Outcome Outline – Top 10 Outcomes/Use Cases

1. Learning & Development Content Creation

Objective: Explore how the LLM can support learning designers in developing and personalizing training content.

- Demonstrate the ability to create:
    - A **5-minute activity card** that is engaging and interactive.
    - A **10-minute training video** (possibly like the existing Hyundai Performance Institute materials).
    - A **pre-test and post-test** designed to assess knowledge before and after training.
    - **Four variations** of the same training content to cater to different learning styles:
        - **Visual Learners** – Infographics, charts, and video-based content
        - **Auditory Learners** – Podcasts or narrated lessons
        - **Kinesthetic Learners** – Hands-on activities or scenario-based simulations
        - **Reading/Writing Learners** – Detailed guides and knowledge checks

The platform should have the ability to **automate the creation of all these formats** and should **assist designers in generating them.**

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2. AI-Powered Top Performer Analysis & Training Recommendations

Objective: Show me how you can use the AI system to identify high-performing employees and leverage their skills to uplift others.

- Scan and **identify the top 50 performers** in each category (e.g., sales, service, technical training).

- Extract key **characteristics and behaviors** that contribute to their success.
- Use these insights to suggest **curated training topics** for the rest of the workforce.
- Provide a report explaining **why** specific training recommendations were made.

Additional Details:

- The system should look beyond just performance scores—potential factors include **engagement, time spent on training, course completion rates, and feedback from managers**.
- The system should also consider external factors such as **experience level, location, and prior training history**.
- The system should be able to suggest **individualized training paths** or **generalized recommendations** for larger groups (SCs, SPs, Technicians, etc.)
- The system could also have the capability to **predict** who has the potential to become a top performer based on early indicators?

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3. AI-Enhanced In-Person Training Registration & Scheduling

Objective: Improve registration workflows and offer alternative class suggestions.

- Demonstrate how the system would:
  - Automate **registration for in-person classes**.
  - Identify if a class is **full** and **suggest up to three alternative sessions** based on:
    - **Proximity** (nearest training center)
    - **Availability** (earliest upcoming sessions)
    - **Relevance** (same or similar topics)
  - Ensure **real-time updates** on class availability.
  - Allow for **instructor notifications** so they receive updated rosters automatically.

Additional Details:

- AI should streamline workflows where **registration involves multiple platforms** (Hyundai Dealer, Genesis Dealer or any interna platform)**:**
- The system could have the capability to **prioritize in-person training** over virtual options, and/or suggest both?
- Should be able to **send automated notifications** (e.g., email reminders, SMS updates)

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4. Identifying Training Gaps & Reporting

Objective: Enable AI-powered reports to track training progress and missing certifications.

- Demonstrate how the system would:
    - Identify **employees who haven't completed the required course**.
    - Check if they have **completed prerequisites**.
    - Provide a **detailed list** of missing requirements.
    - **Sort individuals by location** to recommend nearby training opportunities.

Additional Details:

- This should integrate with **certification tracking systems** to ensure compliance.
- The system would have the capability to flag **urgent gaps** that need immediate attention (e.g., certifications expiring soon).
- The system would have the capability to **automatically assign or recommend** training for those missing key courses.

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5. Approval Workflow for AI-Generated Content

Objective: Ensure compliance by adding an approval process before AI-generated content is published.

- Demonstrate how the system would:

- **Route AI-generated content through an approval workflow** (SGM, Legal, Compliance).
- Provide a **dashboard for tracking approvals** and pending reviews.
- Log **all approvals and modifications** for future auditing.

Additional Details:

- This also could particularly be important in the future for **self-help AI assistants**, where responses may need manual review before deployment.
- The AI system should have the ability to **record and store** responses given by the system for **quality checks and compliance tracking.**
- Mechanism in place to **block publication** of content until approval is granted.

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6. AI-Driven Chat & Response Tracking

Objective: Improve AI-generated responses by tracking what users ask and what answers they receive.

- Show me how the Gen-AI enabled system would:
  - **Record all chat interactions** (e.g., technician inquiries, sales rep questions).
  - Store **both the query and AI response** for review.
  - Allow **tagging and categorization** of queries for trend analysis.

Additional Details:

- The system would have the capability to **link responses to relevant knowledge bases** and **recommend better answers over time.** The system should have the ability to **auto-improve** responses based on previous feedback and have the capability to support manual adjustments.

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7. Gen-AI-Assisted Compliance Reporting

Objective: Automate compliance tracking for individuals and dealers.

- Demonstrate how this Gen-AI would:

- Generate reports showing all aspects of engagement including tracking **non-compliant individuals/dealers.**
- Allow users to **save past reports** for auditing purposes.
- Enable **scheduled reporting** (e.g., auto-generate a new report every month).

Additional Details:

- The Gen-AI system should **track changes over time** to show progress in compliance rates.

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8. AI-Driven Learning Incentives & STAR Program Integration

Objective: Merge STAR incentives with learning progress to encourage engagement.

- Demonstrate how the system would:
  - Remind users of **the available STAR points.**
  - Suggest **courses that can help them earn additional points.**
  - Personalize notifications (like Marriott/Hilton loyalty emails).

Additional Details:

- AI should integrate **training progress with reward milestones**
- The system should have the capability to send **push notifications**, emails, or both.

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9. Enhancing User Profiles & Personalization

Objective: Improve user experience through better profile management and personalized content.

- Demonstrate how the Gen AI system would:
  - Allow users to **update personal learning preferences.**
  - Recommend training based on **past engagement and skills gaps.**

- Provide an **Amazon-style, Coursera-style or LinkedIn Learning-style recommendation engine** for training.

Additional Details:

- Profiles would be able to **track long-term learning habits** to refine recommendations.
- System should use **adaptive learning techniques** to adjust difficulty based on user performance

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10. Registration & Profile Management Enhancements

Objective: Streamline learner profiles and registration workflows.

- Show me how the GenAI system would:
  - Enable **SSO-based profile creation.**
  - Allow **customization post-registration** (e.g., update learning preferences).
  - Ensure all data is **centrally tracked** for analytics.

Additional Details:

- Show how the system allows learners to **connect to learning systems** seamlessly maintaining the same SSO information to connect to other learning/performance-based tracking systems.
- Show the capability for the system to support **multi-system/platform integration**, not just within a specific platform