

Solution Provider Profile

Alelo

February 2024



Company At-a-Glance	
Name of Product/Offered	AI-powered learning content design and development, consulting on AI transformation, eLearning content design and development, AI-powered learning platform (Alelo Enskill®), SaaS soft skills training content (MyCoach™ Soft Skills)
Headquarters	Los Angeles, CA USA
Year Founded	2006
Geographic Coverage	Global
Industries	Financial services, digital media, healthcare, higher ed, government
Website	www.alelo.com

Alelo Overview and Value Proposition

Alelo combines the latest avatar-based AI technology with research in human learning to help clients transform their training.

Alelo technology originally spun out of USC, with funding from DARPA. The company won the DARPA Tech Technical Achievement Award. The products have provided effective training to 500,000 trainees in the military, in enterprises (e.g., Otsuka Pharmaceuticals) and in higher ed (e.g., Laureate International Universities).

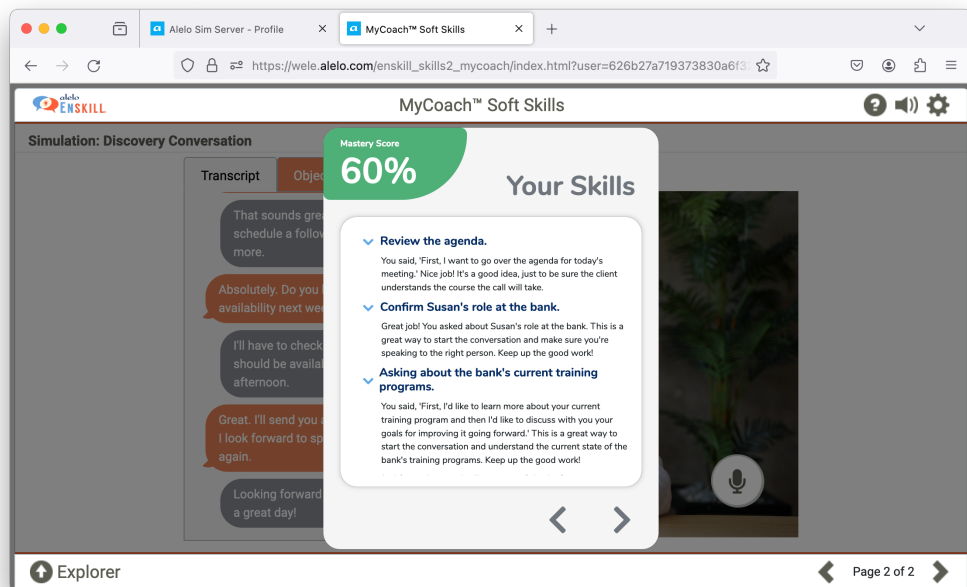
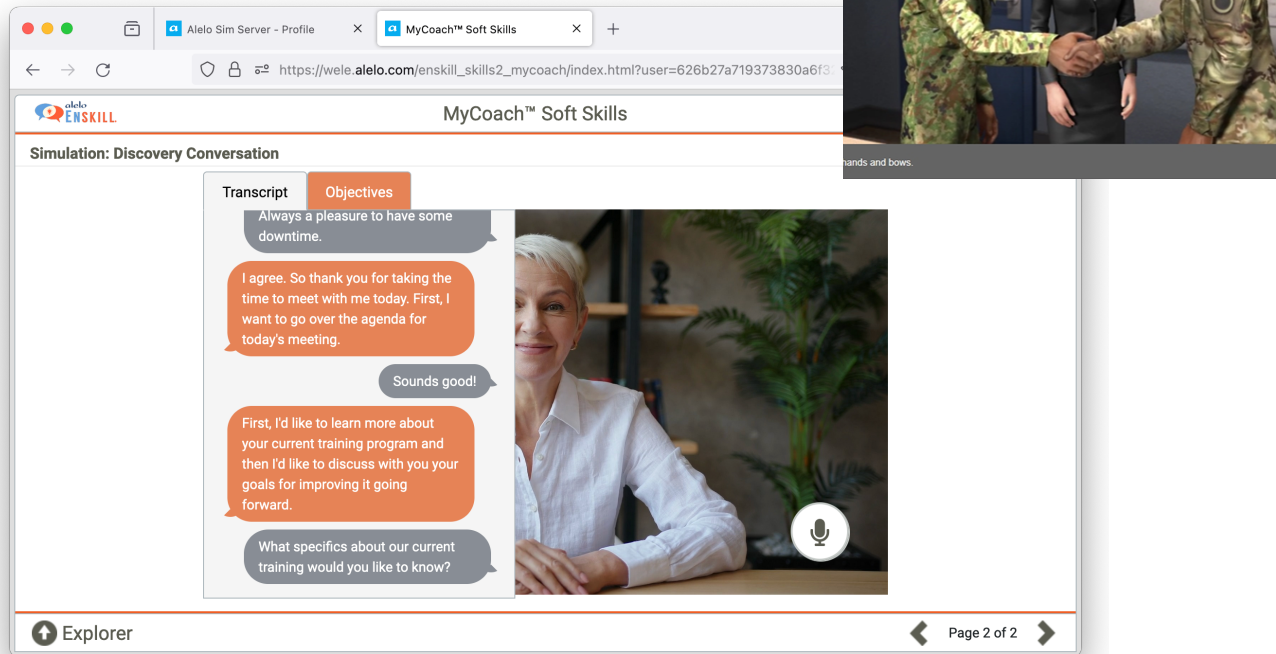
Alelo uses generative AI to create experiential learning that reacts to what each learner does. Every practice session is different, to encourage repeated practice.

