hurixdigital

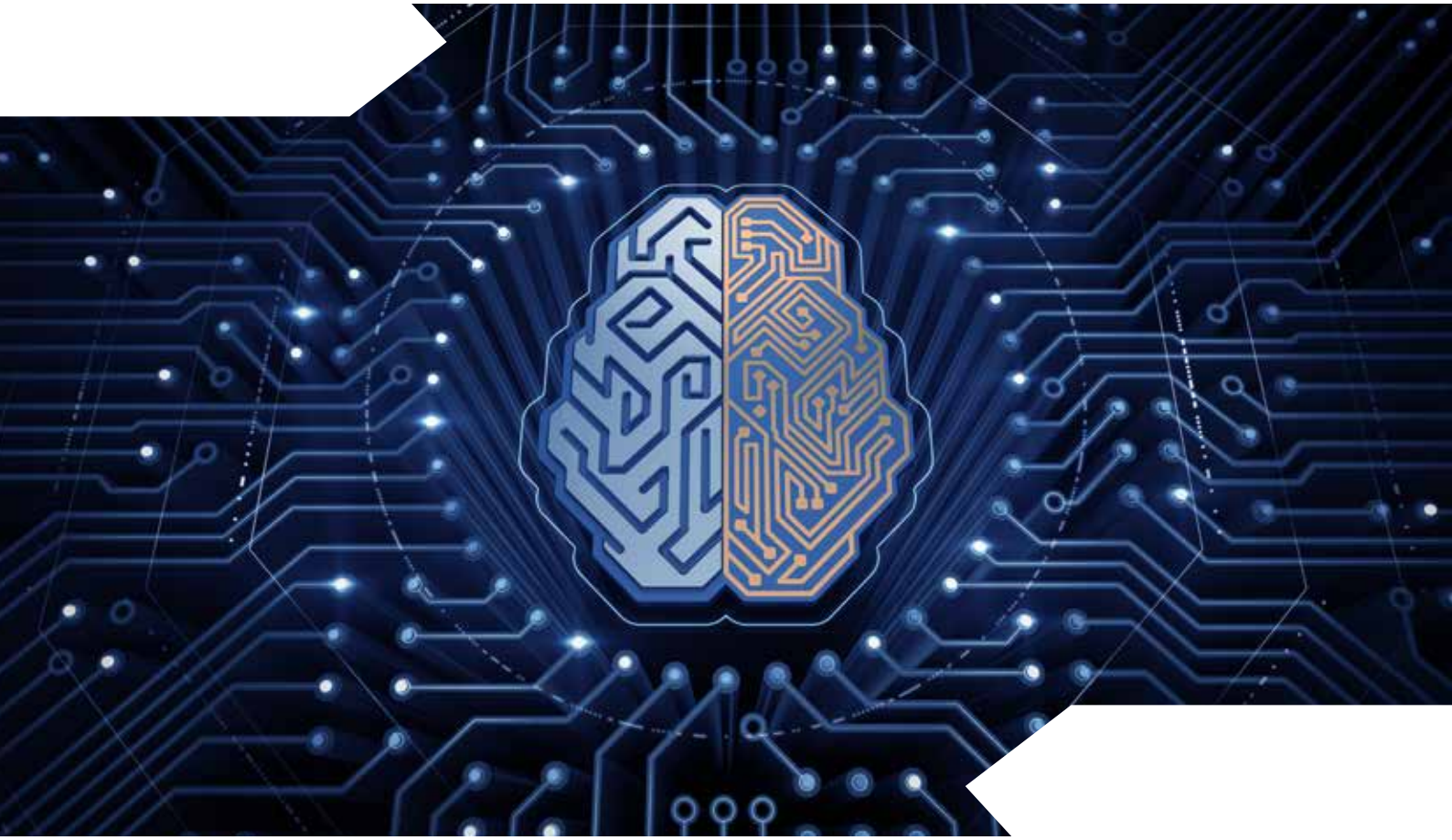
AI-Powered Learning - **Transforming Employee Training Across Industries**

White Paper

Table of Contents

Introduction

The AI market will grow to a $190 billion industry by 2025, according to research firm Markets and Markets. AI has become almost omnipresent in our lives. In fact, some people are even scared of a complete AI win over humans! While that is certainly an exaggeration, we have nonetheless weaved AI in our daily lives and activities. Even a simple search on Google uses AI to provide you the most accurate results.



