

Aristocrat's 'Coach' Texts Safety Training to Technicians

Aristocrat Technologies
Best Advance in Online Coaching Tools
February 2018



Company Background



Company At-a-Glance	
Headquarters	North Ryde NSW, Australia
Year Founded	1953
Revenue	2.1 Billion
Employees	3,500
Global Scale	International
Customers/Output, etc.	Customers include: casinos; Products: slot machines, casino management software, digital slot games.
Industry	Gaming
Stock Symbol	ALL.AX (AUS Stock Exchange)
Website	https://www.aristocrat.com/

Value Proposition

Aristocrat Technologies manufactures and installs slot machines in casinos in the U.S., across North America, and the Caribbean. Slot machines and LCD signs require computer hardware skills to install and repair, networking skills, and safety skills. The focus of this proposition is safety. Complex slot machine installation and repair requires technicians to:

- Drive a fleet van safely.
- Navigate various weather phenomena.

- Operate tools, ladders, and wenches.
- Properly lift LCDs for mounting to brackets or wall.
- Safely plug-in 220v machines and networking cables.

This work falls under the scrutiny of casino management, Aristocrat management, OSHA, and the insurance company. Aristocrat technicians must remain safe and perform installations in a safe manner. Also, while working, technicians must keep in mind the safety of the casino employees and patrons who may be going about life on the casino floor. The business needs for this performance support project are to:

- Fulfill regulatory requirements for Safety Training.
- Keep company employees and casino customers safe.
- Install complex machines in an environment where technicians lack total control.

Aristocrat's Learning Solutions Team (LST) was looking for a novel way to reinforce safety training previously delivered to technicians. This training had been delivered by the Safety Team via instructor-led, video, and email newsletter. The LST opted to utilize a SMS-based coaching platform called Mobile Coach. The LST provided Mobile Coach with multimedia content that was previously delivered to the technician group by the methods listed above. This content became a one-year safety coaching and reinforcement campaign delivered via SMS messages using Mobile Coach. The "Coach" was given the persona of "Coach Jesse," who texted bi-weekly with a tip, question, and a sense of humor.

Coach Jesse begins her coaching relationship by introducing herself and setting expectations for communication. Each coaching interaction involves Coach Jesse focusing on a topic, such as electrical safety, at the macro level. This is followed with a question to test understanding and feedback, including resources on the best method.

While most technicians received coaching without human interaction, the platform allows users to respond with a request for deeper coaching. Those requests are diverted to the LST.

"Coach Jesse has easily brought safety into the everyday talk of my technicians. Safety numbers improved over the year as did employees raising awareness when they spot a situation that could create a problem." –Max Skaare, Vice President of Technology Services, Aristocrat Technologies

Product or Program Innovation

Coach Jesse brought innovation to Aristocrat’s technicians through simplicity of technology, flexibility, and customized content. For end users, interacting with a bot via SMS was a simple proposition with a low adoption curve. Users who already texted were changing to a mobile workforce and were accustomed to a “bring your own device” (BYOD) program. Coach Jesse easily integrated into their digital habits as another tool.

Coach Jesse offers flexibility for end users as SMS messages can wait for response. If a technician is elbow-deep in a slot machine, he can interact with the coach at a time better suited to him.

Also, the Mobile Coach platform allows for SMS messages to be delivered at a specific time in a user’s time zone. This enables Learning Solutions to schedule messages towards the end of a technician’s typical workday. Additionally, the Mobile Coach platform allows users to respond up to two days later before timing out.

Unique Differentiators

Coach Jesse is built around the idea of delivering mandated safety training in bite-sized pieces that are easy to respond to and apply. Ease of use is paramount to Coach Jesse’s success.

In using SMS messaging as a communications channel with Coach Jesse, there is nothing to download, no accounts to create, or passwords to remember. The barrier to entry is very low – it’s texting, communication that learners are already using daily to engage with friends and family. The SMS messaging channel allows users to reach and engage easily with field technicians throughout the United States, Canada, and Puerto Rico.

SMS-based coaching was a perfect solution to increase engagement. Texting provides a higher level of engagement with the content than any other communication channel. Statistically, 98% of text messages are read (and 90% are read within three minutes of receipt). Emails and apps can’t compete. Similarly, when presented with questions, quizzes, or the opportunity to ask for more details, end-users on Coach Jesse responded 69% of the time.

