

# Using bots to improve employee experience

GlaxoSmithKline wanted to see if Workplace bots could help save people time, amplify company messages and improve day-to-day work life. With help from Workplace partner [The Bot Platform](#), they set up a pilot to find out. Here's how it went.



68

unique bots built

40%

average chatbot opening rate...

compared to

24%

with the internal news platform

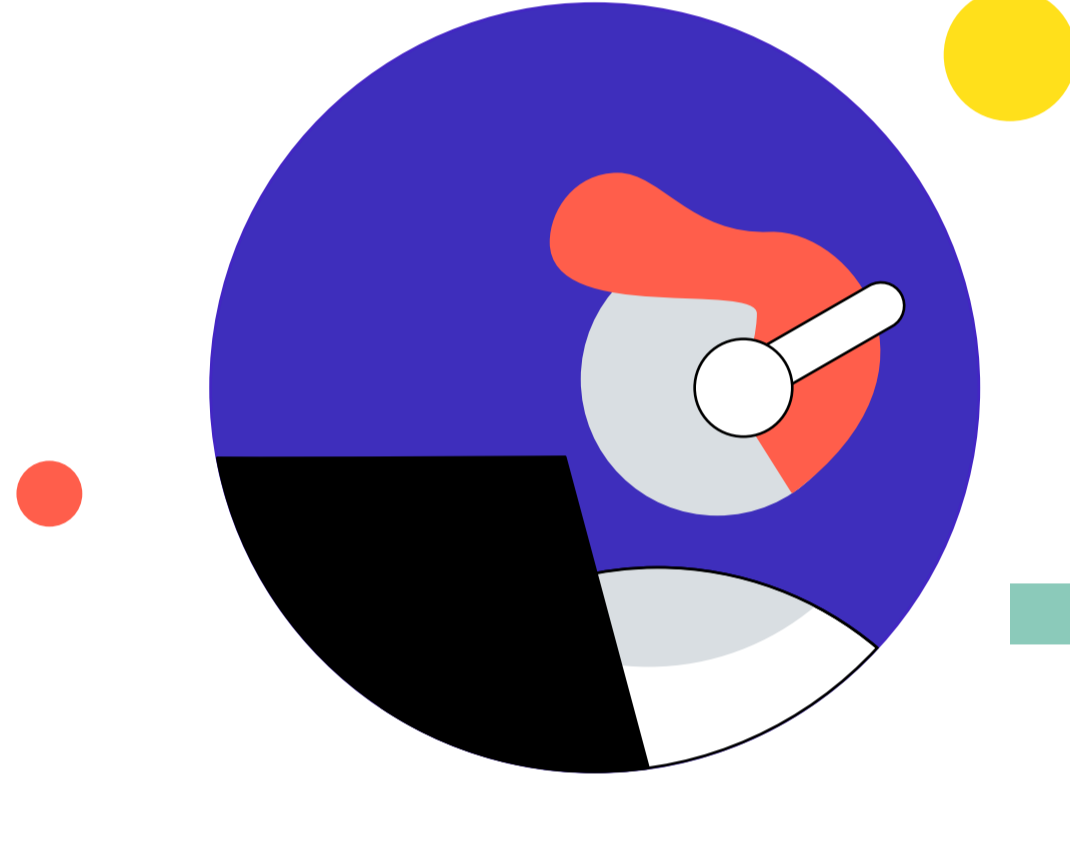


Nearly 1,000,000

total interactions

## Steven the bot

Welcomes new Workplace users, shows them where to find key materials and improves the onboarding experience.

