AI application	Description	Business value
Adaptive Learning	Uses AI to continually measure an employee's knowledge and on-the-job behaviors along with the relative impact on a specific business KPI. Then adapts training to each employee to fill gaps with targeted training in areas that will generate the greatest business impact.	**High:** Adaptive learning AI is a fundamental starting point as it's part of the core learning experience and therefore provides the single biggest opportunity for real business value. Adaptive AI grows and flexes with the employee as they change throughout their time in a role, not just during training or when they go looking for content. Value is derived from aligning personal knowledge gaps with business goals.
ROI/Impact Measurement	Uses AI and big learning data to continually measure the impact of training on the business, while providing recommendations to users, frontline managers and administrators on specific areas for improvement when meeting a business KPI.	**High:** Provides the critical insight to C-level audiences on the value of training. Also helps the organization know what training is working so they can be proactive about fixing experiences that are not having an impact—before problems arise.
Chatbots Intelligent Search	Imitates human dialogue to have conversations with employees. Essentially, it's an assistant that communicates targeted information based on what the employee is looking for (think Amazon Alexa).	**Medium:** A cool nice-to-have that carries business value for a variety of use cases including in-the-workflow performance support. Chatbots are essentially the evolution of intelligent search, providing a more human experience. They are limited to addressing predictable problems (i.e. "I can't find that information" isn't an acceptable response for timely issues so there must be a backup plan).
Content Generators	Scans content and uses natural language processing to create net new content. For example, can dynamically sift through a 2- page document or 60-minute video and convert it into a 1-page summary.	**Medium:** Although this is emerging, it has the opportunity to provide tremendous business value by saving administrators time creating high-impact training content.

Virtual coach	Senses a user's progress based on struggle, pace, learning patterns and success, and then encourages through personal messages.	**Low:** Provides coaching recommendations and identifies gaps. This is essentially a human-like coach layered onto adaptive learning AI.
Content Recommendations	Recommends modules and articles to users based on consumption patterns of users with a similar profile.	**Low:** Can help users focus their attention on training content that others have found useful. However, if done incorrectly, users can be overwhelmed with the volume of curated content (i.e. there are too many shows recommended to me on Netflix so where do I start?). Another limitation is that it only makes recommendations based on consumption patterns of others and doesn't consider whether the content has demonstrated tangible impact to the business in the past.
Content Auto-Tagging	Tags content with keywords to make it easier for administrators, or other users in the system, to find in the future.	**Low:** This is essentially a smarter version of meta-tagging. It holds promise, but auto content generators take it a step forward in terms of business value.