HowToo Slashes Training Development Time with AI-Driven Learning Platform

HowToo Learn

Best Advance in Generative AI Solutions

April 2025

Company Background

Company-at-a-Glance	
Headquarters	Sydney, Australia
Year Founded	2019
Revenue	AU$3.7 million
Employees	16
Global Scale (Regions that you operate in or provide services to)	Australia & USA
Customers/Output, etc. (Key customers and services offered)	**Output:** An online platform for businesses to create digital learning courses. **Customers:** Hubspot, Bayer Pharmaceuticals, Arnotts, KPMG, BPAY, National Retail Association, Kaplan, University of Sydney, Monash University, University of Technology Sydney, The Star Entertainment Group, Toll Global Express, Tennis Australia, as well as multiple local, state and federal government branches.
Industry	eLearning Technology
Website	https://www.howtoo.co

Value Proposition

Key overview and value statement

In today's rapidly evolving business environment, organizations face a critical challenge: ensuring that their workforce remains skilled, informed, and capable of adapting to new processes and technologies. **HowToo** addresses this need by offering a cutting-edge platform that leverages generative AI to simplify and accelerate the creation of high-quality, engaging training content. The most pressing problem that HowToo solves is the **gap between the need for continuous training and the limited resources many organizations have to create and maintain this training**.

A study by Deloitte revealed that organizations that invest in training are 92% more likely to innovate and lead in their industries. Yet, many companies struggle with the time, expertise, and cost associated with developing effective training programs. This is where HowToo steps in. By utilizing our **AI Create** feature, businesses can quickly convert existing documentation, policies, and guides into scenario and narrative-based training modules that are not only interactive but also deeply engaging. This feature drastically reduces the time required to develop training, allowing companies to focus on innovation and growth.

1. Improve operational efficiency

HowToo significantly improves operational efficiency by transforming the way organizations handle training, ensuring that employees are well-equipped with the knowledge and skills needed to understand processes, comply with regulations, and develop essential soft skills.

Traditionally, static onboarding documents often go unread, placing a greater burden on managers to provide 1:1 training. This can be time-consuming and inefficient. HowToo alleviates this by offering a platform that turns existing static documentation into engaging, interactive training through AI Create and easy-to-use content authoring.

For Campbelltown City Council using HowToo enabled them to quickly convert its process guides and policy manuals into scenario-based training modules. This shift not only made the training more effective and engaging but also reduced the need for manual training, enabling managers to focus on other critical tasks.

Testimonial:

"By transitioning our training to HowToo, our divisions have greater flexibility to recruit and improve operational effectiveness. It's so simple and yet it allows you the opportunity to get creative. The finished product looks professional and polished."
— Kirsty Gaal, Learning and Development Business Partner, Campbelltown City Council

2. Improving customer engagement

Educating and engaging customers is crucial for reducing friction during onboarding, improving Net Promoter Scores (NPS), and building strong brand loyalty. HowToo makes it easy to create interactive, informative courses that help customers quickly grasp new products or services, ensuring they are engaged and well-informed from the start.

Civics Academy is a prime example of this, having leveraged HowToo's platform to rapidly expand its training offerings and educate its customers more effectively. By using HowToo to build a comprehensive learning academy, Civics Academy was able to deliver high-quality educational content that educated their customers but also strengthened trust with their audience. This proactive approach to customer education has been instrumental in enhancing their customer experience and fostering long-term relationships.

Testimonial:

"I would absolutely recommend HowToo to other businesses. We wouldn't have been able to expand the way we have without the HowToo platform."
— Caleb Morris, COO, Civics Academy

3. Accessibility in training

Creating accessible training content is no longer optional—it's a necessity. HowToo empowers organizations to design courses that are accessible to everyone, ensuring compliance with accessibility standards and enhancing the learning experience for all users. HowToo has not only embedded accessibility into the software, the platform's unique accessibility checker checks for accessibility before publish and highlights any gaps which a creator can quickly and easily automatically tick off in the software. **Hubspot**, for instance, has praised HowToo's

accessibility features, highlighting how the platform not only supports learners with diverse needs but also educates designers on best practices in accessibility.

