



Improved employee engagement and system adoption through a Chatbot for nudging users

The company based in the United States wanted to motivate employees to be more engaged and connected with each other. New IT systems were made. But user adoption was still low. Harbinger helped the company find solutions using usability experts, designers and technology specialists and helped build a chatbot.

New IT system in place, but no takers?

The company had implemented a Continuous Performance Management system to help employees collaborate and participate on performance, work discussions and even engage with each other. Sadly, employees did not even attempt to login or try to use the system, leaving the management in a dilemma about why new systems couldn't take employee engagement up few levels higher, as expected

Truth be told, Harbinger found that the management system was ONLY desktop based, which means employees couldn't access the system on their mobile phones.

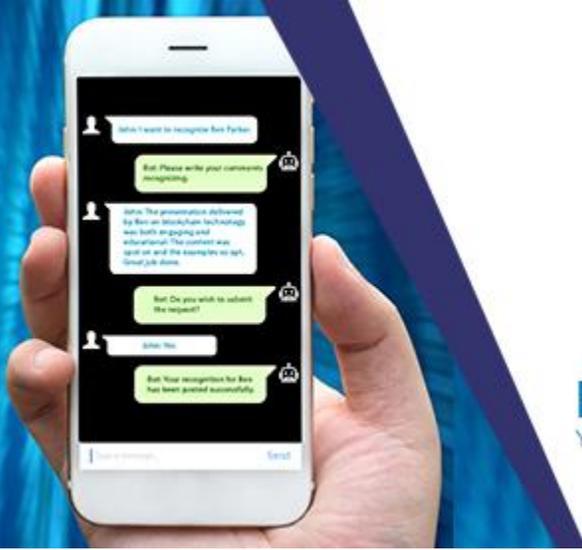
The user interface did the job but didn't make them want to take that extra step to connect with other employees. It was a fact that connected employees are productive employees.

One more password to remember, whined others who saw that the system didn't support Single Sign On.

What could help drive system adoption

Harbinger and the company listed out the various possibilities considering the challenges that the current users faced. Recommendations were made, after detailed research and analysis with user interface designers, usability experts and technology architects. The following were needed:

- **Social Media features** – 72% of Americans are on at least one social media platform and use it daily. Millennials prefer social media features in most applications they use and reject others
- **Chatbots** – that could nudge them, send reminders, and also was super responsive on mobile devices too.



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Improved not just Employee Engagement, but also Performance Management and User Adoption too.

What features did the Chatbot have?

Harbinger developed a cloud-based chatbot solution that had:

- **Multiple Channel Support** i.e. Slack and custom web portal that existed
- **Our extensible design allows adding other channels** Facebook at Work, Microsoft Teams, WhatsApp, and Google Hangouts
- **Uniform look and feel of the chatbot** is designed to be uniform across channels so as to give uniform experience across channels.
- **A UX process tailored specifically for chatbots** that resulted in a user experience that was appreciated by the customer.
- **Single-Sign-On (SSO)** that allowed users to easily traverse different workflows, like goal management, feedback, recognition, so that they could perform actions seamlessly from the chatbot in sync with the existing platform.