

Global AI Roleplay rollout planner

Fill one copy per wave. Agree on the gate criteria before each phase starts.

1. Approvals and when they happen Six groups can stop a rollout; two more join later

Group	What they need to see	When	Signed off (date)
IT security	Hosting region, access control, certifications such as ISO/IEC 27001	Before the pilot	
Legal and compliance	How scenarios follow the codes of practice in each market	Before the pilot	
AI governance	A written answer on whether content or recordings train any AI model; the EU AI Act position	Before the pilot, before any content is shared	
Privacy	Where recordings are stored, who can play them back, consent, GDPR for EU reps	Before the pilot, then each new country	
HR	Whether recording and scoring employees needs agreement from employee representatives	Each new country	
Local MLR	What they review in a scenario, and how long a review takes	Every adapted scenario	
Procurement	Contract terms	Contract stage	
LMS owner	How completions reach your learning system	When completions are needed	

2. Phases and gates Each phase ends in a go or no-go decision **Gate after phases 1 and 2**

1 Pilot

One affiliate, one brand, one use case with a fixed date

Go criteria, agreed on before the start

Go or no-go date

2 Wave

Two or three affiliates that differ in language or review process

Go criteria, agreed on before the start

Go or no-go date

3 Global standard

Affiliates adapt what they own; markets join in waves

Markets in each wave

First wave starts

3. Adaptation and measurement Use the checklist for every affiliate version

Affiliate adaptation checklist

- ☐ Language and regional variant
- ☐ Register: formal or informal, as at a first meeting
- ☐ Persona details for the local care setting
- ☐ Claims matched to the local label
- ☐ Required statements in local wording
- ☐ Global check: core message and rubric unchanged
- ☐ Local MLR approval, with the date
- ☐ Version number and review date recorded

Metric	Definition every affiliate reports
Participation	Share of assigned reps with at least one scored attempt in the period
Score gain	Change between a rep's first attempt and most recent attempt on the same scenario
Time to certification	Days from assignment to a passed certification attempt
Coaching coverage	Share of reps who got manager feedback within the agreed window
Required statements	Share of certification attempts that include every required statement

Notes for this wave