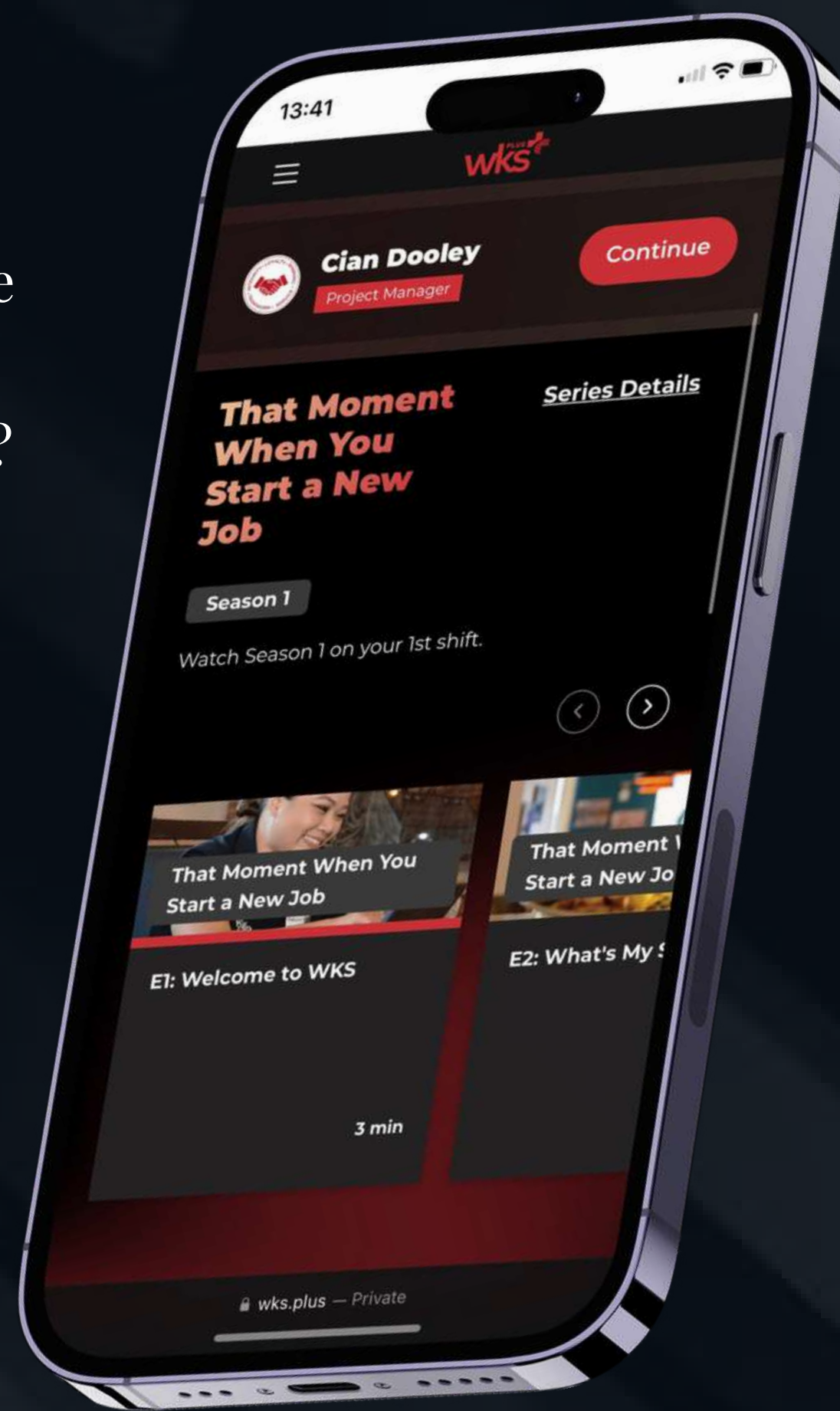


AI Learning Capabilities

What's next for AI in the digital learning space? Who's to gain? And where are regulators likely to draw the line in the sand?

Dive into the most exciting areas of AI development in the eLearning industry.



AI on the Cusp: What's all the Fuss?

For decades, the study and development of Artificial Intelligence (AI) has amounted to little more than an academic exercise earmarked for future generations. First theorized by Alan Turing, the idea of creating a dynamically intelligent machine has long puzzled the best minds in computer science. **Until now it seems.**

Over the past 3 years, we have all but stepped out over the precipice and into the fray, with rapid advancements in AI becoming standard practice across most industry domains. Developmental stagnation has made way for rapid digital transformation, leaving industry executives scrambling to build better capabilities along with more robust risk management protocols.

