

Nudge-based Reinforcement Learning for Employee Engagement



CUSTOMER

**US based
Fortune 500
company**

INDUSTRY

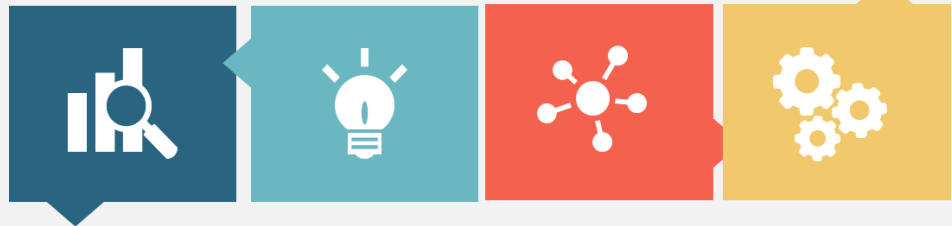
Software

GLOBAL REACH

- **800 employees**
- **Serves enterprises worldwide**
- **'Employee Experience Design' award from Deloitte**

About the Customer

The customer is a US-based product engineering services company with offices in the US and India and over 800 employees. Its culture thrives on technology innovation with core values around continuous learning and development.



Keeping up with Continuous Learning

With a growing team, and increased remote work, it was important that employees kept up with the motivation to keep learning and innovating with their work.

With multiple tools, technologies, and libraries available, employees were finding it difficult to keep up with the trends. The company soon realized that it needed:

- A simple way to share new trends in various technologies with employees
- Reinforce management skills by sending daily tips on various topics
- Enable bite-sized learning at self-paced schedules
- Cater to learning needs of Gen-Z and millennials too

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Solution Details

Harbinger suggested that the company build a progressive web app to save efforts to build a web portal as well as a mobile app. The platform allowed employee to:

- Take short courses at self-paced intervals and choose to enroll for a detailed course, if needed
- Get assessed for all the learning and receive immediate feedback
- Receive real-time nudges due to the in-app notifications
- Listen to a course since it was voice-enabled instead of having to always watch it
- Stay engaged and motivated thanks to the gamification function

L&D managers could-

- Add newer content and send real-time notifications
- Reinforce the learnings for better change management
- Receive real-time updates about various learning happening in the organization from the interactive dashboard
- The dashboard analytics also helped in designing a recommendation engine for allowing more personalized nudges per learner

The Result



25 percent increase in overall productivity of the team due to the reinforcement strategy used in the app. It also enabled cross skilling for the employees.



Management skills training and reinforcement for busy senior management has been more effective with the nudge-based strategy.



Increase in session time with better seamless user interface designed considering millennials and GenZ employees in the workforce.