

[CASE STUDY](#)

Akamai Technologies

New Employee Onboarding: Accelerating training and certification with chatbots

Highlights

- Avi is an **award-winning chatbot** designed by **Akamai** and **Mobile Coach** to help new hires navigate the onboarding process and complete their certification.
- New hires who used Avi were:
 - **58% more likely** to complete their Technical Primer Certification
 - Took **20% less time** to complete their certification
 - **80%** of Avi users reported feeling confident with HTTP concepts taught in their training

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[Video] Avi: Award-Winning Onboarding Chatbot

Watch this 45 second video to learn more about Avi; a collaboration between Mobile Coach and Akamai.



Key Challenges

When Akamai's new hires expressed concerns regarding lack of support and guidance during onboarding, Akamai established three areas for improvement:

- Improved communication between the manager, mentor and new hire
- Reminders for new hire of onboarding milestones and subjects to ensure certification is finished on time and with confidence
- New hires needed an easy way to reach get answer



"...having Avi provide prompts and reminders as I go through my onboarding training has been a positive experience..."

[Anonymous Avi User](#)



The Solution

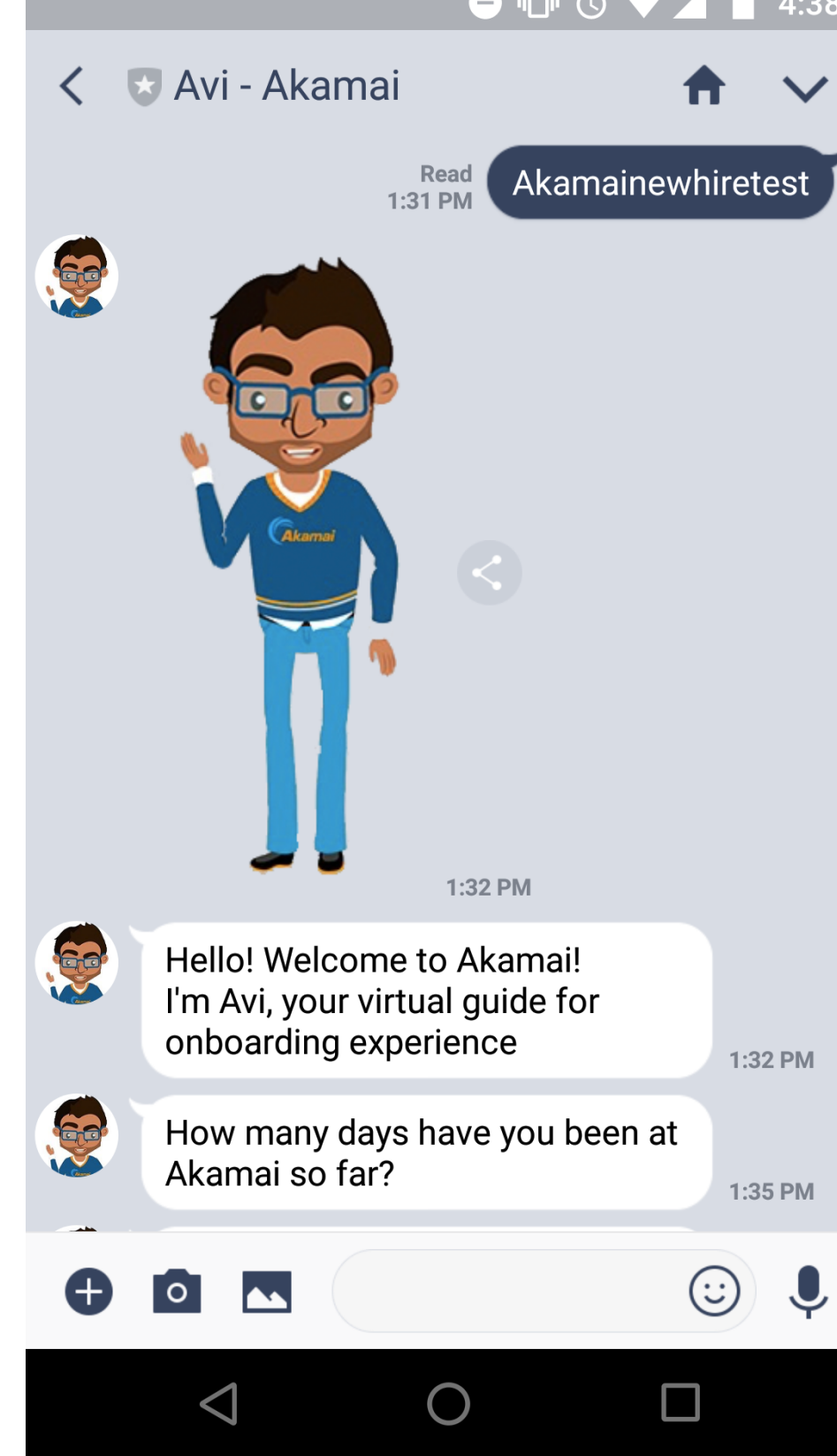
Akamai knew that the solution needed a few key features:

- Reliably communicate with new hires
- Scale and support new employees globally
- **Low barrier** to entry
- Unburden managers and mentors from constant communication requirements
- Connect managers, mentors and new hires when live help is needed

With this in mind, Akamai partnered with Mobile Coach to create a **chatbot** named Avi. This chatbot followed-up with new employees on their path to learn, prepare for, and pass their certification.