Despite being an automated chatbot, Coach Jesse was created to have a personality and to make the experience feel natural and personal to end users. Coach Jesse’s conversational user experience is a more powerful (and friendlier) reinforcement and learning tool than other options.

Because Coach Jesse is personable, interactive, and responsive, end users develop a “relationship” with Coach Jesse, as opposed to being an annoying alert service that is ignored.

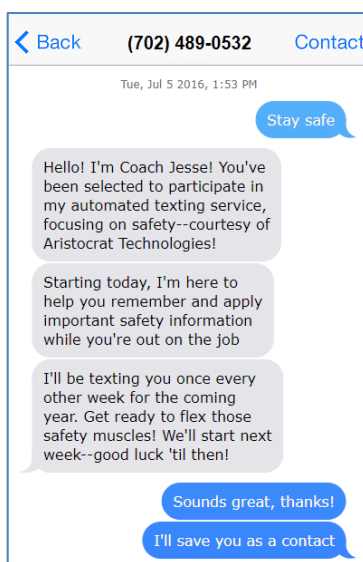
Another advantage Coach Jesse has over other solutions is the real-time data analytics that can be seen on the back-end. Also, it can see exactly how end-users are interacting with Coach Jesse, take that data, analyze it, and make iterations on the interactions to improve performance and results.

Product or Program Demo

Joining Coach Jesse is easy. Users simply text a “keyword” (a unique phrase assigned to the chatbot) to the coach’s phone number. Once a user has onboarded in this way, the chatbot can start sending programmed messages. Coach Jesse focuses on safety training and compliance, so users join by texting the keywords, “Stay Safe.”

The first several messages are important to set expectations for users. By informing them what the experience will entail and how long it will last, Coach Jesse can make users feel comfortable interacting with it over an extended period of time – in this case, every other week for an entire year.

Figure 1: Coach Jesse Texts

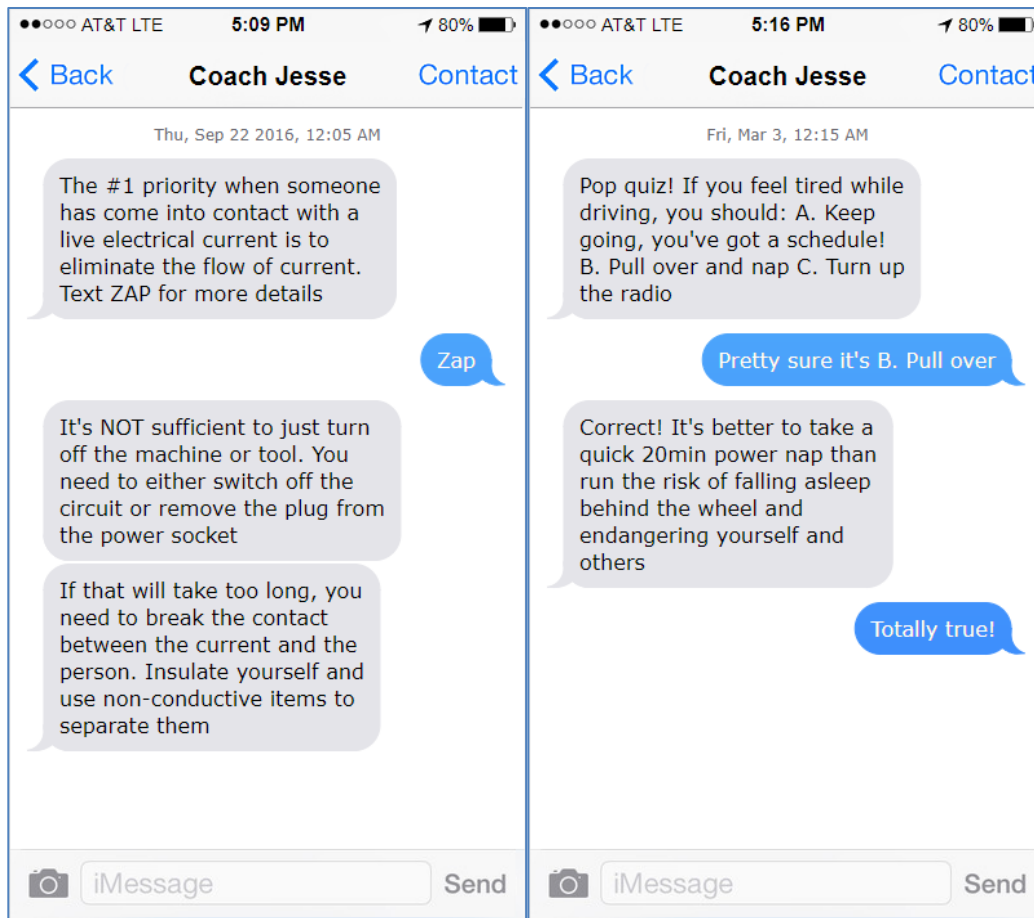


Source: Aristocrat Technologies 2018

Mobile Coach chatbots can deliver reminders, tips, quizzes and questions, challenges, links to content, and more. Coach Jesse sends all of the above.

