



Aristocrat Uses Chatbot to Reinforce Safety Training

Client: **Aristocrat Technologies**

Use Case: **Safety and Compliance Training**

Highlights

Coach Jesse is a chatbot designed by Aristocrat Technologies and Mobile Coach. The chatbot delivers a one-year safety coaching and reinforcement program in pieces that are easy to apply into daily routines.

- **85% reduction** in vehicle and medical incidents.
- **71%** of users respond on average to each of Coach Jesse's prompts.



Key Challenges

Aristocrat has a large, dispersed workforce of technicians who install and repair gaming machines. The business needs for this project were:

- Fulfill regulatory requirements for safety training
- Keep employees and customers safe
- Help technicians to safely install increasingly complex machines in an environment in which we lack total control.

The Solution

A Mobile Coach chatbot was chosen by the Aristocrat team because:

- It offers flexibility for the technician to engage on their timeline.
- It provided a frictionless user experience; the chatbot easily integrated into the technicians' existing digital habits.
- Aristocrat is transitioning into more digital and mobile learning.
- It scaled to technicians throughout the United States, Canada, and Puerto Rico.

Aristocrat partnered with Mobile Coach to create a chatbot named Coach Jesse to facilitate safety and compliance reinforcement. The chatbot followed up with safety alerts, reminders, and supplemental materials.

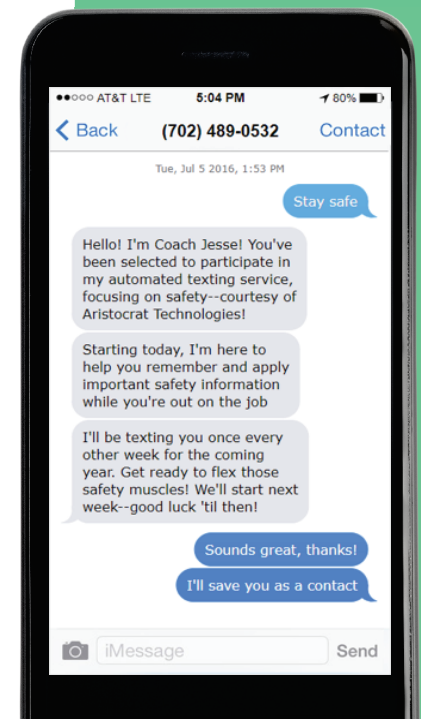


Coach Jesse's main goals were to:

- Change behavior by reinforcing safety training
- Engage a remote workforce
- Bring safety to the front of mind

Design

Coach Jesse delivers a one-year safety coaching and reinforcement program via SMS. Despite being a chatbot, Coach Jesse was designed to have a personality making the experience feel natural and personal. Coach Jesse is a powerful learning tool who messaged bi-weekly with tips, questions, quizzes, and a sense of humor.



Results

Since launching in 2016 the Coach Jesse chatbot:

- Has a **71% response rate** across all interactions
- Has successfully engaged technicians in regular safety training and kept key information top of mind
- Helped reduce vehicle and medical incidents from 21 annually to only 3.



Looking Ahead

- Coach Jesse was awarded the Brandon Hall's Silver Award for Excellence in Technology Awards for Best Advance in Online Coach Tools.
- Aristocrat has used the Mobile Coach platform to create six additional chatbots.

"The Mobile Coach chatbot has been part of our culture change from a workforce that uses desktops, paper, and learns once and forgets it. The chatbot was key to changing to a mobile workforce that continuously learns and reinforces. Our safety numbers are up and accidents are down—that's a success to me!"

—Christiana Houck, PhD, PMP
Director of Learning Solutions, Aristocrat Technologies

📍 55 N. University Ave #225 Provo, UT, USA 84058

☎ +1 888 977-2522

🌐 mobilecoach.com

✉ sales@mobilecoach.com

© 2019 Mobile Coach LLC All Rights Reserved