



Building an AI-Powered Personalized Communication Coaching Platform

ABOUT CLIENT

- An Australia-based AI technology company dedicated to uplifting employability and communication skills globally.
- Focused on providing personalized coaching, the platform empowers individuals to sustain themselves in the current job market. With innovative AI-driven solutions, they deliver accessible, tailored communication coaching that aids career advancement, organizational success, and broader economic growth.

PROBLEM STATEMENT

When sat for the first round of discussion, the client highlighted key issues in the workflow:

Real-Time Feedback for Communication Skills:

- The client struggled to offer real-time, actionable feedback for users looking to improve key communication skills like tone, pace, and clarity.
- Traditional tools could not analyze emotional expression and vocal nuances, limiting the depth of insights provided.

Personalized Coaching with AI:

- Existing methods fell short in adapting to individual communication styles and learning goals.
- Personalized recommendations for areas such as confidence building, tone modulation, or emotional delivery were difficult to achieve at scale.

SOLUTION

To address the challenges faced by the client, the following solutions were implemented with a focus on providing human-centric, impactful improvements:

Speech Analysis:

- Developed AI algorithms to break down spoken words into elements like tone, pitch, pace, and clarity, analyzing them in real time.
- Ensured users received immediate insights, such as whether their speech was too fast, lacked emphasis, or failed to convey confidence.

Feedback Mechanism:

- Our team of AI developers designed an adaptive feedback system that learns from each user's communication style, offering tips and recommendations that evolve with their progress.
- For example, a user struggling with monotone speech received tailored exercises to practice voice modulation, while another with clarity issues got pacing drills.

Emotional Tone Recognition:

- Integrated advanced emotional analysis to help users understand how their tone conveys emotions like enthusiasm, empathy, or authority.
- This feature guided users to align their emotional delivery with their intent—for instance, sounding more empathetic during customer service conversations..

Tailored Coaching Recommendations:

- Created a dynamic recommendation engine that provided actionable tips based on user-specific needs.
- Suggestions ranged from daily speech exercises for tone improvement to personalized scripts for practicing confidence in presentations.

User Progress Tracking and Engagement Tools:

- Built an intuitive dashboard displaying real-time progress in critical communication areas like tone modulation, confidence, and clarity.
- The dashboard allowed users to see their development visually, reinforcing motivation and helping them identify areas for further improvement

