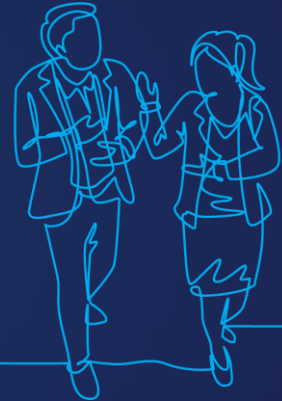


BUILDING, a Community and Culture of Learning:



LTEN[®]2022

Welcome



Designing Chatbot Experiences that Engage Your Learners



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Today's Objectives

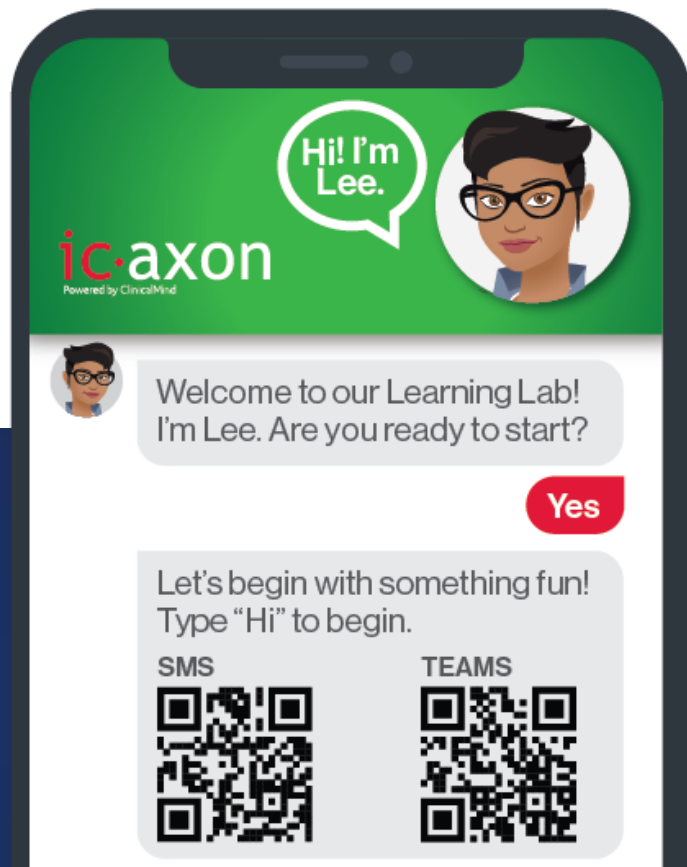
- Discuss how to effectively use a chatbot in the training space
 - Onboarding support (“pull”)
 - Learning reinforcement (“push”)
- Identify metrics that can be gathered
- Review useful tips and tricks for leveraging chatbot as a modality with your learning audience



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Icebreaker!

Photo or fun fact
about San Antonio



- Activity (1)
- Calendar
- Teams
- Calls
- Files
- Chat (2)
- ...
- Apps
- Help

 **Lee Chat**



Lee 9:48 a.m.
Would you like to see one more? Type A for a fun fact or B for a photo.

9:50 a.m.
restart



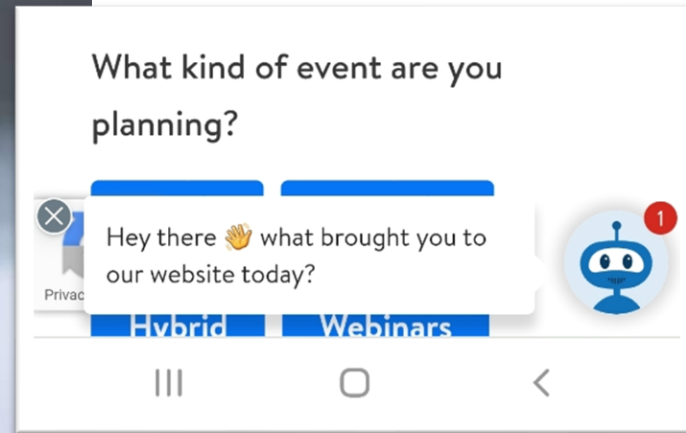
Hi there, I'm Lee! Thank you for taking part in our learning lab! How about we start with a bit of fun? Let's learn a bit about San Antonio? What would you like to see? Type A for a fun fact or B for a photo.

- ✍️
- 📎
- 😊
- GIF
- 🗨️
- 📌
- ...
-

Overview: What is a Chatbot?



