single score indicates the current value realization for each application based on five core value drivers:

1. Happiness
2. Engagement
3. Adoption
4. Retention
5. Task Success

The output metrics signal if an application delivers the expected value and allows identification of areas for improvement to assess and optimize the return on investment for key technology initiatives.

Learn more about HEART Analytics [here](#).

Content Analytics

Userlane improves user experience with an interactive overlay for in-application guided learning to drive adoption and productivity while reducing training and support costs.

You can create **Guides, Tooltips, Announcements, Pop-Ups (Welcome Slide), and NPS** with Userlane and see how they are performing.

Learn more about our Content Analytics [here](#).
