# Creating Content for Conversational Learning

| Delivering 350,000 answers each month. | Delivering 2.5 million answers by year-end. |
|---|---|

## Business Case

A leading U.S.-based provider of online educational resources and services to learners, including homework help, study guides, and expert tutoring, sought help creating content for their new AI- enhanced conversational learning service built with GPT-4.

With 30+ years of experience developing content and several years of expertise in AI, Straive helped the client with content that empowered learners to learn in real-time more effectively and with greater accuracy than ever before.

## What Were Some of The Client Challenges?

Developing educational content for conversational platforms like the client's presents a unique set of challenges.

Firstly, the content must be engaging. Unlike traditional educational materials, conversational platforms are interactive and require two-way communication. The content must encourage learners to participate in the learning process actively. This requires a deep understanding of the subject matter and the ability to present it excitingly and engagingly.

Secondly, the content must be accurate and reliable. Learners rely on these platforms to provide them with correct information. Any inaccuracies can lead to confusion and misinformation. Therefore, content creators must ensure that their content is fact-checked and latest.

Thirdly, the content or the answers must be personalized. Conversational platforms can be used to deliver personalized educational content to each user. This is a great advantage, but it also presents a challenge. Educational content for conversational platforms needs to be designed to be easily personalized to meet the individual needs of each user.

The client approached us to support them on two key projects:

➤ Structured Questions and Answering (SQ&A)

➤ Structuring The Archives (STA)

## Straive Solution

The client has a presence in several countries with a vast learner base. As an existing long-term partner of Straive, they were aware of our expertise in educational content creation and AI and thus did not explore other options for assistance. After learning of the client's challenges, we realized this project presented unique content challenges. Nevertheless, leveraging our years of experience and specialized knowledge, we developed solutions that could distinguish the client as a leader in conversational learning.

| | Structured Question & Answering (SQ&A) |
|---|---|
| **Scope** | ● Question & Answer is an online service for learners' toughest coursework. <br> ● Learners who need help with assignments post questions on the Q & A platform, where they can receive help 24/7. <br> ● A team of Subject Matter Expert (SMEs) provides solutions with clear explanations and step-by-step processes. |
| **Solution** | ● Solutions are authored in the client's platform in a structured manner. <br> ● The solutions are authored in a step-by-step approach to foster learner understanding. <br> ● The solutions are uniform, clearly legible, and in a standardized format. <br> ● Tagging support (sub-subject and topic categories) is also done to create searchable content for every solution. <br> ● Subject-specific keyboards, tools, and presets are used to author solutions. <br> ● Solution quality check is performed by the in-house subject lead and QC experts from the Client end to provide enhanced content quality. |
| **Result** | ● Experts are available 24/7 across 15 subjects to help learners with their coursework. <br> ● Over 100,000 solutions are solved in a month with over 500+ SMEs. |

# Structuring The Archive (STA)

## Scope:

▶ To restructure the solutions that are available in the Chegg inventory.

▶ The solutions authored earlier and not structured, formatted, or handwritten are restructured according to standardized formats and guidelines.

▶ A team of Subject Matter Experts (SMEs) restructures these solutions in a well-formatted manner.

## Solution:

▶ Solutions are authored in the client's platform in a structured manner.

▶ The solutions are authored in a step-by-step approach to foster learner understanding.

▶ The solutions are uniform, clearly legible, and in a standardized format.

▶ Tagging support (sub-subject and topic categories) is also done to create searchable content for every solution.

▶ Subject-specific keyboards, tools, and presets are used to author solutions.

▶ Solution quality check is performed by the in-house subject lead and QC experts from the client end to provide enhanced content quality.

## Result:

▶ Experts are available 24/7 across 15 subjects, including nursing, psychology, anatomy, physiology, and chemical engineering, to help learners with their coursework.

▶ Over 250,000 solutions are solved monthly with over 300+ SMEs across different subjects.

# How Have Our Solutions Helped the Client?

### Increasing the Number of Answers:
More answers on the platform means learners have more resources to help them with their coursework.

### Improving the Quality of Answers:
High-quality answers are more informative and easier to understand, which helps learners learn more effectively. The answers are provided in a detailedstep-by-step manner to help the student understand the concepts more quickly.

### Making Answers More Searchable and Accessible:
Learners can easily find the solutions they need when needed, saving them time and effort.

### Reducing the Time it Takes to Get Help:
Learners can get help with their coursework quickly and easily, which helps them stay on track with their studies.

# Why Did the Client Choose Straive?

The client chose Straive due to our reputation as a firm that can handle any volume with scale while keeping the expenditure minimal. Besides, we have extensive experience in education content, AI, Data, and Analytics, making us a good fit for supporting the client's education and AI initiatives.

## About Straive

Straive is the largest solutions provider to the research content industry. We work with leading playersin the industry including commercial publishers, university presses, open access publishers and societies supporting journals, books, MRWs, and database products/platforms. Our full suite of solutions straddle from manuscript development, peer review management, publishing operations, discovery engine to delivery and customer engagement.

🌐 www.straive.com     ✉ straiveteam@straive.com