LEARNOVATE
Leading Learning Innovation

Chatbots for Corporate: Workshop Outputs

Core Research Team
November 2018

TECHNOLOGY CENTRE
SUPPORTED BY ENTERPRISE IRELAND

Buyer Persona

Mick

Manager in IT or OPS

~~Business Excellence Manager in large n~~
~~organisation (May be healthcare org)~~

~~with >500 employees in Ireland~~

~~The problem is big enough for them to p~~
~~solution~~

~~Company may be suffering from attrition~~

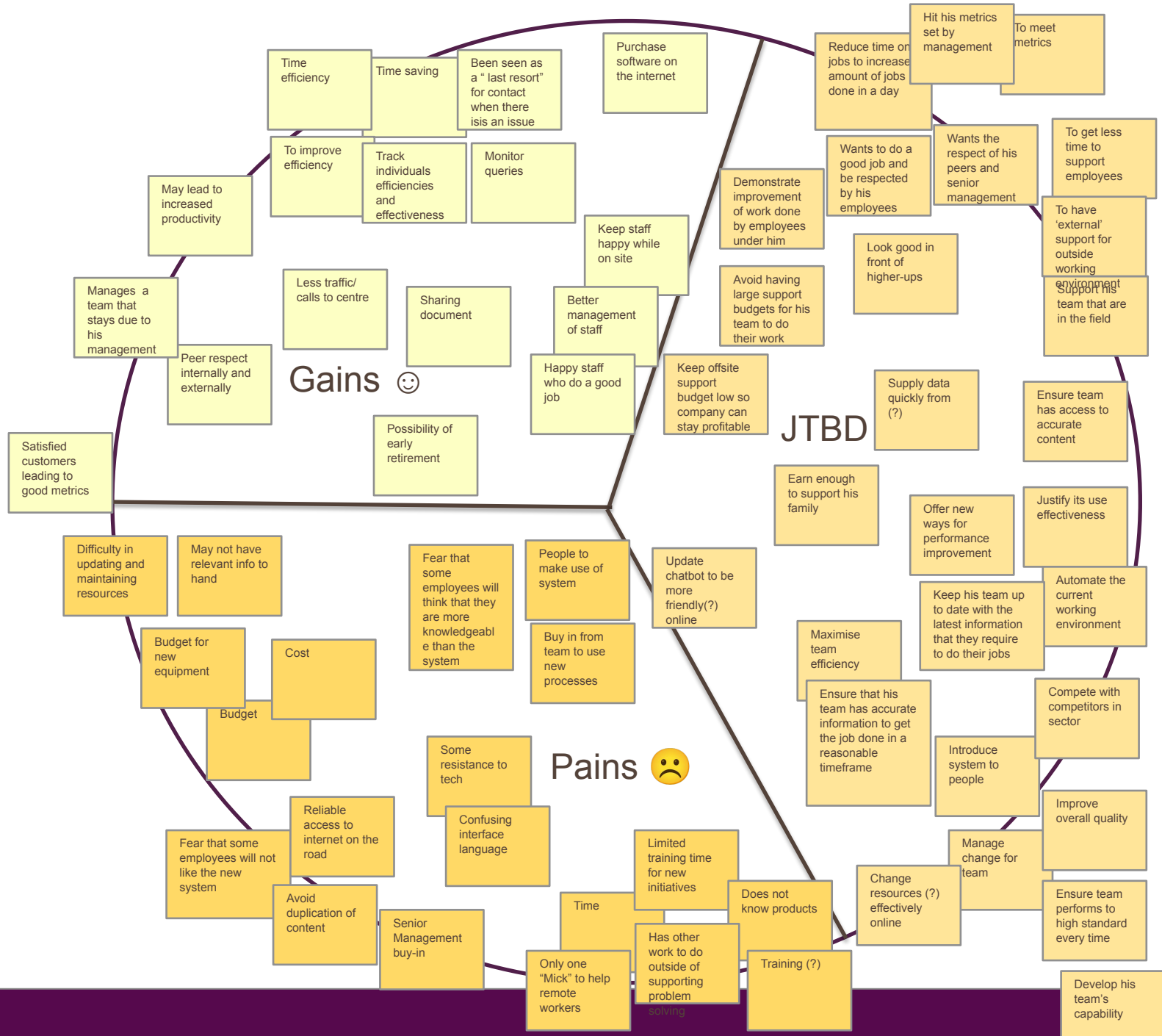
Perceptions/Beliefs

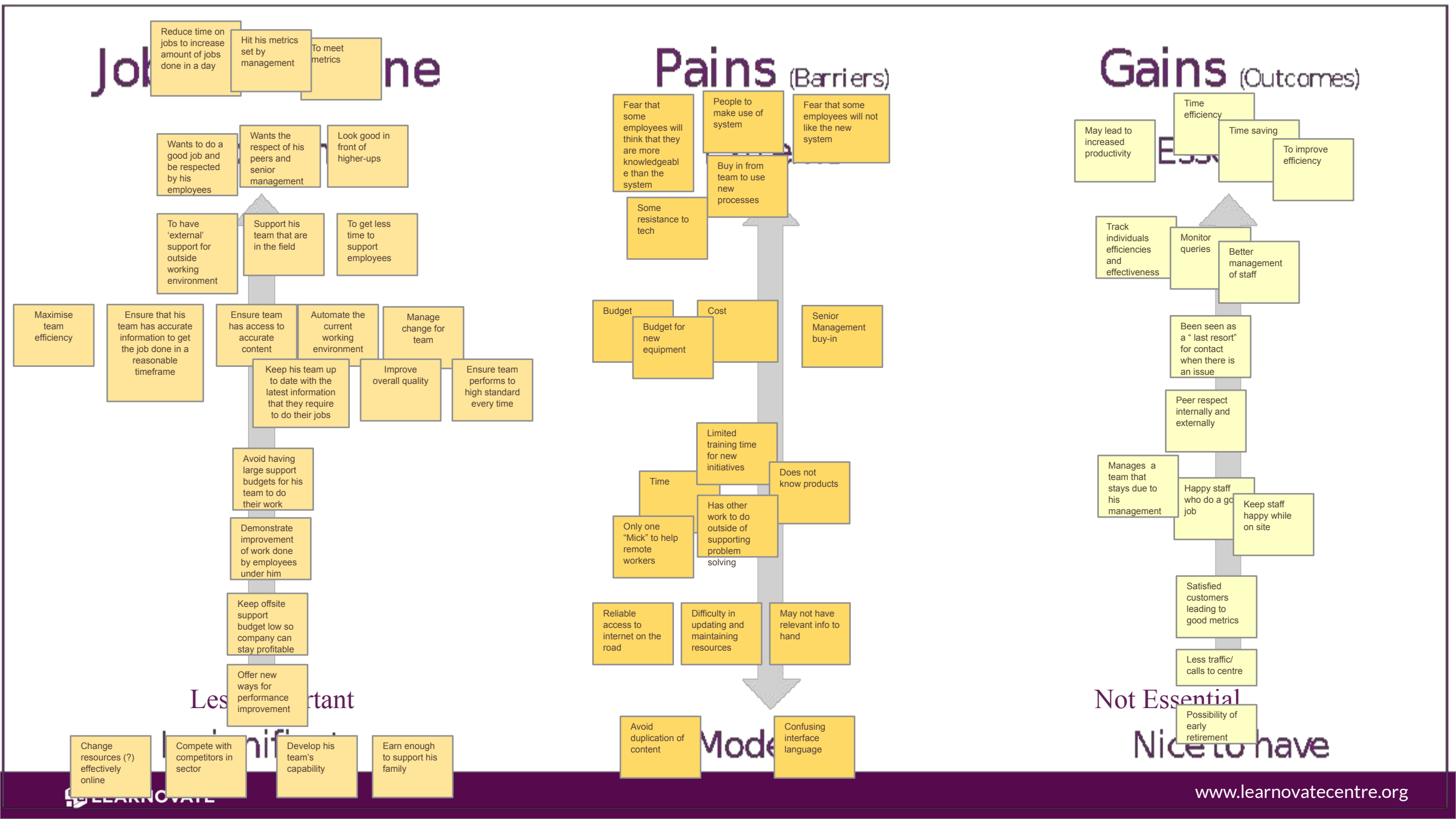
- Open to technology
- Wants team to be efficient

