

# Effective Employee Training via Chatbot

by Vince Han

It is common for world class, professional athletes to employ not one, but several coaches and advisors to help them reach their elite goals. For example, a professional marathoner might assemble a team made up of a running coach, strength coach, nutritionist, massage therapist and an agent. If this marathoner is already endowed with extraordinary endurance and speed, why the need for a full team of coaches and advisors and specialists to reach success?

Fundamentally, success requires constant attention; success is made up of many choices over time, not just one choice at one time. And the journey to success is fraught with obstacles often requiring skills we have yet to fully develop, as well as a high level of motivation, which is hard to maintain.

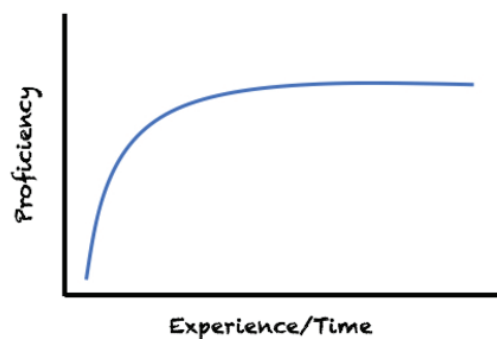
This dynamic is no different for employees when working on their personal and professional development. It would be a luxury if employers could afford to employ a team of expert coaches and advisors to help guide employees to achieve more success in their jobs. A lucky few may be surrounded by outstanding leaders and supportive colleagues who invest both the time and energy to help, but the vast majority of employees are often left largely to themselves to navigate through the journey of personal development.



## The Learning Curve

Most of us are familiar with the term, “the learning curve.” We typically use this phrase when what we are learning is difficult and requires an extended period of time. For example, “I just started a brand new career and there is a big learning curve” or “I’m moving to a new country and tackling the learning curve of a new language.”

The term, learning curve, refers to the fact that truly learning something requires time and experience. Most depictions of the learning curve show a smooth curve like this one:

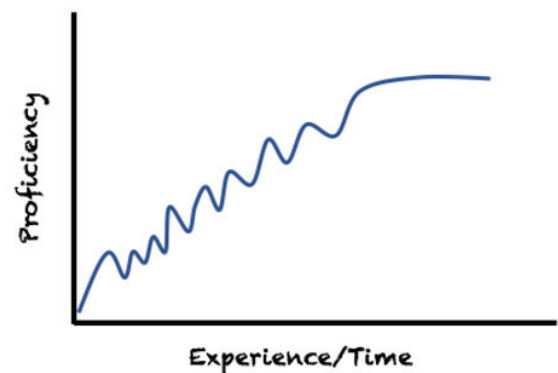


However, all too often, our learning curve ends up looking more like this:



The unfortunate reality for many is that while we often start out with a bang, we fail to make learning stick and lose any ground we may have gained. This version of the learning curve can also resemble how our New Year’s resolutions sometimes go!

In actuality, when learning does effectively happen and sticks for good, it ends up looking something like this:





Learning a skill or proficiency is a journey comprised of many ups and downs; we make some progress and then forget or slip up and need a nudge to regain momentum. Think about the toughest new skills or habits you've had to adopt in your life. It is likely that your journey most resembled this jagged version of the learning curve.

Whether you are a professional marathoner or toiling away in your job, understanding the dynamics of real learning is key to success. And employers need to understand these dynamics in order to create an environment and provide tools to help each employee navigate through their individual learning curves.

## The Fundamental Challenges

There are several fundamental challenges that employees confront in tackling their respective learning curves:

**1. Maintaining Motivation** - When employees set professional goals, it can be common for them to struggle with staying motivated once the initial enthusiasm wears away. Motivation is the fuel that powers the journey up the learning curve and so without it, you won't see results.

**2. Skills Gap** - Some employees could be highly motivated, but if they lack the skills and the know-how required, they will also

face difficulty staying on the steep learning curve. Part of the successful navigation up the learning curve should include identifying what skills are lacking and forming a deliberate plan to help develop those skills.

**3. Managing Externalities** - Life can have a knack of throwing obstacles in our way, many of which are beyond our control. Health issues, family problems, relationship problems with colleagues, transportation difficulties, and other stresses can overwhelm us as we try to conquer the learning curve.

