



2024

IMPACT REPORT

Message from our CEO

2024 has been an inspiring year for ReflexAI, marked by extraordinary growth, innovation, and impact. To reflect on the past year, I wanted to share four insights that I am carrying into the new year.

1. Our measurable impact continues to be anchored in our partners' priorities.

In 2024, ReflexAI was privileged to work with partners across a wide range of use cases. These included improving the hiring process, enhancing and streamlining training, and transforming the critical components of feedback & quality assurance. In many cases, partners are seeing over 30% improvement in priority measures while reducing the time spent on repetitive tasks by over 50%.

2. We continue to benefit from unparalleled experience with generative AI models.

Our team began using generative AI models in 2019, two years before the launch of ChatGPT changed how the public sees the potential for new technologies. From our earliest days using these tools – including recognition on TIME's "100 Best Inventions of the Year" – we have seen the importance of combining cutting edge tools with easy-to-use interfaces and workflows.

3. We must improve how ReflexAI spreads the word about our tools.

I continue to believe that being the best possible enabling tool for our customers is the foundation of ReflexAI's strategy. Over a third of our customers came through referrals, and over half of our customers expanded scope in the first year with us. But in the year ahead, we must do a better job of raising awareness so that even more organizations understand the benefits of our tools.

4. We must begin 2025 with gratitude and determination.

Personally and professionally, John and I could not be more inspired to lead ReflexAI. We are grateful to everyone who made 2024 such a fantastic year: our customers, our team, our partners, and our advisors. At the same time, we are determined to serve these groups at an even higher level in 2025. Thank you to everyone who is part of the ReflexAI community.

It's a privilege to do this work every day, and we are raising the bar for 2025.

Sincerely,



Sam Dorison
Cofounder & CEO

A year in outcomes

Impact



30% Improvement in skills & outcomes

Innovation



32 New features launched

Growth



50% Partners expanded scope of contract

Acceleration



75% Reduction in implementation time

Team Growth

24

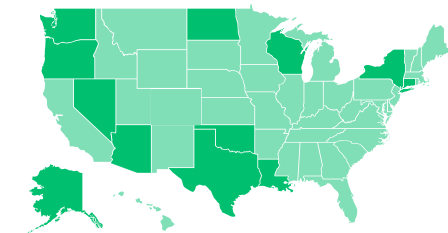
New team members joined in 2024

Positive Feedback

ReflexAI continues to receive overwhelmingly positive feedback from our customers and users



Customers across the U.S.



GDPR
COMPLIANT



AICPA
SOC 2 Type II



HIPAA
COMPLIANT

A shared vision

This year, ReflexAI had the privilege to tell its story and vision at some of the world's most influential conferences:



Showcased ReflexAI's ability to transform healthcare communication.



Highlighted the Prepare Voice product, emphasizing its role in improving human-centered interactions.



Explored how AI can elevate training in behavioral health.



Discussed the intersection of technology and education.



Presented groundbreaking work in quality assurance for crisis response teams.



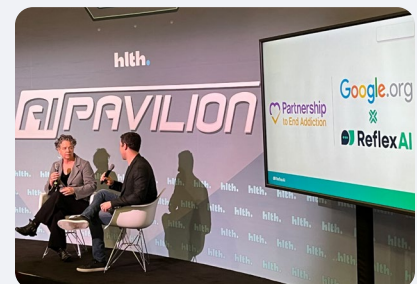
Presented about the use of AI to help re-enforce humanity.



Showcased ReflexAI's partnership with Google.



Shared insights from AI implementation in a sensitive environment.



A world changing idea

In 2024, ReflexAI was honored as the winner of Fast Company's "World Changing Idea" in Data & AI. The award highlighted the unique combination of realistic simulations and clear training content to enhance the skills of adult participants, even in sensitive areas such as mental health.

This year's award focused on HomeTeam, ReflexAI's innovative platform which empowers veterans to support each other with mental health challenges. Launched on Veterans Day in 2023, HomeTeam offers AI-driven training modules that teach effective communication, crisis intervention, and suicide prevention strategies. This initiative addresses the critical issue of veteran suicide, which the White House has termed a "public health and national security crisis."

Supported by Google.org, ReflexAI collaborated with organizations such as the Purple Heart Foundation, Irreverent Warriors, Sound Off, Stack Up, and U.S. Vets to extend HomeTeam's reach. Within months, over 1,000 veterans engaged with the platform, practicing

FAST COMPANY

World Changing Ideas 2024

skills through simulated dialogues that reflect real-life scenarios. This approach not only enhances crisis response capabilities but also fosters active listening and trust-building, essential components in mental health support.

The recognition by Fast Company underscores ReflexAI's commitment to leveraging AI for social good, particularly in addressing the mental health needs of veterans. By providing accessible, peer-driven training, ReflexAI contributes to a broader effort to reduce veteran suicide rates and promote well-being within the veteran community.

VHA Annual Report callout

ReflexAI was highlighted in the Veteran's Health Administration annual report, showing how the Veterans Crisis Line uses Prepare to enhance crisis responder training through AI-driven tools.

Fast Company

Named to Fast Company's 2024 Most Innovative Companies list, validating our commitment to blending technological innovation with real-world impact.



"ReflexAI's HomeTeam tool **helps veterans where and when they need it the most.** It's a high-tech tool that helps people connect in low-tech ways, using AI to make outreach more effective and available."

Kent Walker, President of Global Affairs, Google

A year in product improvements

Transforming human connection through innovation



Scaling our product

In 2024, ReflexAI tools demonstrated their versatility and impact across critical use cases, helping organizations address unique challenges in hiring, training, continuous learning, and quality assurance. Built on the leading infrastructure, ReflexAI tools have the performance levels that partners need.



