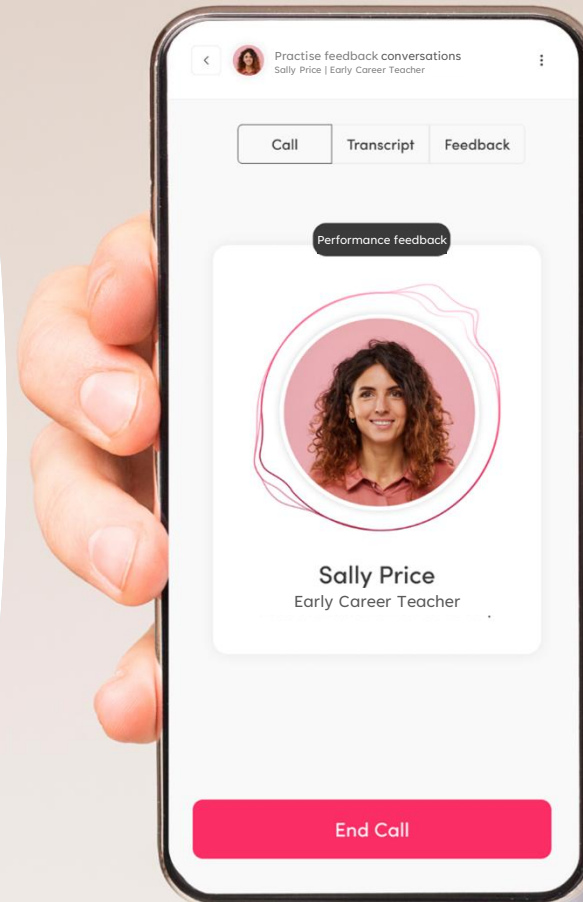


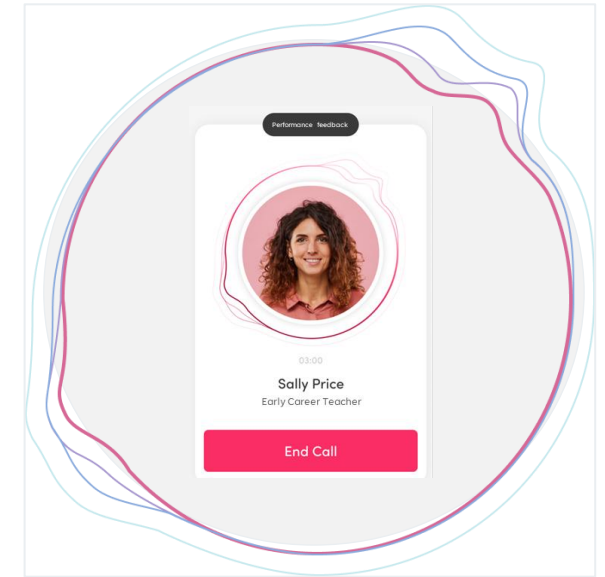
BTS Spark Conversation practice bots





Practice Bots

Offer realistic **role-play** simulations that provide a safe space to practise **difficult conversations** with **personalised feedback**



Audio bots

Experience similar to a phone call.

Advanced technology, 30 languages.
Great at conveying complex emotions

Practice Bots can be customised to simulate ANY difficult conversation

Which conversations are you most interested in practising?



Supporting teachers

- Difficult conversations
- Feedback conversations
- Teacher coaching
- Setting development goals
- Supporting a stressed person



Influencing colleagues

- Managing upwards
- Presenting a new idea



Public relations

- Addressing community forums
- Dealing with media interest



Parent interactions

- Welcoming new parents
- Addressing parent concerns
- Handling resistance to change

They are **fully customisable** to make them think and act like the target persona

Customisable Scenarios

Scenario ▼

The context and situation in which the conversation will take place e.g who is talking, why, and what do they want to achieve.

The scenario is a feedback session addressing Sally's recent missed deadlines and lack of communication, which have negatively impacted the team

Customisable Personalities



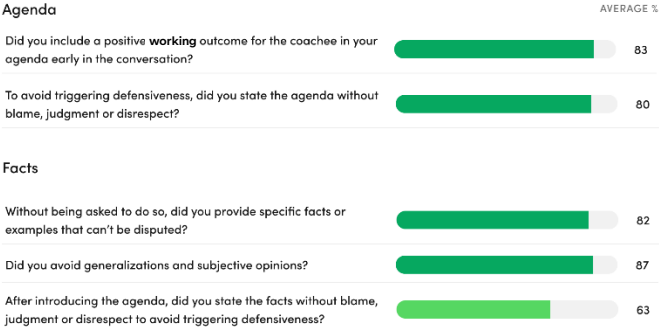
! Cautious Beginner

📁 Busy Professional

📈 Industry Veteran

Customisable Scorecards

Scorecard Criteria: Standard Afrim



Identify gaps and **measure impact** with objective scoring and aggregate reporting

Objective scoring



Transcript:

[00:00:25] Speaker 0: Oh, I didn't realize that I didn't confirm the meeting.

[00:00:29]: Line manager: Okay. That's good to know. I didn't know that. So, I'd really like to talk with you about how we can work together so that next time you can get your student reports finished in time for final checking. As you know, we always operate on a tight set of deadlines and any reports that arrive late can have a domino effect. I'd love to explore how we can get to a situation where none of us have to rush at the last minute and we're confident that our families and students get some quality feedback.

