

Akamai Accelerates New Employee Training With A Chatbot

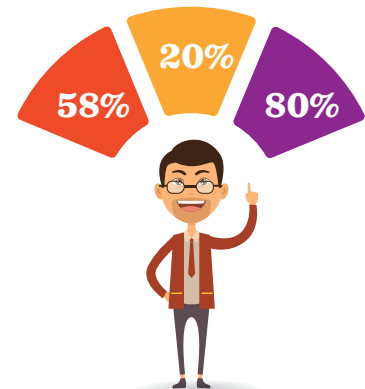


Client: **Akamai Technologies**

Use Case: **New Employee Onboarding**

Highlights

- Avi is a chatbot designed by Akamai and Mobile Coach to help new hires navigate the onboarding process and complete their certification.
- New hires who used Avi were:
 - **58%** more likely to complete their Technical Primer Certification
 - Took **20%** less time to complete their certification
 - **80%** of Avi users reported feeling confident with HTTP concepts taught in their training





Key Challenges

When Akamai's new hires expressed concerns regarding lack of support and guidance during onboarding, Akamai established three areas for improvement:

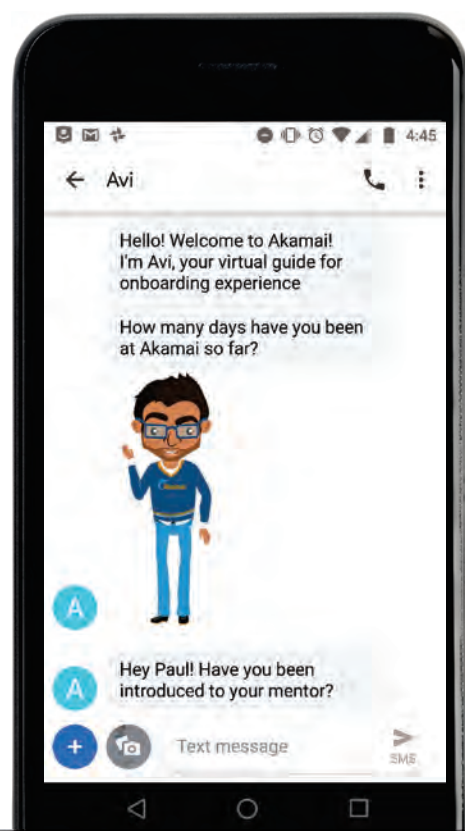
- Improved communication between the manager, mentor and new hire
- Reminders for new hire of onboarding milestones and subjects to ensure certification is finished on time and with confidence
- New hires needed an easy way to reach get answer

The Solution

Akamai knew that the solution needed a few key features:

- Reliably communicate with new hires
- Scale and support new employees globally
- Low barrier to entry
- Unburden managers and mentors from constant communication requirements
- Connect managers, mentors and new hires when live help is needed

With this in mind, Akamai partnered with Mobile Coach to create a chatbot named Avi. This chatbot followed-up with new employees on their path to learn, prepare for, and pass their certification.





Avi's main goals were to:

1. Increase certification pass rate
2. Decrease time from date of hire to certification

Design

Akamai's chatbot is named Avi. He communicates with new hires via SMS or the LINE app. During a new hire's first 31 days, Avi sends messages to remind, motivate, gather information, and check in on required key tasks. When a user asks a question, Avi passes it to the onboarding team who then respond through Avi.

Results

After 1 year of Avi, Akamai found that new employees who use Avi:

- Are **58% more likely** to complete their Technical Primer Certification
Finish their Technical Primer Certification in 20% less time
- **80%** of Avi users reported feeling confident with HTTP concepts taught in their training, and 100% reported feeling confident with the concepts learned during Technical Primer Certification
- **76%** of Avi users were "high responders," meaning they answered more than half of the time Avi asked them a question during their first 30 days
- **62%** of new hires expressed that Avi was helpful or very helpful



Looking Ahead

- Akamai and Mobile Coach are creating new, updated versions of Avi to fit employee onboarding needs of additional departments
- Akamai and Mobile Coach are working to find ways to increase adoption rate of Avi
- Long-term, Akamai is working with Mobile Coach to create API connections for automated information sharing that will make Avi even smarter

“I was struggling with a particular concept, and when I said that, Avi suggested some Lynda.com videos that were extremely helpful. That alone was enough to make him worthwhile during my onboarding....” - Avi user

“Avi and the results were interesting. He reminds me of the schedule and gave me some quizzes....” - Avi user

“...having Avi provide prompts and reminders as I go through my onboarding training has been a positive experience....” - Avi user

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