The rise of AI has also remarkably caught the attention of policymakers at the highest levels of governments. In the United States, for example, the federal government released a report on future directions and considerations for AI. An additional report laid out a strategic plan for funding research and development in AI. In the United Kingdom, the government recently issued a report announcing and publicizing that AI offers huge potential to streamline government processes.

AI has been beneficial in a wide range of industries for such things as optimizing logistics, detecting fraud, composing art, conducting research, providing translations and many other tasks. The fact of the matter is that there isn't a field that has not benefited from AI. In medicine for example, AI has been used in the diagnosis of cancer, strokes, as well as broken bones. In the education sector, AI is being utilized at all levels, not only in teaching, but in other systems that greatly influence academia.

AI also has many novel uses - such as helping the transport industry. For instance, AI is being used in London to tackle the problem of fare evasions. Generally, all passengers had to be checked by an inspector for their tickets, which caused a lot of inconveniences. Now the authorities have been using AI and CCTV to follow passengers and identify fare evaders.

The picture of the evader and details are sent to the phones of the inspectors automatically. AI has also been used to detect the number of passengers boarding a bus through 3D imaging and check actual ticket validations to identify evaders.

Today, we are going to explore the role of AI in learning and development. It's not a new concept, and many enterprises have already incorporated AI in their learning strategy. We will discuss a few ways AI has been transforming the realm of learning for corporate organizations.

Identifying Knowledge Gaps

Most enterprise learning strategies depend on wholesome teaching. What we mean is, they have the same course materials for all employees. However, not all employees are the same. Some may already possess a skill that the job needs. So, forcing them to repeat what they already know is not effective and a waste of time.

AI has the capability to analyze huge data sets and derive conclusions using technologies like machine learning and predictive analysis. AI can also create learner profiles combining disparate data sources, something that will take days if done manually. It can successfully identify the skills missing in your employees, automatically, in a short time.

In fact, this concept is already in use. Popular online training providers can use AI to measure learner performance, skills, and knowledge gaps in an organization. Once the gap is identified, the L&D team can work on adapting their training approach to meet the knowledge gap. This makes learning more effective and doesn't waste crucial employee hours.

Researchers have already used AI to identify knowledge gaps in cancer treatment. The same is also possible in learning and development to identify skill gaps. For example, you can get new employees to do a quiz to see how they fare in customer handling. You can then identify the areas where they failed to perform well, and focus on improvement strategies.

Suggest the Most Appropriate Content

AI can identify knowledge gaps and then automatically scan for the most appropriate content for the learner. Most certainly, all of us know how that works, as we have all used Google to search for information.

Just like Google, AI can scan the internet, LMS, your proprietary content, and other sources to auto-suggest the most relevant content. This approach saves learners' time as they don't have to manually go through multiple pages of search results for hours.

The auto-content suggestion feature of AI can also be harnessed for any type of learning. Even without identifying skill gaps, the technology can help learners get the right content at the right time.

AI can even enhance the presentation of content, along with suggesting the best ones. Enterprises can program AI to capture snippets of information, videos, text, images, and more from learning materials, websites, journals, and connected digital sources.

The learner can get everything they need to complete the course or chapter on their fingertips. For instance, let's say AI finds customer management quizzes for an employee. The system can then automatically present the employee with the best articles, videos, and guides that focusses on customer handling.

Creation of Digital Educational Content

Creating educational content is time-consuming and challenging. For this reason, most enterprises outsource their content creation at a huge cost.

AI can chip in here and help organizations save time and cost. We discussed how AI can source information snippets and digital resources from the internet and other connected platforms. The same technology can also consolidate them and present them in a human-consumable manner.

At one time, article spinning was really popular. Article spinning tools would rephrase content to create seemingly new versions of the original information. AI works in similar ways, albeit, the technology is much more advanced and efficient.

AI, through natural language processing, can even convert videos into texts. You can convert whole podcasts, webinars, and lectures into written words without any effort. It's the same way by which YouTube provides automatic subtitles in videos.

On this note, AI can also make learning more accessible for some people. The approach is already visible in applications like Microsoft's Seeing AI app. Microsoft has made it possible for the low-vision community to get a sense of their real-time surroundings. The app uses the camera to read texts, recognize people and emotions, describe scenes, and even read handwriting.

Now, think about what we can do by aligning such capabilities of AI with the learning needs of special population.

Personalize Learning According to Learner

Till now, we have discussed many examples of how AI personalizes learning. The identification of knowledge gaps, identifying necessary content, providing the right material at the right time - all are ways to personalize the learning experience.

Needless to say, personalized learning is the best way to learn. It serves the employee's needs perfectly and makes the process more effective. Along with that, personalized learning even creates a direct impact on employee performance. 77% people in learning and development feel personalized learning boosts employee engagement to a great extent.

