



Real Examples of Using AI-powered Virtual Coach

Here are some real-world examples and success stories that illustrate the components of an AI virtual change coach in action:

1. Training and Onboarding with AI

Many companies have used AI-driven tools to personalize the training and onboarding process, a critical phase of any change.

- **Bank of America:** Bank of America has used AI-powered conversational simulations to train its employees on various topics, from customer interactions to sales processes. This is a form of virtual coaching that allows employees to practice and receive feedback in a low-stakes environment, which is highly effective for adopting new behaviors and procedures. The use of AI in this context helps reduce training costs and increase employee engagement.
Source: [Inside Bank of America AI: 90% Adoption Across Workforce - CTO Magazine](#)
- **DHL Express:** DHL Express has implemented an AI-powered internal career marketplace. This platform acts as a virtual coach by suggesting personalized development opportunities and training modules aligned with each employee's career goals. As a company undergoes a change, this tool can be configured to recommend the specific skills and training needed to succeed in the new environment, ensuring a smoother transition for individuals.
Source: [DHL Express Careers page, as it describes their employee development programs](#)

2. Personalized Communication and Knowledge Management

A core function of an AI change coach is to provide personalized and accessible information.

- **JPMorgan Chase:** JPMorgan Chase has been a leader in using AI across its organization. They have over 300 AI use cases in production, spanning areas like risk, marketing, and customer experience.⁶ While not a public "change coach" case study, their use of AI for internal communication and data analysis demonstrates the foundational technology. An AI system that can handle complex queries and summarize large reports (a common use case for them) is the same technology that can be adapted to answer employee questions about a change initiative. This enhances transparency and makes information more readily available.
Source: [Case Study: How JPMorgan Chase is Revolutionizing Banking Through AI - AIX](#)
- **Petrobras:** The Brazilian oil and gas company Petrobras created "Chat Petrobras" using Azure OpenAI. This AI tool is used by over 110,000 employees to streamline workflows,

reduce manual tasks, and summarize reports. This is a perfect example of an AI acting as a virtual assistant that can be easily repurposed as a change coach. It reduces the time employees spend on routine tasks, freeing them up to focus on learning and adapting to new ways of working.

Source: [Petrobras continues 70 years of innovation with Azure OpenAI Service - Microsoft Customer Story](#)

3. Data-Driven Insights and Readiness Assessment

AI's ability to analyze data is crucial for understanding the "pulse" of a change initiative.

- **Consulting Firms (Deloitte, Accenture, McKinsey):** These firms have developed proprietary AI platforms and methodologies to help their clients manage large-scale transformations. For instance, Deloitte's "Transformation Intelligence" framework uses AI and data analytics to assess organizational readiness for change, identify potential risks, and customize adoption plans. These tools are the backend of what would power a virtual coach, providing the human change leaders with the insights needed to make strategic decisions. They can analyze data from surveys, sentiment analysis of internal communications, and usage data of new systems to identify who needs the most support.

Source: [Strategic Change Management Services - Deloitte US](#)

4. Direct Coaching and Support Platforms

Here are some companies providing dedicated AI-powered coaching and development solutions, with direct links to their websites:

- [CoachHub](#): Offers "AIMY," an AI coach that provides personalized, goal-oriented coaching for employees.
- [Rocky.ai](#): Provides an all-in-one AI coaching platform that uses positive psychology and solution-focused coaching to help employees with personal and professional development.
- [BetterUp](#): This platform combines human coaching with AI-driven analytics. Their product, BetterUp Grow™, delivers personalized, AI-powered coaching at scale.
- [Valence](#): Offers an AI work coach named "Nadia" that provides real-time, personalized support for managers and employees, with a focus on improving communication and leadership.
- [ExecOnline](#): ExecOnline focuses on leadership development and uses AI Roleplays to help employees practice high-stakes conversations and receive immediate, objective feedback.