

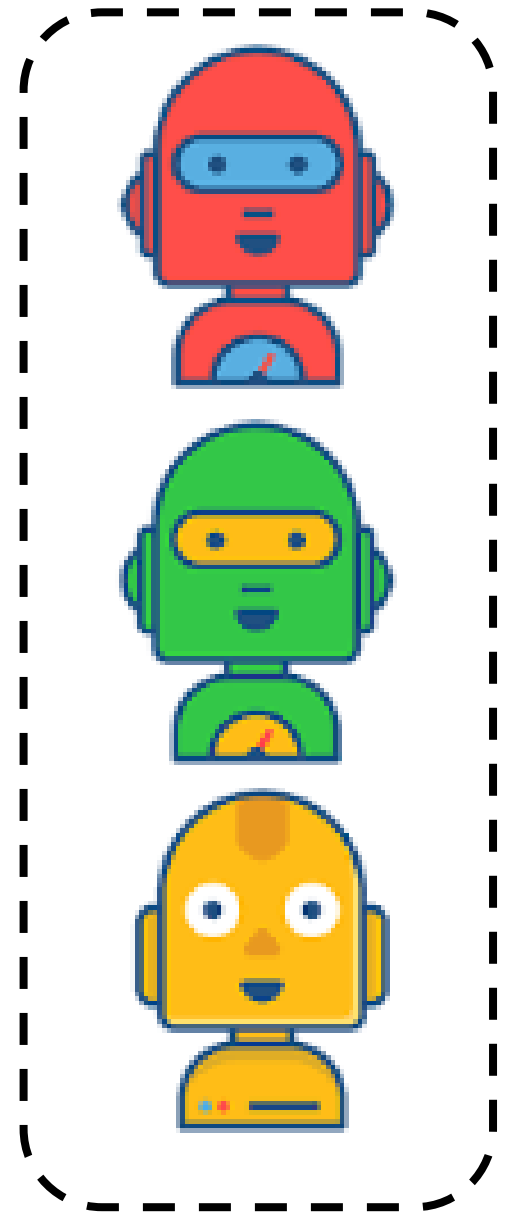


# Chatbots for Learning: P&G's Coaching Pilot

**Masie Learning 2018**

November 2018

# Meet Lucy



# Chatbots for Learning: Use Case



Learning-related Q&A + basic action such as “register me”

