AVENUES

The Accenture Virtual Experience Solution: Immersive learning to increase empathy and reduce bias

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AVENUES is our award-winning workforce transformation tool that leverages VR to better prepare public service employees for their jobs. It has shown efficacy in reducing turnover and in improving interpersonal skills so desperately needed in the age of GenAI.

We now have 15 modules for use across the public sector including public safety, health, mental health, child-care, social services and child welfare. **AVENUES** has powerful implications in the hiring and training process. For the applicant, it can help affirm that they are ready to learn how to do this work, give them an opportunity to self-select and build essential skills. It provides employees the chance to develop crucial skills in a safe environment, away from the frontline.

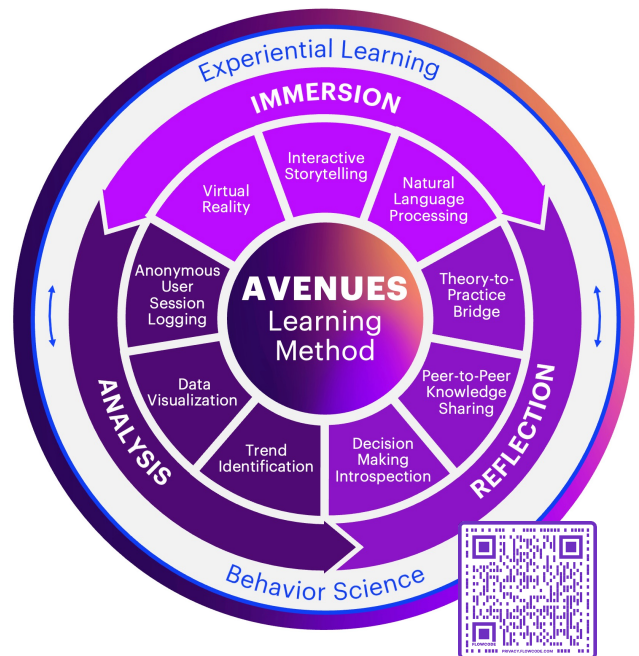## The **AVENUES** Learning Method

🥽 IMMERSION

AVENUES immerses users into highly realistic scenarios designed to evoke a response. It uses actors filmed on green screen and stitched into carefully dressed locations. The experience is voice activated so that users have the sense that they are sitting across the table from another person who is looking them in the eye and conversing.
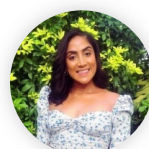
👥 REFLECTION

Next, we bring groups of users together in carefully curated seminars. These interactive workshops prompt reflection about how each of us behaved in the headset and create an opportunity for users to learn from one another.

👬 ANALYSIS

Finally, **AVENUES** is maintained on a platform that leverages user analytics. This gives us the ability to see how large groups of people are behaving in the headset and drive future learning agendas.

Experiential Learning — IMMERSION — Interactive Storytelling — Natural Language Processing — Virtual Reality — Theory-to-Practice Bridge — Anonymous User Session Logging — **AVENUES Learning Method** — Peer-to-Peer Knowledge Sharing — Data Visualization — Decision Making Introspection — ANALYSIS — Trend Identification — REFLECTION — Behavior Science

Molly Tierney
AVENUES Executive Producer
(443) 799-9700
molly.tierney@accenture.com

Naomi Wass
Public Safety Metaverse Lead
(646) 961-5808
naomi.k.wass@accenture.com

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Immersive Learning For Whole Person Care
How the metaverse can empower case workers to better assist complex families with holistic care

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In human services, a significant challenge is the location of the horizon. For the caseworker, the horizon is far off. They see all the possibilities of what might occur that could lift a family they are serving out of poverty and render them self-sufficient. For the family, the horizon is much shorter. They cannot see past the thing that they need to get from the caseworker, such as food stamps. The additional challenge for them both is that the caseworker is effectively and unintentionally blocking the family's view of a farther horizon because of the labor the family is going to do in order to get the thing they need now.

Family's perspective	Caseworker's perspective
• They've been waiting a long time • They've burned gas or bus fare they could not afford • They've taken off work at risk of losing their job • They are getting asked the same questions over and over again • They stretch the truth to get the benefit they need • They sometimes have mental health episodes	• They took the job because they want to help people, but they spend their days in data entry • They are verbally berated and/or abused by clients • They feel it's unfair that these clients get free benefits when nobody is helping them • They sometimes meet with clients who are having mental health episodes

Kat is a scenario within the **AVENUES** content library that focuses on whole person care. This scenario provides an opportunity for users to provide whole person care to a complex family.

Kat's story provides users an opportunity to address a family's immediate needs while exploring other options that could also benefit them.

When Kat, her great-grandmother, and one of her children arrive in your office at Social Services for annual recertification, their needs add up to much more than what they've applied for in the past. A case manager who's curious enough about the human stories beneath Kat's application may find opportunities to practice "whole person care" and open up new possibilities for this family.

To learn more, visit: www.accenture.com/AVENUES

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