Testimonial:
"HowToo's accessibility features ensure our learners can successfully engage with our content and teach us, as designers, how to better employ accessibility in other modalities. The accessibility checker helps our team work more efficiently by reminding our subject matter experts to include accessibility elements in their courses."
— Maddie Bertram, Hubspot

Summary

HowToo provides a comprehensive solution that addresses some of the most pressing challenges faced by businesses today. Whether it's upskilling the workforce, educating customers, or ensuring accessibility, HowToo's platform delivers high-quality, branded learning experiences that drive results.

Our generative AI capabilities, particularly the AI Create feature, ensure that organizations can rapidly develop engaging training content, reducing time and cost barriers while improving learning outcomes. As businesses continue to navigate an increasingly complex landscape, HowToo stands as a vital partner in helping them achieve their training and development goals.

Innovation

Why AI Create is an innovative breakthrough

AI Create represents a significant leap forward in the realm of training and educational content creation by fundamentally transforming how training materials are developed. Traditional methods often involve time-consuming and resource-intensive processes, including drafting content and designing interactive elements. AI Create disrupts this norm by harnessing advanced generative AI to convert static documents—such as process guides, policy manuals, and user instructions—into dynamic, scenario-based, or narrative-driven training modules.

Developed in collaboration with instructional designers, AI Create incorporates proven learning methodologies like the AGES (attention, generation, emotion and spacing) model and scenario-based learning. This ensures that the training content

is not only engaging but also adheres to the highest standards of instructional design. HowToo leverages the power of storytelling by creating and weaving narratives through the learning that builds an emotional connection and application. This is all achieved via the Ai Create feature which uniquely applies learning science to convert raw content into interactive scenario based experiences. By integrating these methodologies, AI Create democratizes content creation, enabling businesses of all sizes to produce high-quality training materials without extensive instructional design expertise.

The true power of AI Create lies in its ability to rapidly generate interactive online courses from existing static content or summaries. By uploading these documents, users can swiftly convert them into engaging training modules, bypassing the lengthy process of manual content transformation. AI Create excels in creating scenarios, designing knowledge checks, and incorporating storytelling techniques to enhance content retention, all while avoiding cognitive overload.

Designed with ease of use in mind, AI Create caters to users with varying levels of technical expertise. Its intuitive interface guides users through the content creation process—from uploading documents to selecting whether they'd like a scenario, narrative or traditional training modules and then customizing the learning outcomes, audience, purpose and length. With just a few clicks, users can adjust AI-generated content, add interactive elements, and refine their materials, eliminating the need for extensive technical training and enabling everyone from sales managers, to customer success teams, and HR managers to produce professional-grade content quickly and efficiently.

Utilizing advanced natural language processing (NLP) and machine learning, AI Create ensures content is contextually accurate and pedagogically effective. The platform's AI algorithms analyze the structure and content of uploaded documents, identify key concepts, and align them with learning outcomes. It then creates a storyboard that guides learners through each outcome, incorporating scenarios or narratives and interactive elements to boost engagement and learning. And further improvements are to come with embedded assessments and AI generative feedback, that will further enhance learners retention and provide contextual and accurate feedback.

AI Create's strategies focus on maximizing training content impact and engagement while minimizing creation effort. Key strategies include scenario-based learning, which immerses learners in realistic job-related situations, and

microlearning, which breaks complex topics into manageable modules. These approaches enhance learner engagement and facilitate practical knowledge application, making AI Create a powerful tool for organizations looking to elevate their training and development programs.

In conclusion, AI Create is a groundbreaking advancement in training content creation, combining cutting-edge technology with solid instructional design principles. It offers a streamlined, user-friendly, and highly efficient solution that empowers organizations to produce engaging and effective training materials, ultimately enhancing their training programs and operational effectiveness.

Unique Differentiators

HowToo AI Create distinguishes itself with its innovative use of scenario-based learning, a feature that significantly enhances learner comprehension and practical application of training content. Unlike traditional methods that rely on static information, AI Create integrates realistic scenarios directly into the learning modules. For instance, after uploading a document such as HowToo's code of conduct guidelines, creators can specify that the training should focus on practical, scenario-based learning.

