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**AI Isn't Just a Feature
of Your Learning Platform...
It's The Fuel That Will
Power Its Engine**

A NEW GENERATION OF ENTERPRISE LEARNING IS HERE...

We're entering a new generation of enterprise learning: one where L&D evolves from a commodity to a competitive advantage – an evolution that's fueled by Artificial Intelligence (AI) to bring real, measurable smarts to your enterprise learning activities.

The most exciting part of this evolution? Current AI capabilities only scratch the surface of its true potential.

AI is the development of computer systems that perform tasks that would normally require human intelligence, such as visual perception, speech recognition, decision-making and translations between languages. In the context of enterprise learning, AI has the incredible potential to amplify technology to make data-driven analysis and decisions (faster), emphasize areas of improvement for individual learners and create immersive learning experiences – not just lessons. It produces new ways of assessing and supporting learners, using adaptive learning systems and automated assessments.

AI Kicks Off the Third Generation of L&D



CONTENT SOURCE	L&D (Internal)	L&D and Learners (Internal)	AI aggregates & curates internal + external sources
WHO	Designed for Admins	Learners contribute and learn from others	AI augments learning and relieve admins from tasks
L&D ROLE	Commodity	Facilitation	Competitive Advantage
IT'S ABOUT...	Management of Things	Empowerment of Learners	Personal learning experience, Automation



WHAT IS AI IN ENTERPRISE LEARNING?

- AI exposes endless possibilities for civilization, and in incredibly positive ways (contrary to what Hollywood might suggest)
- Think: smart automation of various admin tasks, plus the complete personalization of learning
- AI is dependent almost entirely on algorithms developed by human beings
- AI performs tasks that would normally require human intelligence, such as visual perception, speech recognition, decision-making and translations

Many learning companies are investing in AI tools to “enhance” what they currently offer, but is this the right direction? Surely, having a digital learning platform completely driven by AI is the key to freeing up L&D admins from day-to-day repetitive tasks and giving them the freedom to strategically implement and achieve organizational objectives.

AI's Purpose in Enterprise Learning:

To simplify the software used to deliver e-learning, no matter the format, by simulating human behavior, natural language, and reasoning.

Even in just the past few years, learning technology has evolved from a simple LMS designed to house and manage learning content, to cloud-based systems that offered new functionalities designed to bring organizations closer together, no matter their location, and deliver stronger security functionalities.

But as it relates to how those technologies are used among L&D pros, there's been:

- A wider acceptance of learning technology
- A deeper understanding of the importance of instructional design
- A recognition that organizations must invest in professional development because that's what their learners expect
- A renewed focus on the actual outcomes of learning, as it's an effective way of connecting learning to organizational performance, and, therefore, revenue



of employees would stay at a company longer if it invested in their career development

Source: LinkedIn Learning

Today, your learners need and expect:

- Their companies to invest in their development
- More control over their learning journey
- Their managers to encourage curiosity and a drive to acquire new skills
- Interactive tools that enable these opportunities

Artificial intelligence in enterprise learning gives L&D teams a way to make sure these expectations come to life. In fact, 94% of employees say they would stay with a company longer if it invested in their career development, according to LinkedIn Learning's 2018 Workplace Learning Report.

These expectations also reflect a generational shift in the workforce, in which Millennial employees now make up a heavier percentage of the North American workforce than any other generation. Millennial workers (i.e. the next business leaders of the world) expect learning to be a component of their everyday work lives, and see professional development as a benefit their organization can provide them, holding it in higher regard than higher salaries, in many cases.



By 2025, millennials will make up **75%** of the workforce



DEVELOPMENT IS IMPORTANT IN A JOB

MILLENNIAL

87%

NON-MILLENNIAL

69%

AI IS USELESS WITHOUT DATA – LIKE A CAR ON EMPTY

AI requires regular data injections to be most effective. Think of AI as a learner itself: the more data it consumes, the more intelligent it becomes, making tasks such as complete learning personalization and the automation of administrative tasks more effective the longer it has to steep in the depths of your learning platform.

It needs to be exposed to as many variables to completing a task as possible, using different types of input data. Some AI systems create their own tasks after they've identified the goals for the data they've been fed. [Google's © DeepMind AlphaGo project](#) played itself in more than 100,000 games of "Go" to develop the knowledge it needed to beat the world's best human player, Lee Sedol.

As an example, and in the context of learning, the effectiveness of an auto-tagging functionality depends on a consistent stream of data to become more useful (and more valuable to learners) over time.

Auto-tagging "listens" to content assets, understanding various keywords to produce a number of tags that assist with categorization and search, without the need to do so manually, saving the admin and learner time when uploading content. If a particular piece of content is ever updated, the AI continues to crawl that piece of content and update tags if necessary.

This is particularly helpful when it comes to enabling learning in the flow of work, where the learner is seeking out an answer to a specific question, at the point of need. We like to use the example of the traveling salesperson: someone in the car or in the airport, and has an urgent request from a prospect on a technical aspect of your product.

