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STAR Awards
2024

2024 TSIA STAR Awards
Featured Application

Generative AI Solutions in Dell Learning

Solution Overview

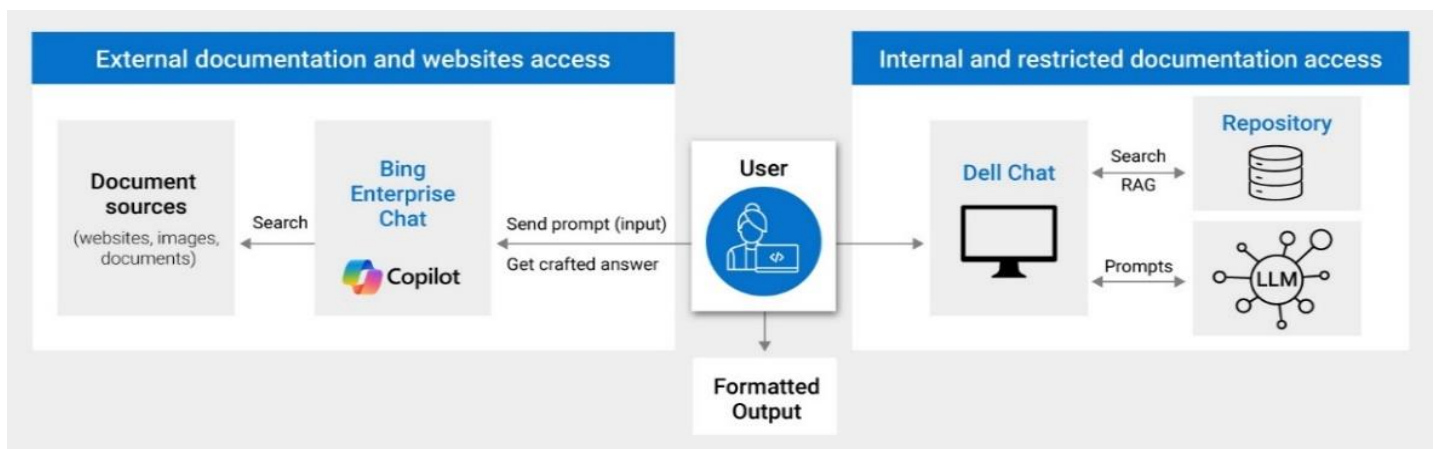
Dell Learning uses Generative AI (GenAI) to transform its business, focusing on use cases designed to deliver an excellent customer experience while automating workloads to reduce costs and time-to-market. With solution implementation, customer satisfaction is rising, and course content access expedited:

- Course content development times **reduced by 50%** from 21 to 10 days
- Video development times **decreased by 60%** from 14 to 6 days per video
- Video translation times **reduced by 85%** from 40 to 6 hours

Dell Learning, much like other corporate learning organizations, must deliver customer value while managing time to market and content development costs. These challenges often require additional resources with specialized skills to meet the increasing demands.

To address these demands, Dell Learning combines the use of GenAI chatbots with a SAAS AI video platform to automate content development and deliver training **up to 50% faster** with fewer specialized resources. This accelerated the objective of empowering customers to personalize their learning journey – allowing learners to control what they need, when they need it, and how they need it.

GenAI chatbots, Bing Chat, an AI-powered chatbot from Microsoft, and Dell Chat, an internally developed AI-powered assistant developed by the Dell Data Science Experience team, facilitate rapid content design and development, from research, designing the blueprint and course outline to ideation and content writing.



In the solution architecture, Dell Chat uses Retrieval-Augmented Generation, or RAG, to access content quickly and efficiently, enhancing the information used to train large language models. This significantly reduces time to productivity on the backend, producing results tailored to Dell's proprietary data and Dell Learning's content library without the need for LLM training.

Content developers create captivating videos with the AI video platform leveraging scripts and content built from the LLMs. Content creators build video content in multiple languages by having access to **160 AI-generated avatars, 500 voices with varying inflections, and 130 languages and dialects.**

Recognizing videos' significance for modern learners, rapid production of high-quality video content remains crucial for our target audience.