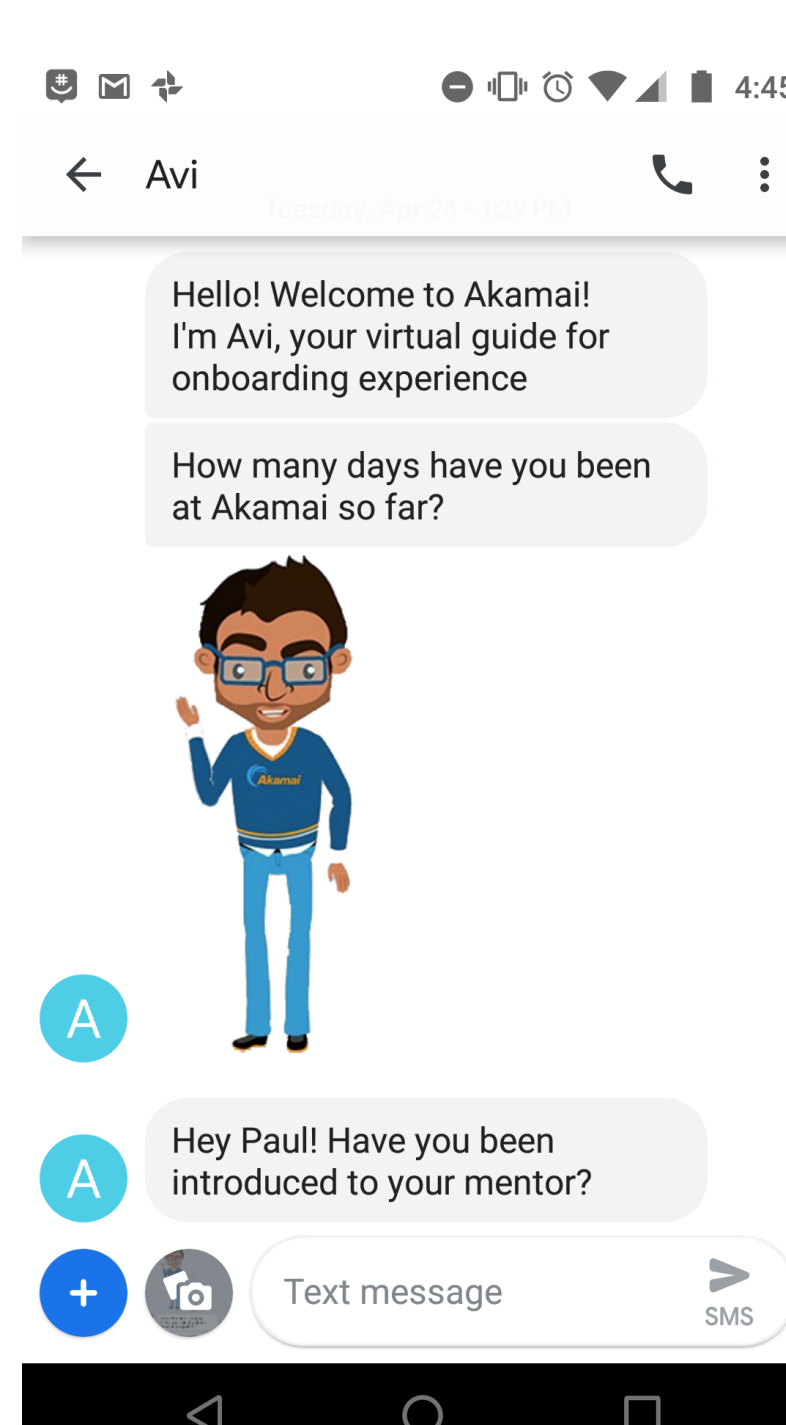
Avi's main goals were to:

1. Increase certification pass rate
2. Decrease time from date of hire to certification



Design

Akamai's chatbot is named Avi. He communicates with new hires via SMS or the LINE app. During a new hire's first 31 days, Avi sends messages to remind, motivate, gather information, and check in on required key tasks. When a user asks a question, Avi passes it to the onboarding team who then respond through Avi.



"I was struggling with a particular concept and when I said that, Avi suggested some Lynda.com videos that were extremely helpful. That alone was enough to make him worthwhile during my onboarding..."

[Anonymous Avi User](#)



Results

After 1 year of Avi, Akamai found that new employees who use Avi:

- Are **58% more likely** to complete their Technical Primer Certification
- Finish their Technical Primer Certification in **20% less time**
- **80%** of Avi users reported feeling confident with HTTP concepts taught in their training, and **100%** reported feeling confident with the concepts learned during Technical Primer Certification
- **76%** of Avi users were "high responders," meaning they answered more than half of the time Avi asked them a question during their first 30 days
- **62%** of new hires expressed that Avi was helpful or very helpful

Looking Ahead

- Akamai and Mobile Coach are creating new, updated versions of Avi to fit employee **onboarding** needs of additional departments
- Akamai and Mobile Coach are working to find ways to increase adoption rate of Avi
- Long-term, Akamai is working with Mobile Coach to create **API connections** for automated information sharing that will make Avi even smarter

About Akamai and Avi

Akamai is a technology company committed to making digital experiences fast, intelligent and secure. Top global brands rely on Akamai as their competitive edge. Akamai helps them win in the market through agile solutions that extend the power of their multi-cloud world.

The Avi chatbot supports new employees during onboarding and helps them through technical certification. Avi helped Akamai realize an increased pass rate and reduction in time to certification.

Akamai and Mobile Coach received a 2019 **Brandon Hall Group** HCM Excellence Bronze Award for Avi for **Best Use of Mobile Learning**.

Get a Demo

Interested in an Avi of your own?
Discover how you can build and launch your own onboarding chatbot.

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