

RESEARCH REPORT



How to Get More ROI from the Training Content You Already Have

If your training isn't findable, it's invisible—
and that findability gap is costing you

In partnership with  **training**





Table of Contents

Executive Summary 3

Introduction5

The Findability Gap: Evidence from L&D Leaders7

Hidden Costs of the Findability Gap 16

L&D Leaders Want AI-Enhanced Solutions 26

Closing the Gap: The Path Forward 33

Conclusion 39

Appendix 40

Executive Summary

Organizations invest heavily in creating training content, yet much of that knowledge goes underutilized, not because it lacks value, but because it can't be found when it's needed. As content creation accelerates and storage spans multiple systems, learning environments have become increasingly fragmented, making it difficult for employees to locate relevant information quickly and efficiently. As a result, valuable knowledge becomes effectively invisible.

New research from *Training* magazine and Panopto, based on a survey of 428 learning and development (L&D) professionals conducted in late 2025, highlights growing concern around employees' ability to access training content at the moment of need. We call this challenge the "findability gap".

The **findability gap** is the growing disconnect between the volume of learning content organizations create and employees' ability to quickly locate, access, and reuse that content at the moment of need.

When asked the biggest challenges for employees in terms of finding training content, 57% said there were too many constraints or employees were too busy to search and/or learn. Another 51% added there were too many systems, and employees weren't sure where to look for content.





To close the findability gap,
L&D and training professionals should:

1 Make content searchable

2 Centralize knowledge into
one system of record

3 Deliver content at the
moment of need

As a result, content that requires real time, money, and expertise to create becomes **invisible**—not because it lacks value, but because it lacks discoverability. Most respondents said they can search less than 50% of their recordings. That takes on urgency because 64% of respondents report using video for compliance training, and another 62% use it for onboarding.

That said, the findability gap is about more than discoverability. The inability to quickly and easily find specific content reverberates throughout the organization, manifesting as execution and productivity issues that directly affect time-to-competency, compliance risk, and organizational agility.

Assessed more granularly, the findability gap turns subject matter experts into information gatekeepers and contributes to the use of outdated data or standard operating procedures, prolonged ramp-up times, and declining employee engagement. Consequently, subject matter experts spend a disproportionate amount of time responding to repeat questions, validating outdated materials, and informally onboarding peers, thus diverting some of the organization's most valuable employees from their work. Combined, these challenges may lower productivity, impede skills development, and undermine regulatory compliance efforts, workplace performance, and the quality of deliverables.

To bridge the findability gap, L&D and training professionals are developing best practices and identifying and implementing technological solutions. Survey respondents report being keenly interested in automation, most notably the use of artificial intelligence (AI) to automatically transcribe and tag content, automate searches, aggregate content from data silos, integrate learning materials into a single portal, and make information easy to access within the normal workflow. Taking such steps, they say, enhances the return on investment for training, improves productivity, and drives improved learning outcomes.