This approach immerses learners in practical situations they are likely to encounter in their roles, making the content more engaging and interactive. For example, a scenario might involve a new project manager at HowToo who faces a potential conflict of interest, guiding them through the process of resolving it in accordance with company policies. Creators can further tailor the output by setting specific learning outcomes, defining the target audience, and explaining the relevance of the training. One key outcome might be demonstrating how to handle common workplace situations, such as accepting gifts or addressing harassment, in line with company standards.

AI Create then generates a detailed storyboard that guides learners through each learning outcome, embedding scenario-based questions throughout the module to foster engagement and reinforce key concepts. The platform's advanced generative AI technology ensures that these scenarios are tailored to the learners' roles and responsibilities, bridging the gap between theoretical knowledge and real-world application. By presenting interactive decision-making opportunities and providing immediate feedback, AI Create helps learners apply company codes of conduct effectively, making it a powerful tool for practical and engaging training.

Here is a practical example of this in action:

Step 1: An HR Manager uploads the Code of Conduct document they've developed, wanting to ensure that all new and existing employees understand the company's ethical standards, policies, and expectations.
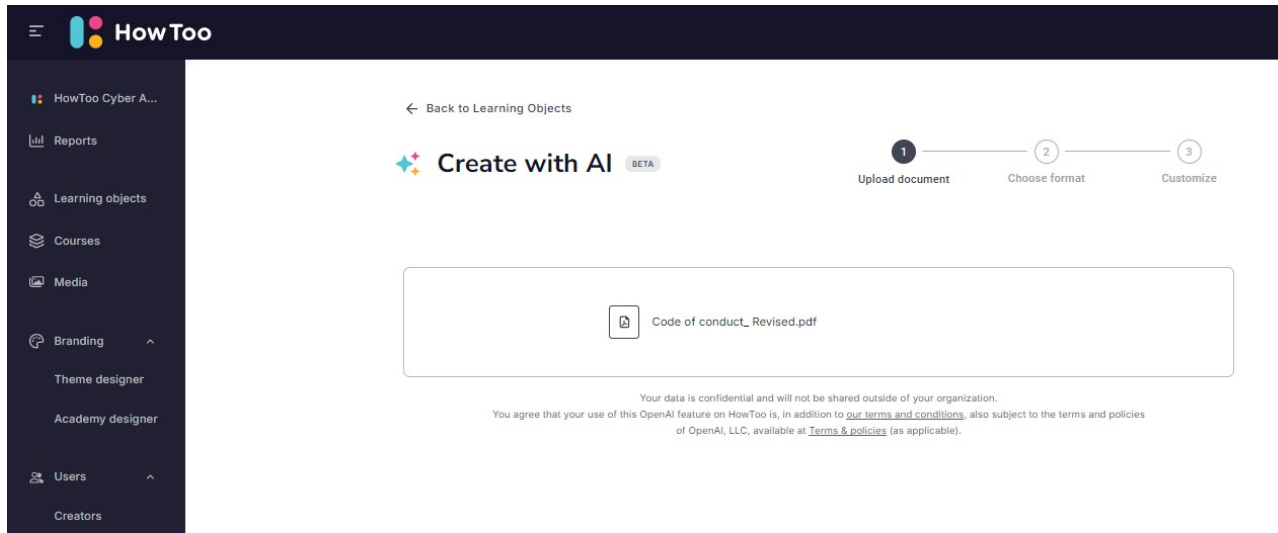

