

# LearnWise

Case Study | November 2024

## Saxion University Embraces AI for Smooth LMS Transition & Support

### Overview

TU Delft Learning for Life provides flexible online courses to a global audience. The centre faced a high volume of repetitive inquiries, limited staff resources, and a mandate to maintain high quality support for learners around the clock. To address these issues, the institution selected LearnWise AI to deliver multilingual, automated learner support integrated with existing systems.

**Region:** Europe

**Student population:** 27.000

**LMS:** Brightspace

**LearnWise product(s) implemented:** AI Campus Support

### Context & Challenge

Saxion University, a leading Dutch higher education institution with approximately 27,000 students and faculty, faced the challenge of migrating from Blackboard to Brightspace in September 2024 — an initiative expected to improve teaching and learning experiences but also significantly increase support demands.

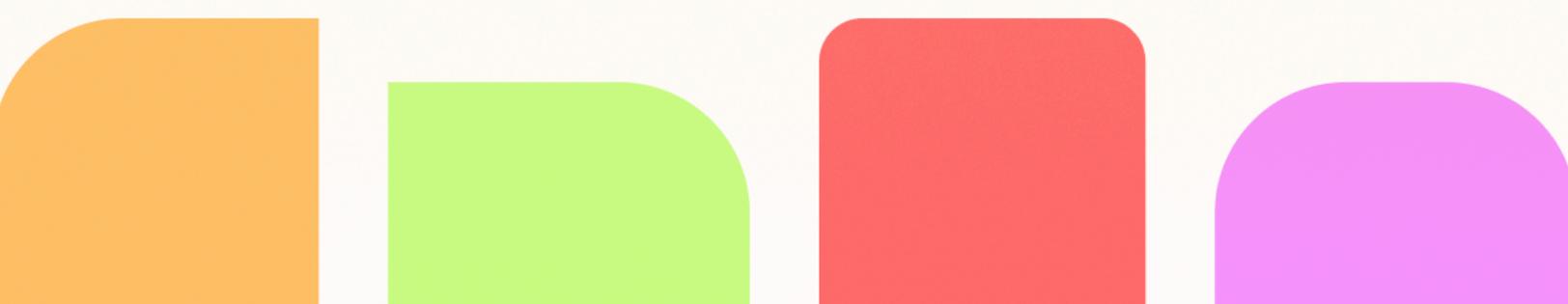
Support leaders anticipated a surge in help requests as users learned the new system. Saxion needed a solution capable of handling high query volumes while maintaining rapid response times and consistent support quality for the entire community.



## Solution

To address these challenges, Saxion implemented LearnWise's AI-powered campus assistant, fully integrated within its new Brightspace LMS. The assistant was locally branded as "Bright" to resonate with the institution's digital identity and launched with key features tailored to Saxion's needs.

## Key Components of the Implementation

- **Custom AI Assistant:** Saxion renamed the AI assistant to Bright and aligned its visuals with Brightspace branding.
  - **Comprehensive Knowledge Base:** Saxion's existing ScreenSteps help documentation was merged with Brightspace support materials to form a rich, context-aware knowledge base.
  - **AI Suggested Questions:** Context-aware prompts helped users discover relevant questions based on their current Brightspace page (e.g., assignments and deadlines).
  - **Multi-Platform Support:** 'Bright' was deployed directly in Brightspace so students and staff could access support where they learn.
  - **Integrated Ticketing:** Integration with Saxion's TopDesk ticketing system enabled smooth escalation of complex queries to human support teams.
  - **Future Enhancements:** Plans were introduced to add supportive YouTube video playlists for additional guidance.
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## Outcomes

After implementation, Saxion achieved strong results within months of launch:

- **High AI Resolution Rate:** The AI assistant resolved 96.7% of queries without human intervention, significantly lightening the support team's workload.
- **Engagement & Reach:** More than 1,800 unique users interacted with the system, with over 3,400 answers delivered.
- **24/7 Accessibility:** The AI assistant provided around-the-clock support for students and faculty.
- **Reduced Escalations:** Out of 2,391 total conversations, only 78 were escalated to human support staff.
- **Smooth LMS Transition:** By offering contextual help and self-service guidance, the AI assistant played a key role in easing the transition from Blackboard to Brightspace.

## Strategic Value

Saxion's experience demonstrates how an AI-driven assistant can:

- Scale support operations efficiently during digital transformations, and enhance institutional readiness for future digital initiatives.
- Boost user confidence with immediate, context-aware guidance.
- Free human support staff for complex and high-impact cases.

The deployment at Saxion serves as a compelling model for institutions navigating LMS migrations, expanding support capacity, and integrating AI into student and faculty experiences.