The takeaway from all this market repositioning? A rush to product among companies stressed to make their name heard and their capabilities seen. A scenario especially representative of the eLearning industry, where your ability to integrate AI solutions across the lifecycle of your training delivery has become make or break for consumers.

In this series we will talk all about how and where these new technologies are changing interactions across the space, making point to highlight the stakeholders most affected - from the roles of instructional designers to the capabilities of account managers, and of course the first-hand experience of consumers.

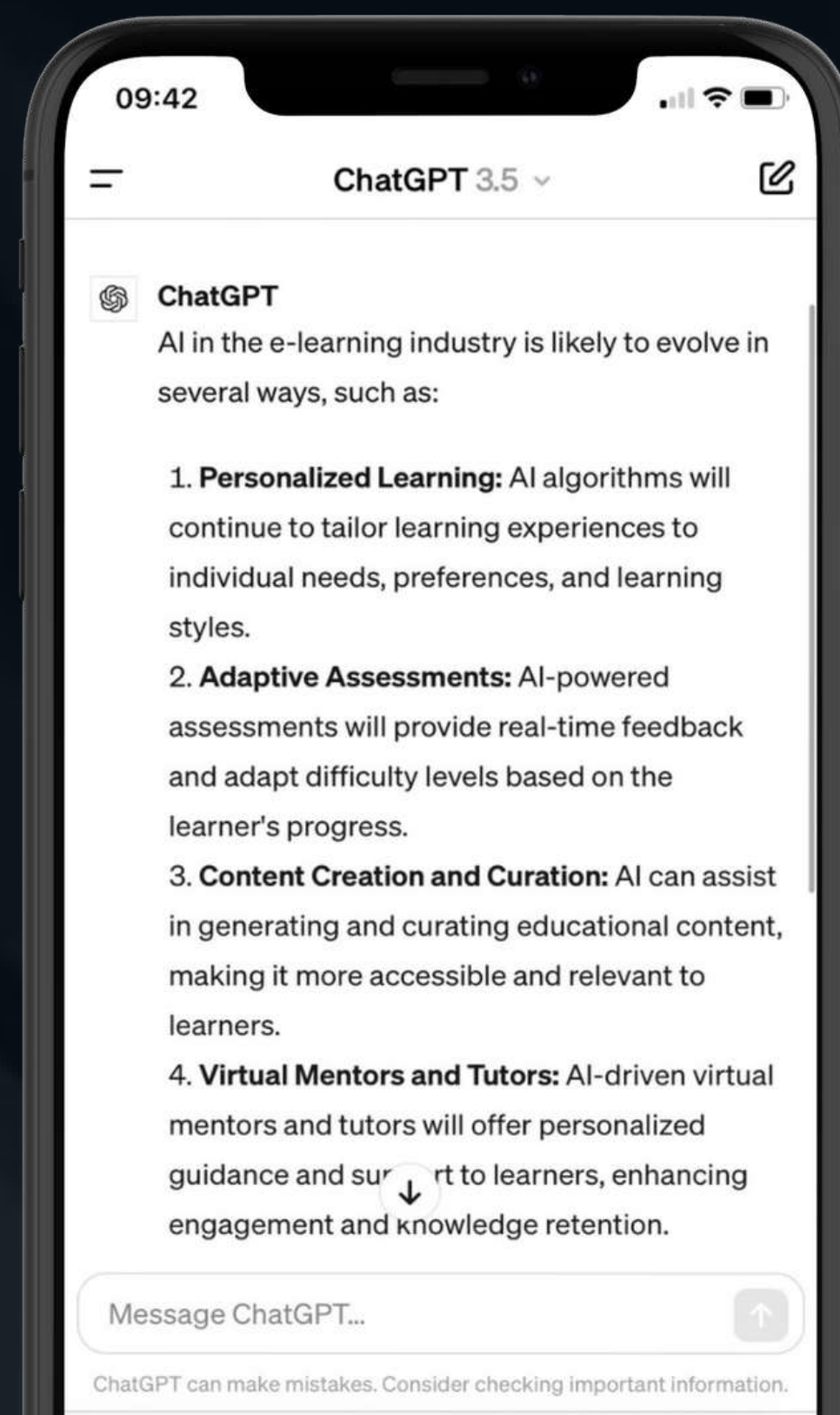


Content Authoring: Too Much too Soon?

