

BillGO Cut Ramp Time by 20% and Scaled Training 3x with **Second Nature**

The Results

- ✓ Time to proficiency improved by 20% (onboarding reduced from 5 days to 4)
- ✓ Onboarding capacity tripled (from 4 to up to 12 hires at a time)
- ✓ Manager time off the floor reduced by 66% (from 3 days to 1)
- ✓ Expanded pool of high-performing enrollment specialists

THE COMPANY

Building an AI-First, Customer-Centric Training Model

BillGO helps small businesses remove the paper bottleneck in bill payments processing with simple reconciliation and secure, same-day digital payments. For its Enrollment Specialists—the front line of customer experience—speed, consistency and confidence directly impact customer outcomes.

As BillGO leaned into an AI-first mindset, the team saw an opportunity: Transform enrollment team onboarding into a scalable, consistent system that better prepares Enrollment Specialists to deliver faster, higher-quality customer interactions.

THE CHALLENGE

Inconsistent Training Limited Customer Impact

BillGO's existing onboarding model relied heavily on live, manager-led sessions:

- Onboarding took five days and scaled to only four hires at a time.
- Managers were pulled off the floor for three full days each month.
- Training quality varied by instructor and session.
- New hires progressed unevenly—some overwhelmed, others under-challenged.

This created downstream impact on the customer experience. Slower ramp times and inconsistent training meant delays in getting specialists fully confident and effective in customer conversations.

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The method worked, but it didn't scale, and it didn't consistently set people up to deliver the best customer experience.

LEN WICK
HEAD OF SALES ENABLEMENT

THE SOLUTION

AI-Powered Training Designed for Consistency and Scale

To align training with its AI-first strategy, BillGO implemented Second Nature to automate and standardize onboarding.

Len reimaged onboarding as a system-led experience:

- AI avatars deliver structured training content built from proven scripts.
- Roleplay simulations allow unlimited, on-demand practice.
- Multiple personas and difficulty levels adapt to different learning speeds.
- Performance data provides objective insight into readiness and skill development.

Human coaching didn't disappear—it became more targeted and higher impact.

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We wanted training that reflects how we think as a company: AI-first, data-driven and built to scale. Second Nature let us create a system where every rep gets consistent, high-quality practice and shows up better-prepared for real customer conversations. This isn't just about efficiency, it's about outcomes. When reps are more confident and consistent, our customers feel it immediately.

LEN WICK
HEAD OF SALES ENABLEMENT

THE IMPACT

Faster Ramp. Better Prepared Specialists. Stronger Customer Experience

With AI-led training in place, onboarding became faster, more flexible and more effective:

- New hires reach proficiency in four days instead of five.
- Managers spend less time training and more time driving performance.
- Training is consistent, repeatable and no longer dependent on instructor variability.
- Reps practice as much as needed without pressure or judgment.

Just as important, the model supports a wider range of talent. Individuals who may have struggled in traditional group settings now build confidence privately before engaging with customers. “We’ve removed the friction from learning,” Len said. “People can practice until they’re ready, so when they get on the phone, they’re already delivering a strong experience.”

THE OUTCOME

Scaling Talent While Improving Customer Outcomes

BillGO can now onboard more specialists, more quickly, without sacrificing quality. Every new hire enters customer conversations with greater confidence, consistency and readiness.

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Second Nature helped us scale onboarding without compromising what matters most: the customer experience. We’re getting people productive faster, and they’re showing up better for our customers from day one.

LEN WICK
HEAD OF SALES ENABLEMENT

What's Next: Extending AI Across the Employee Lifecycle

Following onboarding success, BillGO is expanding its AI-driven approach to:

- Ongoing training and skill development
- Targeted coaching and remediation
- Continuous updates as messaging and workflows evolve

The goal: Continuously improve performance—and customer outcomes—through an AI-first foundation.