Aggregate reporting on user/team/organisation level

Scorecard Criteria: Standard Afrim

Agenda

AVERAGE %

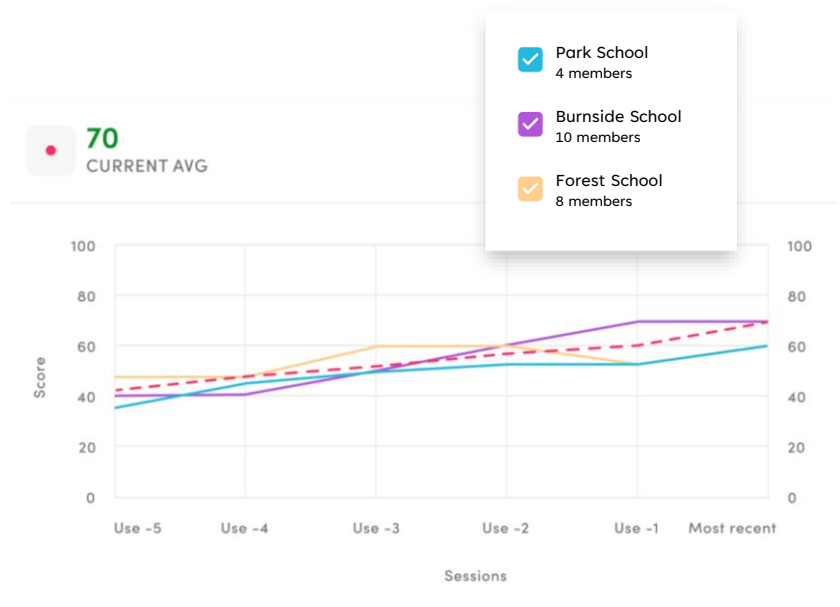
Did you include a positive **working** outcome for the coachee in your agenda early in the conversation?



To avoid triggering defensiveness, did you state the agenda without blame, judgment or disrespect?



Tracking improvements over time



After running 40+ projects, we have learned that Practice Bots provide these **key benefits**



Accelerate skill development

- Immediately apply new skills
- Practice makes perfect



Provide data-driven performance insights

- Able to measure impact of training
- Consistent scoring
- Aggregate reporting



Delivering engaging learning at scale

- Brings training to life
- Engaging and impactful way to use AI



Drive lower training costs & higher return on investment

- Bots free up human trainers/coaches, reducing costs and increasing return on investment

Our gold standard of **privacy & security**

Your data is never used to train LLMs

Our team is happy to meet with your security team and/or fill in security questionnaires



GDPR compliant

We are fully GDPR compliant. Data privacy agreements are included in all contracts



SOC II Certified

SOC II is the gold standard for data security in the software industry



Low risk

All simulations are built on fictitious scenarios. Very little sensitive data is collected. All data is encrypted



No model training

We have enterprise contractual agreements with Microsoft Azure to guarantee your data isn't stored used to train an LLM*

*See here for more detail on the security of Microsoft Azure: <https://learn.microsoft.com/en-us/legal/cognitive-services/openai/data-privacy?tabs=azure-portal>

How to use Practice Bots in your programmes

Any moment that is a conversation could be practised with a bot



Workshops



Online training



Assessments



Ongoing practice
and reinforcement



Simulations



Go-Do's

Training Reinforcement

Recommendation

The most common use case is giving programme participants access to bots as part of a live or self-paced training session to immediately practise the new skills they have learned and as part of follow-on actions to apply their learning.

We see that participants are much more likely to use the bots for ongoing practice if they are first introduced to the bots as part of a structured training session.

Most organisations start with a pilot of 1-3 bots as part of a trial or an upcoming training programme, then scale up in the next phase when the impact is proven (e.g. expand users and teams, deeper integrations, self-service to build your own bots etc.).

Development process

It typically takes us ~2 weeks to co-develop custom bots with our clients, who usually provide feedback across 1-3 iterations



Agree a brief

We work with you to define strategy, purpose, context, role and desired outcomes.



Create the bot

We work with internal subject matter experts and technology teams to design the best experience.



Iterate

We validate functionality with a small group, challenge the bot with edge cases, gather feedback and refine until it thinks and acts like a target persona.



Launch

We integrate the bot into training journeys, collect user feedback and conduct engagement research.



Follow-up

We use user feedback and data insights to measure success and inform future iterations.

Conversation practice bot pricing

Total no of enrolments within a single 12-month period	Enrolment cost per participant	Notes
1 – 29	£75+VAT	<ul style="list-style-type: none"> Participant access to all custom bots developed for the client 12-month license for up to 25 conversations per participant Further discounts available for >2500 users on request
30-99	£67+VAT	
100-249	£60+VAT	
250 - 499	£52+VAT	
500 – 999	£45+VAT	
1000+	£37+VAT	
Platform subscription/ custom bots		
'Standard' platform access subscription	£3000+VAT p.a.	<ul style="list-style-type: none"> 2 * 60 mins engagement webinars Access to 3 standard bots Reporting on participant/ team/organisational level Free access to live call analytics
Development of custom bot (custom scenario, custom personality and custom 'scorecard')	£4000 per bot	<ul style="list-style-type: none"> Includes bot design and development from client brief, testing and refinement of custom bot
Contextualisation of standard bot	£1500 per bot	<ul style="list-style-type: none"> Adaptation to local context, language and frameworks, test and refine
'Professional' subscription (access to self-service platform to build unlimited number of bots to scale)	£10,000 p.a.	<ul style="list-style-type: none"> Includes 'standard' platform subscription plus self-service 5 bot builder admin logins 2 * 60-minute training sessions on how to build bots

Opening up **AI-enabled** learning to support your leaders

Conversation practice bots offer powerful opportunities for leaders to practise difficult conversations and improve their skills and confidence in a safe space.

Reach out for a conversation about the needs of leaders in your context, to explore a pilot or arrange a demo.

Email: denise.barrows@btsspark.org

Phone: 020 3100 7545

Website: btsspark.org



Denise Barrows
Director, BTS Spark UK