Business Impact: How This Has Helped Your Company

Dell Learning is targeting **70% savings** in the end-to-end content development process within three years with initial **annualized savings of \$900K**. In the first six months, the solution has yielded:

- **50%** reduction in content development times
- **\$700K** development cost savings
- **Cost avoidance of \$1.2M** with video language translations of both written and spoken words

The integrated solution has demonstrated early positive returns. The AI video platform shifts content from text-heavy to video format, a frequent customer request, and lets content developers perform this task faster, while chatbots speed the overall content development cycle.

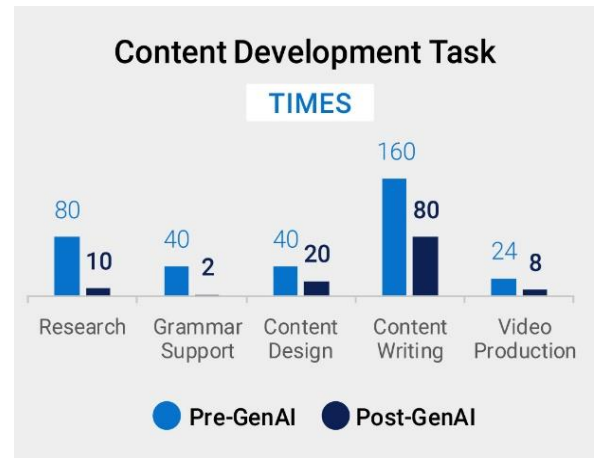
When implemented, chatbots significantly reduced content development times in these use cases:

- Topic Research **decreased 87%** from 80 to 10 hours
- Copy-edit fixes **reduced by 95%** from 40 to 2 hours
- Content Design **reduced by 50%** from 40 to 20 hours
- Content Writing **reduced by ~50%** from 160 to 80 hours
- Video Production was **reduced by 66%** from 24 to 8 hours

In a specific instance of savings seen in video development, content producers spent an average of 8 hours per video, creating 284 hours of video content. Without the AI platform, the same team previously spent 24 hours per video.

The time and cost required for video translation were drastically **reduced by more than 90%**:

- Average time spent per language **decreased from 40 hours to about 10 minutes** for multiple languages
- Average cost per minute of voice, text, and caption translation decreased from **\$300 to \$11**



Customer Impact: How This Has Helped Your Customers

Anecdotes show that customers have a higher level of satisfaction in the availability and increased short-form videos that are also localized. The intent is to satisfy Dell’s global customers, partners, and employees, with an initial focus on APJ and Canadian languages. The introduction of AI-translated videos has resulted in:

- An **80% increase in viewership in the first month** compared to videos using translated closed captions
- Increased localized content views now on par with English videos
- Average consumption is **~55%** on non-English videos, an increase from **20-35%**

Dell Learning previously experienced decreased sales opportunities and lower satisfaction when courses were not fully translated into local languages. Consumption of videos with closed captions was promising but remained low.

Learners have been clear about the need for video content, as highlighted in numerous CSAT comments. There has also been a noticeable shift to short-form video content, with greater consumption seen industry-wide on YouTube and TikTok platforms. Feedback on these AI-produced short-form videos has been primarily anecdotal, with praise from leadership and stakeholders.

The results of AI-generated and translated video content are promising. Dell Learning expects to see positive results toward the CSAT goal of 95%.



This is excellent for letting us connect with our front-line agents quickly and we no longer need to wait for the training to be translated.

– Charles Atkins, Dell Senior Director

Next Steps

As GenAI evolves, **Dell Learning** will enhance the customer experience in two phases:

- Automation integrates chatbots and AI-video platforms, using APIs to generate content from templates
- Personalization assesses customer skills, gaps, and requests, delivering tailored content. Learners control their journey, reducing content consumption time and increasing satisfaction

Dell Learning is well positioned to enable customers to access what they need, when they need it, and how they need it by modernizing and transforming our business.



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