

fuse

4 WAYS AI CAN POWER UP DIGITAL LEARNING

How creating a corporate brain can realise
exponential business impact



INTRODUCTION

Artificial Intelligence (AI) has become one of the hottest buzz phrases in technology. But what does AI really mean for digital learning in the workplace? Quite a bit, actually.

But are we actually delivering digital solutions that develop skills whilst maximising performance today?



What should you be looking for in AI for digital learning? We will explore four ways that AI can power up your digital learning — driving engagement for learners, making learning truly useful to your people, and creating a true corporate brain that realises an exponential business impact.

1. INCREASING UNDERSTANDING

Your subject matter experts know a lot, but many times an organisation doesn't know what it really knows. Why? Most of your knowledge is locked in SMEs' heads, documents, presentations, PDFs, videos, photos, and, even worse, locked away in corporate systems with no way for users to easily search across them.

AI can read, watch, and listen to content across the full gamut of knowledge and gain a contextual understanding, making it much easier to accurately match relevant content to a search query.

How does AI do it?

By scanning documents from different sources, scanning video transcripts to catch those answers to questions contextually, and listening to SMEs explain things on the fly. Then the AI engine puts it all together in a natural way, so when you have a specific question, it can find the answer no matter where the knowledge lives — even if it's at minute 3.5 of a video.



As your AI gains a semantic understanding of every asset and query, it can automatically generate enriched metadata to tag content for keywords, categories, subjects, industries, people, skills, and topics. As you understand what you know, you can begin to make connections.

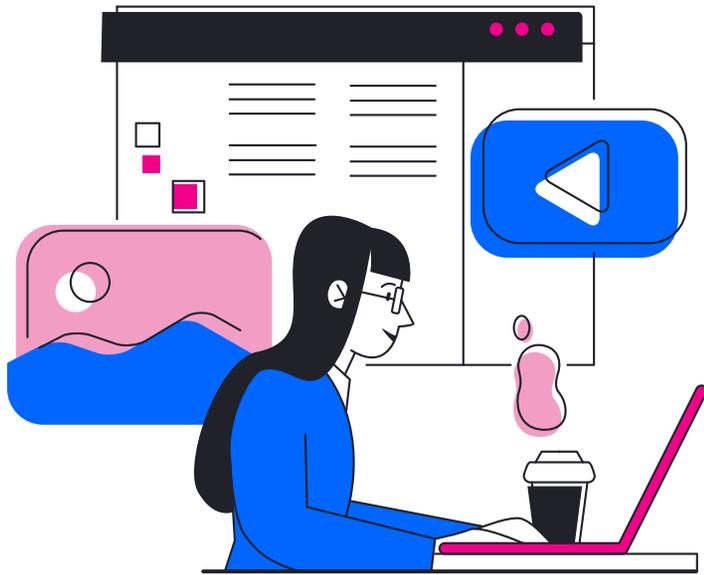
**The more connections you make,
the better the AI works.**



Percentage of HR leaders who **believe that AI-powered solutions for employee training will have a positive impact on Learning and Development**

27%

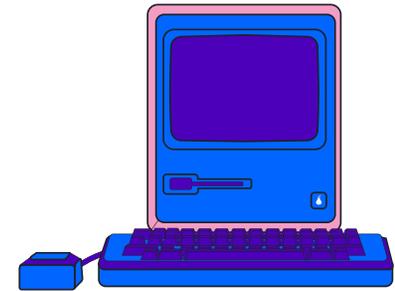
2. IMPROVING ACCESSIBILITY



It often takes many steps to access the data you really want. Building on understanding what your organisation knows, Natural Language Processing (NLP) can make this knowledge accessible in as few steps as possible.

Just like with a Google search, AI can understand the intent of the user's query and dynamically filter search results to increase accuracy and relevance.

Think about how you Google search and the way Google seems to understand your query to get at the answer you need. Then it shows you drop-downs with the most relevant information. **How does it do this?**



It understands that intent by analysing the query, breaking it down, and then applying filters and facets to increase the accuracy of the search results. For example, if you search for **“most popular videos on leadership by Joe Smith,”** it will understand you're looking for videos, the author is Joe Smith, the topic leadership, and that you want it sorted by popularity. This is all about reducing the amount of interactions required to get to the knowledge you need. AI does the heavy lifting by interpreting what's needed.

