



LearnSimple

GROWTH EXPERTS IN EDTECH & WORKFORCE LEARNING

CASE STUDY · GLOBAL TRAINING PROVIDER

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

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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
Voice-over	Legacy tool flagging compliance scripts. Manual override. \$20K+/yr.	Modern AI VO solution. Clean compliance handling. Fraction of the cost.
Visuals	Half a day per video on stock photo searches. Close-but-not-quite.	AI-generated images built to brief. Exact scene. Ready in minutes.
Writer-Designer Handoff	Visual intent passed verbally — or not at all. R1 surprises.	Writers send AI reference images with their scripts. R1 hits the mark.
Reviews	All edits through Production Director. ~40 hrs/qtr senior time.	Trained second reviewer + quality checklist. Senior time freed.
Team Skills	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. Twenty minutes. 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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