

Successfully Implementing AI Role Plays in 4 Steps

The 4 Pillars of Successful AI Role Play Strategy

Detail the Vision

Identify Internal Obstacles

Consider Potential Risks

Schedule Adoption

Detail the Vision

Ensure every stakeholder understands how AI role plays help drive them towards the business's goals.

Start by establishing clear business objectives for AI role plays such as:

- Enhance training processes and outcomes
- Make training more efficient
- Gain visibility into training impact

Then lay out the benefits that different departments will see, and set success metrics for each one. Be specific about both the benefits and the KPIs you choose.

AI-based training is evolving from niche technology to a core element of revenue team training.

Organizations using AI-powered role play solutions are already seeing measurable results, with Second Nature customers reporting outcomes ranging from increased revenue and faster onboarding to greater employee confidence and quicker turnaround times for training content.

But technology alone does not guarantee results. The organizations seeing the greatest impact from AI role plays approach them strategically, with a deliberate approach to implementation, rollout, measurement, and continuous improvement.

Benefit	Department(s)	Success Metrics
Less managerial time spent on training	Sales Leadership, Customer Success Leadership, L&D	Manager hours spent on training per week, % reduction in coaching time
Ability to invest in deeper ongoing training	L&D, HR, Sales Enablement	% of training time spent on advanced topics, completion rates for advanced programs
Quicker time to market	Product, Go-to-Market (GTM), Sales Enablement, Marketing	Time from product launch to first sale, rep readiness time for new products
More ROI from customers	Customer Success, Account Management, Revenue Operations	Customer Lifetime Value (CLV), net revenue retention (NRR), expansion revenue, churn rate
Increased revenue per rep	Sales, Sales Leadership, Revenue Operations	Revenue per rep, quota attainment rate, average deal size, win rate
Lower employee turnover	HR / People Operations, Team Managers, L&D	Employee turnover rate, 6-month retention rate, employee engagement scores (eNPS)
Improved performance	Sales, Customer-Facing Teams, Leadership, Enablement	Conversion rates, call/meeting quality scores, customer satisfaction (CSAT), time to resolution for support queries
Faster onboarding	HR, L&D, Sales Enablement, Sales, Customer Success	Time to first deal, time to full productivity, ramp time

Defining Success

AI Role Plays Enable Investment in Deeper Training Goals: OneVision Resources

“Because Second Nature is taking a section of my training off my plate, I get these things done. This has opened up a whole other segment of training that we hadn't been able to deliver on before.” Chris Winn, Instructional Designer, [OneVision Resources](#).

Second Nature’s AI Role Plays Raise Customer ROI: GoHealth

GoHealth measured sales rates 10 days before and 10 days after running a pilot with Second Nature. It found a [total top-line increase of \\$40,000-\\$50,000](#) and an average 21% increase in sales, after approximately 34 minutes of training with Second Nature.

Second Nature Boosts Revenue Per Rep: United Rentals

Data from approximately 2,000 United Rentals’ Outside Sales Reps who used Second Nature was analyzed by researchers from the University of Houston. Every additional role play practice [translated into an extra 1.2% revenue gain](#), with reps who had been relatively low performing achieving revenue uplifts of 35.2% and those with high performance goals increasing revenue by 29.9%.

AI Role Plays Slash Onboarding Time: SAP, Spa World, and Oracle Netsuite

SAP saw onboarding time [drop by 20%](#). Spa World [cut onboarding time by 30-40%](#). Oracle Netsuite [reduced onboarding time by 20%](#).

Identify Internal Barriers

Once the benefits are clear for each stakeholder, identify and remove organizational barriers to achieving those benefits. Keep a tight focus on internal roadbumps to success, rather than widening it to external risks.

For each potential roadblock that you identify, map where it lies within the organization, specify who will be responsible for overcoming it, and suggest a solution.