49

Number of languages that Fuse's AI supports to improve accessibility. The AI reads transcripts and video subtitles, as well as converts comments and conversations, in the user's chosen language. The results are multilingual conversations that happen seamlessly in-platform, which removes language as a barrier.

3. MAXIMISING OTHER INVESTMENTS

Most organisations have a wide range of investments in learning systems like LinkedIn Learning, Go1, Udemy, and more.

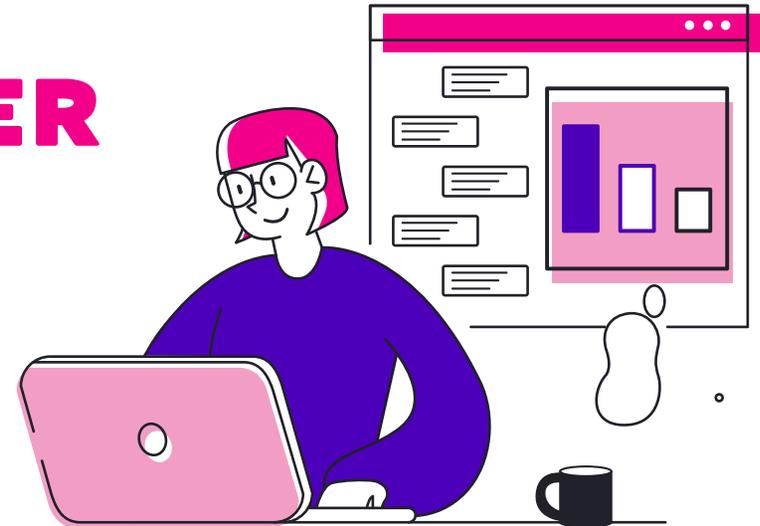
AI can connect the knowledge in your organisation with the knowledge in these other systems by gaining a deep understanding of the content and matching it to users' queries, meaning that content is more likely to be accessed.



Think of it this way:

There are 8,000 courses on LinkedIn Learning and 300,000 videos and assets.

AI can take those 8,000 courses and turn them into 300,000-plus micro-learning assets.



Micro-learning gets the information into the hands of the employee who needs it in a way that is beneficial to the organisation. Think of it as Google search for your learning libraries.

It also means that L&D teams can increase the collective knowledge by curating content libraries into the corporate brain, thus increasing the value of your purchase. Historically, engagement with content libraries is low, meaning you don't achieve a great ROI. But if L&D teams plug a learning system into Fuse, it goes through the Fuse AI tools, which means we can take it, analyse it, enrich it, and make it instantly accessible in our intelligent search engine. More than searchable, we make it findable. This makes library systems content easier to access and, therefore, more likely to be used.

-22 Percentage points

Course knowledge retention drops from 30% to 8% over a year

4. BREAKING DOWN BARRIERS

To make learning useful and valuable, it needs to exist where work gets done. Break the knowledge out of the classroom and make it accessible to all. Whether in the office or in the field, AI can bring answers into every web browser and device.



AI tools allow for deep understanding of your knowledge. AI understands the context of the flow of work; for instance, what site you are on, e.g., Salesforce. That way it can make better recommendations of answers because it understands where you are and what you need in the moment.

19% Amount of employees' week spent gathering information

If the platform doesn't deeply understand the knowledge within content, it can only surface content or courses in the flow of work. If you need to spend 40 minutes looking through a course to find an answer, you are no longer in the flow of work! It defeats the purpose.

People can get answers that are relevant to what they're working on when they are working on it. Like if they're working on running a report in Salesforce or working on a task on the manufacturing floor or needing an answer for a customer on the phone.

AI can bring contextually relevant answers to them in the flow of work, reducing time to find answers and helping them actually get work done. AI allows platforms to become smarter — because they better understand the context of your query or situation — and get you to the knowledge that you need to reach and remain at peak performance throughout the organisation.



CONCLUSION

AI may sound mysterious and inaccessible, but it's increasingly essential to create business impact and a better employee experience.

With Fuse AI, we can help you power up learning for your people and your business.

Let's talk, and we can show you how.

fuse

