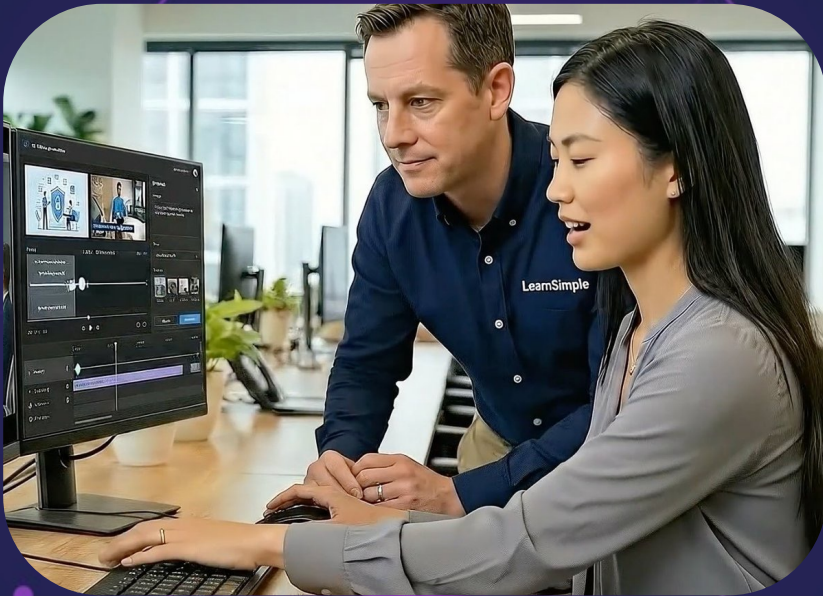


# LearnSimple

## CASE STUDY

### LearnSimple AI Content Studio



How a 7-person learning content team recovered 104 hours per month - and **got better at what they do**

*"We walked away with real skills we'll start using right away."*

— Director of Content & Curation

## Skilled people, stuck doing busy work.

*A 7-person content team at a corporate eLearning company. Writing, designing, and shipping 330–360 training videos a year for enterprise clients. The client list was growing. The workflow couldn't keep up - but the bottleneck wasn't the content team. It was what team members were spending their time on.*

### **Designers stuck searching stock photos.**

Up to half a day per video, hunting for visuals that almost matched the script. The result was always close-but-not-quite — and writers stopped expecting better.

### **Voice-overs kept getting flagged.**

Their old voice-over tool was rejecting compliance scripts. Manual escalation every time. Senior team members chasing down each rejection. Daily friction the team had stopped naming.

### **Writers and designers weren't on the same page.**

Visual ideas got passed verbally — or not at all. Round-one drafts were full of surprises. The handoff was the bottleneck nobody had named.

### **Every review went through one person.**

All edits funneled through the Production Director. ~40 hours a quarter of senior-level time on R1 markup that should have been delegated.

**Key takeaway:** The team was losing the equivalent of a full headcount to friction - every single month.

## And it was costing them. In dollars and in time.

*The hidden costs of a workflow held together by senior-level workarounds.*

# \$30K+

### WASTED ANNUALLY

Legacy voice-over licensing plus stock photo libraries — both replaceable with AI tools at a fraction of the cost.

# 50%

### OF DESIGNER TIME

Lost to stock-photo searches per video. Half a designer's day, every time. A skill tax on creative work.

# 40 hrs

### EVERY QUARTER

Of senior-level time consumed by R1 reviews that didn't need senior-level eyes — but had nowhere else to go.

# 104 hrs

### LOST EVERY MONTH

Across the whole team. The equivalent of a full headcount, gone — to a workflow nobody had ever sat down and redesigned.

## LearnSimple AI Content Studio.

*LearnSimple recommended a two-stage AI education engagement, built specifically for in-house learning content teams. Not a generic curriculum - every recommendation is anchored in the team's real work.*

### STEP 1

## AI Readiness Assessment

Two weeks. We embed with the team to map the real work - what's slow, what's expensive, what's invisible. The deliverable is a written Assessment Report the team can act on.

### WHAT'S INCLUDED

- 1:1 interviews with every team member
- End-to-end workflow audit
- Tool inventory + AI fit analysis
- Written Assessment Report with priorities

### STEP 2

## 3-Day AI Content Workshop

Three days, in-person or virtual, run on the team's own scripts and courses. Every recommendation in the Assessment gets put to work on real content the team already had in production.

### DAILY STRUCTURE

- Day 1 — Writing & visuals (AI prompting, image gen, briefing)
- Day 2 — Voice & motion (VO, animation, rough cut)
- Day 3 — Polish & pipeline (QC, review, handoff design)

## Five places the workflow changed.

*Each change is small. Together, they compound.*

WORKFLOW AREA	BEFORE	AFTER
<b>Voice-over</b>	Legacy tool flagging compliance scripts. Manual override. \$20K+/yr.	Modern AI VO solution. Clean compliance handling. Fraction of the cost.
<b>Visuals</b>	Half a day per video on stock photo searches. Close-but-not-quite.	AI-generated images built to brief. Exact scene. Ready in minutes.
<b>Writer-Designer Handoff</b>	Visual intent passed verbally — or not at all. R1 surprises.	Writers send AI reference images with their scripts. R1 hits the mark.
<b>Reviews</b>	All edits through Production Director. ~40 hrs/qtr senior time.	Trained second reviewer + quality checklist. Senior time freed.
<b>Team Skills</b>	Wary of AI. Felt threatened. No clear way to engage with it.	Hands-on AI fluency. Career growth. Excited about what's next.

## The numbers.

Quantified outcomes from the Assessment + Workshop engagement.

104

hours returned to the team monthly

\$44K

estimated annual savings

4.7/5

average workshop rating

100%

WOULD RECOMMEND

83%

MORE EXCITED ABOUT AI

Same day

FIRST TOOL DEPLOYED

**Key takeaway:** These aren't projections. They're measured outcomes within 90 days of the workshop ending.

## And the part that doesn't show up in a spreadsheet.

*The qualitative shift in how the team works — and how they feel about the work.*

- **The team leveled up.** Writers and designers walked away with real, hands-on AI skills they own — not a workshop certificate, not theoretical knowledge. Career growth for them, better content for clients, a stickier team for the company.
- **Voice-overs that just work.** Modern AI voice-over solution replaced the legacy tool. No more compliance flags, better audio quality, much lower cost. The daily friction is gone.
- **Visuals on demand.** AI-generated images built to brief replaced stock photo searches entirely. Exact scene, exact location, ready in minutes. Designers got their afternoons back.
- **Cleaner writer-designer handoffs.** Writers now send AI reference images with their scripts. Designers stop guessing what the writer meant. R1 drafts hit the mark instead of triggering rework.
- **Reviews don't bottleneck anymore.** Trained a second reviewer and built a quality checklist. Production Director got back ~40 hours a quarter — and stopped being the single point of failure.

“Seeing how much control we have over the tools made me realize how much we can accomplish.” — Senior Designer

# LearnSimple

AI CONTENT STUDIO

## Let's find your starting point.

If your team is shipping content to enterprise clients and feeling the squeeze - more demand, same headcount, AI questions piling up - let's talk.

We'll look at your workflow together and tell you whether an Assessment, Workshop, or something custom is the right place to start.

**Contact us to schedule an Introductory Meeting.**

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