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STAR Awards
2024

2024 TSIA STAR Awards
Featured Application

Accelerated Content Development with AI for greater efficiency and customer value

Overview

OpenText Learning Services Content Development is a team of SMEs producing revenue generating technical product training and associated exams. The audience within the OpenText ecosystem, includes customers, partners, and employees. Our biggest challenge is the capacity to keep pace with the company's significant growth over the last decade. This growth has led to a fourfold increase in the number of products requiring support while our team size and capacity has essentially remained the same. The team supports over 50 products, with approximately 200 courses and 60 certifications. This represents greater than 4,000 content hours in various modalities such as instructor-led, self-paced, video, and interactive simulations. Traditionally, product releases were staggered annually but the shift to SaaS and XaaS models, has led to quarterly releases, increasing the demand for current content. **We knew we wouldn't be able to scale without strategic change and investment.**

The introduction of Generative AI tools has been pivotal in transforming the industry, offering efficiencies in areas that traditional methods previously bottlenecked. Three years ago, OpenText Learning Services embarked on an AI journey, identifying **Instructional Design and Content Production, Text-to-Speech, and Language Translation** as key areas for efficiency gains through Generative AI. These areas, known for their labor-intensive nature, were selected for their potential to streamline processes. Investments in these tools varied, from free options to enterprise-level licensing fees, and initially included LearnExperts LEAi, Speechelo and DeepL.

Partnership has proven invaluable in our AI journey to date. Almost three years ago we joined the LearnExperts early adopter program. Through the program, we have worked in tandem with LearnExperts, providing input into the product roadmap. We started with 5 content developers, working with LEAi, testing use cases and analyzing the results. We have logged 86 tickets that resulted in 14 product enhancements directly supporting our business requirements. These enhancements contributed to the efficiency and functionality of the LEAi platform while dramatically improving quality of the output. Our results are getting better, we are exploring more use cases and have expanded our licensing. The success we are having feeds the interest and buy-in from the greater content development team. As our collaboration continues, we see enhanced functionality in the product, solidifying our commitment to the partnership.

OpenText's AI journey has taught us the importance of establishing clear criteria for more objectively evaluating potential AI vendors. We came up with three key criteria: a defined AI-development roadmap, a dedicated engineering team and financial stability. Given that the AI industry currently consists of many companies out there simply looking to cash in on the AI trend, these criteria help us to identify the vendors committed to long-term growth and innovation. Our AI toolbox now includes the following toolset:



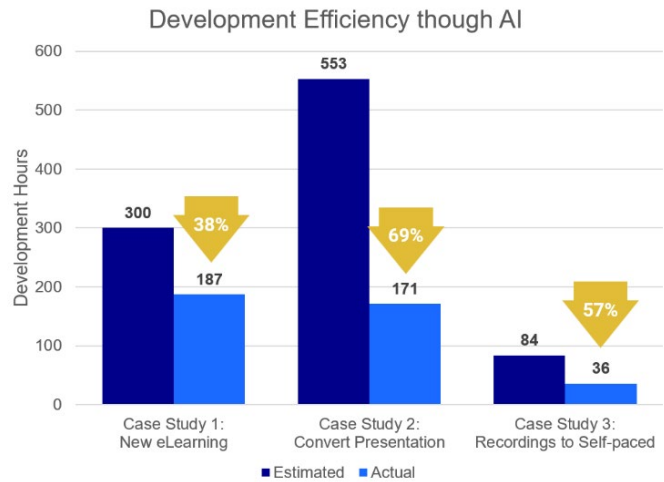
Some lessons have we learned from our journey with Generative AI so far.

1. **Partnership is crucial.** Working closely with vendors and having the ability to understand, if not influence, their development roadmap increases the chances that investments will result in the product better meeting your needs.
2. **AI is not a “silver bullet”** to solve all the business challenges that we might face. It's vital to maintain realistic expectations about AI's capabilities and its role as a complement to, rather than a replacement for, human expertise.
3. **Quality input is essential.** Rely on the experts you have on staff to build good content. AI is like any other computer, garbage in, garbage out.
4. **Think of AI as a “co-pilot”** to a team of subject matter experts. AI is good at doing the foundational tasks like converting/formatting large amounts of content, generating media files, translating finished copy, or even writing the first draft of materials for the Instructional Design team, giving them a head start in their work.
5. **Leverage existing partnerships.** Many vendors are integrating AI into their solutions. Exploring the AI capabilities of vendors you already license can be way to get started without a large additional investment.
6. **Good change management is key** to successful AI adoption. Successful AI adoption requires clear goals, leadership support, and a well-defined strategy to ensure meaningful integration and successful outcomes.

Business Impact

The impact of Generative AI on our content development is illustrated through four case studies:

1. This first example involved developing a new eLearning course. Initially started using traditional storyboarding process, two thirds of the modules were authored directly in LEAi. AI was leveraged to generate learning objectives, knowledge check questions, and provided grammatical guidance, among other benefits. This approach reduced the development time by 62% compared to traditional methods.
2. The second example focused on converting a conference training presentation into a self-paced course. The presentation was imported into LEAi, and the bullets were augmented with brief directional text. AI was to make the summarize and rewrite the content in a more conversational way, saving significant time per slide and reducing overall development time by 31%.
3. In the third example a video of a live training delivery was brought into LEAi to convert it into a more engaging self-paced course. The AI analyzed audio and visual components, extracted pertinent material, and structured the content effectively, leading to a 57% reduction in development time versus traditional conversion methods.
4. The final example highlights the use of AI in development and translation of custom eLearning content for a Global Pharma company's cloud-based document management solution. AI translation tools accelerated the process by 8 times, enabling rapid compliance training rollout in 8 languages, including complex ones like Chinese and Japanese. This approach received high praise for its efficiency and effectiveness.



These case studies underscore the transformative power of Generative AI in content development, showcasing significant time savings, greater throughput and capacity, greater time for more creative activities, and enhanced quality of output. **With an average 50% reduction in development time** and by leveraging a standard AI toolset as part of our regular development process, we are now able to do more, and are better able to support OpenText's strategic goals and provide exceptional value to its customers.

Customer Impact

The adoption of AI by our learning consultants in the field allows them to create bespoke, highly engaging courses to accelerate user adoption with training that speaks directly to them and how they use their OpenText solution. Accelerated content development, the use of avatars and the ability to translate content quickly creates great content, and increased customer satisfaction. This results in loyal customers that come back and invest more in OpenText. [OpenText Custom User Adoption eLearning FasTrak](#) is a productized, repeatable, high-margin offering.

"I cannot emphasize enough how outstanding these courses are!

Please make sure your leadership knows that your work has received outstanding feedback from all of the [company] training reviewers"

– Project Business Owner

What's Next

1. Pilot additional content development use cases including for (V)ILT development.
2. Move existing and start development of certification exams in the Certiverse platform, bringing generative AI, Machine Learning, and Natural Language Processing to exam development and delivery, with blueprinting and psychometric analysis for greater defensibility. The Certiverse platform also provides AI-supported live exam proctoring.
3. OpenText Aviator is Generative AI that is trained on a customer's private data and allows its users to interact with that content using natural language models. We've been actively involved with our engineers to deploy an instance of Aviator that is trained on the material we provide to our learners to act as a virtual teaching assistant that can answer clarifying questions about the training materials and help learners find the most relevant content based on the questions they ask.

Click [here](#) to watch the video version of this Star Award submission that demonstrates the impact that Generative AI tools have had on OpenText's business. It was scripted, produced, and edited, using the tools that OpenText has adopted. It required less than one business days' worth of effort from start to finish.



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