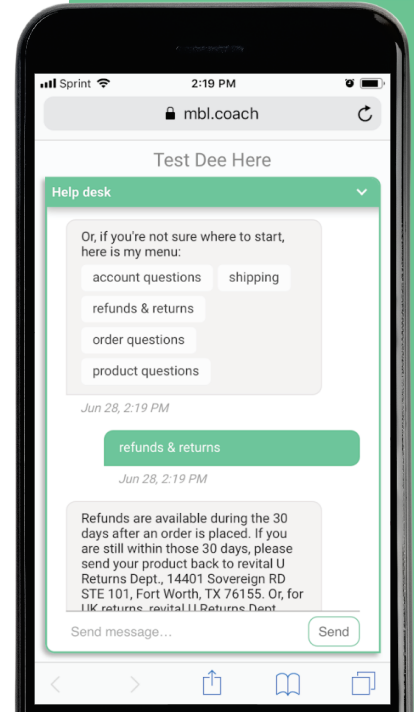


## Chatbot Improves Training Retention



*Client:* **Target Corporation**

*Use Case:* **Leadership Training**

## Highlights

- Mobile Coach and Target conducted a case study to measure how text message reinforcement impacts post-training retention. The results demonstrated that sending automated, interactive, and personalized messages increased retention and post-training actions.
- 75% of Mobile Coach participants took action on a specified post-training commitment, while only 55% of the control group did so.



# Key Challenges

The Target Leadership Institute developed a training course to help leaders better target their attention and cultivate awareness to drive change and results at work. As part of the program, learners developed an action plan of what they would do to apply the principles they learned in the workplace after the training. However, Target was finding that many people didn't follow through with these action plans--and in many cases didn't even remember what they had committed to do. Target wanted a solution to help people remember what they learned, what they committed to, and to follow through on their action plans.

# Chatbot Design

Target worked with Mobile Coach to create an A/B test to see if a chatbot could help them solve this problem. The control group was simply asked a series of questions at the end of the training and again in 60 days to see what they remembered and if they had completed their action plan. The test group was asked the same questions, but during the 60-day period they received 2-3 chatbot interactions per week reminding them of content from the training and following up on their progress with their action plan



# The Solution

A test group of 30 members and control group of 84 members were selected to support Target's "Transforming the Way We Lead and Work" workshop. This workshop was designed to help participants be more effective in achieving both personal and organizational goals and the participant demographic was leaders of leaders.

Assessments were conducted on the final day of training and 60 days after training in order to measure participant knowledge retention.

# Results

- 100% of Mobile Coach participants remembered their "starting point," a key component to the instructional design, whereas only 86% of the control group were able to do so.
- 88% of Mobile Coach participants remembered the action they had committed to do after training while only 68% of the control group remembered their commitment.
- 75% of Mobile Coach participants took action on a specified post-training commitment, while only 55% of the control group did so.