Step 2: The manager chooses a scenario-based module, recognizing that incorporating scenarios into the training will help employees apply the code of conduct to real-world situations, thereby improving their ability to demonstrate and internalize the company's policies effectively.
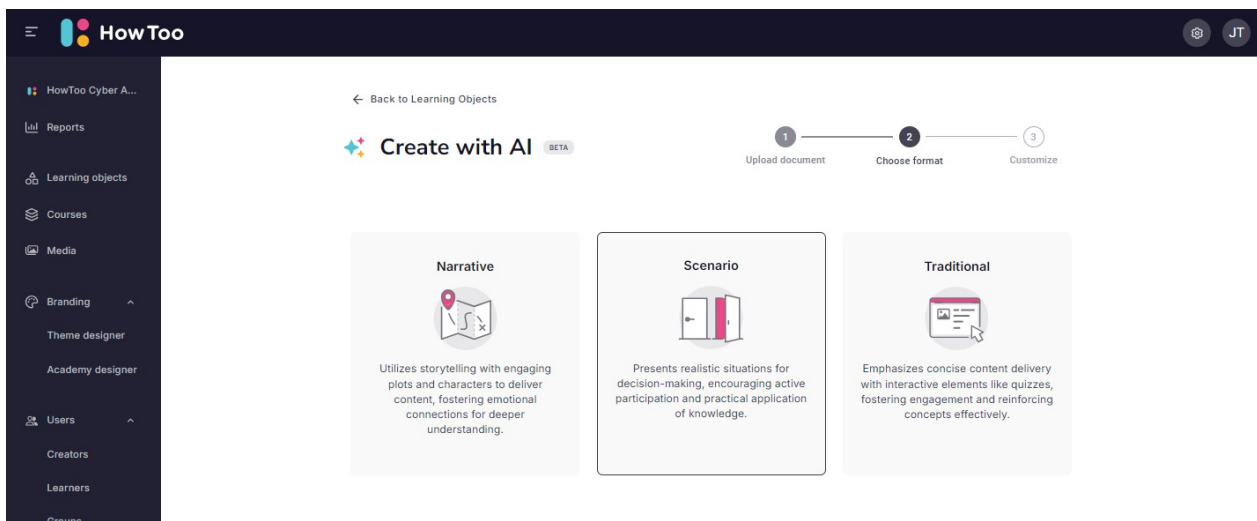
Step 3: The manager specifies the learning outcomes she wants employees to achieve upon completing the training and defines the target audience. With the new AI Create feature, she can swiftly personalize the training for different departments, such as Marketing or Engineering, ensuring that the scenarios are tailored to be more relevant and impactful for each audience.
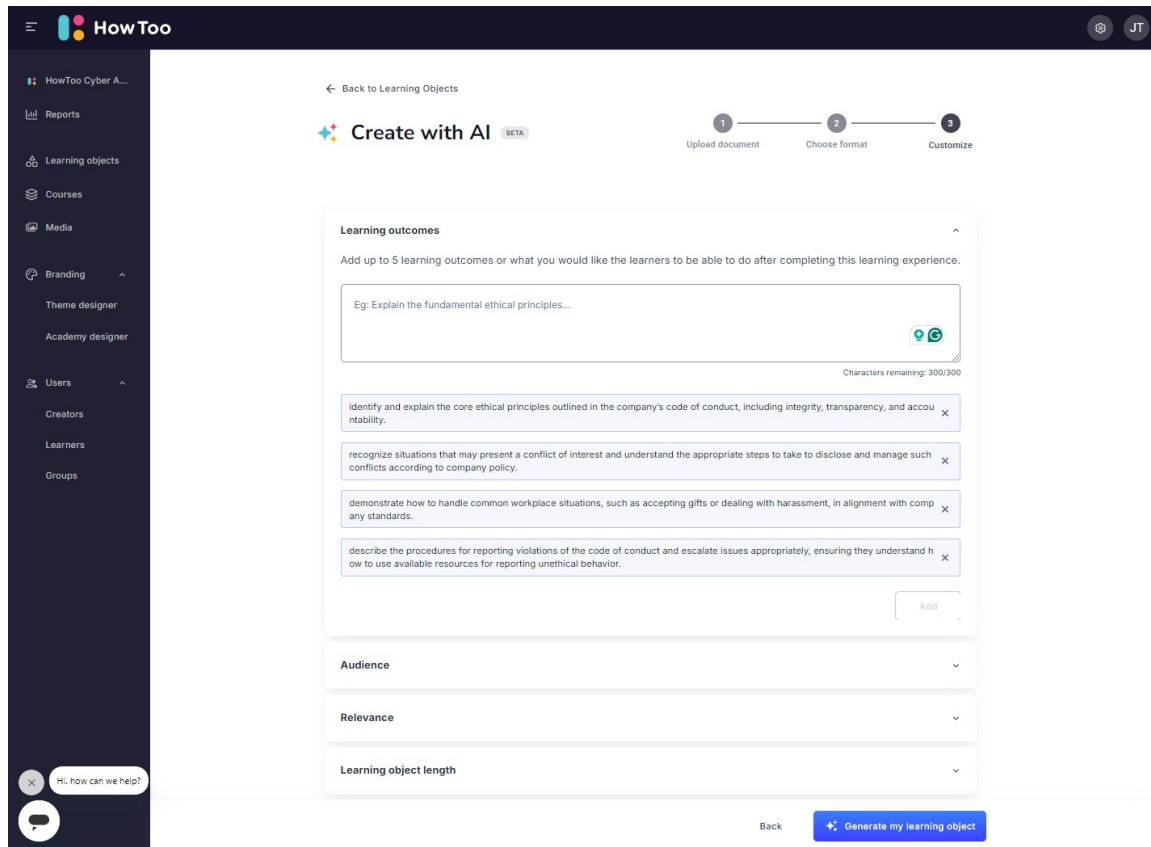
Step 4: The manager generates the lesson and reviews the storyboard. She notices that it includes an engaging introduction, interactive questions, and a variety of page types, all designed to effectively capture and maintain the audience's interest.

