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STAR Awards

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2023 TSIA STAR Awards
Featured Application

Education Services Innovation for Accelerated Product Releases

As an industry leader in the property and casualty insurance software space, Guidewire is committed to the success of our global customers. To deliver more value more often, Guidewire planned to accelerate its cloud release cadence. Each department was asked to assess potential impacts and innovate to avoid additional expense. To develop and deploy training curriculum more often and in less time, the Education Services team needed:

- An intuitive tool to track content development tasks and workflows
- A better way to build videos and add captioning
- A more efficient and cost-effective translation model
- A way to elevate learning activity after each product release

What We Did

Improved Program Management Tooling: For better predictability and program insight, we implemented Monday.com as our system of record. We use it to track project requests, product backlog, release planning, sprint activities, go-to-market readiness, defect workflows, translation work, and more. Integrated dashboards provided valuable insights to team members. This initiative resulted in:

- Up to 65% less time spent on project administration.
- 63% reduction in release planning efforts with automated user story generation.
- 40% less effort to develop and deploy new features courses.
- 55% fewer words in new features courses for faster development, translation, and learner consumption.
- 35% reduction in reported defects and 60% less time spent fixing defects.
- Better benchmarks to increase productivity, prioritize deliverables, and improve collaboration.
- Improved insight into capacity and bottlenecks to pivot quickly and overcome delays.
- Reduced lag during content development to compress our release schedule by 33%.

Leveraged Artificial Intelligence (AI): To support our diverse learner base, we implemented AI tools such as Amazon Polly, Amazon Transcribe, and Synthesia. These tools simplify how we add audio, video, captioning, and subtitles to our training materials. Our AI approach provided these benefits:

- 75% reduction in video production effort, which saves us \$200,000 annually.
- 83% less effort to add audio, worth \$105,000 annually.
- 97% reduction in captioning costs.
- 10% increase in Net Promoter Score (NPS) after the initial launch of AI-generated videos.
- Sustained 97% relevancy score with AI-generated videos.
- More inclusive training content with diverse AI avatars that support 120+ languages.
- Improved accessibility for learners with visual or hearing impairments.
- Elevated AI accuracy with the use of lexicons and vocabularies, reducing internal QA time.

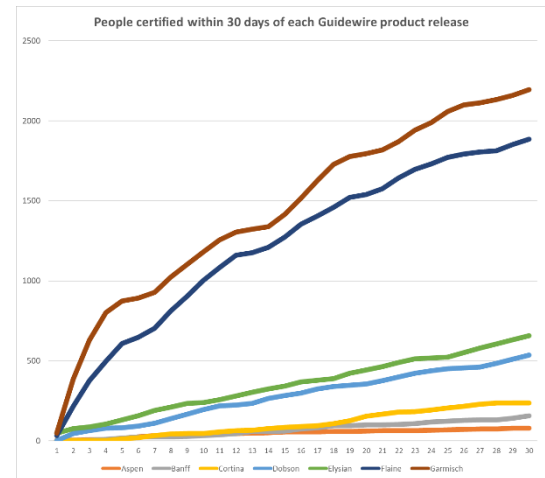
Reduced Translation Cost and Timelines: The AI benefits listed above are multiplied with translation. AI-generated videos built in English can easily be translated into another language. For example, we built this [marketing video in English](#), then easily [translated it into French](#). To further reduce translation spend and timelines, we implemented these additional improvements:

- Deployed a localization hub with improved quoting for better budget planning.
- Automated metadata capture to forecast future translation spend more accurately.
- Eliminated the need for SCORM re-packaging by using video links and translated subtitle files.
- Accelerated time to market with translated exam process improvements.
- Improved translation quality to reduce in-country review cost by 38%.

- Reduced the word count in new features courses by 55% for faster, more affordable translation.
- Elevated the learner experience with translated videos that support regional diversity.
- Reduced the learner's cognitive load with AI-generated videos that eliminate burned-in captions and dubbing.

Deployed Badges to Boost Engagement: Limited-edition badges have increased learner engagement with each release:

- Certified the “First 500” learners within 2 days of our most recent release, compared to 29 days a year ago.
- The “First 500” badge was so successful, we launched a second badge within 24 hours to maintain momentum.
- 310% increase in certification activity within “30 Days” of a new product release, as seen by comparing our Dobson to Garmisch releases in the chart to the right.
- Exceeded our consultant certification currency target for the first time thanks to the boost from badging.
- Drove “catch-up” activity for those who had fallen behind on their cloud certification maintenance.



Business Impact

By reducing effort, timelines, and costs, the Education Services team has increased our margin and supported broader profitability goals. Our curriculum quality has improved and defects are down 35%. Annualized savings exceeds \$550,000 internally and \$1,050,000 for our learner base.

Gamification has elevated learner engagement and certification activity threefold. Learners take pride in their badging achievements and post them on social media, which reinforces the buzz about the latest Guidewire product release.

Better collaboration has created efficiencies for our team and sales enablement. Other departments like legal, marketing, and documentation have reached out to see if these tools might support their needs.

Perhaps the most surprising business outcome is how much AI has energized the Education Services team. They are embracing the transformation potential and are eager to find new tools that will help us work smarter, not harder.

Customer Impact

Customers can start learning about new features nearly a month earlier than they could a year ago and can maintain their certifications in half the time.

Learners are eager to update their certifications within 30 days of GA to earn a limited-edition badge. They proudly share their achievements on social media, elevating buzz about the latest Guidewire product release. Early awareness about new features encourages earlier product adoption, which helps customers realize more value.

Translation and accessibility initiatives demonstrate our commitment to Guidewire's diverse learner base that spans 68 countries. Now that we can deploy more translated content more often, consumption of our translated training has tripled. These incremental improvements have helped increase our NPS 21%.

Next Steps

We will expand our use of AI, particularly large language models, to expedite content creation and automate manual tasks. Additionally, we plan to leverage machine learning algorithms and advanced analytics to personalize the training journey and recommend relevant courses that align with learners' interests and career goals.



For more information, visit the
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