

Onclusive boosts operational efficiency by 20% through AI upskilling on Coursera



Industry
Media Intelligence and
Professional Services



Location
Global



Size
1,000–5,000 employees



The partnership with Coursera enabled us to launch a strategic learning initiative with three core goals: enterprise-wide AI literacy, specialized technical upskilling, and cultivating a continuous learning culture to future-proof our employees in a constantly shifting digital landscape.



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Overview

As a global leader in media intelligence, Onclusive operates in an environment where artificial intelligence is rapidly transforming how information is monitored, analyzed, and delivered to clients. The company recognized that maintaining its competitive advantage required more than deploying new technologies. Employees across every function needed the confidence and capability to apply AI in meaningful ways.

Snapshot

20%

time savings in client success operations through AI-assisted workflow optimization

100%

reduction in IT dependency for creating internal learning portals, accelerating project delivery by approximately two weeks

To support this transformation, Onclusive partnered with Coursera to launch a strategic AI learning initiative designed to build AI literacy across the organization, deepen technical expertise where needed, and create a culture where learning translates directly into business impact. The goal was not simply to increase awareness of AI, but to empower employees to solve real business problems using AI-powered approaches.

The challenge

The media intelligence industry is being reshaped by the growing volume, complexity, and speed of global media data. To continue delivering high-quality analytics and insights, Onclusive needed to strengthen AI capabilities across both technical and non-technical teams.

While employees possessed deep expertise in media analysis and client service, the company identified a significant skills gap in AI literacy, prompt engineering, machine learning, and applied AI. There was also a broader organizational challenge: helping employees view AI as a practical business tool rather than a disruptive threat.

The company needed a scalable way to build confidence, develop role-relevant capabilities, and ensure learning resulted in measurable improvements to workflows, innovation, and client outcomes.

The solution

To close AI capability gaps and prepare employees to work more effectively with rapidly evolving media data, Onclusive launched a phased AI Academy centered around the Google AI Professional Certification available through Coursera. Rather than launching AI training company-wide, Onclusive intentionally began with a small group of early adopters. This approach helped validate the learning experience, surface practical use cases, and build internal momentum before expanding the program across the organization.

The company began with a cross-functional cohort of approximately 20 AI Champions spanning Customer Success, Product Development, Media Analysis, and other business functions. These learners were positioned not only as participants but as future advocates and mentors who would help scale AI capability throughout the organization.

Coursera became the foundation of the learning experience. Using Program Builder, Skills Dashboards, Labs, GenAI Playgrounds, Coursera Coach, Role Play, and Professional Certificates, Onclusive created a structured environment that combined foundational AI literacy with hands-on experimentation and practical application. Learners explored prompt engineering, machine learning concepts, large language models (LLM), and applied AI workflows while working through real business challenges.

To sustain engagement, the company created peer-learning communities, manager-supported development conversations, AI Champion discussion channels, internal success-story campaigns, and role-specific learning hubs. Learning was continuously linked to business relevance, ensuring participants could see a direct connection between AI capability and their day-to-day responsibilities.

The results

The AI Academy quickly moved beyond learning and into business application.

One of the most impactful examples came from Patrick, a Customer Success Manager responsible for responding to complex client requests and Requests for Proposal (RFPs). After completing AI learning pathways through Coursera, Patrick applied advanced prompt engineering and LLM concepts to create an AI-assisted workflow for analyzing tender documents, extracting client requirements, and generating highly customized proposal drafts.

The outcome was a measurable improvement in productivity. Patrick reduced RFP preparation time by an estimated **20%**, allowing him to spend less time on proposal drafting and more time on strategic client engagement and advisory work.

His success became a powerful demonstration that AI could create value far beyond technical teams.

The impact extended into the People & Culture function as well. By applying prompt engineering skills learned through Coursera, the learning team independently created dynamic learning portals for the company intranet using AI-generated code. This eliminated dependence on internal development resources and reduced project delivery timelines by approximately **two weeks**, demonstrating how non-technical employees could use AI to solve operational challenges.

Perhaps most importantly, the initiative created a broader cultural shift. Employees across departments developed a shared AI vocabulary, began collaborating more closely across functions, and increasingly viewed AI as a practical tool for innovation rather than a specialist capability reserved for technical teams.

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Our Coursera initiative is doing exactly what we set out to achieve: empowering our employees to innovate organically, improve our client deliverables, and actively future-proof their careers.



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