Step 5: The manager previews the lesson content and is pleased to find a scenario where learners must demonstrate their response to a conflict of interest. She looks forward to delivering this training to her team and anticipates that it will enhance their understanding and commitment to the code of conduct.
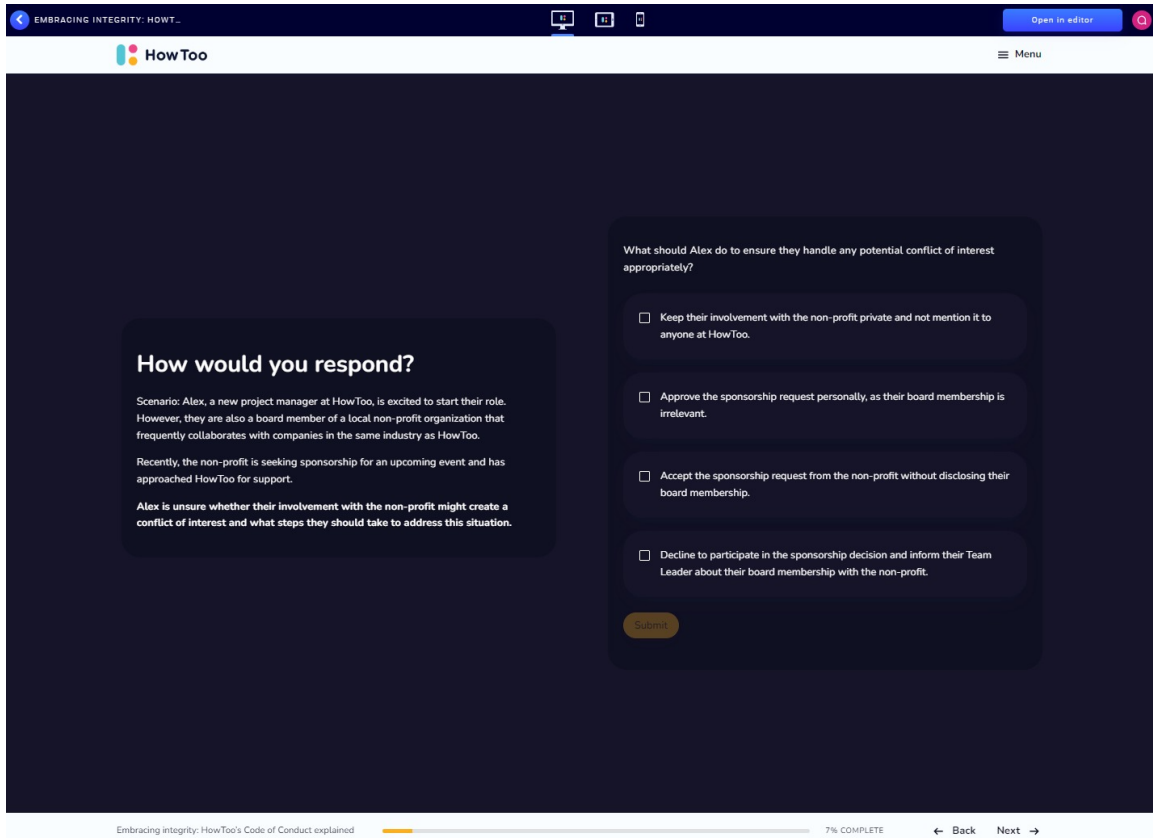