These examples show a tip with access to more information and a multiple-choice quiz:

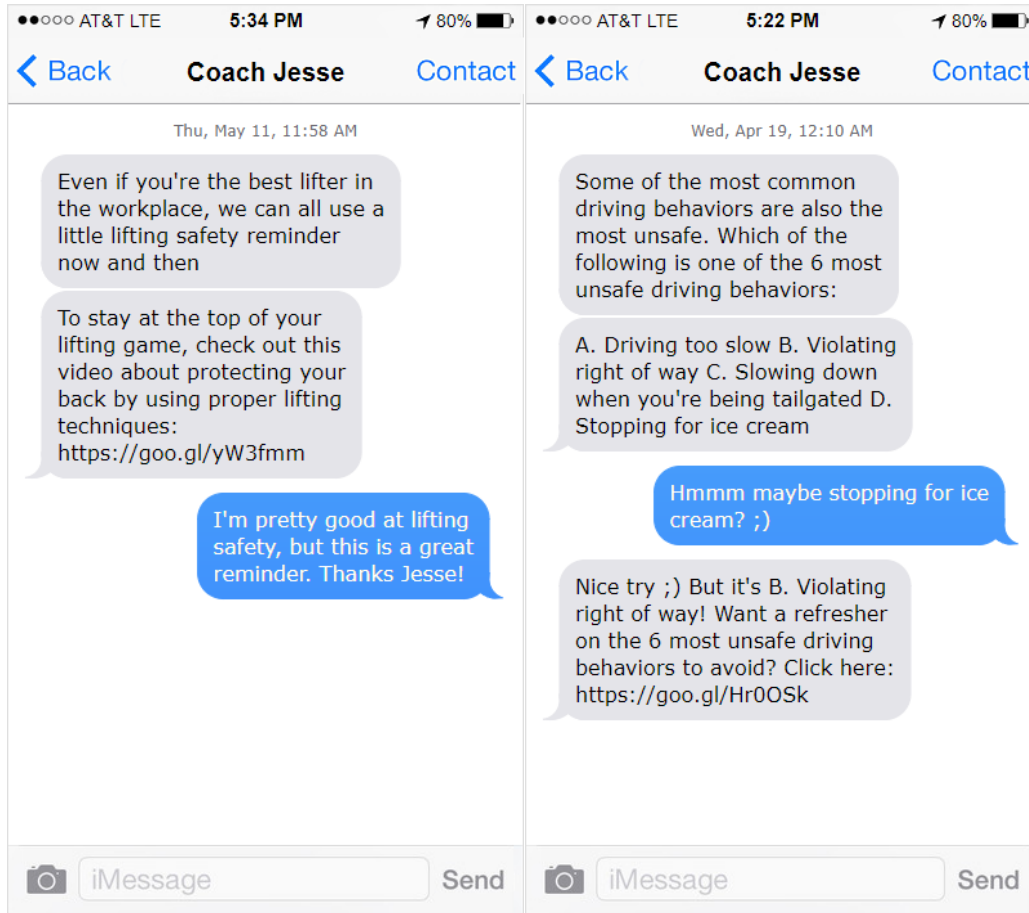
Figure 2: Reminders, Tips, Quizzes, and Questions



Source: Aristocrat Technologies 2018

The examples below show Coach Jesse delivering links to additional content, after a quiz, and as part of a reminder.