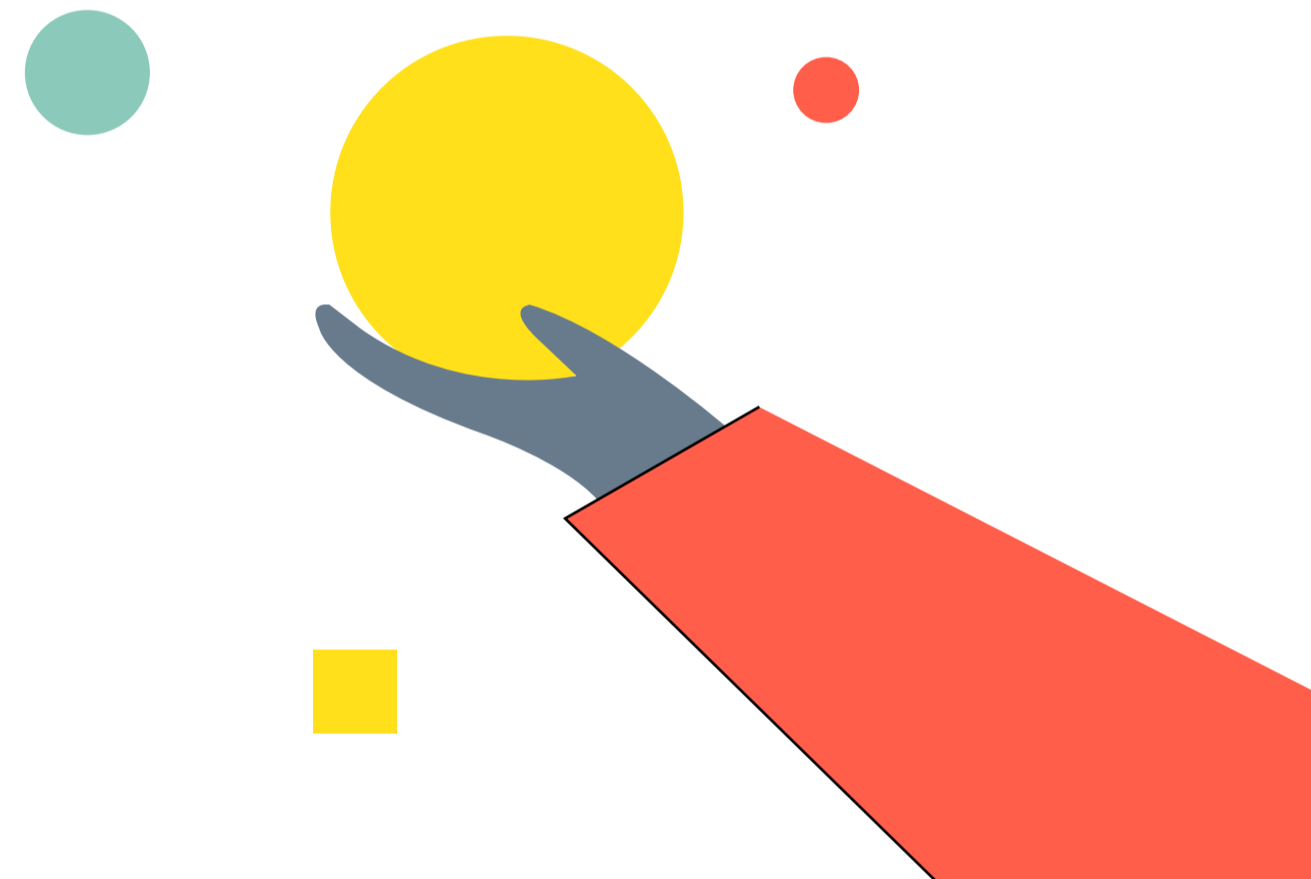


## Anti-phishing bot

Helped raise awareness about cyber security through an interactive game.