AI can also personalize learning according to the pace, age, gender, and demographics of the learner. It can release materials to the employee gradually as s/he finishes a chapter or module.

For example, you want to train an experienced employee in customer management. AI can automatically scan the employee's skills and skip the basic training materials to suggest advanced resources.

The technology is even fit to align learning with the employee's learning style. Research has shown that each of us learn in a different style. Men learn better in some ways, while females have their own learning styles. Older adults, again, have a preferred way of learning that is not very effective in case of youngsters.

AI can track and identify employee learning styles, and then optimize the learning experience for best results. Personalized learning makes way for greater retention, higher recall, and improved learning.

AI as a 24/7 Digital Tutor

AI eliminates the need for a human tutor or trainer to some extent. Your employees may have many questions while they are undergoing training or taking a new course. Most of these queries are common and standard for all the learners.

In traditional approaches, the employees would have to wait for the trainer to resolve their queries. This means they have to wait for the availability of the trainer.

AI can help address these queries and even provide accurate answers. Enterprises can use chatbots based on AI to help learners get answers to the most common questions. The whole process is carried out in the form of human conversation, just as you chat with a customer care representative.

As a result, employees don't need to wait for their trainer to be physically present. They can also resolve their queries 24/7, as a digital tutor never sleeps or tires. You can let your employees learn even outside the office with the help of an AI tutor.

Seamless Assessments and Instant Feedback

We have been able to automate some parts of the assessment and evaluation process in the present time. OMR sheets in MCQ type tests can be checked by machines in seconds. AI can take such capabilities to the next level.

Enterprises will not need human interventions for assessment of learning. AI-driven tools can gather information, evaluate performance, check answer sheets, and provide accurate results. Employees can get feedback in an instant and get to know how they performed.

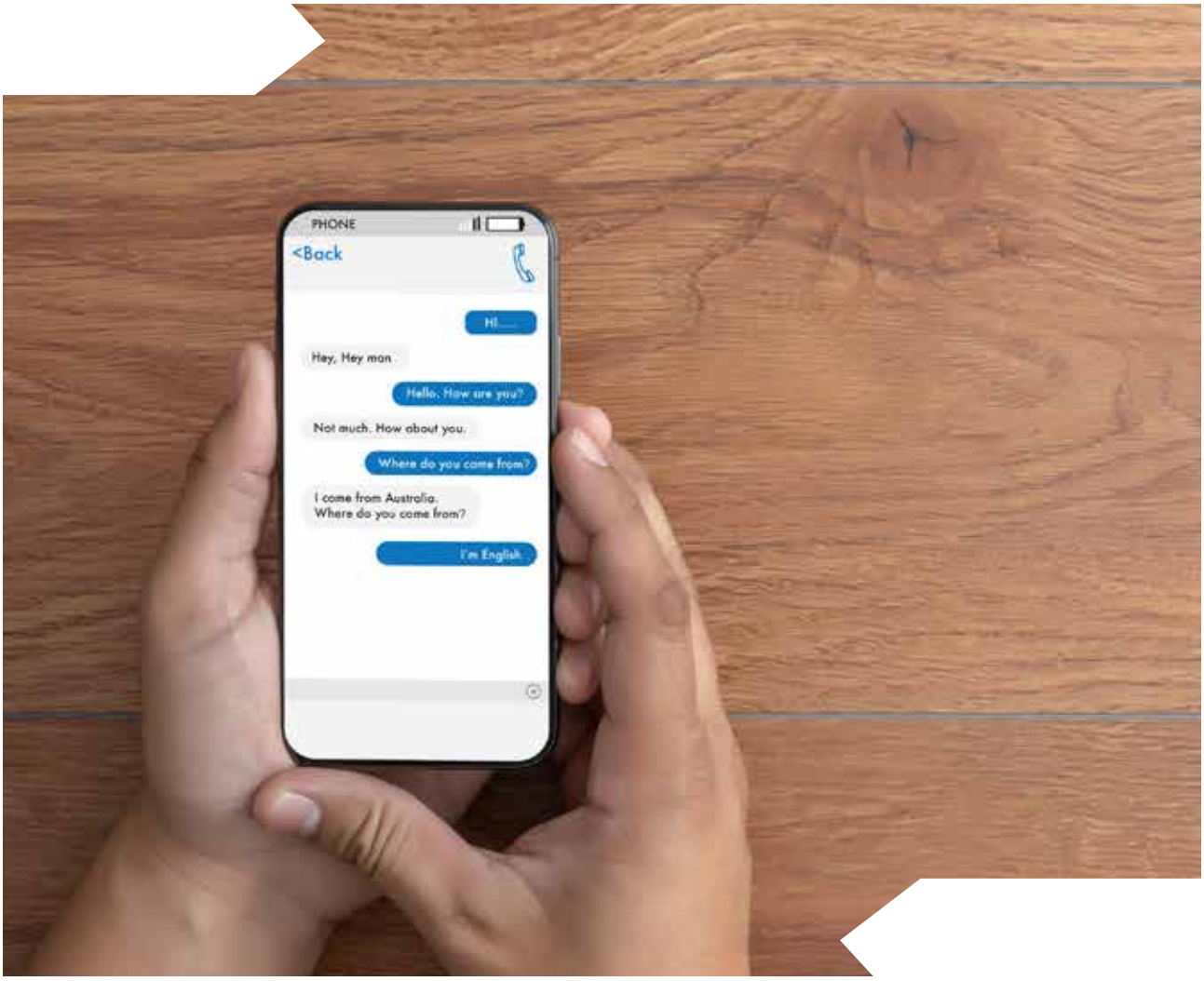
AI can be used to deliver any type of assessment as long as it's digital. You can develop a range of assessment techniques and deliver them to your employees.