Figure 3: Additional Content

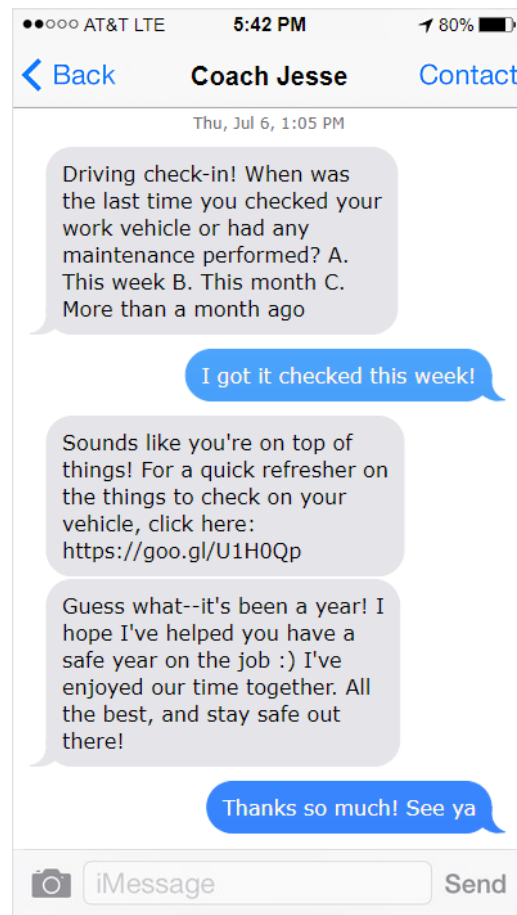


Source: Aristocrat Technologies 2018

After the final content, Coach Jesse bids users farewell, letting them know they've completed the experience in this following example.

This is how Coach Jesse looks in the Mobile Coach Platform. Each line in the platform view below is a single message. The platform encompasses a wide range of commands and customization, with separate tabs for a chatbot's script, the content it hosts (like images, PDFs, etc.), its settings, and more.

Figure 4: Completion Experience



Source: Aristocrat Technologies 2018

The platform includes a section for assigning phone numbers and keywords to a coach – the simple tools that users use to join the coach. This portal also allows for quick editing of messages, even to currently active coaches.

Each message can be edited individually to give it any number of specific behaviors and functions. On the Editing Rule page for each message, a broad set of controls and post conditions can be enabled to give Coach Jesse the right responsiveness and interactivity.

Coach Jesse gathers a lot of data, and a flexible reporting interface gives an overview of all current and past users. The report generator can create reports detailing user responses, behavior, trends, and more, and allows viewing right in the platform or through downloaded CSV files.

The information on a coach's performance is crucial for knowing how the messages are engaging the end-users and serves as the foundation for making regular improvements to a coach so that it continues to be the best aid it can be for participants.

