WIQ

Turn invisible processes into measurable AI impact

The problem

Enterprises still don't know how work actually gets done. Teams jump between browsers, desktop apps, spreadsheets, chats, and phone calls, but leaders rely on interviews, shadow sessions, and outdated SOPs to understand how work flows. This makes it nearly impossible to:

- Identify where human hours are truly spent
- Pinpoint high-ROI automation use-cases to invest in
- Provide AI implementation teams with high-quality, implementation-ready process context
- Measure whether automation or AI agents actually improved operations

As AI investment accelerates, the lack of **process visibility and measurable impact** means **AI programs take over 6-12 months to go live and still fail to deliver value.**

95%	**38**%	**6**mo
of AI pilots fail (MIT Study)	unclear use-cases	from Discovery to POC
Implementing AI automations doesn't drive business impact	#1 reason given by survey respondents for barrier to AI adoption	Leaders rely on interviews or consultants to learn how their teams do work

https://www.deloitte.com/us/en/services/consulting/blogs/ai-adoption-challenges-ai-trends.html
https://promethium.ai/guides/enterprise-ai-implementation-roadmap-timeline/
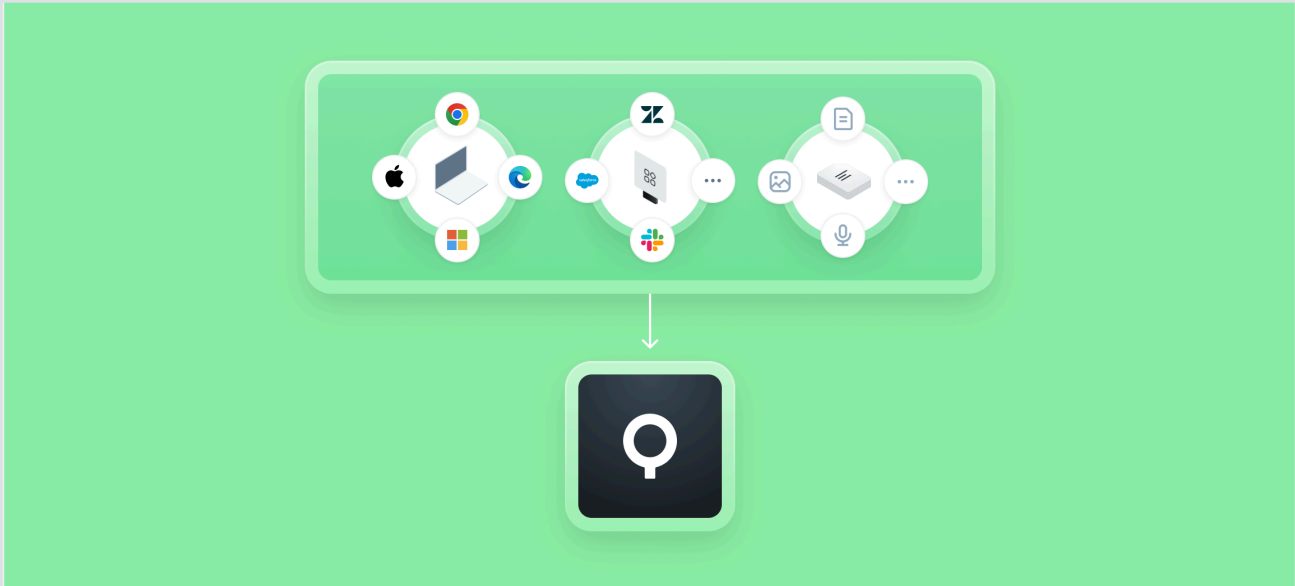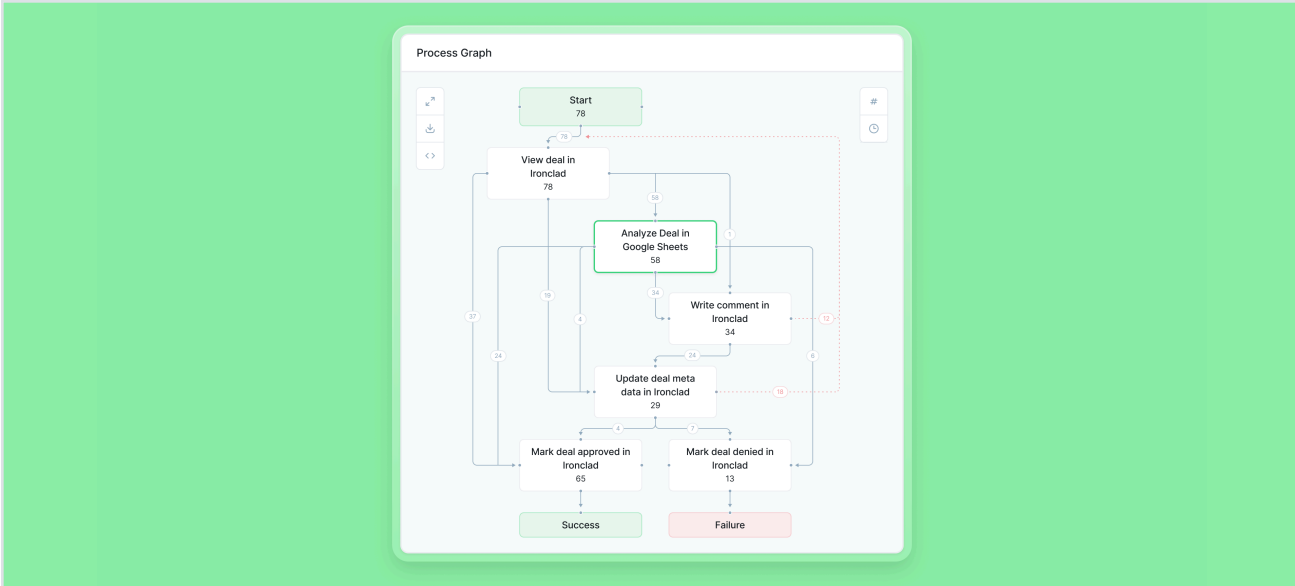https://archive.is/P6s0K

