

AI in Education

Education is truly on the brink of being transformed through AI and machine learning. Be it knowledge programs like massive open online course (MOOCs) and Khan Academy or subtle changes such as gamifying educational instructions, these changes are providing significantly enhanced customer experiences. This in turn is leading towards stronger customer engagement.

For example, private investment in educational technologies had seen a [compounded annual growth rate of 32%](#) from 2011 through 2015. Going ahead, investment in AI and machine learning technologies is likely to increase because AI can help solve various educational objectives by promoting customer engagement across fragmented customer sectors.

AI IS A MUST IN EDUCATION

Machine learning systems, being adept at pattern recognition, will change how the education systems connect with the labour markets. Not only will talent management become more optimised, but also be able to provide specific learning modules in line with the growing emphasis on lifelong education. LinkedIn's acquisition of Lynda.com is a case in point.

Advanced technology could also be used to identify people who appear unsuitable based on traditional metrics but possess other abilities and traits. This will help universities optimise admissions processes by achieving inclusion, diversity and learning outcomes simultaneously.

Natural language processing through machine learning could help replace teachers in answering students' routine questions or acting as tutorial supervisors. Teachers could focus on more specialised roles such as interpersonal interaction with students. By taking away mundane, administrative tasks, it's an easy customer engagement win for AI technologies.

Artificial intelligence systems have the ability raise educational standards by bringing about a move from the current standardized regimes. In doing so, customer engagement needn't even be forced, it becomes a natural by-product.

ABOUT ENLYTE

Enlyte Inc. is an innovator in machine learning and bot platform technology specifically designed for employee health and wellness. Designed for organizations looking to help people manage stress and addictions, Enlyte offers a robust intelligent platform that can adapt to different types of users, conversations, and challenges.

Enlyte brings decades of experience in understanding how people learn and consume information coupled with domain experience from the scientific healthcare community to deliver a scalable, health and wellness bot application, designed to improve the lives and productivity of employees.