Step 6: The HR Manager can then use HowToo to edit this training, apply their company branding, and deliver it to learners, all in one intuitive platform. Before publish the HR Manager runs the accessibility checker to ensure WCAG AA 2.2 standards are met, the company's EEO policies are adhered to and the learning can be consumed by all employees.
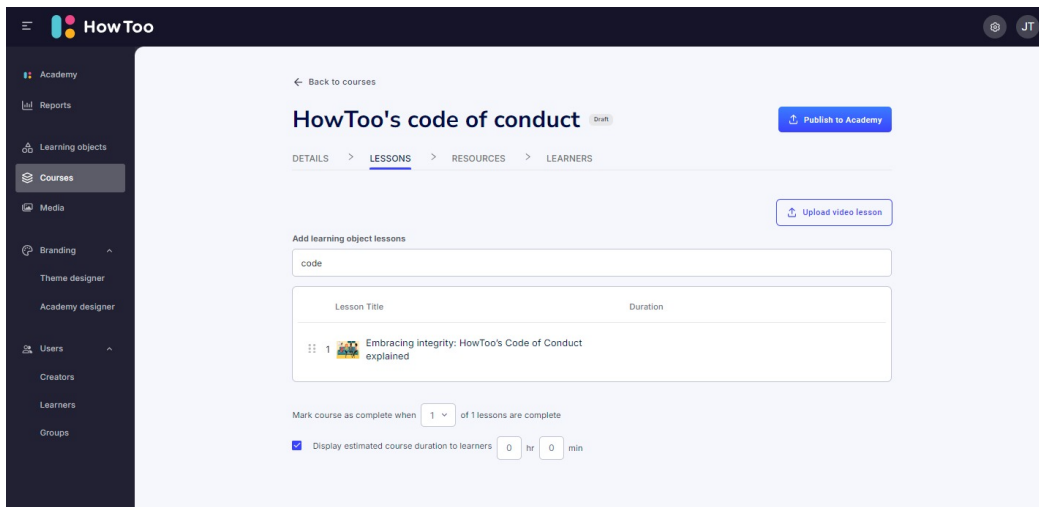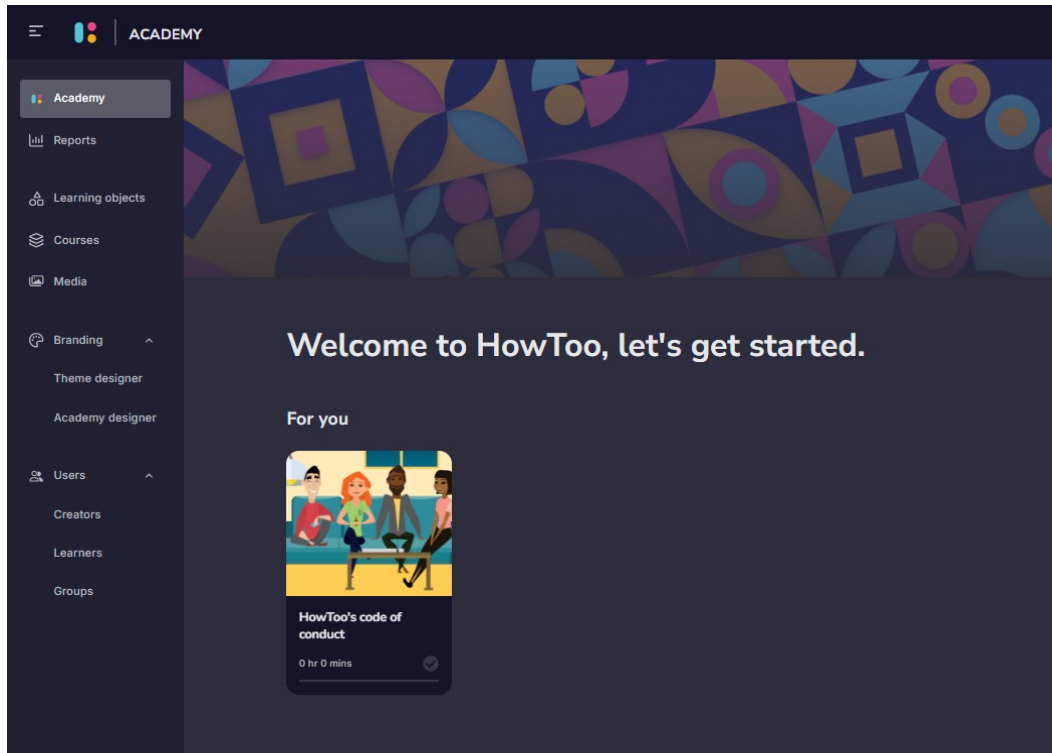
Measurable Results