## Workplace champions bot

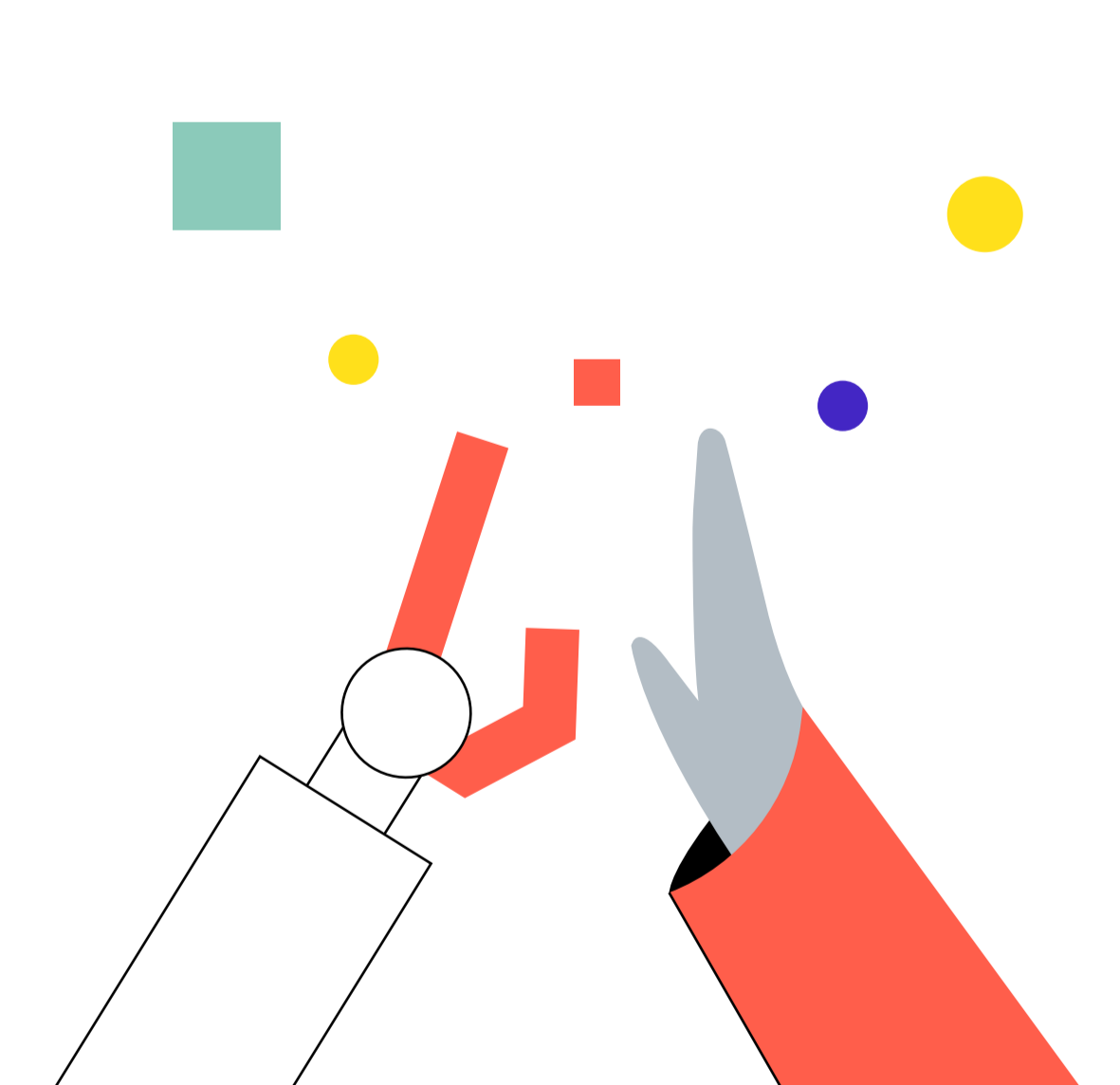
Reminded people about important or overlooked Workplace posts, which resulted in a 700% increase in some post shares.



GSK ran internal surveys to find out how happy people were with the bots they created. Of all the team members who created or requested bots:

81%

were satisfied with the overall experience



80%

were satisfied with the value bots bring to work

91%

were satisfied with the process of creating bots

*"We like to think about the bots as our little helpers who can facilitate what we do at work, and bring some excitement around different announcements."*

Justyna Wajer,  
Digital Channels Manager, GSK