Let us start on the factory floor so to speak, and talk in terms of how new developments in AI are affecting the roles of instructional designers (IDs), and those tasked with creating training content in the first place. While tools like Articulate Storyline, Elucidat, and Adobe Captivate continue to corner the market, new developments in the realm of generative AI have begun to ask questions of where these specific software options are headed.

People now want to be able to build, edit, and publish high-quality course material in a fraction of the time, and through text commands. Needless to say, this is a big ask. But it has not stopped providers from pushing the envelope and offering new industry alternatives that claim to do just that.

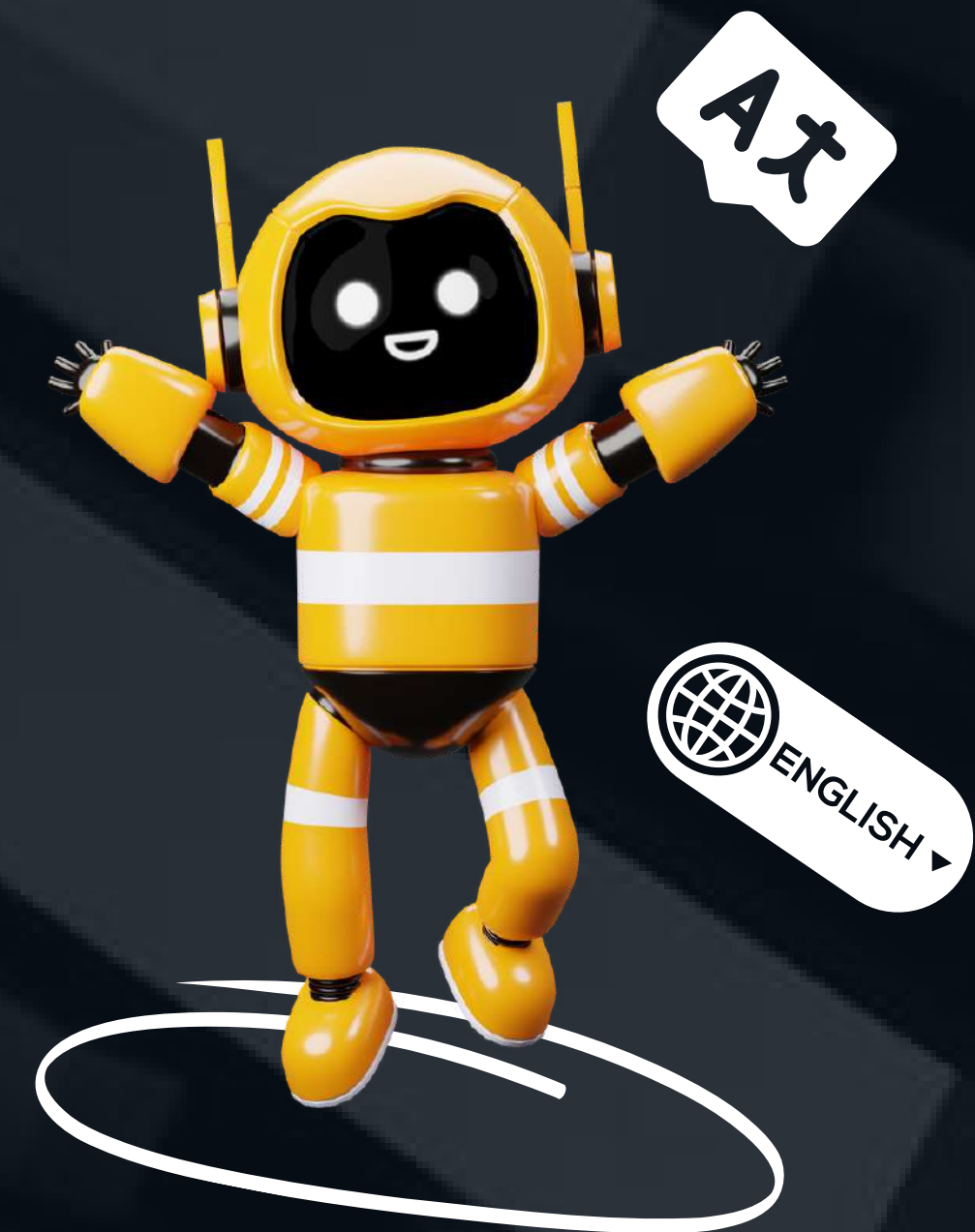
Having demoed a few of these solutions at Intuition, we can reasonably say that the jury is still out. Tools like this have a long way to go before IDs have a chance to put their feet up. But do not be mistaken, industry standards are shifting. Auto generated content that is rich, engaging and well-contextualized might be closer than you think.