Case Study: Global Logistics Company reduces customer frustration and boosts efficiency with HowToo AI Create

Overview

A global leader in logistics, had long relied on help desk support and static documentation to assist its customers in navigating complex shipping processes. However, as the company's customer base grew to over 1 million business customers across the Asia-Pacific (APAC) region, this approach became increasingly inefficient. High volumes of customer inquiries placed a strain on the help desk, leading to customer frustration and inconsistent resolution times

Recognizing the need for a scalable, proactive training solution, the global logistics company partnered with HowToo to transform its customer support strategy. Using **HowToo AI Create**, the company developed engaging, scenario-based learning modules 10 times faster that another other strategy. The training   equipped

customers with the knowledge to troubleshoot and manage logistics challenges independently. This shift not only reduced the burden on the company's help desk but also significantly improved customer engagement and satisfaction.

Challenges

1. **Heavy reliance on help desk**: The company's previous model required customers to contact the help desk for support on issues ranging from customs documentation to shipping errors. This resulted in **high contact volumes** and inconsistent wait times, which negatively impacted customer experience.
2. **Customer frustration**: Customers often found static documentation confusing and difficult to navigate, leading to **high levels of frustration** and repeated calls for assistance. the company needed a way to make this information more accessible and easier to understand.
3. **Scalability**: With a rapidly growing customer base across APAC, the help desk model was no longer sustainable. The company needed a solution that could scale efficiently while providing consistent support. And this solution needed to be developed quickly and efficiently as resources were limited.

HowToo AI Create solution

HowToo AI Create allowed the company to transition from a reactive support model to a proactive, self-service training platform . Through the use of **scenario-based learning**, the company was able to rapidly create interactive, role-specific modules that addressed common customer challenges.

Key benefits of the solution:

1. **Interactive scenario-based learning**: The company converted its support materials into interactive learning experiences, guiding customers through realistic scenarios. For example, a customer could practice resolving a customs delay or managing a failed shipment, providing them with the knowledge to handle these situations independently.
2. **Reduced help desk dependency**: By offering on-demand training, customers were empowered to resolve common issues without contacting

the help desk. This reduced customer frustration and helped prevent long wait times for assistance.

3. **Tailored learning for complex processes**: The company customized each module to align with different customer needs, whether related to customs procedures or shipment tracking. This ensured that learners received relevant, targeted training that directly applied to their logistics operations.

Results
1. Time savings:

By shifting from help desk support to self-guided training, the company significantly reduced the time spent on customer inquiries. Training modules were completed in a fraction of the time it took to resolve issues through phone support. The result was an estimated **30,000 hours saved annually** across the APAC customer base, allowing the help desk to focus on more complex cases.

2. Improved customer retention and engagement:

Customer satisfaction increased dramatically as a result of the more engaging and effective training. Over **85% of customers reported feeling more confident** in using the company's services, and customer retention improved by **12%**, as clients encountered fewer obstacles and delays in their shipping processes.

3. Reduced help desk contact:

With the introduction of HowToo AI Create, the company saw a **50% reduction** in customer inquiries to the help desk. This not only improved the efficiency of the support team but also led to an estimated **$3 million in annual savings** due to lower operational costs and improved customer outcomes.

ROI
The transition to HowToo AI Create delivered significant returns for the company. By reducing reliance on help desk support, improving customer satisfaction, and cutting operational costs, the solution generated an estimated **250% ROI** within the first year. The scalable nature of HowToo's platform allowed the company to

continue supporting its growing customer base without increasing the burden on its support infrastructure.

