

# Bite-sized Videos with AI-driven Narrator Simulation



**Novo Nordisk** is a Danish multinational pharmaceutical company headquartered in Denmark with production facilities in nine countries and ten research and development centers in five countries.

## THE CHALLENGE

Based on the global pandemic, a subsequent commercial need arose to upscale on digital competencies. Novo Nordisk was looking at strengthening their Multichannel Customer Engagement (MCE), which included the virtual mode of communication and networking with existing and potential customers. The key challenges were:

- Quick turnaround time for the training to go live
- To increase expected success rate of the upskilling program
- Multiple stakeholder inputs and approval
- Constraints due to the nature of work of the target audience
- Creating engaging and effective training

## APTARA'S SOLUTION

Aptara, along with Synthesia – an AI video generation platform, helped Novo Nordisk in designing and developing a robust, less time-consuming, and mobile-enabled self-paced training for adapting MCE effectively.

The approach to have bite-sized learning was apt for the target audience looking to complete their training in between their work schedule and consuming learning content while on the go and when needed, ensuring just-in-time training.

Aptara created animated visual courses in MS PowerPoint such that they were compatible with the AI platform used for rapidly generating narrator-driven learning videos. This approach kept the development and revisions simple and ensured a quick turnaround.

The videos were embedded as learning screens in a SCORM 1.2 compliant course structure built in Storyline 360. The User Interface (UI) was kept simple with generic features apt for mobile-enabled learning. Aptara designed a HERO Tool with checklists and tips and tricks as a Performance Support Tool (PST) for each of the modules.

The use of MS PowerPoint in developing the course made the update process simple. The minimalistic design approach with conceptual as well as aesthetic visual presentation simplified the courses for new age learners learning through their handheld devices.

## THE RESULT

Aptara, Synthesia, and Novo Nordisk, in collaboration, found a cost-effective and time-saving model for the development of bite-sized eLearning versus traditional ways of working and traditional recordings that benefitted the learner in several ways. Around 80% of development cost was saved using the AI video generation platform and visually enhanced MS PowerPoint animations.

**In 2021, Novo Nordisk and Aptara, along with Synthesia, won a Brandon Hall Bronze Award for Best Advance in Machine Learning and AI.**