**4. Staying Connected** - In our age of unlimited distractions, it can be extremely difficult to stay consistently connected to the heart and mind of our employees. Inundate them with too many messages and they'll revolt, hit them up with too few and you become irrelevant.

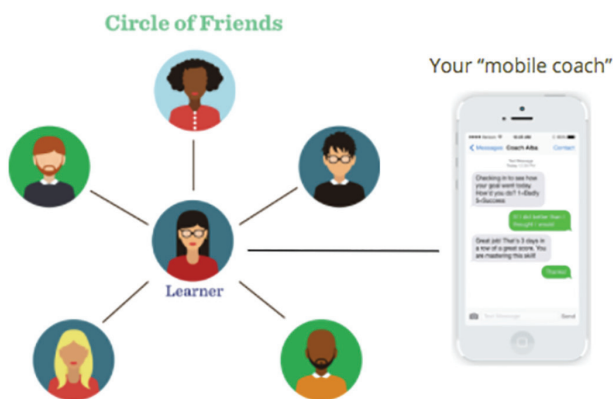
## Introducing the chatbot

At Mobile Coach, we are learning experts. We understand that learning curves are bumpy and require persistence and connectivity over time. The ideal training partner for any company looking to support employee development is a chatbot.

A chatbot is a virtual friend, designed with artificial intelligence to be smart about a specific training course or an employee's professional development path.



By leveraging chatbot technology, you can scale training and teaching to coach any employee, in any language, in any area of the world. And for the employee themselves, interacting with a chatbot is as easy as chatting with a friend. In fact, a well designed mobile coach chatbot actually can join the employee's circle of friends that they regularly interact with.



We've seen extraordinary engagement rates in the ability of our chatbots to teach and influence employees in a training context. For example:

- The Freeman Corporation designed “Coach Top Gun SellFun”, a chatbot to improve the implementation of the sales strategies and techniques taught in a sales training course. This chatbot had a 93.2% active rate with participating sales reps; but more importantly, Freeman has seen an increase in the percentage of sales reps successfully

graduating from this sales development program.

- Aristocrat Technologies designed “Coach Jesse” which helped field employees learn and maintain best practice safety practices. Using a friendly and encouraging voice, Coach Jesse messaged field employees, mostly installers and delivery drivers, each week for a year which resulted in a double digit reduction in safety incidents and unprecedented safety evaluation scores.

Mobile Coach chatbots are an extremely effective with training employees for the following reasons:

- 1) An ongoing conversation from a virtual personality is more effective in keeping the attention of employees than just sending canned reminders. Conversations put users at ease and they can engage when it's convenient to them.
- 2) The technology behind a chatbot allows you to scale conversations to thousands of employees at the same time, all the while personalizing the content for each person.
- 3) Chatbots reach users where they already are - on their phones and on their messaging apps. You don't need to require them to download software or try to remember a username and password. You simply become a new friend they message with on their phones.



4) Chatbots are smart. They can collect valuable information from users and then use that data to be smarter about the messages they send. Also, employers learn a great deal about how their employees are doing as they mine chatbot data

## Conclusion

Companies should evaluate the effectiveness of their employee training programs by the business results they help to deliver. Simply put, if more employees successfully learn the skills and knowledge required to be successful, companies would grow faster and bigger all while spending less.

With today's environment of constant connectivity via the mobile phone, a chatbot is the best way for a company to help individuals master the learning curve of success.

"Mobile Coach is one of our "secret weapons" to ensuring our programs drive knowledge retention and behavior change. The platform is elegant and robust, and the team is adaptive and responsive."

- Michael Bungay Stanier, Founder, Box of Crayons

"The Mobile Coach team is incredible! We've done several projects with them, and on every one they've thought through the details, delivered on time, and created a great experience for our employees."

- Regina Taute, Freeman Corporation

"We're all-in on Mobile Coach. We love how versatile the platform is and how easy it is to work with the team. We use Mobile Coach chatbots for employee onboarding, communication training, meditation exercise, and more. We love the tool."

- Glenn Hughes, KLA Tencor



### About the Author: Vince Han

Vince Han is the founder and CEO of Mobile Coach and a frequent speaker at conferences such as Training Conference, DevLearn, Learning Solutions, Masie's Learning Conference, ATD ICE, ATD Techknowledge and others. He holds an MBA from the MIT Sloan School of Management. Vince has founded several successful technology companies and resides in Utah.