When sharing an asset, such as a quick, 45-second update video shared by a member of your company's product team, AI "listens" to the entire video, understands the keywords and creates up to 10 tags to help categorization and search. An auto-tagging functionality works hand-in-hand with deeper search functionalities, also enabled by AI, to analyze learning content, understanding and categorizing it in a way that exponentially improves its discoverability, while delivering faster and more effective results.

Over time, as the AI is fed more and more tags, which are also editable by humans, the functionality becomes more effective, enabling a continuous improvement cycle within the backend of your learning platform that requires absolutely zero human intervention.

Taking it a step even further, a content recommendation engine powered by AI wouldn't recommend learning content that's based solely on what an individual learner has already interacted with. Instead, it will serve up content based on data the system has analyzed related to his or her learning path, learning preference (such as what kind of content format he or she likes to consume) and if there might be a skills gap that needs to be closed.

IN ITS SIMPLEST FORM, E-LEARNING WAS MEANT TO SPEED-UP LEARNING WITHOUT SACRIFICING QUALITY... AI AMPLIFIES THAT.

TAKE PERSONALIZATION TO NEVER BEFORE SEEN LEVELS

Personalized learning involves passing some control over to learners, giving them some input into how they progress through their learning activities.

Taking learning experiences further with AI means expanding the scope of the availability and effectiveness of your learning content, especially as it relates to the availability of flexible learning opportunities via smartphones and tablets and the development of personalized content that reflects individual learner needs.

These functionalities would take personalization to a whole new level because the system acts as the learner's co-pilot to steer the overall effectiveness of their learning journey.

Machine learning algorithms predict outcomes, allowing you to provide specific content based on a learner's past performance and individual goals. For example, online learners that express a particular skills gap receive targeted recommendations that build knowledge related to their skill gap, in a more personalized format. This could include situations where the system would recognize that a learner might be able to actually skip a few modules to take a more comprehensive and less linear learning journey than someone who might lack the basic skills related to that particular topic.

What if your platform knew your learners' preferred learning style and medium automatically?

Everyone's talking about it, some embrace it, others fear it.

Many in "the Know" are saying that the reach of Artificial Intelligence (AI) will be equivalent to the third Industrial Revolution.

Global technology leaders, including Elon Musk and Sundar Pichai don't understate the enormity of what AI will do to change everything as we know it. Pichai says "AI is more important than fire or electricity." Meanwhile, Musk says he is only months from a major announcement concerning one of his company's attempts to merge the human brain with AI.

Technology companies everywhere are investing in AI and exploring how it can add to the services they provide (think Amazon, Google, Microsoft, Salesforce, etc.)

What if Artificial Intelligence Was at The Heart of Your Business?

Many learning companies are investing in AI tools to "enhance" what they currently offer, but is this the right direction?

Surely, having a digital learning platform completely driven by AI is the key to freeing up L&D admins from day-to-day repetitive tasks and giving them the freedom to strategically implement and achieve organizational objectives.

Imagine having a Learning Platform that can read and listen to every learning item it is connected with. Tagging and searching for relevant information would be automated, therefore massively leveraging the value of all content, irrespective of its size, format (PDF) or duration (video).

What if your platform knew your learners' preferred learning style and medium automatically?

For example, "Sarah" likes to listen to podcasts on her smartphone (with headphones) on her way to and from work every day, while "Andrew" would rather have Alexa (Bluetooth speakers) to listen to his favorite podcast while he's milling about at home.

Scratching The Surface of Foundational Change in Learning With Artificial Intelligence

Additionally, think about how many hours are wasted responding to support queries. What if these could be answered immediately, at point of need, within the platform. This would result in the learner's experience being massively enhanced, while simultaneously saving time (and of course money!)

These are not concepts. This functionality is a reality. Not tomorrow, but today. The best learning platform companies are working on this technology and some are mere days away from implementing the foundational changes that will move the industry markedly into the future.

This article was written by Oliver Barber, Docebo's Director of Sales for EMEA. In his role, Oliver oversees the management and growth of all sales activities in Europe, the Middle East and Africa.

AI ISN'T JUST A FEATURE OF YOUR LEARNING PLATFORM...

It's a vehicle for foundational change in L&D. It will become the beating heart of your learning strategy – the fuel you need to drive your learning efforts and your workforce into the future.

And the best part? We're just scratching the surface.

Sit tight, there's a lot of exciting things to come.



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START A FREE TRIAL

Docebo is changing the way people learn with artificial intelligence. While traditional enterprise learning technologies have dictated the way people learn with formal courses pushed from the top down, Docebo's AI Learning Platform facilitates personalized and automated learning experiences in the flow of work to drive growth, organizational performance, and revenue. Docebo is designed to power a cohesive L&D strategy and has been embraced by more than 1,500 companies around the world for its ability to satisfy multiple use cases for both internal and external enterprise learning.



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