

Chegg Skills

Case Study

A Chegg Skills Success Story

Enhancing Team Productivity by 50% with Generative AI

About Chegg Skills:

Chegg Skills collaborates with forward-thinking companies to enhance the skills of their teams through innovative training programs crafted by our in-house instructional design experts.

The Challenge:

In early 2023, Chegg's instructional design team was tasked to **accelerate the creation of new learning and development programs** and rapidly bring them to market. This was in response to the increasing demand from the corporate workforce, which was facing expanding skill gaps.

Upon the introduction of ChatGPT in late 2022, Chegg's leadership identified a significant opportunity to leverage Generative AI in achieving their objectives. Nevertheless, the technology was in its early stages, presenting various hurdles to its adoption, such as:

- **Human uncertainty** and concerns regarding AI replacing jobs
- **Requirement for training** and developing best practices for a new technology
- Ensuring **responsible, ethical, and effective use** of the technology to create high-quality and accurate content

Overcoming these challenges would not only enable Chegg to meet the demands of the workforce efficiently but also pave the way for a more **impactful implementation of Generative AI** in their operations.



Lower cost

40%

Cost savings on R&D expenses through streamlining common workflows in our learning & development process.

Faster development

50%

Faster time from learning program conception to learner-ready production.

Increased team output

2X

More learning experience programs developed over a 6-month period.

“Emotional intelligence, problem-solving, creativity - **these skills are critical to the human experience**, and as more routine tasks are taken over by AI, these skills become even more important.”



Anna McCalpin, Ph.D.

Director of Instructional Design

“By **taking a Human-AI-Human approach**, we can be more strategic toward crucial parts of the learning experience - like assessments and creatively presenting information – to deliver the most effective educational content.”



Daphne Isom

Senior Instructional Designer

The Solution:

We leveraged **change management tactics** to address internal concerns about AI head-on. Our team conducted open and authentic conversations, allowing everyone to express their feelings. Additionally, leadership brought on AI champions to drive excitement around the technology’s potential.

To adopt AI, we employed a **bottoms-up strategy**. This involved mapping out our team’s entire program development process and identifying where Generative AI could be leveraged. After months of testing and refining our methodology, we mastered the art and science of crafting high-quality prompts that produce impactful results and established a database of these prompts.

Through our experience, we learned that a **Human-AI-Human approach** to Generative AI ensures high-quality, on-brand content creation. This involves humans inputting prompts, AI generating content, and humans validating and refining the output.

Results:

The methodical implementation of Generative AI into our teams’ workstreams significantly reduced time spent on manual tasks, allowing us to focus on high-value strategic and creative work that drives meaningful business impact.

- **40% cost savings** on Research & Development expenses due to streamlined workflows
- **50% faster development** from program conception to learner-ready production
- **2X more output** in learning programs developed over a 6-month period

Throughout this process, we recognized the critical role of humans in the workplace. Rather than replacing human expertise, AI enhances it.

Get in touch

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