Age: 50

Education: Degree in Engineering or IT

Salary: €65K


Gains ☺
Time efficiency
Time saving
Been seen as a " last resort" for contact when there isis an issue
Purchase software on the internet
To improve efficiency
Track individuals efficiencies and effectiveness
Monitor queries
May lead to increased productivity
Keep staff happy while on site
Manages a team that stays due to his management
Less traffic/ calls to centre
Sharing document
Better management of staff
Peer respect internally and externally
Happy staff who do a good job
Possibility of early retirement
Satisfied customers leading to good metrics
JTBD
Reduce time on jobs to increase amount of jobs done in a day
Hit his metrics set by management
To meet metrics
Demonstrate improvement of work done by employees under him
Wants to do a good job and be respected by his employees
Wants the respect of his peers and senior management
To get less time to support employees
Look good in front of higher-ups
To have 'external' support for outside working environment
Avoid having large support budgets for his team to do their work
Support his team that are in the field
Keep offsite support budget low so company can stay profitable
Supply data quickly from (?)
Ensure team has access to accurate content
Earn enough to support his family
Offer new ways for performance improvement
Justify its use effectiveness
Keep his team up to date with the latest information that they require to do their jobs
Automate the current working environment
Maximise team efficiency
Ensure that his team has accurate information to get the job done in a reasonable timeframe
Compete with competitors in sector
Introduce system to people
Improve overall quality
Manage change for team
Change resources (?) effectively online
Ensure team performs to high standard every time
Develop his team's capability
Pains ☹
Difficulty in updating and maintaining resources
May not have relevant info to hand
Fear that some employees will think that they are more knowledgeable than the system
People to make use of system
Update chatbot to be more friendly(?) online
Budget for new equipment
Cost
Budget
Buy in from team to use new processes
Some resistance to tech
Confusing interface language
Reliable access to internet on the road
Fear that some employees will not like the new system
Avoid duplication of content
Senior Management buy-in
Limited training time for new initiatives
Time
Does not know products
Has other work to do outside of supporting problem solving
Only one "Mick" to help remote workers
Training (?)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Pains (Barriers)
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Time saving
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Track individuals efficiencies and effectiveness
Monitor queries
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Peer respect internally and externally
Manages a team that stays due to his management
Happy staff who do a go job
Keep staff happy while on site
Satisfied customers leading to good metrics
Less traffic/ calls to centre
Possibility of early retirement
Not Essential
Nice to have

~~Jobs to be done (Ranked)~~

~~1. Support the company~~
~~- reduce attrition~~
~~- support & improve the performance review process~~

~~2. Support employees~~
~~- develop staff~~
~~- encourage staff to engage with the company~~
~~- develop staff transversal skills~~

~~3. How Lynda is perceived~~
~~- look good to supervisors~~
~~- be seen by other companies as being innovative~~
~~- be seen as a thought leader~~

~~Pains (Barriers) Ranked~~

~~1. Workload~~
~~- Lack of time~~

~~2. Buy-in from stakeholders~~
~~- Management buy-in~~
~~- Employee buy-in~~

~~3. Employee fatigue~~
~~- Lack of employee trust in HR~~
~~- Employee fatigue of HR initiatives~~
~~- Cultural change~~

~~4. Business & current processes~~
~~- Showing business value~~
~~- GDPR~~
~~- Lack of money~~
~~- Integration with current systems~~

~~Gains (Outcomes) Ranked~~

~~1. Support the company~~
~~- Reduce attrition~~
~~- Attract new staff~~
~~- See real progress~~

~~2. Support employees~~
~~- Engage employees in the company~~
~~- Increase faith in the performance review process~~

~~3. Geraldine's personal goals~~
~~- Get promoted~~
~~- More trust from senior management team~~
~~- Be seen as innovative~~
~~- Win industry awards~~

