



Customer story
Absorbie 2024 winner

Megan Vreeland **Senior Instructional Designer, Atlassian**

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Atlassian uses Absorb to **unlock** **potential of AI tools** with sales teams

For more than two decades, Australian-American company [Atlassian](#) has supplied project managers, IT departments, and other software developers with the tools needed to “advance humanity through the power of software.”

Named after the titan of Greek myth, Atlas, the company is the brainchild of Mike Cannon-Brookes and Scott Farquhar, two University of New South Wales classmates with a \$10K credit card and a dream of entrepreneurship. Today, that dream has created a global publicly traded company with more than 10,000 employees across 13 countries and revenues of US\$3.53 billion in 2023.

The company, headquartered in Sydney and San Francisco, specializes in solutions for collaboration and workflow management, IT service management, and agile DevOps. It boasts a customer base of more than 260,000 in the 190 countries it serves and 10 million monthly active users of its greater than 6,000 marketplace apps.

Over the years, Atlassian has remained true to the founders' goal of creating an environment of authenticity and its five unique core values:



**Open company,
no bullshit**



Play, as a team



**Build with heart
and balance**



**Don't #@!% the
customer**



**Be the change
you seek**

Initially the company had a non-traditional sales model based primarily on its website, but it now has more than 1600 customer-facing employees. Based on various studies, Atlassian recognized that as much as 14 percent of salesforce time is traditionally spent doing customer research rather than prospecting — and generating revenue. So, it investigated how it might use AI to increase the productivity of customer-facing teams to focus on results.

“What if customer-facing teams got access to tools that could help them reinvest their time into revenue-generating activities?” asked Megan Vreeland, Senior Instructional Designer (and “Force for Good”) at Atlassian. “Annually that could look like 200 calendar hours given back for customer calls, account strategizing, and career development.”

Enabling **Salesforce** productivity with AI

To improve Salesforce productivity, Atlassian developed an eLearning course designed to increase the adoption of Artificial Intelligence tools by its customer-facing teams.

Announced at the company's 2024 operational kickoff, the course, "AI for Sales Customization and Efficiency," boosts awareness and improves understanding of how these employees can best use AI.

"Our main objectives were to boost the use of internal AI tools over external ones and raise awareness about their potential to enhance productivity in customer-facing teams including sales and customer experience," Vreeland says. "Given the company's significant investment in developing conversational AI, key stakeholders were highly interested in this initiative's success."





Fostering collaboration and driving efficiency

Vreeland's team secured extra support from strategic sales leaders by focusing on effective prompt writing for sales scenarios. This guaranteed immediate efficiency improvements for the sales team from using the tool.

They also engaged key stakeholders in the process of learning content creation, inviting them to contribute by creating fun video narratives and developing application sessions. It was a key to achieving success and ensuring comprehensive completion. "This collaborative approach fostered trust and resulted in the teams actively supporting the initiative," Vreeland added.

At the heart of it all is Absorb LMS, which helped the team **overcome some of its biggest challenges, such as assessing training outcomes and ensuring that participants practice what they are learning.** Vreeland notes that learning to use an AI tool effectively requires hands-on work, which is enabled by Absorb's inclusion of SCORM (Sharable Content Object Reference Model) 1.2 and video elements. **This allowed the learning content to be created using Articulate Storyline and video elements developed in Vyond, which can then be shared globally using the Absorb platform, as a mandatory curriculum with reminders enabled.**

“Absorb LMS was the foundation of this initiative’s launch and strategy,” Vreeland professes. “With our globally distributed workforce, we needed a reliable platform to deliver training and capture key learning insights across all 1,600 learners.”

A successful venture

The Atlassian team designed two AI training modules in a “Choose Your Own Adventure” format, each breaking down a larger broad use case — such as customer messaging or administrative tasks — into smaller micro-practice sessions.

Working closely with stakeholders, the modules incorporated impactful and relevant examples and practices, teaching employees the five criteria for effective prompt writing and showing them a variety of use cases that Atlassian’s internal AI tools could help with.

Using the Absorb Survey Learning Object, Atlassian was able to capture participants’ best attempts at writing AI prompts and assist them in their customer messaging roles before beginning the course. On completion, the same feature was used to document the most effective prompts developed during training.



330%

The weekly **average use of AI tools within customer-facing teams** grew **nearly 330%** during the month of launch.

250%

Post-launch, usage remained high, with more than **250% greater use of AI tools** than previously.

19%

After course completion, participants were **19% more likely to use AI tools** daily.

In addition, the Atlassian team captured how frequently employees used AI tools before the course and predicted usage when completed. The company used metrics from Absorb pre- and post-test surveys, Absorb Analyze, the platform's reporting tool, and its own internal AI tool's backend to gauge success. The results have been telling.

“Usage alone isn’t helpful if that use isn’t high quality and impactful,” Vreeland says. “Using the data pulled from Absorb surveys in a pre- and post-prompt, we were able to measure the prompts based on a rubric of five key characteristics for effective prompt writing.”

“The demonstration of each of those characteristics by participants resulted in the written prompts getting an overall ‘effectiveness score.’ **After completing the course, the effectiveness score of the AI prompts written increased on average by about 20.7 percent.**”



Vreeland says that, based on this scoring process, Atlassian saw significant increases in three key characteristics of effective prompt writing: **specifying an author (by 54.6 percent), specifying a clear subject or product (by 79.3 percent), and specifying an audience (by 63.9 percent).**

Thanks to Absorb, Atlassian’s “AI for Sales Customization and Efficiency” learning program is achieving its training and engagement goals, Vreeland affirms. “The development and launch of this course, enabled by Absorb, have successfully led to a more AI-savvy workforce and increased preference for our internal AI tools over external alternatives.”



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