

# UNLOCK THE POWER OF EMOTION AI

## CUSTOMER STORIES



## A TEEN COUNSELING COMPANY

### PROBLEM:

#### HOW DO YOU STANDARDISE COUNSELLING?

Counselling performance is often very subjective & dependent on the personality and personal characteristics of the counsellor, especially with creating a rapport & engaging the patient consistently.

**So how can mental health counselling organisations standardise their counsellor performance to ensure the best outcomes?**

### BENEFITS

- Identify distressing counselling performance that breaks protocols
- Track trends of improvement in patient outcomes
- Rank counsellor performance as correlated to patient outcomes
- Set counselling benchmarks across organisation

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ENGAGED AND CALM PATIENTS =  
BETTER COUNSELLING RESULTS

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### SOLUTION: ENGAGEMENT MONITORING FOR RAPPORT BUILDING

Lightbulb is assisting an upcoming teen counselling company, by:

- Using the power of emotion ai to monitor & map engagement levels of counsellors and correlate them to the patient outcomes, establishing benchmarks & best practises for counsellors to adopt across the organisation.
- Measuring the emotion states of patients during sessions to aid counsellors in their understanding & deployment of calming activities to soothe the patients during traumatic discussions

# A VIDEO INTERVIEW PLATFORM

**PROBLEM: HOW DO WE ELIMINATE HUMAN BIAS?**

Too often, first and misleading impressions make or break a candidate during a job interview. But human bias can be difficult to eliminate, especially as interviewers deal with multiple candidates during busy workdays.

**So how can video interview companies ensure that their interview process is fair yet scalable?**

**SOLUTION: EMOTION MAPPING FOR SOFT SKILL ASSESSMENT**

Lightbulb is assisting a leading video interview company in dispelling the 'first impression bias' by:

- Using emotion states and engagement levels to identify the fit between a candidate and the soft skills, cultural thinking and temperament required for a particular job family
- Using emotion mapping of the candidate over the course of the entire interview to measure the non-verbal / soft skills displayed by the candidate. And eliminate the 'like-ability bias' that the first few minutes create to ensure that the most deserving candidates (and the company) win every time.



## BENEFITS

- Eradicate the 'first impression' bias through continuous assessment
- Map soft skills to job families - customer-facing vs internal roles
- Measure ability of candidates to engage interviewers & build rapport
- Ensure culture fits between companies & candidates

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**ELIMINATING 'FIRST IMPRESSION' BIAS =  
BETTER INTERVIEW RESULTS**

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# A CORPORATE TRAINING COMPANY

**PROBLEM: HOW DO WE IMPROVE RETENTION IN LEARNERS?**

Most corporate employees undergo periodic and mandatory training to improve their regular on-job performance. But most of these training programs see low participation & very high non-completion rates.

**So how can corporate training companies ensure that learners are retained?**



**SOLUTION: TRAINER ENGAGEMENT ASSESSMENT FOR LEARNER RETENTION**

Lightbulb is assisting a progressive corporate training company in retaining and improving the completion rates of its training programs by:

- Measuring the engagement levels of learners in various learning cohorts for each trainer, so as to provide a detailed view of the trainer performance and identify areas of learning & improvement
- Using emotion mapping of learners to assess which sessions of the training module are generating high engagement and positive emotions to ensure that trainers do more of what works

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**ASSESSING TRAINER PERFORMANCE =  
BETTER TRAINING RESULTS**

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## BENEFITS

- Identify & rank the ability of individual trainers to engage learners
- Share best practises to enable trainers to self-improve performance
- Track learner engagement to forecast potential dropouts