

Unlock Hyper-Personalized Learning Experiences with AI

73% of global customers expect companies to understand their unique needs and expectations¹



Every Moment Counts When it Comes to Engagement

If you don't deliver on what your learner really needs, they will quickly find a competitor who will. And yet too many training businesses are relying on cookie-cutter experiences which offer a one-size-fits-all approach to learning.

That's where Artificial Intelligence comes in. AI makes it easy to build new content faster than ever before, and also enables you to create adaptive and personalized experiences for every user, at scale. Read on to discover how to best leverage AI technology to better personalize your learner experience.

Engineer A Perfect Learning Experience for Every User

Each learner's experience should be built with one thing in mind — what would best serve that individual. If this is your mantra, AI can help you go that extra mile, and introduce:

- **Assess individual needs:** Use a Recommendation Assessment to get a closer look into the preferences of your learners, and better serve them within your experience.
- **Learning by competency:** Avoid serving learning content your users are already experts on, or that flies over their heads. Use surveys and assessments to assess skill level from day one.

- **A tailored welcome screen:** Serve up-front suggestions right on your learner's homepage or dashboard based on their content history, interests, and preferences.
- **A powerful recommendation engine:** Keep up to date with users' key interests. Machine Learning analyzes previous engagement, courses, and a wide range of external data.
- **Virtual coaching:** Go beyond chatbots with AI-powered virtual coaching. Give your learners access to personalized, objective feedback to practice and refine their skills anytime, anywhere.
- **Fully compliant personalization:** Ensure sensitive information is fully secured. Provide peace of mind to learners that personalization is never a privacy breach.

Modern Learning is Adaptive Learning

Ready to hyper-personalize your users' learning experiences? The Thought Industries platform will get you there.

To learn more about our adaptive learning paths, recommendation engine, or AI-powered video assessment tool, contact us at hello@thoughtindustries.com or visit www.thoughtindustries.com



¹ <https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer/>