

Bright

Real Practice for Real Life

-
- There's a business mandate to create + prove impact, but L&D has work to do
-

The Problem

- 01/** Most companies spend **thousands of dollars** on recruiting + training per new hire, but face **20% - 40% turnover** and **6-9 month ramp times**
- 02/** Training content is **eLearning, Webinars + Shadowing** - only **20-50%** gets applied
- 03/** This results in a **costly cycle** of frustrated employees, mediocre performance, and **75%** of leaders dissatisfied with their L+D functions

Bright

Our award-winning platform enables companies to train their employees in up to **half** the time at **50%** of the cost, while achieving **2x** the results.

Conversation, Chat
+ Back Office
Simulations



No-Code
Software Training
Environments



AI/NLP Powered
Coaching +
Certification



Predictive
Skills Data



20+ Languages

Platform or API

● We support hundreds of thousands of learners across a wide range of global enterprise teams in service, sales, and more



1. AI-Powered Conversation or Chat Simulation

Learners get rapid exposure to **life-like scenarios** they'll soon face on the job – having conversations, building soft-skills, judgement, and EQ in the process, and 'working out the kinks' on **simulated customers, leads, or claims** instead of real ones. These can be delivered alone or at the same time as the software simulations outlined on the next page.



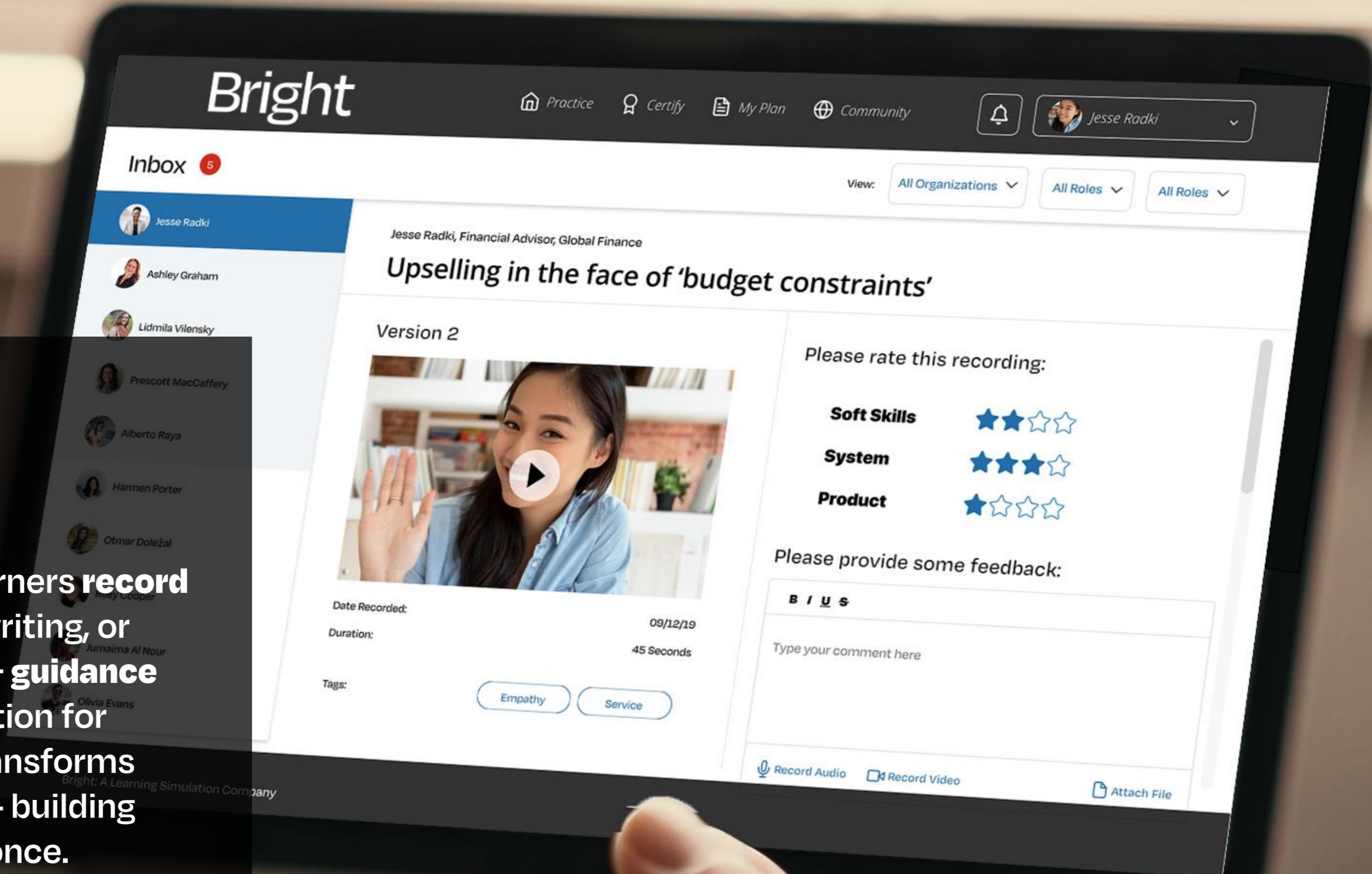
2. No-Code Software Simulations

Bright's **prototyping tool** enables customers to build fully dynamic software training environments without any help from IT. These simulation experiences guide learners as they build system proficiency, making PPT slide walkthroughs a thing of the past.



3. Coaching + Certifications

As part of Bright simulations, learners **record themselves** speaking, practice writing, or submit presentations for rating + **guidance by an AI or human coach**. The option for asynchronous or live delivery transforms the remote learning experience – building both soft and technical skills at once.



4. Predictive Skills Data Via A True Skills Profile

The real goal of learning is demonstrable, lasting **skill-gain and behavior change**. But most platforms only measure training activity completions + knowledge checks in the form of multiple-choice questions. By capturing skills data and coach feedback, we generate a whole new data set that tells a more compelling story about individual, team, and organization-wide skills + potential.

The screenshot displays the Bright platform interface for a user named Jesse Radki, a Tier 1 Loyalty Agent in the Red Team. The top navigation bar includes links for Practice, Certify, My Plan, My Team, Reporting, and a user profile for Ashley Graham. The main content area shows a 'Team Progress Report' with a 'Back to Red Team' link and a circular progress indicator showing 45% completion. Below this, four skill categories are listed with their respective descriptions and star ratings: Product Knowledge (4 stars), System