Barrier	Solution	Who takes responsibility
Training is more effective when employees enjoy it	Choose a gamified AI training platform	Head of Sales Enablement
Projects aligned to corporate goals are more likely to succeed and mature	Document the goals clearly. Choose specific corporate goals and limit the number of pilots	Head of Sales/ Customer Success
Metrics deliver credibility for project maturity	Collaborate with the Chief Data and Analytics Officer (CDAO) and Head of Sales/CRO/Head of Customer Success to discuss the most measurable and useful metrics.	CFO
Formal structures of accountability bolster AI results	Complete a RACI (Responsible, Accountable, Consulted and Informed) matrix for AI training strategy development and execution	CIO, CDAO
AI role play solutions need to be compatible with existing tech stack	Look for a solution that integrates easily with the typical tech stack. Consult with IT teams to verify which platforms and tools are supported by the existing tech stack.	CIO

Gamification Drives Employee Engagement

Zoom used Second Nature’s engaging, interactive AI role plays to “stealth certify” over 1,000 sales reps, introducing AI role play personas as new members of the sales coaching team. It achieved an unprecedented 100% participation rate, with sales reps who are normally reluctant about certification expressing excitement about the challenge.

“Certification is often a time when our trust with sales reps is challenged, because there are always people who just don’t do it. But this time, that was not an issue at all. Everyone was excited to do this certification and nobody even knew they were doing a certification.

MIKE FISHER,
ENTERPRISE SALES PRODUCTIVITY AND ENABLEMENT AT ZOOM

Compatibility is Crucial

Second Nature integrates seamlessly with OneVision’s existing LMS and content delivery systems, Articulate360 and Reach360. Embedded role plays and SSO streamlined training workflows, enable trainees to practice skills immediately after learning them.

Consider Potential Risks

After assessing and brainstorming solutions for potential internal obstacles, you can turn to external risks. Consider all the major risks that could undermine AI role play success, assess them, and plan how to mitigate them.

Model Reliability Risk	<i>THE RISK</i> GenAI can deliver hallucinations, inaccuracies, and inconsistent outputs	<i>OUR MITIGATION</i> Second Nature’s carefully trained and validated AI models ensure accuracy and consistency
Security & Compliance Risk	<i>THE RISK</i> AI solutions can compromise data protection and enterprise security	<i>OUR MITIGATION</i> Second Nature adheres to GDPR and SOC, with strict data privacy controls
Adoption Risk	<i>THE RISK</i> Employees can be hesitant or nervous to use AI	<i>OUR MITIGATION</i> Second Nature has proven adoption across enterprise clients such as Spa World, Oracle Netsuite, SAP, and Pacira Biosciences, with strong employee engagement

Prioritize the Adoption Schedule

Prioritize quick wins to accelerate AI role play adoption. Identify the use cases that deliver the most value in the shortest timeframe. To find the projects that should be addressed first, compare the business value of various use cases with their feasibility.

Are there measurable KPIs?

For example, customer support would use CSAT scores and first response time; sales would use revenue and time to proficiency.

Michael Martin at Calix set key sales metrics:

- Sales team performance
- Average deal size
- New hire NPS scores

Do you have content on which to base AI role plays?

With Second Nature, you can upload videos, audio, sales decks, and other existing materials to quickly build a data foundation for AI role plays.

It is quick and easy for SAP Academy’s training leaders to prepare the necessary role plays. They simply fill in a form to answer key questions and then refine the role plays generated by the system through natural conversation. SAP Academy training personnel also feed in existing training content, like weekly quizzes, to turn them into role play training conversations.

Is there an internal sponsor willing to champion the solution?

Strong sponsorship can accelerate adoption and increase the likelihood of long-term success. Identify a stakeholder who believes in the business value of AI role plays and is willing to champion the initiative across teams.

Will your target users be able to quickly master the solution?

Second Nature is intuitive, easy to set up, and makes it simple to create new sessions with no need for AI tech expertise.



I find it really fun to build a new course.

ANDREW PULLEN, MANAGING DIRECTOR OF SPA WORLD.

Andrew can typically build, test and publish a new role play on Second Nature in less than an hour.

Does the AI role play solution integrate natively with that department's existing technology, such as their LMS, CMS, and CRM?

Second Nature is cloud-based and integrates with all leading CMS, LMS, Salesforce, Active Directory, and other popular tools.

About Second Nature

Second Nature transforms professional training and development through realistic AI role plays that enable unlimited practice of customer facing conversations. Lifelike AI personas adapt dynamically, providing personalized feedback right after each, and accelerating skill development while reducing the need for manual 1x1 coaching.

Try an AI Role Play