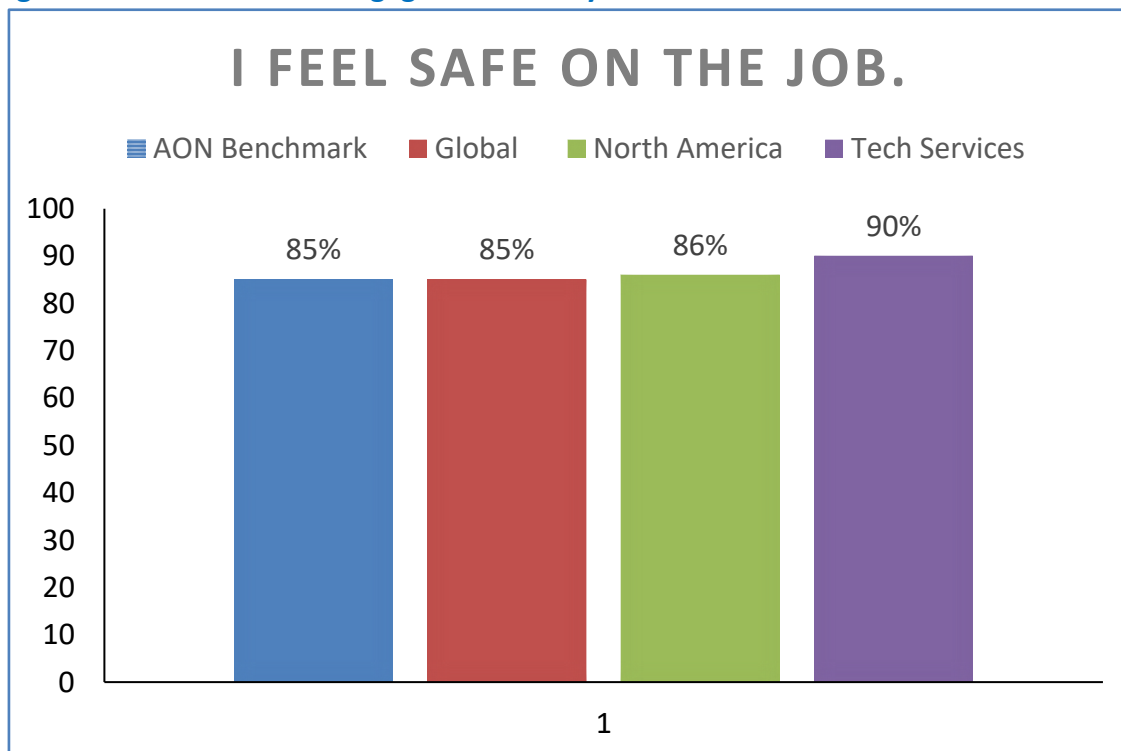
Measurable Results

The results of Coach Jesse are seen in two ways:

- The safety culture among the American Field Service Technicians.
- The incident numbers decreasing.

Aristocrat uses the AON employee engagement survey, which includes a question on whether or not technicians feel safe on the job. Technology Services scored 90% – higher than the AON benchmark (85%), the global organization (85%), or North America (86%).

Figure 5: Score from AON Engagement Survey



Source: Aristocrat Technologies 2018

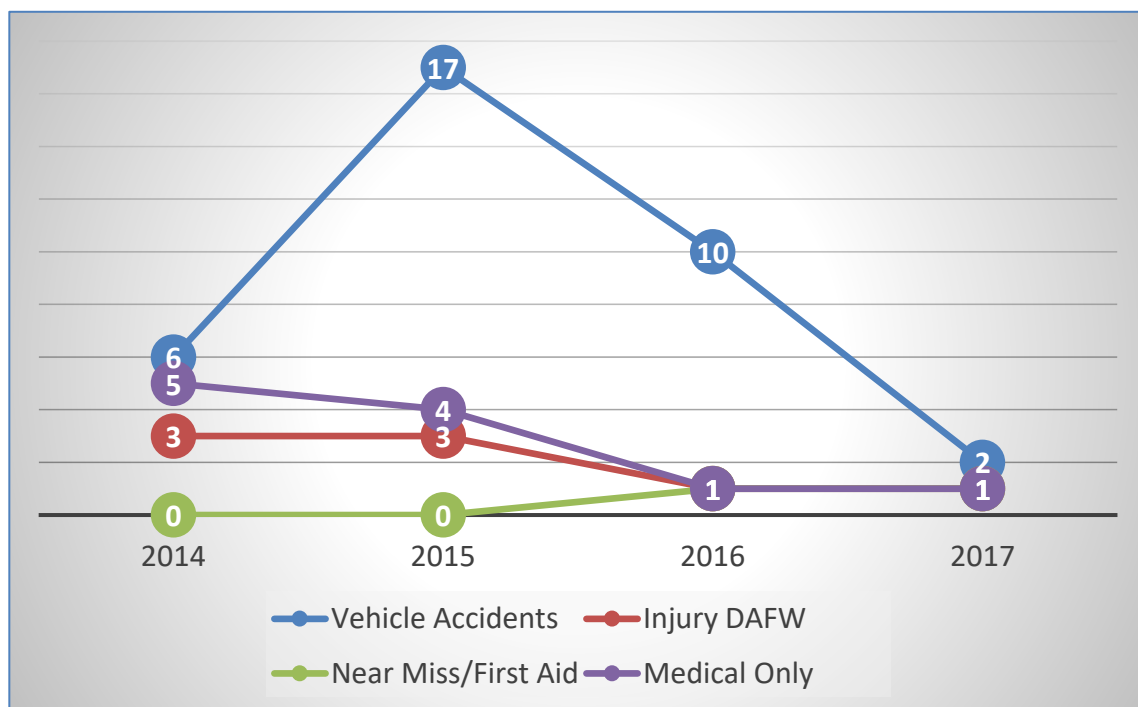
For the incident numbers, the safety training began in 2015 with Coach Jesse launching in 2016.

The chart below shows a high of 17 vehicle accidents in 2015, dropping to 10 and finally to 2 (YTD 2017).

“Medical” and “Injury Days Away from Work” (DAFW) have also decreased.

An increase was seen in “Near Miss” and “First Aid” reports since the launch. This indicates a better understanding of safety incidents and reporting.

Figure 6: Data Comparison



Source: Aristocrat Technologies 2018

The numbers show the dual benefit of reducing injury and increasing awareness. The benefit to Aristocrat and its technicians is a healthier, engaged workforce.

About Brandon Hall Group

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