Additionally, AI can even help personalize assessments. Most tests or quizzes are developed based on a "one-size-fits-all" approach. They don't consider IQ, skills, or other such factors.

Using AI, employees can take tests based on their capabilities, skills, and level of learning. This creates a much more accurate system of performance evaluation and eliminates situations where some find the test too hard, and others find it too easy.

Many organizations employ people with certain disabilities who may learn at a slower pace. AI can, for instance, present them a different question set while giving the standard one to rest of the employees. Needless to say, this is done automatically.

AI can learn from the assessments and personalize learning further. Let's say the AI tool checks a quiz and finds specific areas where some employees lack knowledge. It can then dig out relevant resources and deliver to the respective employees to strengthen their knowledge.



Enhancing the Interactivity of Courses

AI is inherently digital, which makes it more engaging and interactive than other technologies. What we mean is, AI can lead to a new horizon in learning by making lessons more fun and enjoyable.

We have already discussed how AI achieves interactivity in the above points. Suggesting content, delivering snippets of information, collecting videos- all of these make lessons interactive. On top of that, enterprises can incorporate other technologies with AI to make the experience more rich.

AR or augmented reality, in this respect, can go a long way to foster interaction. Schools and colleges have already started using AR to help learners explore a concept better. With the help of an AR-enabled device like smartphones, we can now add 3D models, videos, images, and more to traditional textbooks.

All you need to do is switch on your smartphone camera and aim it at the book. Let's say you are teaching your employees about operating a machine. When they point an AR-enabled device on the picture of the machine in the book, the phone can display a host of resources and information.

As a result, enterprises can make learning more engaging and boost interactivity. Your employees will also learn better and be able to retain the information for a long time. Using AR can be the perfect way to explain complex concepts with additional teaching aids.

Automate Learning and Development

All this while, you must have realized one thing- almost 99% of the tasks done by AI is automated. You can program the AI once and then automate the whole learning and development process.

We have seen how AI can discover knowledge gaps and suggest the right course for your employees. It can create content, deliver resources, conduct assessments, and even provide feedback without any human involvement. Enterprises can even take the help of an AI tutor and help employees out.

Needless to say, this high level of automation is highly beneficial for organizations. They can save the effort and time spent on developing and delivering the learning experience. Best of all, they can save costs, overheads, and the salary for full-time trainers.

The automation also creates an impact on the learning duration. Employees can enjoy a much shorter learning duration as everything is done instantly without any waiting. The AI learning tool can even deliver the right materials by quickly analyzing the weaknesses and strengths of the learner.

AI leads to a shorter learning cycle for both the enterprise and the employee.

