

WHITEPAPER

# AI Tools in L&D: From Force-Multiplier to Partner

The background of the page features several abstract, light green geometric shapes. These include various sizes of triangles and polygons, some of which are nested or overlapping. The shapes are positioned primarily on the right and bottom halves of the page, creating a modern, minimalist aesthetic.

# Part 1: Putting the ROI in AI in corporate learning

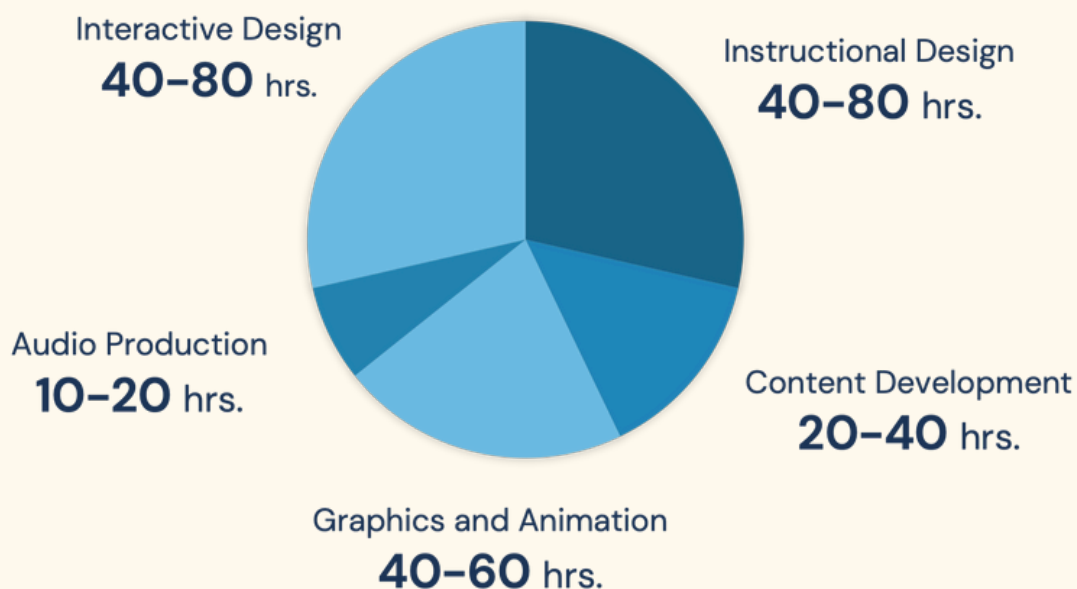
Learning and development leaders are under increasing pressure to do more with less - scale their impact, improve outcomes, demonstrate ROI - all while facing leaner teams and tighter budgets. One area under particular strain is the creation of training content. It's a resource drain, and often a bottleneck to delivering timely and effective programs.

The rise of AI has sparked both excitement and uncertainty, with leaders asking: How do I leverage AI without compromising quality or trust? This white paper explores the new possibilities AI offers in amplifying the capabilities of L&D professionals.

**"I'm under pressure to leverage AI to scale out my team and improve efficiency."**

**"I'm looking for an opportunity to leverage AI to create content."**

Research shows that creating a single hour of high-quality, interactive online learning content requires approximately 280 hours of labor. On the surface, 280 hours seems like a lot, but when you break it down, you'll see this number isn't inflated. This extensive time investment arises from a multi-stage process that includes:



Much of this work can only be done by humans. It requires the intellectual property of learning professionals: human creativity and expertise. AI cannot - and should not - replace that.

- Experts conduct the analysis to understand who the learners are and what they need to learn.
- Experts define objectives, map out the content, and choose the delivery method.
- Experts create the materials that support learning, whether that's slides, videos, or interactive tools.

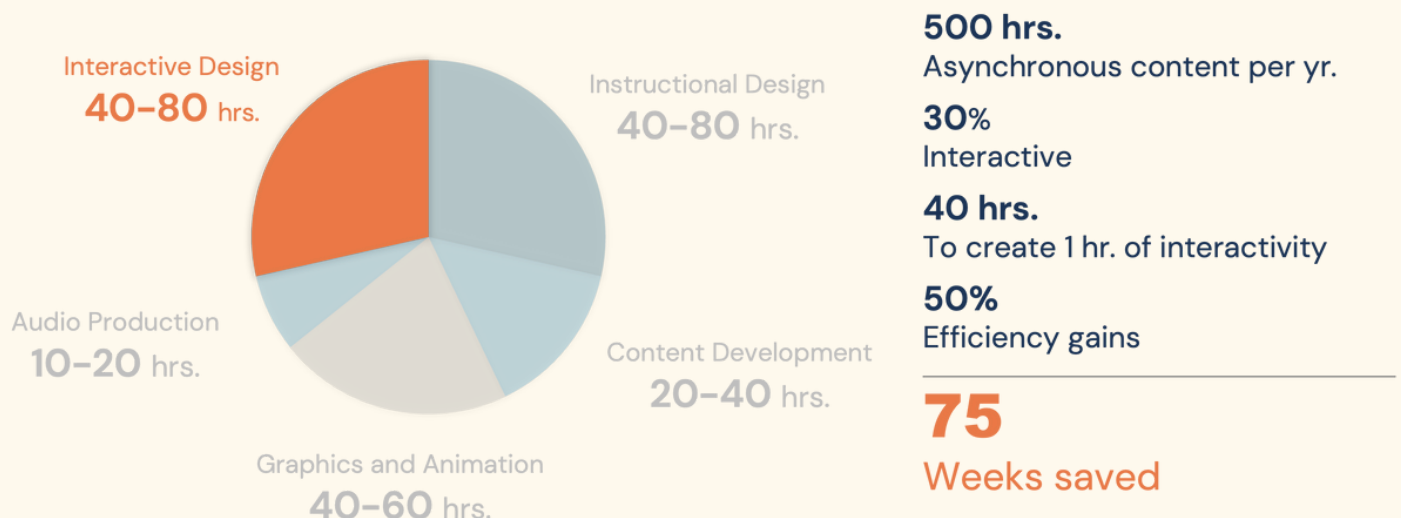
## The role of AI tools in training content creation