Translation: What Does AI Have to say?

Having a global client base will always present challenges for learning providers trying to master the process of content localization. Organizations ultimately commission content with the support for multiple languages and regional dialects at a cost, incorporating development fees that hinge on tricky details which never come without their challenges. Finding the perfect voiceover artists, translators and post-production teams account for just a number of the technical requirements faced by learning providers aiming up in this market.

Thankfully in recent years, machine learning and large data banks have given AI the ability to gain a deep understanding of language and all its underlying complexity. Generative AI has given people across the world access to faster and more comprehensive translation services than ever before, and often at a fraction of the cost.



It is these kinds of innovations that are helping teams to bridge historical communication gaps. Take a solution for example, that allows two users to message each other in different languages, or an auto-generated caption engine that subtitles your speech on a video call. Translation services now have real-time capabilities, changing industry outlooks for decades to come.

Here at Intuition we work with clients to implement these exact sort of solutions, taking their content translation features to the next level.



Autonomous Customer Support

In the modern age, information comes cheap. Anyone with an internet connection can access any information they need, instantly. Creating an ease of access that’s unmatched. With this constant connectivity, learning behaviors are changing, and with that, so too are the expectations of learners.

AI now has the ability to offload large chunks of the administrative workload faced by teams managing LMS configurations. Troubleshooting access issues, helping with content location and recommending learning paths are now among some of the more easily fulfilled tasks left to the responsibility of autonomous chat-bots.

With its nature of being a response-based tool, swapping out traditional one-way communication like search engines, gives chatbots a message-based interface, simplifying access. Integrating this kind of service directly into the interface of your LMS is a no brainer. It is why so many organizations are rushing to develop their capabilities in this space. Done right, users should be able to query AI assistants on just about anything pertaining to their employment.

The DITAT Maturity Model for Conversational AI

	Business-centric				Customer-centric
	Deflecting	Interpreting	Transacting	Assisting	Transforming
Description:	Tactical solutions that aim to reduce contact with human agents.	Understanding needs, guiding customer, informing business.	Automating existing business transactions/ processes.	Helping with complex needs using deeper context.	Redefining business models, services and outcomes.
Example:	FAQ chatbots Signposting Conversational search	Routing Sentiment analysis Topic analysis Data retrieval	Self-service Authentication Data push	Informed consultant Proactive Human-In-the-Loop Agent assist	AI-first Self-improving systems Hyper-personalised Hyper-automation
Goals:	Cost to serve reduction	Reduce transfers/AHT Inform strategy	Remove wait times Cost savings Improve CX	Improve CX Reduce agent attrition. Training and QA	Revenue generation Acquisition/loyalty Scale

Regulating Innovation: What’s Next for AI?

Regulation is at the forefront of any conversation surrounding AI now. As the technology evolves, governments and regulative institutions need the ability to pivot and enforce strict developmental guidelines, ensuring organizations adhere to the appropriate risk management protocols before ever releasing their product to market. The EU AI Act is the first measure of its kind aimed at insulating consumers from these risks. Within its framework, systems are ranked using varying degrees of risk classification - outlining the necessary distinction to be made between High and Low-Risk softwares.

These regulations will have a huge impact on the eLearning industry, especially in terms of how it forces providers to reconsider their data management capabilities. Organizations working with especially sensitive client information will need to be able to demonstrate system interactions down to the individual user level, with the built in provision to create audit trails/logs which capture content interactions at its most granular.