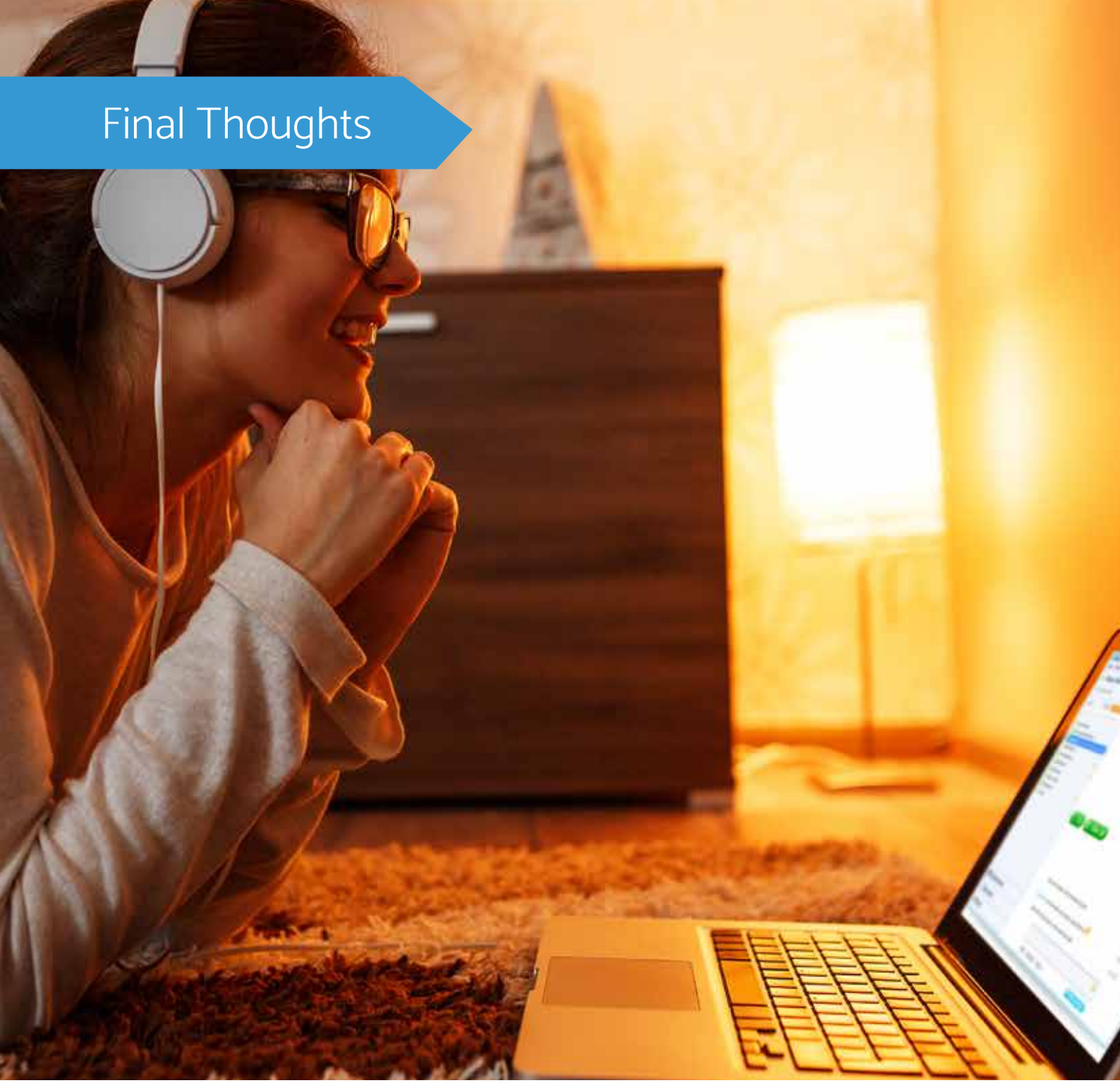
Developing Crucial Insights

AI can mine LMS data, employee performance, collect feedback, and make way for a range of analytics. Enterprises can use the data to form insights into their learning and development. They can find out the effectiveness of courses, areas of improvement, and crucial trends and patterns.

The insight can help you refine your content, courses, and training strategy for better results. AI can do the work of collecting data continuously so that you can always make informed business decisions.

Let's say, the data collected from assessments show all employees performing poorly in a particular area of customer management training, like getting customer feedback. You can then analyze your content and see if the material is indeed confusing or difficult to grasp.

Final Thoughts



AI is one of the most promising technologies that can revolutionize learning and development. Not only can it enhance learning, but also improve efficiency, engagement, interactivity, and recall. Many enterprises have already stepped in to make the most of AI and dedicated due investments. AI is ideal for making learning fast and increase the rate of completion.

About Hurix Digital

HurixDigital is a pioneer in delivering digital content solutions for publishers and enterprises globally. We enable multinational corporations in their digital transformation journey with our cloud-based platforms, leading-edge products and solutions. We also deliver digital marketing solutions that help clients stay ahead of the curve. At HurixDigital, we foster thought leadership and innovation that help us add value to our clients' business.