Communication Coach Bot

Verion 2.1

Khan Academy

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Introduction

Organizations need to ensure every employee is equipped with the correct knowledge of the product/service they are working on. Traditionally, classroom-based training sessions have been the go-to way to impart this knowledge. However, due to factors like

1. Fast-changing technology
2. Mobile workforce
3. Inability to allocate a whole work day for learning
4. Ineffective learning in class room session
5. Need for continuous engagement

organizations are leaning towards micro-learning.

Khan Academy's Basic English And Math (BEAM) is an English and Math learning program for workers in various organizations. Since Whatsapp is a ubiquitous mode of communication, organizations can leverage the same platform to reach their customers, provide information, and enable learning.

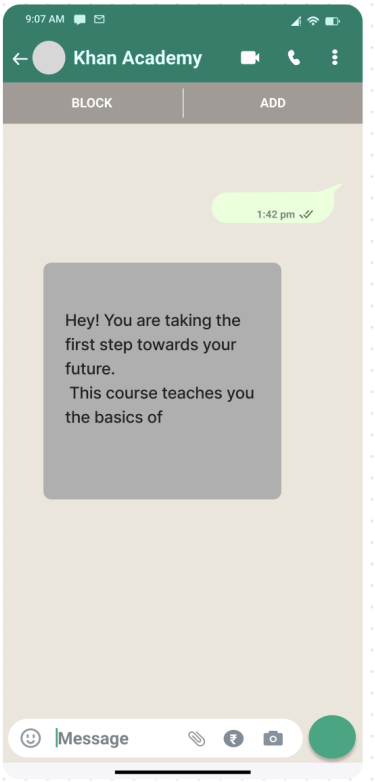
Communication Coach Bot

Communication Coach Bot is a SaaS platform that provides organizations a low-code, no-code approach to set up services to share learning information with their end users in the form of videos, images or text.

Khan Academy engages learners in its BEAM program through the Communication Coach Bot.

Learners receive an SMS or email with a link to a micro-site to enroll themselves in the course. When learners complete the enrollment, learners receive a WhatsApp message from the registered Khan Academy WhatsApp number onboarding them into the course. Subsequently, the Communication Coach Bot sends messages based on the configured workflow.

The Communication Coach Bot platform enables a business to tailor the order and type of messages to the users. It defines workflows for onboarding and then delivering the lessons for the learners.



Cloud and Software Requirements

The Communication Coach Bot uses the following

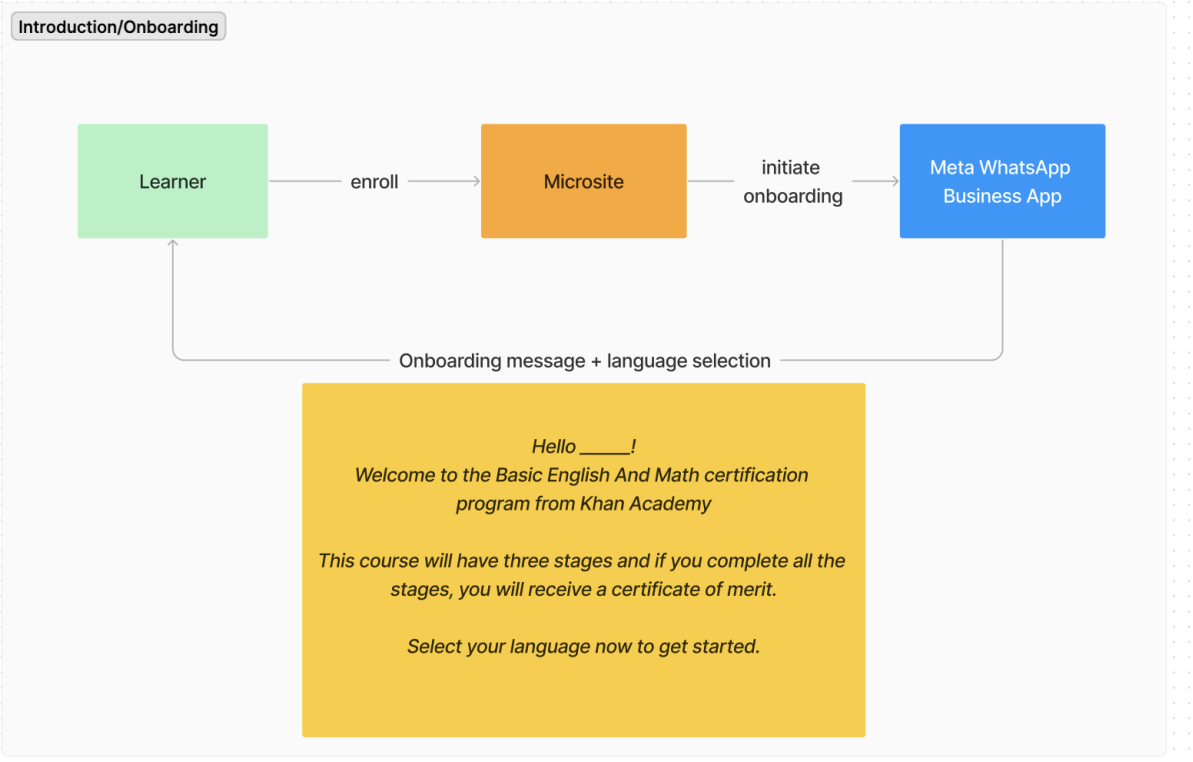
1. AWS EC2 instance
2. AWS RDS MySQL database server
3. Meta Developer application
4. WhatsApp developer account
5. Business WhatsApp Number

Example workflow

An example workflow that can be configured as follows

- Introductory welcome message
- For 4 weeks:
    - 2 video lessons per week
    - 1 reminder
    - 1 quiz for self-assessment
- 1 end-of-level assessment
- Earn badge/certification

Onboarding:


Introduction/Onboarding
Learner
enroll
Microsite
initiate onboarding
Meta WhatsApp Business App
Onboarding message + language selection
Hello _____!
Welcome to the Basic English And Math certification program from Khan Academy
This course will have three stages and if you complete all the stages, you will receive a certificate of merit.
Select your language now to get started.

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