The WIQ Solution

WIQ automatically reconstructs real business processes directly from operational activity data like browser and desktop events, system of record logs and even call transcripts. Then WIQ finds the highest ROI automation opportunities and outputs implementation-ready specs.

WIQ can be installed and **generate insights in under 2 weeks**, compared to 6+ month on-ramps to legacy process mining solutions.
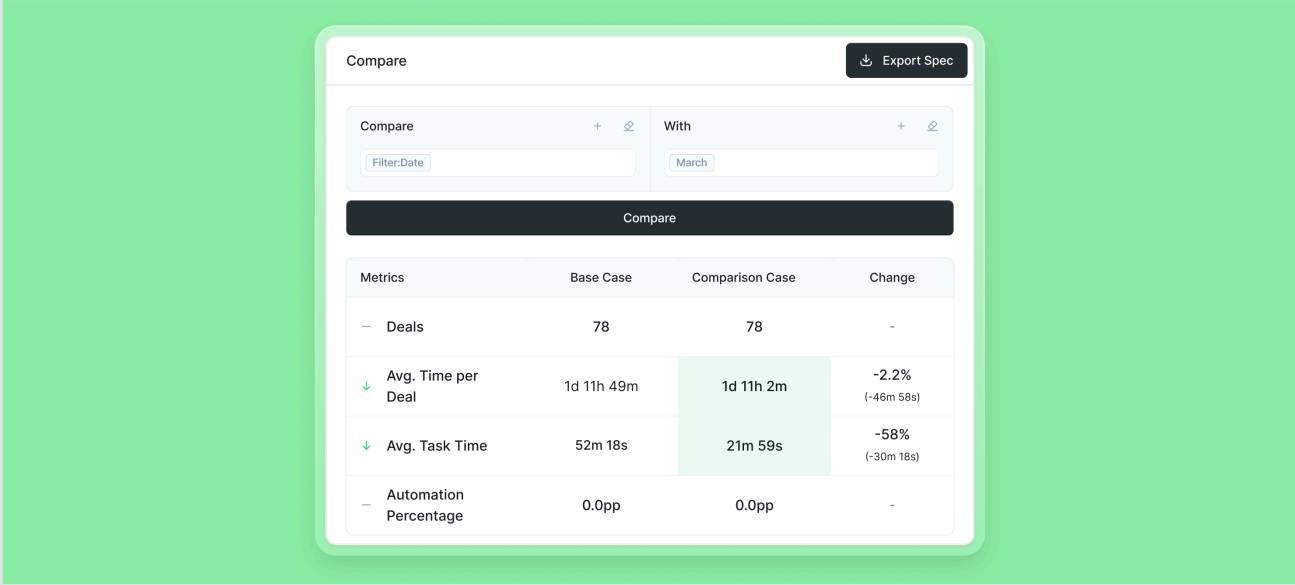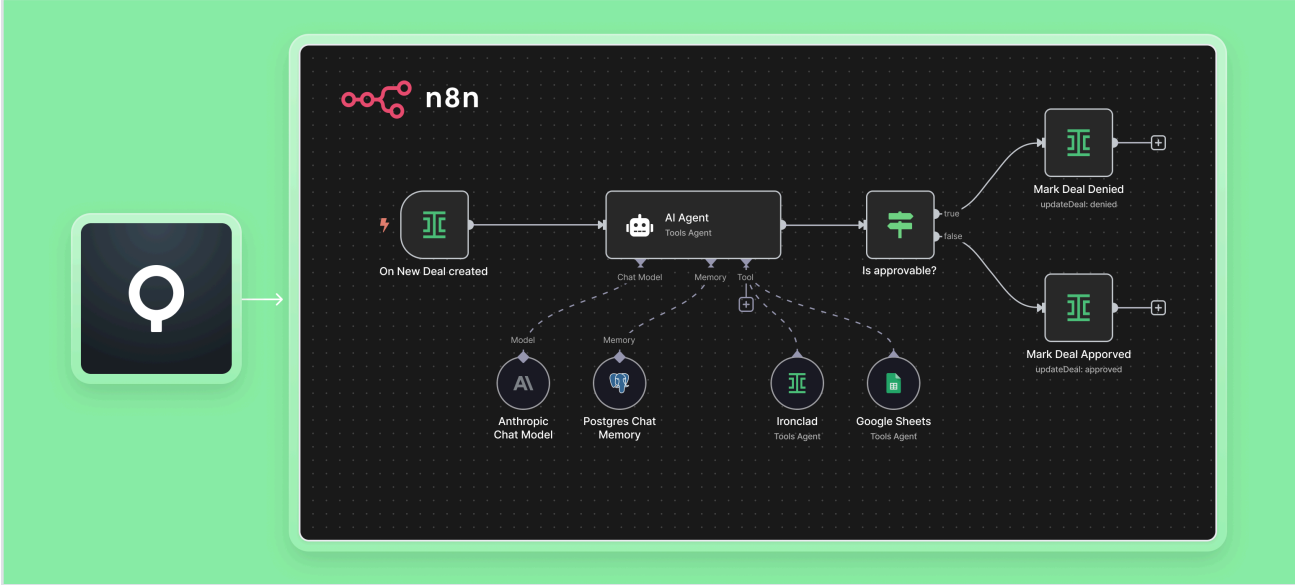
How WIQ works in a nutshell

