CITI CASE STUDY
Creating Access, Equity, and Impact

Creating Access, Equity, and Impact through Big Data + AI

eSuccess uses big data technology to build and democratize effective mentorship so that thousands of the world's children can thrive better in life through stronger soft skills.

eSuccess identified five key behaviors that can lead to long-term success. With the help of data-led tools and mechanisms the program aims to promote these healthy behaviors, helping foster success within underprivileged communities.

BENEFITS

— Nurtures soft skills development in teens and encourages them to stay on track.

— Increases the chances that teens who come from underprivileged communities will complete high school, attend college, and continue a path toward financial success in their lifetime.

— Lifts more motivated teens worldwide out of poverty.
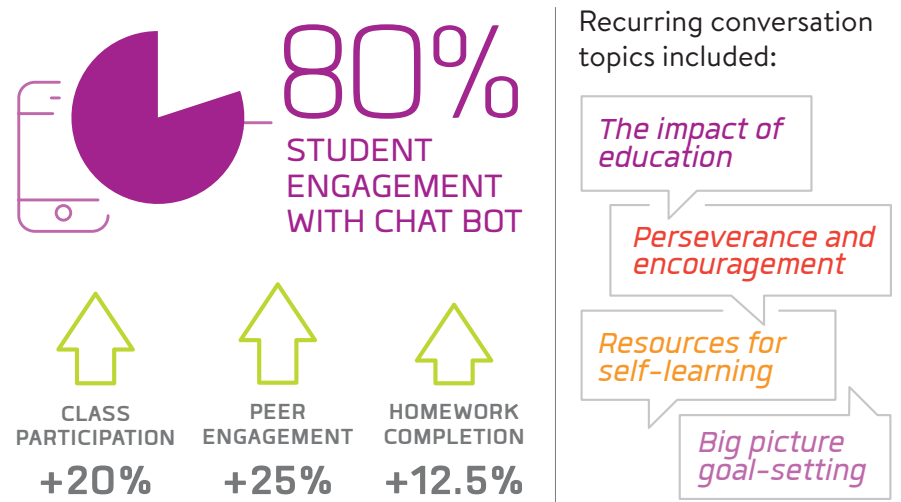
IMPLEMENTATION

Yasaman Hadjibashi, Managing Director, Global Consumer Technology and Head of Data and Analytics, Citi, began an eSuccess pilot in 2016.

After participating in a volunteer event at a school in Soweto, a township in Gauteng, South Africa, Yasaman knew she had to act. She had met driven, ambitious, and curious children who would face significant roadblocks and who may never have the opportunity to fulfill their goals and aspirations.

Yasaman began by researching traits archetypal in leaders via a global survey and testing a rudimentary chat bot solution in Facebook Messenger that incorporated those leadership behaviors with a one-on-one active WhatsApp-based mentorship experience.

The virtual mentor and academic tracking fed into the machine learning platform that utilized a bi-directional attention flow model to create an entirely virtual mentorship platform. Students from three different schools in South Africa, 13 to 16 years of age, asked questions and interacted with AI to receive answers to questions and motivation over the two month pilot.

IMPACT

The pilot proved that there is a scalable and sustainable approach for providing mentorship. **The eSuccess pilot found promising results across all core Key Performance Indicators, including:**

80%
STUDENT ENGAGEMENT WITH CHAT BOT

CLASS PARTICIPATION	PEER ENGAGEMENT	HOMEWORK COMPLETION
+20%	+25%	+12.5%

Recurring conversation topics included:

The impact of education

Perseverance and encouragement

Resources for self-learning

Big picture goal-setting

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ACTIONABLE RECOMMENDATIONS

Recommendations and insights for launching a similar program:

Start with baby steps toward your ultimate goal and keep building on them. Just like eSuccess encourages their mentees to do, break your goal into manageable tasks you can accomplish.

Test your hypothesis regularly in the real world as you continue making progress and building your vision.

Plan to actualize your goals by quarter and by year. Be realistic to ensure your timeline is feasible; it must balance with your other commitments, including your job and personal responsibilities.

COLLABORATE WITH THE TEAM >

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LEARN MORE:
TEDxJohannesburg Talk
https://youtu.be/71UKAIRYJyI

eSuccess.online
http://www.esuccess.online

CHARMAINE: A SUCCESS STORY

Bright and eager, Charmaine began the pilot by defining the goals she wanted to accomplish that year, breaking them into manageable tasks, and focusing on the approach and method rather than the actual end result.

Through productive mentorship interactions, we were able to help Charmaine persevere in the face of numerous academic and personal challenges. She learned to self-reflect and work through issues independently.

Charmaine expressed interest in aviation and her mentor was able to connect her to a young female pilot who gave her insight into the career path. She visited an airfield and explored the cockpit and hangar. With encouragement, her drive persisted and she went on to submit an essay expressing her motivation and desire to participate in an aviation program and was accepted.

Charmaine is just one of our success stories. Now we have a tested partial AI model, and we are working on building a fully functioning platform.

AnitaB.org is a social enterprise founded on the belief that women are essential to building technology the world needs. We envision a future where the people who imagine and build technology mirror the people and societies for whom they build it. Learn more about TEF and our latest research on organization transformation at AnitaB.org/Resources.

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