Skills (5 stars), Soft Skills (3 stars), and De-Escalation (4 stars). The 'Moments Details' section contains a table with columns for Moments, Tags, Status, Last Attempt, and Attempt Scores. The table lists four moments: 'Empathy for Sarah' (NextGen, Empathy, PASS, 6/1/23), '20 Questions with James' (GSR, IN PROGRESS, 6/5/23), 'De-escalating Roger's Complaint' (NextGen, Manner, PASS, 6/28/23), and 'Putting it all together' (Tools, Systems, NOT STARTED). The 'Certifications' section at the bottom shows one certification: 'Simultaneous Convo + Software with Sarah' (Finance, Teamwork, Frameworks, PASS, 6/30/23).

MOMENTS	TAGS	STATUS	LAST ATTEMP	ATTEMPT SCORES
Empathy for Sarah Show knowledge and turn things around	NextGen, Empathy	PASS	6/1/23	2 3 1 2
20 Questions with James No particular goal here except to answer James' questions accurately and quickly	GSR	IN PROGRESS	6/5/23	2 1 2
De-escalating Roger's Complaint No matter what you do it won't fix things, but you can at least bring calm	NextGen, Manner	PASS	6/28/23	4
Putting it all together Interview notes insights for product design	Tools, Systems	NOT STARTED	-	-

CERTIFICATIONS	TAGS	STATUS	LAST ATTEMP	ATTEMPT SCORES
Simultaneous Convo + Software with Sarah	Finance, Teamwork, Frameworks	PASS	6/30/23	2 4 1

Case Study #1: Cost Savings



TRUGREEN
Live life outside.



Bright

Training Cost Reduction + Sales Growth

#1 Lawn Care Company reduced annual training costs \$2M+ while growing YOY sales closure 8%

TruGreen used Bright to deliver content modernization and simulations to over 15,000 learners, with an emphasis on customer support and sales. Experiences included bespoke digital lessons, conversation simulations, and Microsoft Dynamics software simulations on PCs, tablets, and mobile devices.

The result was the reduction of a 4-week onboarding program down to less than 2 weeks, generating over \$2M in cost savings. Despite receiving 'less' training, new hire YOY month 1 sales closure was 8 points higher.

"We didn't just update our training. We literally moved an entire mountain – I don't think any vendor we've ever worked with could have done what Bright did."

Director of Training

TruGreen reduced onboarding time over 30% across 3 divisions while improving performance

\$2M+ annual training costs eliminated

~8% improvement in Sales closure rate

~30% Reduction in employee attrition

Case Study #2: Record Performance



Record New-Hire Performance

1st cohort of new hires trained via Bright simulations outperform veterans in week 1

BCBS Minnesota implemented multiple hours of Bright simulations to dramatically increase the amount of practice delivered in call handling, healthcare product knowledge, legal compliance, and system usage. In addition to reducing onboarding training time,

After an A/B test comparing new hires trained via Bright with those trained through prior, more traditional training methods BCBSMN found not only that Bright new hires outperformed, but that they even outperformed most veteran associates on many performance criteria.