A computer program designed to simulate real conversation with human users



How can a Chatbot be Used in Training?

HOW

- New hire onboarding support
- Post-training reinforcement
- Meeting events
- Knowledge assessment
- Scenario-based skills practice
- Communication
- Competitive engagement
- Other ways?

WHY

- Bite-sized, micro-learning
- Familiar navigation and modality
- Just-in-time, on-demand learning
- One-stop shop
- Conversational, seamless human intervention
- Better engagement yields better analytics

Use Case – Pull for Support

EXAMPLE – New Hire Training Concierge


- On-demand 24/7 learner assistant
- Provide answers to FAQs
- Provide links to other sites, platforms, resources, course descriptions
- Send training agendas, reminders about upcoming training sessions & assignments
- Acknowledge completions
- Handoff to SME for issue resolution as needed

Use Case - Pull



Hi! Welcome to New Hire Training! I am Lee, your Learning Experience Expert, here to support you on your learning journey. You'll see messages from me reminding you of assignments requiring completion and upcoming classes, as well as a "thumbs up" here and there to acknowledge your progress!

Use Case - Pull



Hi! Welcome to New Hire Training! I am Lee, your Learning Experience Expert, here to support you on your learning journey. You'll see messages from me reminding you of assignments requiring completion and upcoming classes, as well as a “thumbs up” here and there to acknowledge your progress!

In addition to helping you to stay organized with all your onboarding tasks, I am here as a resource to help you with any issues or challenges you're having or to answer any questions you have along the way.

Use Case - Pull

In addition to helping you to stay organized with all your onboarding tasks, I am here as a resource to help you with any issues or challenges you're having or to answer any questions you have along the way.

Let me know if I can help with any of the following by clicking on the respective tile:

I forgot my password

Link to LMS

Training agenda

Training checklist

Company acronyms

Other issue

Company acronyms

Use Case - Pull

I forgot my password

LINK TO LIVIS

Training agenda

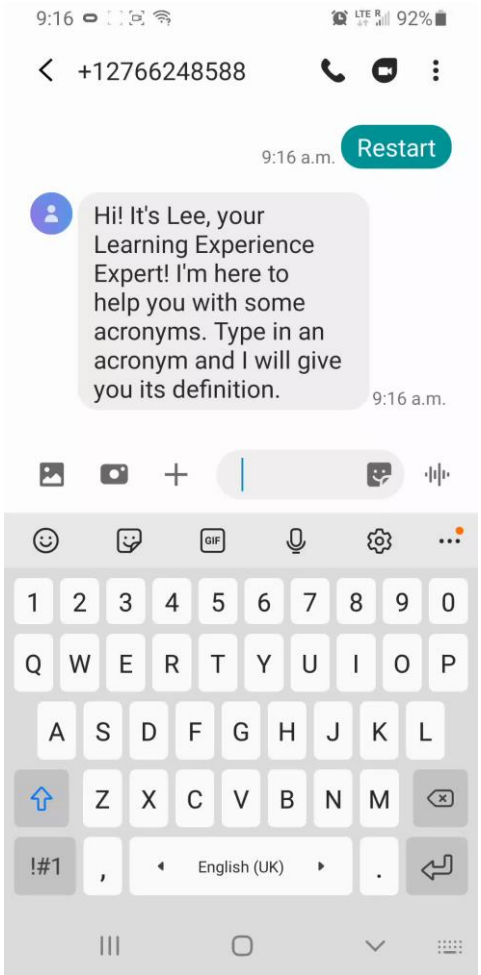
Training checklist

Company acronyms

Other issue

Company acronyms

Okay let's take a look!



Business Case – Pull for Support

FROM LEARNER PERSPECTIVE

- Access to 24/7 real-time resource for technical issues and queries
- Convenient and easy to use – no need to download anything, no username or password to remember
- Immediate response and frictionless experience
- Minimized frustration of onboarding into new environment
- More productive and engaged

FROM ORGANIZATION PERSPECTIVE

- Persistent and simultaneous connection with learners
- Reduced trainer time spent on repetitive questions and issues and learners waiting for solutions
- Engaged and motivated learners
- Natural survey mechanism - learners are already interacting with the bot, providing qualitative feedback
- Quantitative metrics - # of inquiries, how many users engaging, types of questions

Use Case – Push for Reinforcement

EXAMPLE – Post-Training Knowledge Reinforcement

- Reinforce learning at spaced intervals to reset the forgetting curve
- Push micro-sized training reinforcement requiring minimal time to engage with (videos, podcasts, job aids, visual images, articles, etc.)
- Push short quizzes to check on learning and reinforce key concepts; foster team building through competition
- Provide personalized experience with scenario-based knowledge application and adaptive feedback

Use Case – Push



Hello and welcome to the LTEN Chatbot Learning Lab!
I am LEE, your Learning Experience Expert, here to show you how you can use a learning bot to reinforce training content and help to ensure that knowledge acquisition “sticks” with your learners!

