



Interfor Empowers a Multilingual Workforce and Elevates the Employee Experience with Nexthink Adopt

How Interfor empowered its diverse workforce with Nexthink Adopt, streamlining HR tools, reducing tickets, and driving digital confidence companywide.

Interfor, one of North America's largest forest products companies, faced the challenge of supporting a multilingual, widely distributed workforce across complex HR and enterprise systems. Employees struggled with platforms like ADP, UKG WFM, and Cornerstone, leading to confusion, frequent support tickets, and heavy reliance on HR teams.

With Nexthink Adopt, Interfor transformed these moments of friction into opportunities for empowerment. By delivering in-app guidance, role-specific support, and just-in-time resources, they simplified critical workflows, reduced HR workload, and boosted employee confidence in navigating digital tools. The result: more autonomy, fewer tickets, and stronger connections across the workforce.

This is their story...

The Business Problem

As one of North America's largest forest products companies, Interfor operates mills across the U.S. and Canada, and employs more than 3,000 people. Their workforce spans languages, regions, and technical comfort levels—making it challenging to roll out and support key enterprise tools like ADP, UKG WFM, and Cornerstone. The HR team was committed to creating a more seamless, supportive digital experience. With the help of Nexthink Adopt, they made it easier for employees to find what they need, complete important tasks on their own, and feel more connected to their tools.

Key Challenges

Multilingual Workforce Needs: With a significant portion of Interfor's workforce speaking French or Spanish as their first language, there was an opportunity to make digital systems more inclusive and accessible.

Support Demand During Key Cycles: Seasonal activities such as tax season and performance reviews led to a spike in employee questions, highlighting the need for scalable, self-service resources that reduce pressure on HR while empowering employees.

Navigating Complex Tools with Confidence: Some employees found platforms like ADP and UKG WFM difficult to navigate, revealing a chance to simplify the user experience and build greater trust in the tools.

Generic Documentation Across Diverse Roles: Standard documentation didn't always align with the unique workflows of different user groups. This presented a valuable opportunity to tailor guidance by role and use case.

Limited Reinforcement for Infrequent Tasks: Payroll updates and performance reviews often occurred only quarterly or annually. The infrequency made it challenging for employees to retain steps, highlighting the need for just-in-time support.

Time-Intensive One-on-One Support: HR teams were dedicating significant time to answering common questions via email or phone—pointing to an opportunity to scale knowledge sharing through proactive, in-app guidance.

Interfor's Key Problems



Multilingual
Workforce Needs



Support Demand
During Key Cycles



Navigating Complex Tools
with Confidence



Generic Documentation
Across Diverse Roles



Limited Reinforcement for
Infrequent Tasks



Time-Intensive
One-on-One Support

The Story: From Friction to Empowerment

ADP – Empowering Self-Service During Tax Season and Onboarding

While ADP was a critical platform for employees, many relied heavily on HR for tasks like retrieving pay slips or tax statements, due to a lack of confidence navigating the system. To address this, the HRIS team launched a guided welcome tour in ADP using Nextthink Adopt, walking users through key features and pointing them to on-demand support resources. Ahead of tax season, a dedicated guide was deployed to proactively show employees how to access their tax documents, reducing confusion before it could result in a ticket.

Results:

- Noticeable reduction in tax-season HR inquiries
- Increased employee confidence in navigating ADP independently
- Broader adoption of self-service capabilities across the organization

UKG WFM – Building Confidence in Timekeeping

Timekeeping via UKG WFM was another pain point, many worried that making an error while entering or editing time could affect their pay. Even minor changes felt high-risk.

Using Nextthink Adopt, the HRIS team introduced a welcome tour that simplified the time entry and correction process. Visual ToolTips and persistent, in-flow guidance helped users feel supported at every step, gradually building confidence and boosting trust in the platform.

Results:

- Improved user confidence with UKG WFM
- Fewer support requests related to time entry
- Ongoing reference material that reduced repeat questions over time



A simple tour showing people where to find their tax statements reduced tickets significantly. The support load just disappeared.”



Grace Thompson,
HRIS Coordinator
Interfor

Cornerstone—Supporting Managers Through Annual Goal Cycles

Cornerstone served dual purposes at Interfor, supporting employee learning and performance management. However, that duality led to confusion around navigation and task ownership, especially for managers.

The HRIS team addressed this by using role-based targeting within Nexthink Adopt. Managers received tailored walkthroughs focused on performance-related tasks, while employees were guided through learning content. SMART goal formatting tips and in-context prompts further enhanced clarity.

Results:

- Significant reduction in CDP-related support emails
- Role-specific guidance that resonated with both managers and employees

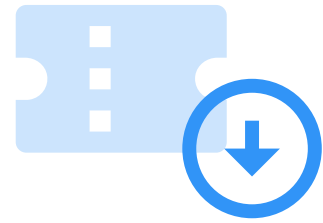
EAM—Reducing Friction in a Complex System

EAM was one of the more complex platforms in Interfor's tech stack. While it played a critical role in asset tracking and maintenance workflows, it wasn't always intuitive, especially for new users or those who didn't use it daily.

Using Nexthink Adopt, the Interfor team rolled out targeted in-app guidance to walk users through key workflows, including ToolTips, SmartPages, Split Screen guides, and more. These were designed to appear only when needed, helping users complete tasks without having to leave the platform or reach out for help.

Results:

- Over a 9-month period, Interfor saved over 14,000 support tickets and more than \$200,000 in associated costs.
- Increased confidence among users performing infrequent or high-stakes tasks
- Time savings for HR and IT teams who previously fielded recurring questions



Interfor saved over **14,000 support tickets** and more than **\$200,000** in associated costs.



Nexthink Adopt is like having a little helper built right into our systems. It gives people a nudge when they need it most, so they're not stuck waiting or guessing. It's made a big difference in how confident folks feel using our platforms."



Grace Thompson,
HRIS Coordinator
Interfor

Nextthink Adopt

Nextthink Adopt, powered by the Nextthink Infinity platform, is the only DEX-powered digital adoption solution that ensures end-to-end application success. Acting as an overlay on any browser-based enterprise application, it delivers in-app guidance, AI-driven predictive insights, and targeted desktop engagement that empower employees to work with confidence and accuracy. Adopt helps IT reduce tickets by up to 50%, ensures data quality with 210% more accurate first-time inputs, and accelerates transformation projects by providing visibility into adoption, performance, and user sentiment. Unlike traditional Digital Adoption Platforms, Adopt unifies adoption guidance with real-time monitoring, proactive support, and predictive analytics, turning digital friction into productivity and maximizing ROI on applications like Workday, Salesforce, ServiceNow, and more.

See Nextthink Adopt in action.

SCHEDULE DEMO

