

Demandbase: Revolutionizing E-Learning Development with AI

Challenge

Demandbase needed to accelerate their e-learning development process while maintaining high-quality standards. Their traditional approach to course creation was time-consuming, requiring extensive manual transcription, content organization, and production work. Additionally, they needed to build AI proficiency across their organization to maximize adoption of new tools.

Solution

I implemented a comprehensive AI-powered workflow that transformed their e-learning development process:

- **Automated Content Capture:** Deployed custom AI chatbots to transcribe and analyze meeting calls, product demos, and webinars
- **Intelligent Content Transformation:** Converted raw transcriptions into structured design documents and conceptual video scripts
- **Streamlined Production:** Utilized text-to-voice technology to create professional narration and video templates
- **Iterative Refinement:** Applied generative AI to rapidly prototype and refine lesson content based on stakeholder feedback
- **Company-Wide AI Enablement:** Established monthly AI workshops to boost proficiency and adoption across all departments

Results

- 50% Reduction in e-learning development time
- 60% Decrease in production costs
- 3x Increase in course output without additional resources
- 80% of Employees trained in basic AI proficiency through monthly workshops
- Improved Consistency across all training materials
- Enhanced Agility in responding to product updates and market changes