AI tools are quickly reshaping areas such as video production and translation. Companies like Synthesia and TransPerfect have substantially improved the scalability and efficiency of video production and content localization. Similarly, a growing set of tools is emerging to support more efficient learning content creation.

That said, fully automated, unchecked AI-generated content is often easy to recognize, lacks authenticity, and may be perceived as untrustworthy. While AI can and should be used to streamline the development process, the core content must remain rooted in the expertise of learning professionals. Given this, the question becomes: what aspects of the content creation process are best suited for automation? What remains for AI to handle effectively, and where does human expertise remain indispensable?

### A task suited to automation: interactive learning tasks

Creating interactive content is a task well suited to automation. While learning professionals determine where interaction belongs, AI tools can analyze existing content and add polls, quizzes, or prompts accordingly. This time-consuming work can be efficiently handled by technology, freeing up valuable time for higher-level instructional design.



# A real-world example: the cost of manual interactivity

Consider a large manufacturing company that produces approximately 500 hours of asynchronous training content each year. Their objective is to ensure that 30% of that content - three out of every ten minutes - is interactive. They calculated that each hour of asynchronous content would require 40 hours of production time to review the video, segment it, develop polls and quizzes, and integrate interactions.

A conservative estimate of a 50% gain in training content creation efficiency through AI tools is 75 weeks of saved time.

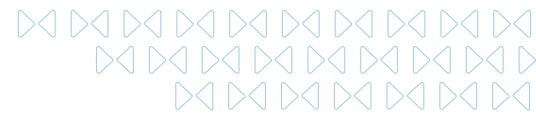
Training content	Interactivity goal	Production time
500 hours of content per year	30% (3 of every 10 minutes of learning)	40 hours to create one hour of content
=		
Total time needed		
150 weeks of effort or 3 full-time employees		

**In total, this amounts to 150 weeks of work, or the equivalent of three full-time employees.**

For many teams, dedicating three full-time roles to interactivity development alone is not feasible. The result is often a compromise: reduced interactivity, lower engagement, and poorer learning outcomes.

## The potential unlocked with AI

Automating this process changes the equation. By allowing AI tools to generate interactivity based on existing content, organizations can significantly increase efficiency. A conservative estimate of a 50% time savings equates to reclaiming **75 weeks of effort**. For teams relying on external agencies, this represents a substantial budget reallocation opportunity. For those managing the work in-house, it enables a shift toward more strategic, higher-value tasks - and potentially a better work-life balance.



# Enter Engageli Studio

Engageli Studio addresses the challenge of scalable interactivity by leveraging AI to convert static video recordings into self-paced active learning modules. Its semi-automated workflow preserves instructional integrity while reducing the burden of manual labor:

- Users upload pre-recorded content, such as lectures or training videos.
- Engageli Studio automatically:
  - Analyzes the video and isolates and extracts the transcript
  - Identifies the pauses and topics within the content to segment the video
  - Generates embedded activities such as polls, quizzes, podcasts, and reflection tasks
  - Suggests points of interactivity aligned with logical content breaks
- Authors may edit the AI-generated materials, incorporate external assets (e.g., PDFs, slides), and organize content into thematic learning paths.
- Content is published to an on-demand learning environment featuring collaborative tools, note-taking, and an AI-powered tutor.
- Administrators can view engagement trends, completion rates, and comprehension metrics to optimize future instruction.

The increasing demands on L&D organizations cannot be met through traditional methods alone. However, a strategic deployment of AI - focused on automating interactivity development - can significantly reduce development burdens while improving outcomes.

Engageli Studio offers a proven model for this transformation, providing AI-enhanced capabilities that will save you time and help you get more value and better results from your intellectual property.

## Learn more



**Organizations interested in evaluating Engageli Studio's impact on their L&D workflows may begin with a one-month free trial or request a personalized demonstration.**

**Book a demo**

**Start your trial**