New functionalities

This year, we added new functionalities to Prepare including improved dashboards, time-saving cohort management, and realistic, voice-based simulations. These features are now used with partners across the country.



Hiring

Customers started using simulations during their hiring processes to provide an engaging experience and more effectively assess the skills that candidates bring to Day 1. ReflexAI enables organizations to simulate job-relevant scenarios to evaluate candidates based on the skills that matter most.



Continuous learning

The work doesn't stop after training. Prepare now supports enhanced skill development, allowing teams to refine their abilities over time in response to feedback and evolving organizational priorities. Engaging professional development has long been a challenge in human support roles.



Quality assurance

ReflexAI's new features revolutionize QA by analyzing 100% of interactions to offer deep insights into performance trends and opportunities for improvement. Traditional QA processes are often manual, limited in scope, and difficult to manage consistently.

Voices of success



ReflexAI's impact is best told through the voices of those who use it daily. Their feedback underscores the value we bring to their organizations and the individuals they serve.



"We've **never been able to see data like this** in training. It's amazing to see it this way."

Training Lead



"ReflexAI has already **made my life easier.** Thank you so much for that!"

Training Lead



"It's so much fun and **it's the first thing I log into every morning** to see if anyone else has engaged with the hiring simulation. I love it."

Hiring Lead



"Reviewing the transcripts has **already saved so much time** compared to just sitting around listening to calls."

Quality Assurance Lead



"I can't believe **how smoothly things went** for such new technology."

Training Team Member



"It's **so powerful to have immediate feedback on performance** for each person on every simulation or interaction."

Senior Leader

Lines for Life

A tech enabled approach to crisis response

In 2024, ReflexAI partnered with Lines for Life, a nationally-recognized crisis intervention organization, to transform their responder training, quality assurance, and ongoing skill development. This partnership highlights how ReflexAI's comprehensive platform supports crisis responders in delivering compassionate, effective care under pressure.

Lines for Life integrated ReflexAI's AI-driven Prepare platform to enhance their responder training. Through immersive simulations, responders practiced handling high-stakes, delicate conversations in a realistic, risk-free environment. These simulations helped responders build confidence, develop key skills, and prepare for real-world interactions.

Lines for Life also deployed ReflexAI's quality assurance platform, Assure, across their center with 150+ team members. Assure helped the team identify performance strengths that had previously been overlooked, increasing morale. The tool also helped identify areas for improvement, allowing supervisors to offer personalized feedback that was easier for team members to understand and apply.

This partnership exemplifies how ReflexAI's innovative approach to training and quality assurance empowers crisis response teams to provide more effective, compassionate support to those in need.



97%

User satisfaction
rate

80+ hours

Time saved per
training cohort

3 weeks

Deployment time
across QA team

“

“One of my supervisors noticed one of her responders wasn't utilizing active engagement enough as a skill, but the responder was having trouble understanding how to get better at this. The supervisor realized that this responder's openness scores were consistently very low. This was a much easier thing for him to correct, and so they started checking in on this responder's openness scores every week. Since she's been working with him on this, utilizing ReflexAI's scores on Assure, he's been doing much better. His openness scores have gone up, and he's been actively engaging a lot more with each contact. **ReflexAI's scoring system was much easier for the responder to conceptualize rather than our more theoretical skill checks.** The supervisor is also having a lot of fun seeing how much the responder's scores have improved on ReflexAI!”

Team Lead, Lines for Life

Exceeding our customer expectations in 2025

As we step into 2025, the entire team at ReflexAI is energized by the opportunity to further deepen human connection through innovative tools. Our mission has always been to empower people to excel in their roles, and we hear every day about the measurable impact of our tools on customer priorities including interaction success, improved operations, ROI, and increased morale.

We remain committed to serving even more customers with even better products in 2025. In doing so, it's vital that we're crystal clear about what customers expect from us. Thankfully, their feedback from 2024 is our foundation for 2025.

Impact. Put simply, ReflexAI is judged on impact every day. With customers across the country relying on our tools, they are continually assessing the value of the ReflexAI platform. Over half of our customers expanded scope within the first six months of working with us, which is one of the clearest signs of value.

Ease of use. It's not sufficient for our tools to be impactful. Features should always be intuitive to access and efficient to use. When testing our tools, I often keep track of how many clicks it takes to accomplish a task. It's a simple test, but it provides a clear benchmark of usability that must continue to be core to our product vision.

Innovation. When we launched new features in 2024, the feedback was overwhelmingly positive. It's particularly fun to hear comments from users in the days after deployment. In 2025, we'll be launching new features continually, building on the innovative analytics, multi-modal tools, and self-serve capabilities deployed in the past year.

Security and responsibility. One of the highest priorities for our customers is data security. The bar for security must be high, which is why we will continue to undergo third-party audits (even when not required) and exceed the requirements for standards including GDPR, HIPAA, SOC 2, HITRUST, and others.

If you're interested in working with us, I hope you will reach out. We're excited about the year ahead for ReflexAI and the partners that we have the privilege to serve.

Looking forward,



John Callery-Coyne
Cofounder & Chief Product
and Technology Officer



About ReflexAI

ReflexAI equips human support and contact centers with scalable AI tools that deliver advanced roleplay simulations and intelligent quality assurance, driving better outcomes for every human interaction.

Featured in:

MIT
Technology
Review

CNN

abc NEWS

FAST
@MPANY



GDPR
Compliant



AICPA
SOC 2 Type II



HIPAA
Compliant

Proud member of:

 AMERICAN™
ASSOCIATION OF SUICIDOLOGY

 International Council for
HELPLINES

NASCOD

Connect with us:

<https://www.linkedin.com/company/reflexai>

connect@reflexai.com



ReflexAI.com