Alelo has a deep understanding of learning science and AI technology, to unlock the human potential to learn. Learners who use Alelo AI-powered training learn new skills at least twice as fast as conventional methods and retain and apply their skills immediately on the job. The company is a winner of the XPRIZE Rapid Reskilling competition for rapidly reskilling workers for new occupations and placing them in new jobs.

Alelo also has extensive experience helping clients adapt AI and transform their training and collects learning data to measure learning gains and train and audit AI.

Screenshots

- See the demonstration video at:
<https://youtu.be/QHQ3pvz4xHM?si=j7-Ak5-s25HpDbts>
- Further demonstration are videos available at:
<https://www.youtube.com/@aleloinc4570>



All screenshots courtesy of Alelo

Analysis by Brandon Hall Group™

Situational Analysis

Organizations are continually striving to create and execute a learning strategy that has a real impact on behaviors and business outcomes. However, outmoded learning technology and traditional content often make it challenging for learning to fulfill its promise. What does it take to create a more impactful, engaging learning experience that improves individual and business performance? Several factors drive organizations to rethink their learning strategy:

- **The global need to upskill/reskill.** To upskill and reskill with greater impact and speed, organizations are looking for more experiential learning methods — providing practice and application that accelerates learning and increases the application of what they learn to do their jobs.
- **AI tools are quickly replacing knowledge-level learning, making room for experiential learning.** Creating eLearning and microlearning within minutes is getting better every week. This is freeing up learning professionals to focus on experiential learning — creating experiences for people to practice what they know in new and emerging situations.
- **Cut costs and do more.** L&D budgets continue to stay flat or shrink, yet the demand to do more faster than before is growing. New technologies integrated with AI are not only building learning faster, but they also allow creation of more effective learning.

Challenges to the Business

Learner requirements have evolved quickly and their needs go beyond having access to knowledge. They also must be able to learn by doing and apply what they learn in a safe environment. Too much learning is still knowledge- and event-based, without enough reinforcement or opportunities to practice new skills and build proficiency. This leaves organizations ill-equipped to meet the challenges of today and ensure their workforce can apply their learned skills and competencies in real business situations — now and in the future.

Implications for the Business

Without leveraging AI and the ability to practice skills in realistic situations, the learning experience is flawed and learner engagement continues to decline. Employees struggle to apply new skills and capabilities in a fast-evolving business environment.

Questions to be Answered by the Business

Key questions for businesses include:

- How do we scale to address the global upskilling and reskilling demands?
- How do we create more experiences where learners can apply skills in critical situations but in a safe environment?
- How do we cut our costs and create high-quality learning experiences faster?
- How do we capture useful data to measure the impact and efficacy of learning?

Alelo as the Answer

The use of AI-powered avatars is quickly becoming a popular and effective way to practice and apply important workplace skills. Alelo has emerged as a leading innovator, as evidenced by its recognition in the prestigious [XPrize Rapid Skilling competition](#).

Alelo's solutions, the Enskill® platform and MyCoach™ Soft Skills training content, are excellent for quickly improving basic communication and soft skills in a fast-paced work environment. The technology provides rapid training, saves trainers time and effort, and produces analytics that quantify skills gains and provide insights on how to further improve the training.

The XPrize entry focused on rapidly retraining community health workers, but Alelo is now focusing heavily on people-facing skills for other industries. The business model features a combination of off-the-shelf and customized training in all areas that involve communication — including interpersonal skills, public speaking, leadership, conflict management and decision-making. The AI avatars simulate conversation and social interactions, and provide a risk-free, yet realistic, environment to develop interpersonal abilities.

Alelo's technology is solid and will continue to be refined, but the key differentiator is CEO and co-founder Lewis Johnson's background in linguistics, learning science and AI technology. Alelo's experience dates to 2002, when soldiers returning from Afghanistan reported challenges with understanding region-specific dialects and cultural etiquette. The first Marine battalion to return from Iraq without any combat fatalities learned Iraqi Arabic language and culture through training with Alelo's AI avatars. In 2016, the Air Force highlighted Alelo as a success story of the Small Business Innovative Research program, and in 2020 Alelo became mandatory training for the U.S. military deploying overseas to 86 countries.

Alelo's approach with business organizations is based on the simple premise that the repeated practice needed to quickly improve soft skills must be compelling and realistic enough to motivate learners to put in the time needed to improve. The AI-powered avatars provide a personalized and customizable experience that is available 24/7 for practice sessions whenever users have free time.

A safe simulated practice session lowers stress, builds confidence and accelerates skill development without pressuring colleagues for assistance. Alelo's generative AI results in avatars responding naturally to each learner and varying their responses to encourage repeated practice.

For its customized programs, Alelo can generate content for the training conversations based on client documents that reveal product information, challenging situations and other insights that lead to a realistic experience for the learner. I had a conversation with an avatar named Tony, who has been in sales for his company for eight years. The situation was simple — I was a new employee seeking advice on being successful at the company. While the conversation was basic, I was able to try a few different approaches, and Tony's answers were responsive and relevant to my comments, even when I said something that might not fit an initial social conversation. I found myself thinking through my remarks carefully and changing my approach as I went.

If you are looking to provide a fresh learning experience for soft skills that employees are willing to spend time doing, Alelo deserves a close look.

- Claude Werder, Senior VP and Principal Analyst, Brandon Hall Group™

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SOME WAYS
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