Use Case – Push

Hello and welcome to the LTEN Chatbot Learning Lab! I am LEE, your Learning Experience Expert, here to show you how you can use a learning bot to reinforce training content and help to ensure that knowledge acquisition “sticks” with your learners!

We’re going to test your knowledge about learning transfer and the importance of reinforcement for training pull-through. How does that sound? Are you ready to get started (answer **YES** or **NO**)

Yes

Use Case – Push

Choose the best option to complete the statement below.

The “Forgetting Curve” is a model from the 1880’s by German psychologist Hermann Ebbinghaus that:

- A. is a visual representation of the way that learned information fades over time
- B. describes how memories are lost over time and unless an attempt is made to relearn the information, less and less will be remembered as time passes
- C. shows that the biggest drop in knowledge retention happens soon after learning it; without reviewing and reinforcing the learning, the ability to retain the information plummets
- D. all of the above

Use Case – Push

Information fades over time

- B. describes how memories are lost over time and unless an attempt is made to relearn the information, less and less will be remembered as time passes
- C. shows that the biggest drop in knowledge retention happens soon after learning it; without reviewing and reinforcing the learning, the ability to retain the information plummets
- D. all of the above

D

Use Case – Push

retain the information plummets

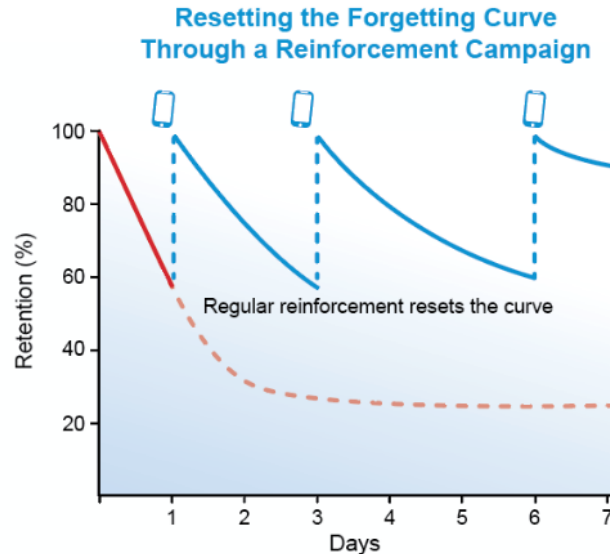
D. all of the above

D

That's correct! Well done! Since we all know the impact that visual representation has on learning, here's an image of the Forgetting Curve which demonstrates the points raised above:

Use Case – Push

That's correct! Well done! Since we all know the impact that visual representation has on learning, here's an image of the Forgetting Curve which demonstrates the points raised above:



Business Case – Push for Reinforcement

FROM BOTH LEARNER & ORGANIZATION PERSPECTIVE

- Relevant and accessible learning activities that drive engagement
- Training at regular intervals to assist with retention
- Flexibility for learners to engage when it's convenient
- Meet learners where they spent their time (average employee unlocks phone up to 9x / hour)
- Focused micro-bursts of content, extending reach of training and investment in underlying resources
- Relatively low-cost way to keep key messaging top of mind
- Track engagement, participation, results of training interactions
- Better learning engagement yields more useful analytics

Best Practices

PULL: Provide clarity on how to reach out to the bot and what the bot can do

Utilize menu options wherever possible to minimize impact of typos

Ensuring backup option is available for human intervention

PUSH: Determine a deployment cadence that works for your team (*frequency, time of day, length of each pulse*) and how you will report the results

Identify what types of data to gather for purposes of measurement (*participation, scores, team groupings, time to complete, etc.*)

BOTH: Establish a fun and engaging personality for your learning bot and use it to set the tone of interactions and communications

Allow your learner bot persona to evolve along with the learner journey

Review results being generated and solicit feedback wherever possible in order to continuously refine and elevate your program

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Questions?



Bye for
now!