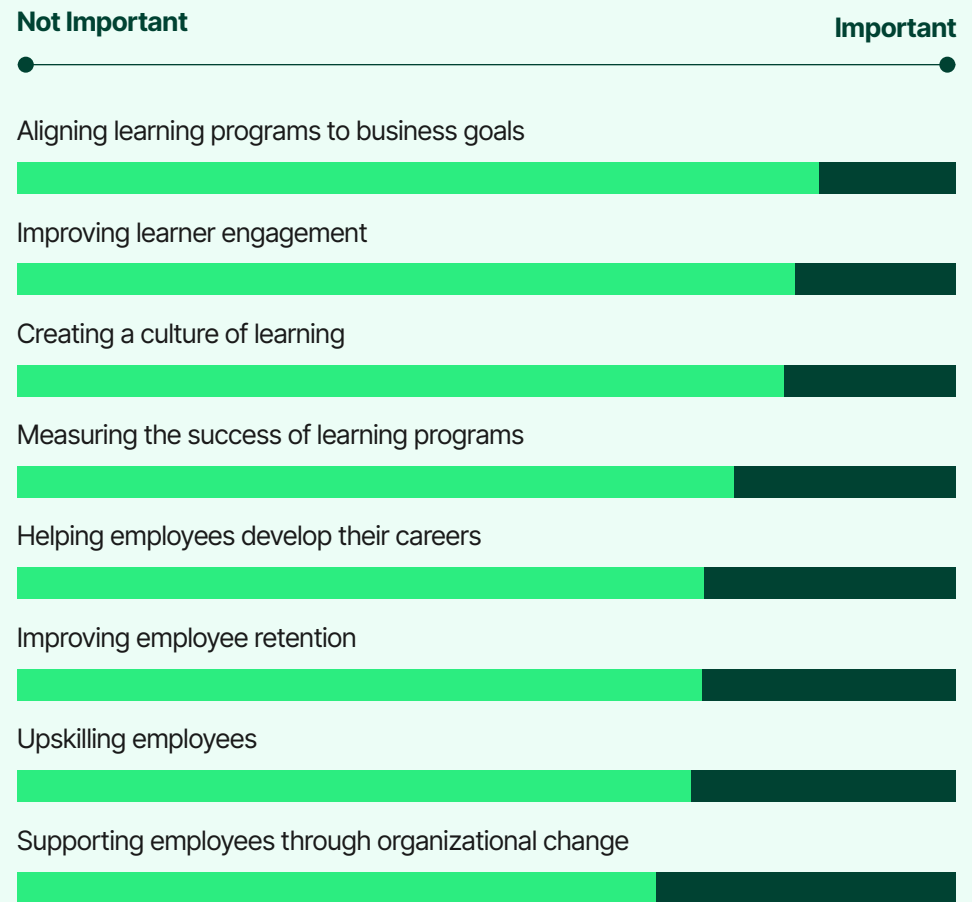
Introduction

Video clips are an increasingly prominent part of training materials alongside the Word documents and PowerPoint slides that have formed the backbone of training for decades. Nearly 90% of large companies and more than 84% of midsize companies [use video technologies](#), including webcasting and virtual classrooms, to deliver learning. As capabilities evolve, employees have come to expect L&D to offer learnings that are current, concise, and accurate. They expect access and searchability that rivals what they use in their personal lives.

Although video has become an important element of training—especially for microlearning—many organizations lack a fast, easy way to find relevant videos and extract needed information.

KEY FINDING 1

Initiatives for Training & Development Programs, Rated by Priority



Weighted average.

While video content is commonly used to reinforce training for both hard and soft skills, this 2026 *Training* magazine/Panopto survey, conducted in fall 2025, underscores the point that without an easy way to find and access training content, organizations' measurable skills may degrade, along with the more nuanced skills that constitute the art of business and upon which a great deal of success depends. Despite heavy investments in video content, poor searchability and data siloing mean that much of this content is unused. With nearly 40% of respondents saying that 75-100% of their video training recordings have **not** been tagged or indexed to allow content to be discovered quickly and reliably, the waste is enormous.

Findability is foundational. Content that can't be retrieved at the moment of need may as well not exist, making it harder for L&D and training professionals to support their top priorities.

The findability gap emerges when training exists but is effectively unusable because it is:

- **Scattered across too many systems** (learning management systems—LMSs—shared drives, intranets, collaboration tools, video platforms)
- **Poorly indexed or unsearchable**, especially for rich media like video and audio
- **Detached from context**, requiring users to know what to search for before they can find it
- **Buried in long-form formats** (full recordings, slide decks, meetings) with no way to surface specific answers or moments

KEY FINDING 2

Video Content Availability

Types of content respondents make available to employees:

64% Compliance training

62% Onboarding

52% Soft skills

47% Leadership development

45% Hard skills

Multiple responses possible.



The Findability Gap: Evidence From L&D and Training Leaders

The survey reports that 74% of learning content lives in the learning management system (LMS). The remaining content—whether video, audio, or written materials—is dispersed across organizations' intranets, learning content management systems, and other sites. More than 62% lives on Teams and Zoom recordings. The remainder resides on a variety of video content creation solutions. To compound the situation, L&D leaders point out that learning content also resides in regional offices and local groups where it is inaccessible to the organization as a whole.

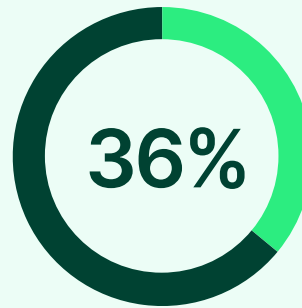
Extracting information from this miasma is an acknowledged, widespread challenge. Findability is compromised by navigational and searchability issues, poor organization, accessibility, and interoperability issues. Existing systems aren't necessarily user-friendly, and many lack version controls. Some systems are further constrained by limited storage space.

The bottom line is that only about 20% of L&D and training leaders are satisfied or highly satisfied with their current video search capabilities, according to the survey.

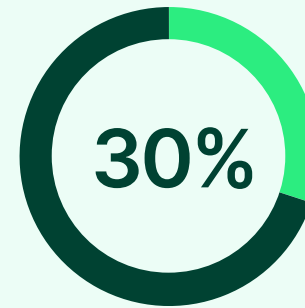
Survey respondents note video search capabilities are “difficult,” “overwhelming,” or “barely on the radar.” In fact, they say one of their greatest challenges in accessing video content is “not knowing where to look for materials.” Outdated content and only marginally relevant materials constitute additional challenges, as does the ability to download or record training for their own files.

KEY FINDING 3

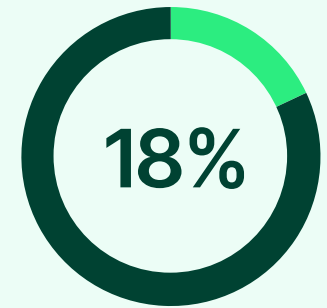
How satisfied are YOU with the search capabilities within your video training system(s)?



