

Transforming Course Descriptions and Search Experience with ContentHubGPT for NIGP (National Institute of Government Procurement)

Overview

National Institute of Governmental Procurement (NIGP), the leading organization in public procurement education and professional development, faced challenges with course descriptions and search functionality on their platform. The course descriptions had never been refreshed and were outdated, not relevant to the current search keywords, leading to less signups, while thousands of unstructured user-generated documents were not tagged properly and didn't have summaries to assist users in finding relevant information, making it difficult for users to find information they were looking for. Seeking a solution, NIGP turned to ContentHubGPT, an innovative Generative AI platform, to address these challenges.



Challenges

Engaging Course Descriptions

NIGP struggled to create compelling course descriptions manually, resulting in low user engagement and signups. Without engaging descriptions, potential learners found it challenging to understand the value proposition of each course, leading to decreased interest and registration.


Unstructured User-Generated Documents

With a vast repository of user-generated documents, including articles, research papers, contracts, and case studies, NIGP faced difficulty in organizing and making this valuable content searchable. Users struggled to find relevant information amidst the sea of unstructured documents, impacting their overall user experience.

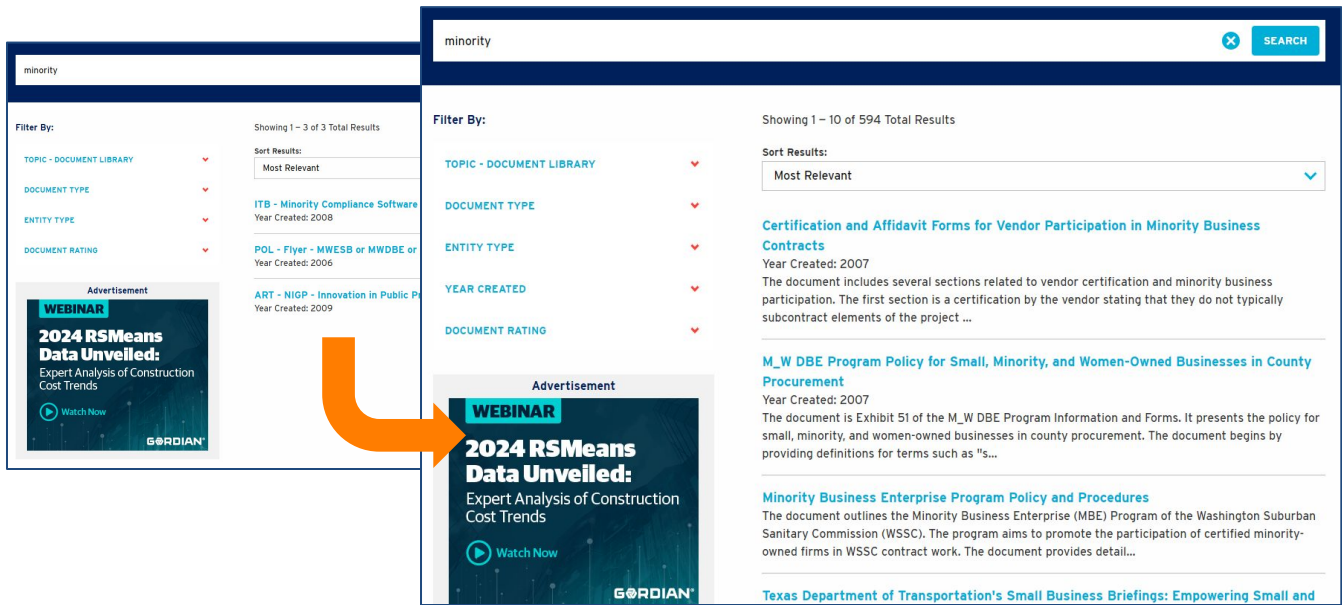
Solution

Automated Generation of Course Description

ContentHubGPT revolutionized NIGP's course description creation process by automating the generation of engaging and informative descriptions. Leveraging Generative AI, ContentHubGPT analyzed course content and generated personalized descriptions that resonated with potential learners, highlighting key benefits and learning outcomes.



Notable increase in course signups and over 1000% improvement in search results



Keyword Generation and Document Summarization

ContentHubGPT transformed NIGP’s unstructured user-generated documents into searchable and digestible content. By automatically generating relevant keywords and summarizing document contents, ContentHubGPT empowered users to quickly find the information they needed, leading to a significant improvement in the search experience.

Results

Increased Course Engagement and Signups

With the implementation of ContentHubGPT, NIGP witnessed a notable increase in course engagement and signups. The automatically generated course descriptions captivated learners, effectively communicating the value proposition of each course and encouraging them to enroll.

Enhanced Search Experience

ContentHubGPT’s integration with NIGP’s search engine led to a remarkable 1000% improvement in search results. By generating relevant keywords and summaries for user-generated documents, ContentHubGPT transformed the search experience, enabling users to find information quickly and efficiently.

Conclusion

By automating the creation of engaging course descriptions and enhancing the search experience for user-generated documents, ContentHubGPT significantly improved user engagement, signups, and overall satisfaction.

Testimonial

NIGP I’ve been working with Zorang for over two years now. They have proven to be a great partner—very responsive to my constantly shifting needs and consistently delivering quality work.

Fareshta Touhami
Director of Marketing, NIGP



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