TECHNICAL IMPLEMENTATION

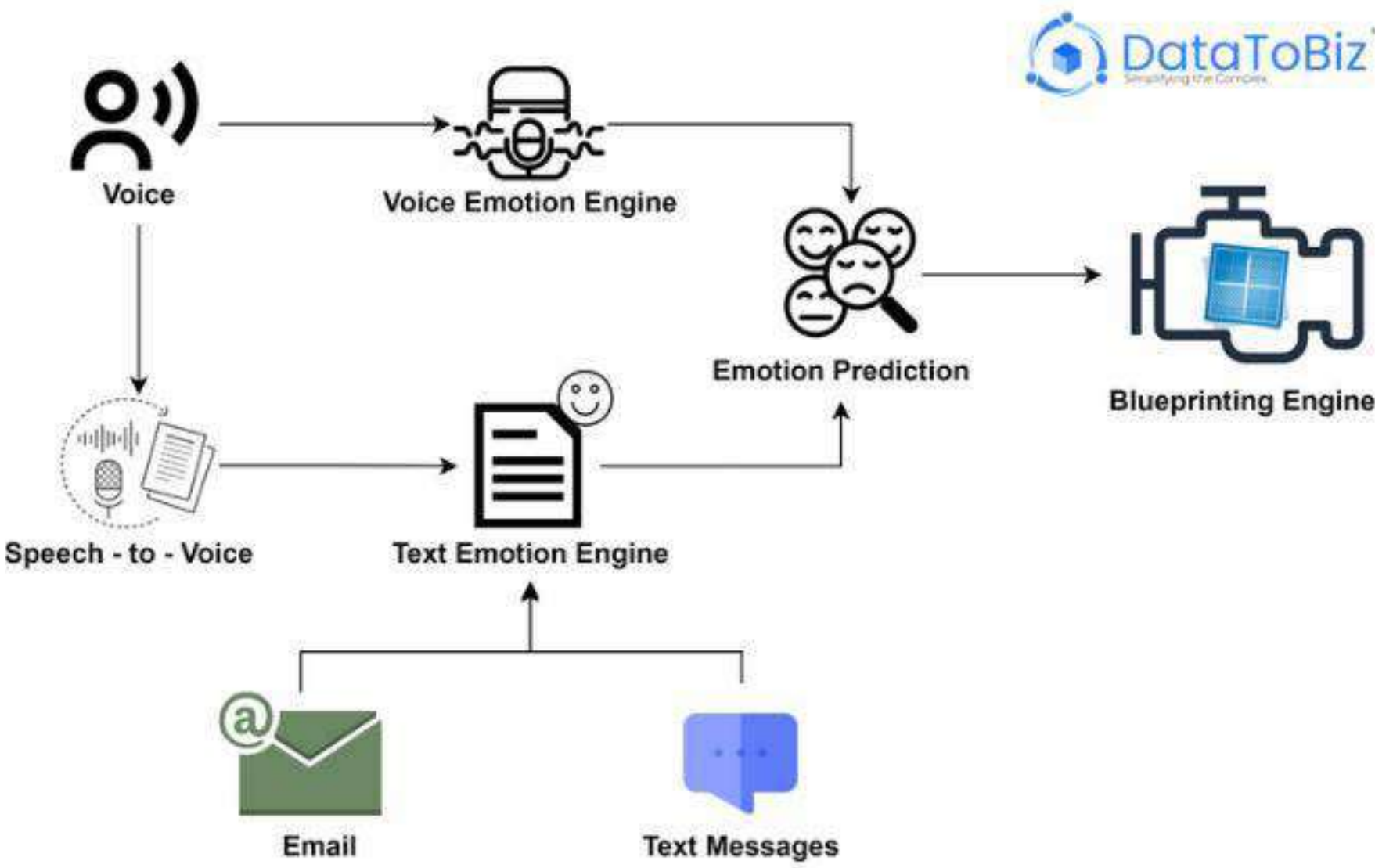
Voice Input and Emotion Analysis: Real-time processing of vocal data to identify tone, pace, and emotional elements.

Speech-to-Text Conversion: Conversion of speech into text to enable simultaneous analysis of content and tone.

Text Emotion Analysis: NLP-based emotional insights derived from speech transcriptions.

Emotion Profile Integration: A unified emotional profile was created by combining voice and text-based insights.

Blueprinting Engine: Generated personalized coaching recommendations tailored to individual emotional profiles.



BUSINESS IMPACT

Enhanced User Engagement:

1200+ active monthly users interacted regularly with the platform, refining their skills through real-time feedback.

Noticeable Communication Improvements:

Over 1100 users reported a significant improvement in their communication delivery within 4-6 weeks.

Increased Retention Rates:

User retention grew by 1,300+ monthly subscribers due to personalized, adaptive coaching.

Faster Learning Outcomes:

30% of users reached their communication milestones within 3 months, cutting typical timelines in half.

Boosted Emotional Awareness:

Over 7000 users developed improved emotional awareness, with actionable insights on tone and expression.

Measurable Skill Development:

Users achieved an average of 30-35% improvement in clarity, confidence, and tone modulation within 2 months.

Enhanced Reporting Capabilities:

The ability to generate custom reports allowed the client to tailor insights to specific stakeholders, making it easier to share data-driven findings across teams and departments.

Through advanced emotional tone recognition, adaptive feedback, and progress tracking, the platform made it easier for users to meaningfully enhance their communication skills. This not only helped the client deliver on their mission of empowering individuals but also enabled users to engage more confidently, learn faster, and become more emotionally aware. By bridging the gap between personal growth and professional readiness, the solution empowered individuals to achieve their career and communication goals.

Industry

Technology & Software

Services Used

- Artificial Intelligence (AI)
- Data Analytics
- Machine Learning
- Predictive Analytics

Region

Australia

Function/Department

- Advertising and Communications
- IT and Technology Support
- R&D & Product Development

Engagement Model

Joint Product Development Framework



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