Conclusion

The company's partnership with HowToo has proven to be a game-changer in modernizing its customer training approach. By adopting a scenario-based learning model, the company empowered its customers to navigate complex logistics processes independently, reducing frustration and support costs. This proactive strategy not only improved the overall customer experience but also provided the company with a scalable, cost-effective solution that continues to deliver value as its customer base expands.

Case Study: National Disability Care Company enhances carer training with HowToo AI Create

Overview

A national leading provider of support services for carers, faced the challenge of delivering effective, large-scale training to over **2.65 million carers** across the country. These carers, who assist elderly and vulnerable individuals, required comprehensive, up-to-date training on everything from healthcare protocols to managing challenging behaviors.

Historically, the company relied heavily on face-to-face training sessions, which became increasingly difficult to scale as their network grew. Partnering with HowToo, the company adopted HowToo AI Create to transform its training program into a scalable, interactive digital solution. This shift resulted in significant time savings, increased carer engagement, and a reduction in the need for in-person training, driving notable ROI.

Challenges

1. **Scalability of training**: With a growing network of carers across diverse locations, scaling face-to-face training sessions became impractical.

Coordinating schedules and ensuring consistency across training sessions was a logistical hurdle.

2. **Time-intensive process**: Traditional in-person training required both carers and trainers to dedicate entire days to the process, which impacted carer availability and disrupted their support to clients.

3. **Engagement and retention**: Face-to-face training methods lacked the interactivity and engagement needed to ensure carers retained crucial information. There was a need for more dynamic learning methods to keep carers motivated and ensure their continued development.

HowToo AI Create solution

HowToo AI Create provided the company with a dynamic platform to create tailored, scenario-based learning modules that catered to the diverse needs of its carer network. This digital-first approach allowed the company to deliver engaging, accessible training while maintaining high standards across all learners.

Key benefits of the solution:

1. **Scenario-based learning**: The company converted static materials, such as first-aid protocols and dementia care guidelines, into interactive, scenario-based modules. Carers could now engage with realistic situations, learning how to manage medical emergencies or navigate complex caregiving scenarios effectively.

2. **Interactive and tailored training**: By embedding scenario-based questions and providing immediate feedback, HowToo AI Create kept carers engaged and encouraged practical application of their learning. The training was also tailored to address specific challenges carers faced, ensuring role-relevant learning outcomes.

3. **On-demand learning**: Carers could access the training at their convenience, reducing disruption to their caregiving duties and making it easier to fit learning into their schedules.

Results

1. Time savings:

By moving to a digital platform, the company saved significant time for both trainers and carers. A typical face-to-face training session, which previously took an entire day, was condensed into **just a few hours of online learning**, resulting in an estimated **75,000 days of carer time saved annually**.

2. Improved carer engagement and retention:

The interactive, scenario-based approach led to a marked improvement in engagement. Over **85% of carers reported feeling more confident** in their roles after completing the training. This boosted engagement also translated into higher retention rates, with **carer retention increasing by 20%**, as carers felt more supported and equipped to handle complex caregiving situations.

3. Reduced face-to-face training:

With the rollout of HowToo AI Create, the company reduced its reliance on in-person training by **80%**. Where previously, over 10,000 face-to-face sessions were held annually, the digital training model reduced this number to just 2,000, allowing the company to save approximately **$5 million in operational and travel costs**.

ROI

The transition to HowToo AI Create yielded a substantial return on investment for the company. The combined savings from reduced in-person training, increased productivity, and improved carer retention resulted in an estimated **350% ROI** within the first year of implementation. This ROI was further amplified by the scalability of the solution, which allowed the company to continue training more carers without increasing costs.

Conclusion

The company's partnership with HowToo transformed its approach to carer training, enabling the organization to scale its efforts effectively and efficiently. By accelerating the creation of scenario-based learning x10, the company not only saved time and resources but also improved the quality and retention of its carer

network. The shift from traditional face-to-face training to a more engaging, digital model has proven to be a game-changer for the company, driving both operational efficiencies and improved outcomes for carers and the individuals they support.

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