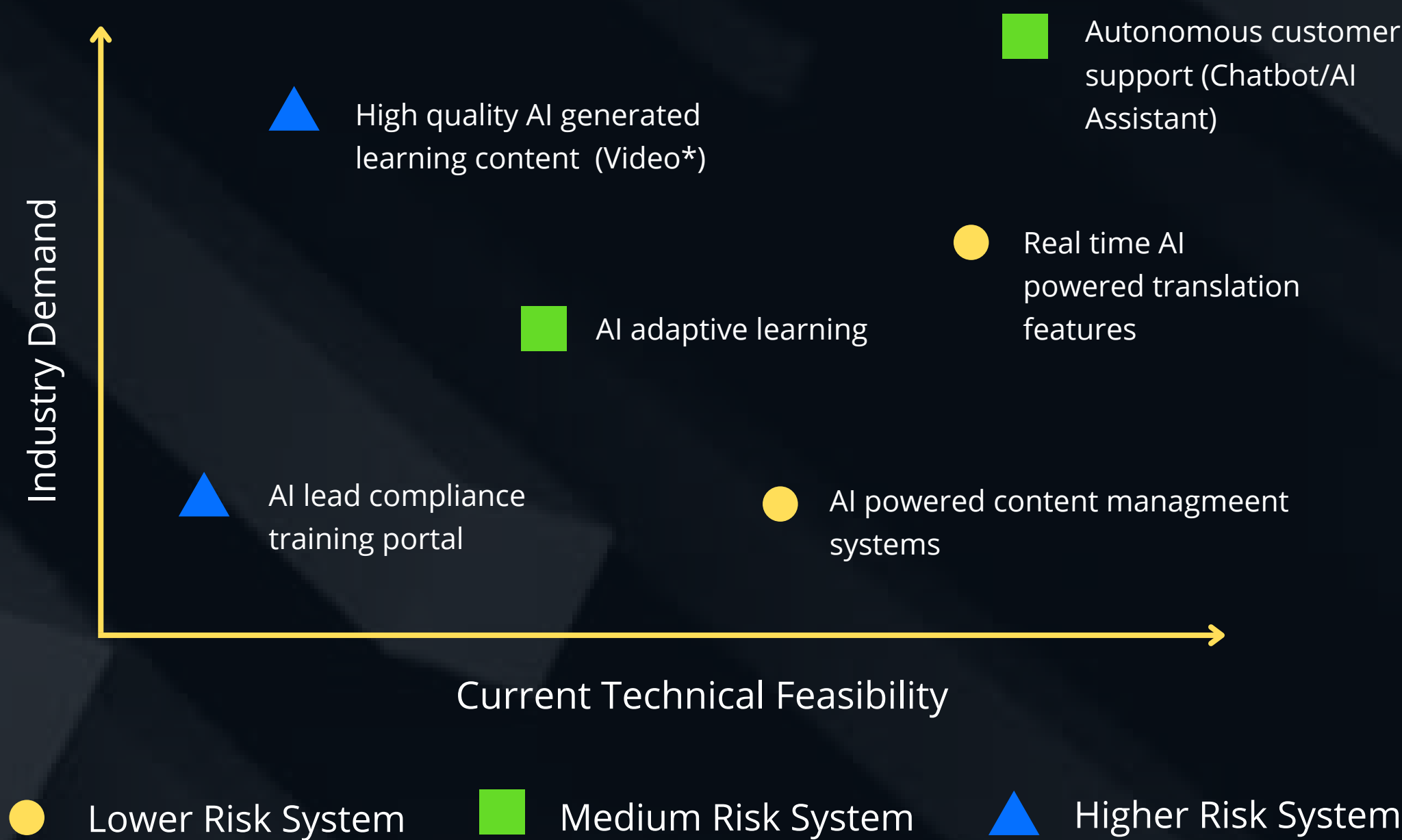
[Get in touch to learn more about our capabilities in this space!](#)

High-risk AI systems are those that pose significant risks to health, safety, or fundamental rights and freedoms. They include AI systems used in critical infrastructures, education, employment, essential private and public services, law enforcement, migration and administration of justice.



AI Features Outlook

What’s the outlook for these sorts of technologies over the coming years? For all that is said and promised by companies on the edge of such apparent innovation, how much of it can be fulfilled? Check out the below industry synopsis for our thoughts.



While certain AI driven features like chat bots are becoming indispensable, other features remain underdeveloped, and unlikely to become mainstream for a number of years. High-risk systems like AI-lead compliance training portals would conceptually help a lot of teams automate their compliance training - but the reality is that this type of AI could be prone to errors, pre-empting audit failures and exposing companies to unnecessary regulatory risk.

Here at Intuition, we work closely with our clients to help them implement the most appropriate AI solutions to streamline and support their digital training strategies. We do this through the work of our development team, our in-house AI experts, and our extensive network of global Subject Matter Experts (SMEs).

While every case is unique, we find a lot of clients are eager to implement AI supports that make training access easier - focusing on the likes of LLM integrations that point their learners in the right direction. See below for an abbreviated list of development capabilities we can leverage to help you incorporate AI into your L&D programmes.

LLM Integration / Chat bot support

AI Content Translation

AI Powered Adaptive Learning Solutions

AI Content Generation



There is no shortage of challenges faced by teams looking to build AI into their digital training strategies.

This is why organizations need to be cautious of overreaching with new features, making sure that all new integrations follow the appropriate risk management protocols outlined in the regulation.

Do not hesitate to [get in touch](#) to learn more about how we can help your team navigate this increasingly complex landscape.



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