User Persona

Paulovs

Experienced technician with over 10 years experience

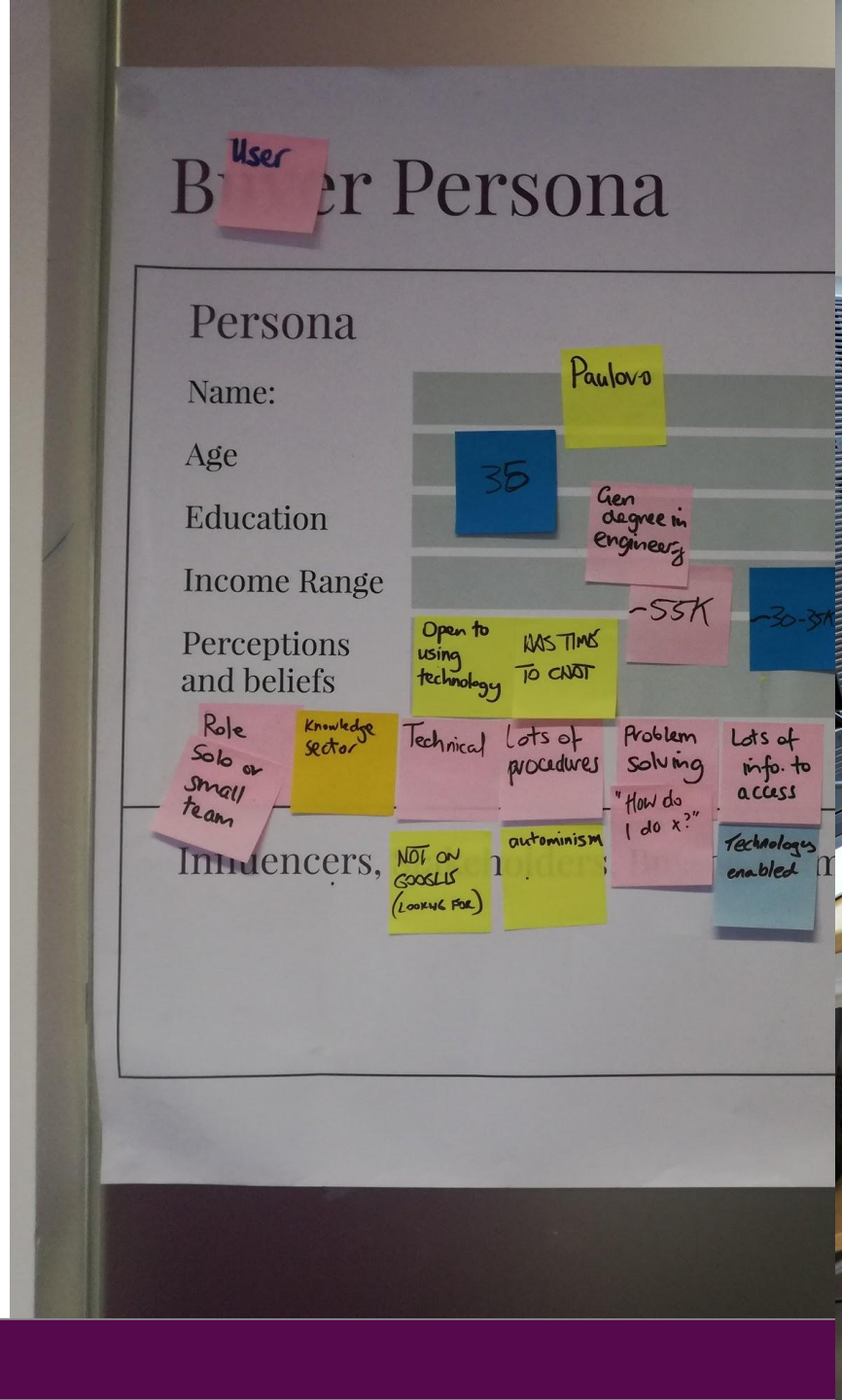
Perceptions/Beliefs

- Open to using technology
- Has time to chat

Age: 35

Education: Bachelor's degree in Engineering

Salary: €55K



Get in progress in his career

New skills to improve his performance

Increase of success for jobs

Could have a higher level of success in the field

Less worries that on issue will remain unresolved

Relief satisfaction

Time efficiency

Time delivery of information

Solve a problem / issue. Effective

Able to provide feedback

Access to information on new business

How to fix a problem

I don't…?? problem win a daily ...conversation

Could have a less reliant of other staff

Avoid contact office

Could be able to work independently

Could be able to work in a smaller team

Receives alert data

Shared Document

Needs to learn how to use a new equipment or app

Appear … ??? knowledge able

Needs to log his work as he goes

Complete x no. at customer calls per day

Fix equipment quickly

Needs to fix a new equipment

Fix issue with client

JTBD

Needs to get better skilled using new tools

Complete task / job successfully

Perform job to highest standard

More with a lot of technical manuals

Successfully solve time sensitive problems

Needs quick access to info on the road

Solve problems in the field

Get guidance (step by step) instructions

Manage time on task efficiently

Needs to get work done in a time-effective manner to be successful

Has to have access to the right tools for the job

Needs to be seen as an independent worker within the org

Be recognised as skilled

Know new integration policy at desk

Gives feedback to management on new policy … ???