1. Capture operational data: Install a lightweight browser or desktop client for each team member. Optionally connect other internal systems.
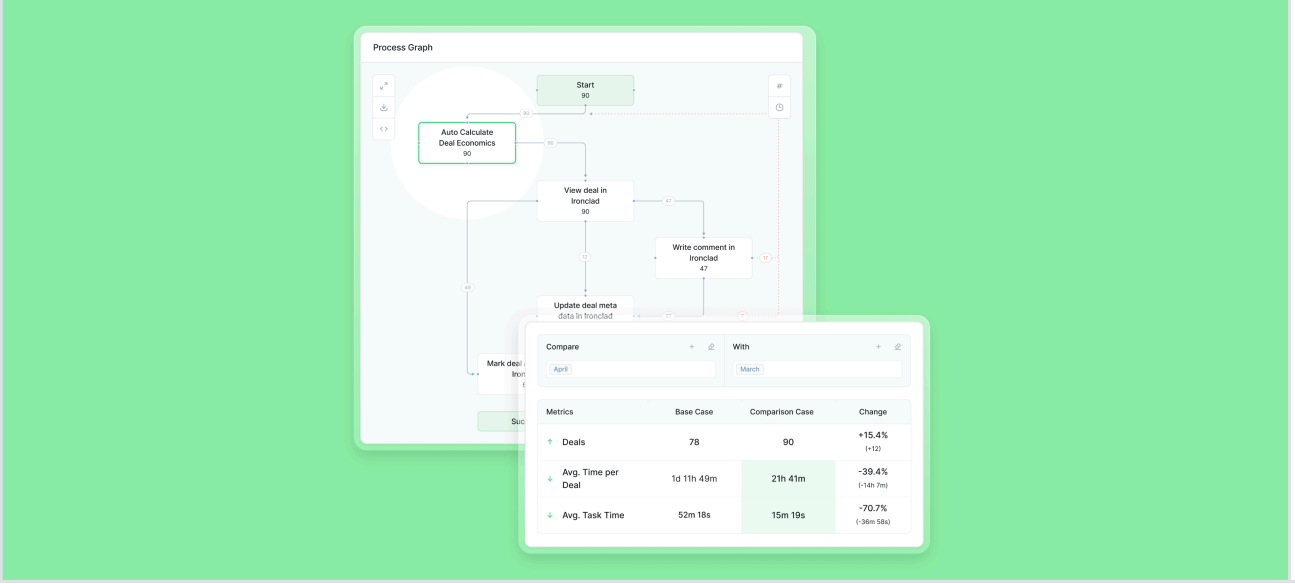

2. Discover: WIQ reconstructs actual workflows from raw activity across apps, platforms and users.

3. Analyze: Measure handle-times/KPIs, pinpoint underperforming segments or users and model automation ROI.

4. Act: Export implementation-ready automation specs for packaged use cases to use with best in class AI vendors or internal engineering teams.

5. Monitor: Track process performance, compliance, and automation impact for humans and AI agents, all in one place.

Why WIQ is different

Data-Type Agnostic

Captures workflows across browser, desktop, chat, calls, and backend systems. Real work can happen anywhere and only WIQ can capture it all.

Real Handle-Time, Not Estimates

Click-level data reveals true human effort. Other types of measurements can't capture actual human handle-times, so the impact of automation can't be calculated. WIQ provides exact impact estimates for automation.

Fast Time to Value (Under 2 Weeks)

Installation of WIQ agent takes seconds. Automated process mining and recommendations take under 2 weeks, which is 10x faster than the alternatives.

Implementation-Ready AI Specs

Exports full-context blueprints that accelerate AI agent and automation development. Other process mining solutions are missing the context used by humans during processes, and only point out problems.

Unified Human + AI Monitoring

Single view of performance, compliance, and process drift across both humans and AI agents. WIQ helps you retune your AI or coach your team.

Privacy and Security First

Control exactly what data is recorded, from websites and apps down to individual fields. On-prem deployments available for enterprise clients.