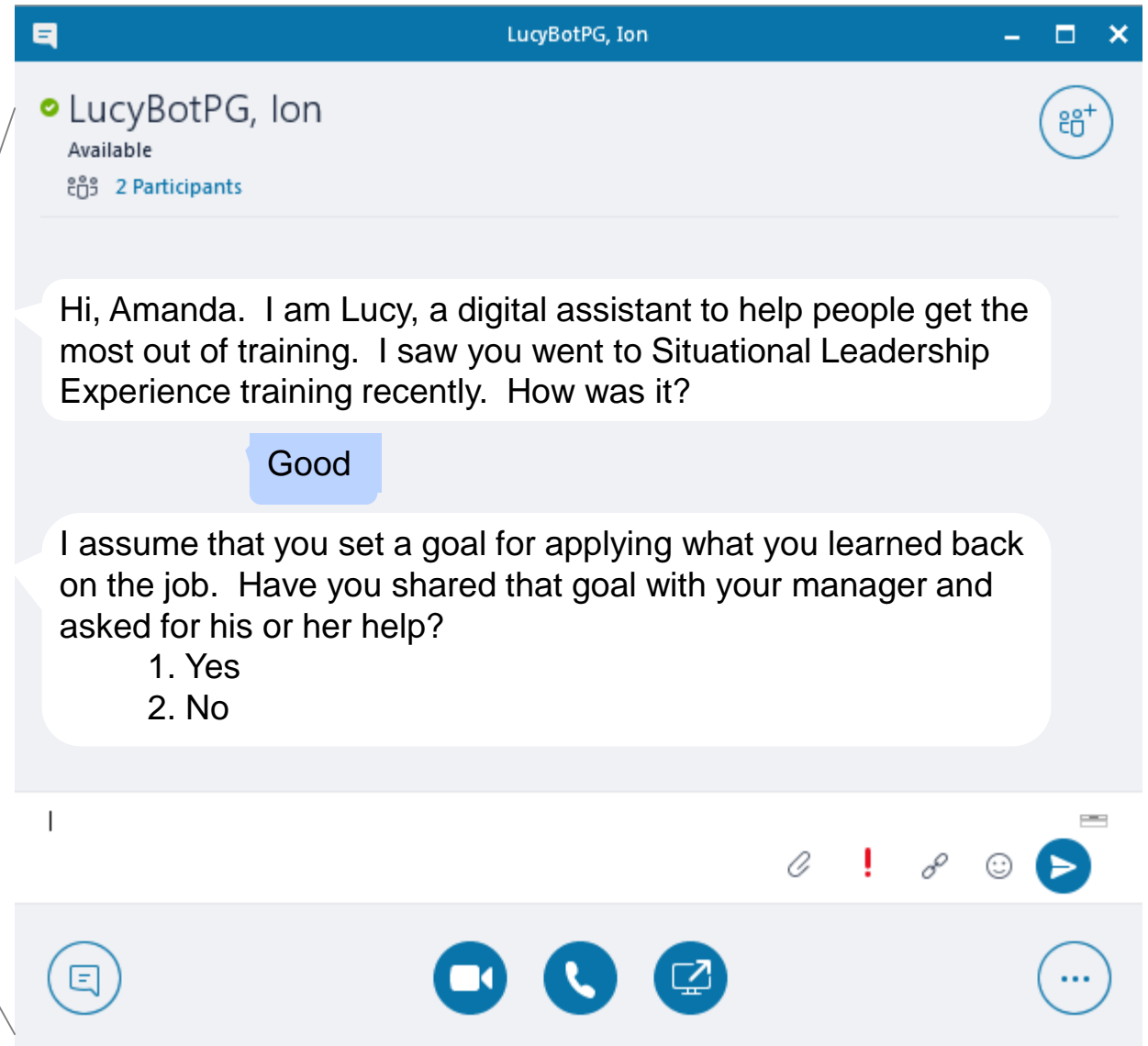
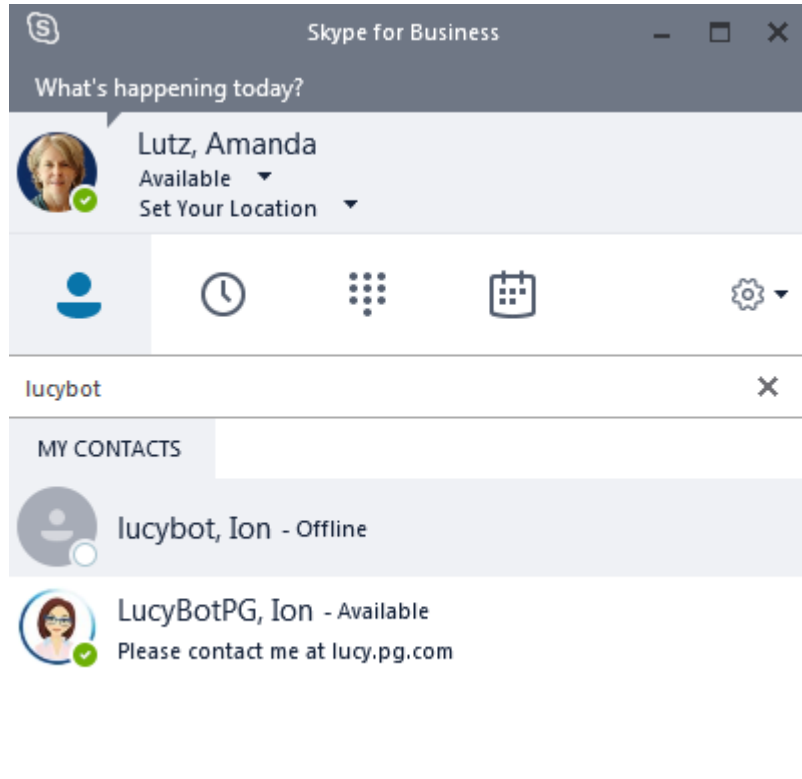
But what if a chatbot could support learning transfer post-learning event?

- ★ Engage the Learner
  - 1. Reminders to apply the knowledge/skills gained in the class
  - 2. Summary of class content/resources
  - 3. Contact information for the trainer who taught the class in case the learner wants follow-up coaching

★ Engage the Learner’s Manager



# Learning Coach Bot Pilot via Skype for Business Online



# Challenges

- Infrastructure deployment & Skype software versions
- Skype limitations
- “It’s not the way it’s done”
- Privacy & internal approvals for “push” communications



# Pilot 1 User Feedback

## So, can a chatbot aid in learning transfer?

Pilot 1 results inconclusive (hampered by technical issues)

- There was a direct, positive relationship between awareness of the Chatbot beforehand and a positive *initial* interaction
- Some participants felt uncomfortable with the fact that the chatbot was so “artificial” and “impersonal”
  - Mixed feedback on wording & tone
  - Speed of response
- Some participants stated the chatbot reminded them of annoying “pop up” windows or ads





*P&G*

Improving everyday life.