Find details of server access at power station

Understand specifics of … courses in van ??

Share price list of new hardware on train

Discover in… action from tablet / mobile

Has to problem solve effectively + efficiently

Wishes to avoid calling for assistance from HQ

Has to go to google

Failed to find information

Closed to new tech / apps

May not be trusting of data received

May not be very tech literate

May not be able to find info in digital manuals in ... manner

Needs to work to exacting standards

Motivation - job is stressful + not well paid

Need to bring heavy large tech manuals

May not be able to look at manuals while work with hands

Every task might be different

Too many steps

Unique installation

Lots of diff. types of problems can arise

Rain + wind

No individual connectivity

Impatient customers

May not have Access to data network

Could be in remote locations. Easy access to office

May not have access to tech

Distance from office - lots of time on the road

On the road - away from office

Tiredness - covers a wide area

Perform off-site tasks with in-site knowledge support

Time - needs to fix problem quickly

Access to procedural information quickly

Works alone so no immediate access to colleagues

Needs access to more experienced colleagues

ns

Unintelligence interface

Doesn't want to use a chatbot / prefer asking personally

No solution Time-waste

Corporate languages

Jobs to be done

Important

- Solve problems in the field
- Perform job to highest standard
- Needs to get better skilled using new tools
- Needs to be seen as an independent worker within th org
- Be recognised as skilled
- Successfully solve time sensitive problems
- Get guidance (step by step) instructions
- Find details of server access at power station
- Wishes to avoid calling for assistance from HQ
- Share price list of new hardware on train
- Needs quick access to info on the road

Less Important

- Has to problem solve effectively + efficiently
- Manage time on task efficiently
- Needs to get work done in a time-effective manner to be successful
- Fix equipment quickly
- Needs to fix a new equipment
- How to fix a problem
- Fix issue with client
- Complete x no. at customer calls per day
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- Needs to learn how to use a new equipment or app
- Has to have access to the right tools for the job
- Needs to log his work as he goes
- More with a lot of technical manuals
- Know new integration policy at desk

Pains

Extreme

- Closed to new tech / apps
- May not be trusting of data received
- Unintelligence interface
- Failed to find information
- Access to procedural information quickly
- Time - needs to fix problem quickly
- Works alone so no immediate access to colleagues
- Needs access to more experienced colleagues
- May not be able to look at manuals while work with hands
- Perform off-site tasks with in-site knowledge support
- Has to go to google
- Need to bring heavy large tech manuals
- Tiredness - covers a wide area

Moderate

- May not be very tech literate
- May not be able to find info in digital manuals
- Needs to work to exacting standards
- Motivation - job is stressful + not well paid
- Impatient customers
- Corporate languages
- No solution Time-waste
- Doesn't want to use a chatbot / prefer asking personally
- Every task might be different
- Too many steps
- Unique installation
- Lots of diff. types of problems can arise
- On the road - away from office
- May not have access to tech
- Distance from office - lots of time on the road
- Could be in remote locations. Easy access to office
- May not have Access to data network
- No individual connectivity
- Rain + wind

Gains

Essential

- New skills to improve his performance
- Could have a higher level of success in the field
- Increase of success for jobs
- Get in progress in his career
- Access to information on new business
- Shared Document
- Receives alert data
- Time efficiency
- Time delivery of information
- Solve a problem / issue. Effective
- Could be able to work independently
- Could be able to work in a smaller team
- Able to provide feedback
- Relief satisfaction
- Less worries that on issue will remain unresolved
- Could have a less reliant of other staff
- Avoid contact office

Not Essential

Jobs to be done (Ranked)

1. Support the company
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- develop staff
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3. How Lynda is perceived
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- be seen by other companies as being innovative
- be seen as a thought leader

Pains (Barriers) Ranked

1. Workload
- Lack of time

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- GDPR
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- Integration with current systems

Gains (Outcomes) Ranked

1. Support the company
- Reduce attrition
- Attract new staff
- See real progress

2. Support employees
- Engage employees in the company
- Increase faith in the performance review process

3. Frank's personal goals
- Get promoted
- More trust from senior management team
- Be seen as innovative
- Win industry awards

LEARNOVATE

Coláiste na Tríonóide, Baile Átha Cliath
Trinity College Dublin
Ollscoil Átha Cliath | The University of Dublin

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