"Shortly after implementing Bright, we hit our best FCR score ever! With mentors, it's a gamble, but with Bright, it's a guarantee."

Director of Analytics

BCBSMN new hires outperformed veterans in their first week in production across key metrics

8%

higher First Call Resolution compared to veterans

6%

higher Calls Resolved compared to veterans

100%

First Call Resolution for nearly all new hires

Case Study #3: Patient Satisfaction



Patient Satisfaction Improvement

A major health system used digital lessons + simulations to improve patient satisfaction scores

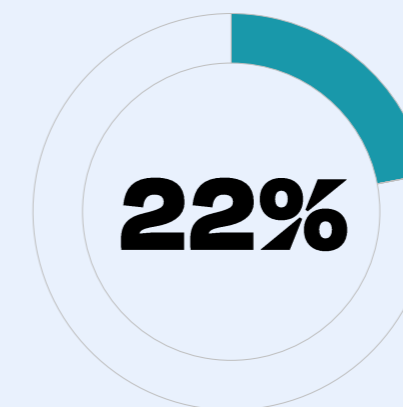
Inova Health System has used Bright in Primary/Emergency Care Registration, Scheduling, and Billing Roles. Experience types included bespoke digital lesson creation, patient experience conversation simulations, and EPIC EHR software simulations.

Most notably, Inova conducted an A/B test across multiple primary and emergency care clinics to assess the impact of immersive learning on patient outcomes. Within 30 days of Bright campaign delivery, participating clinics saw a 22% improvement in the responses associated with the campaign.

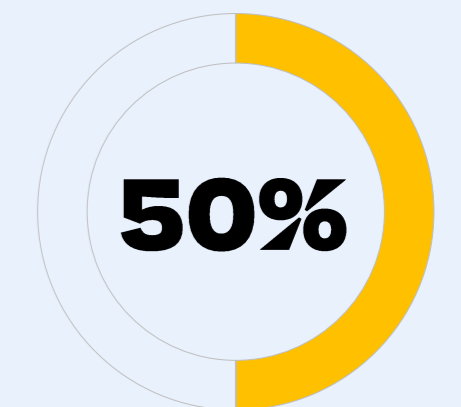
"Now that we've seen how simulations and coaching can transform L&D, I don't know how we'd ever go back to the old way."

VP of Clinical Enterprise & Patient Experience

Inova achieved both cost reductions + performance improvements



Improvement in Press Ganey Patient Satisfaction scores



Reduction in ramp time to proficiency

Case Study #4: Speed-to-Proficiency



Speed-To-Proficiency Improvement

Leading US insurance advisory company reduced speed-to-proficiency by 50%+ using Bright simulations

HealthPlanOne has used Bright in its Medicare brokerage to deliver simulation-based practice to over 1,000 employees, including implementing conversation, process, and software simulations across multiple different insurance operations systems.

Using multiple practice modalities, HPOne reduced speed-to-proficiency by more than 50% while also reducing the need for overall trainer FTEs due to the efficacy and efficiency of scalable practice. Employees reported higher satisfaction scores and were noticeably more competent and confident, and training goals were re-aligned after identifying critical system training gaps during the simulation design process.

"Last year was one of our best-selling years ever in our brokerage, and that's because our people practiced using Bright."

Lead Training Analyst

HPOne achieved record sales while dramatically reducing employee speed-to-proficiency

50%+ reduction in speed-to-proficiency

95% reduction in employee certification costs

Veteran-level proficiency in **1 week** post-training

Case Study #5: Productivity + Quality

The logo for NRTC, featuring the lowercase letters 'nrtc' in a bold, black, sans-serif font. A red diagonal bar is positioned above the 't'.

Productivity + Quality Improvement

Large technology solution cooperative used simulation-based practice to drive errors down by 77% while reducing average talk time by 19%

NRTC, a company that supports telecommunication providers across the country, redesigned their new hire training program using Bright to deliver more traditional digital lessons and assessments along with dynamic conversation, software, and decision-making simulations, including training for over 120 software systems.

New hires that had undergone training in Bright reached a level of proficiency on some tasks that even outperformed tenured team leads. They also outperformed previous non-Bright cohorts in multiple KPIs, including talk time, error rates, and quality scores.

"The Bright platform has been a game-changer. Incredible technology that has improved our new hire graduation rates by 25% this year along with so many other impacts."

Chief Operating Officer

NRTC achieved record new hire graduation rates while driving productivity + quality improvements

19%

reduction in average talk time

77%

reduction in customer-impacting errors/person

25%

Increase in new hire graduation rate



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Thank you.