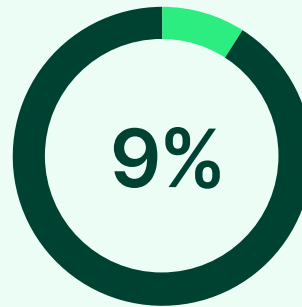
Not Satisfied



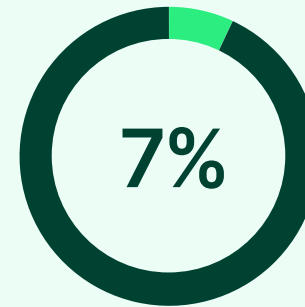
Somewhat satisfied



Satisfied



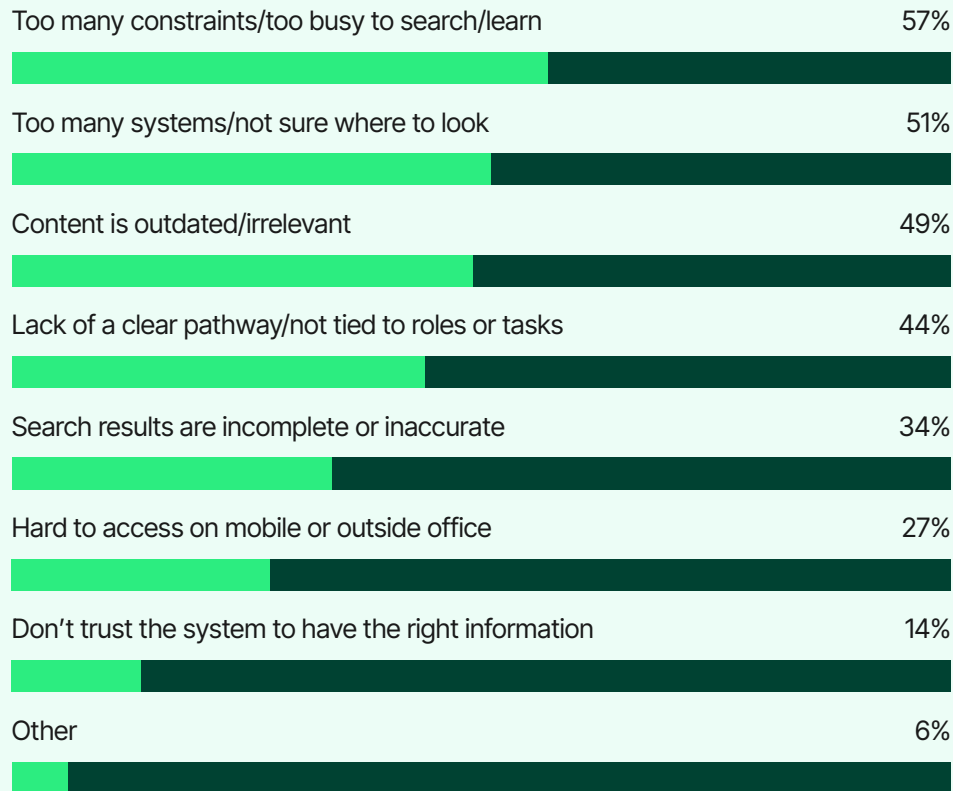
Highly satisfied



Don't use video for training

KEY FINDING 4

Employees say their biggest challenges when trying to access and use video training are:



Multiple answers applied.



For employees, this inability to find what they need when they need it delays actions. When answers are frequently hard to find, employees become disengaged. Eventually they quit searching for standardized knowledge and rely, instead, on tribal knowledge. In that scenario, subject matter experts become information bottlenecks, performance becomes inconsistent, and the organization suffers.



Changing the Content Creation Mindset, One Person at a Time

Video isn't highly visible at SOFICO, a provider of automotive finance, leasing, fleet, and mobility management software. Subsequently, it is viewed as another tool rather than as a strategic platform. "So, although we review trends in viewing and creation effort, we don't actively track other key performance indicators (KPIs)," Martine Van de Velde, learning lead, says.

Some learning content is maintained on a web collaboration platform and other materials are embedded in the LMS, with video-based materials stored in Panopto. "Having people go to the platform is the first challenge," Van de Velde says. The issue, she reports, is simply promoting the use of the tool.

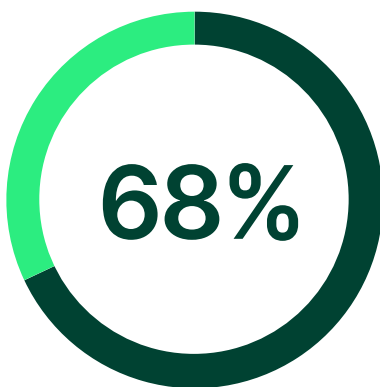
"Everyone at SOFICO is considered a contributor," she adds. But, despite having "a young, IT-minded crowd, many people don't like to be in front of the camera or to record their voices." To overcome that, the L&D team stressed that creators didn't need to be professionals or even on camera. Knowledge workers also said they lacked the time and inspiration to create content. Consequently, "participation was limited," Van de Velde admits.

"The main challenge today is continued ownership and maintenance of the material. Authors don't feel the responsibility to review or update their material," she adds. Going forward, AI, with the enhanced productivity it offers, may make video creation and management more appealing.

KEY FINDING 5

Video Searchability

When 349 respondents were asked what percentage of their video recordings were searchable (defined as transcribed or indexed):

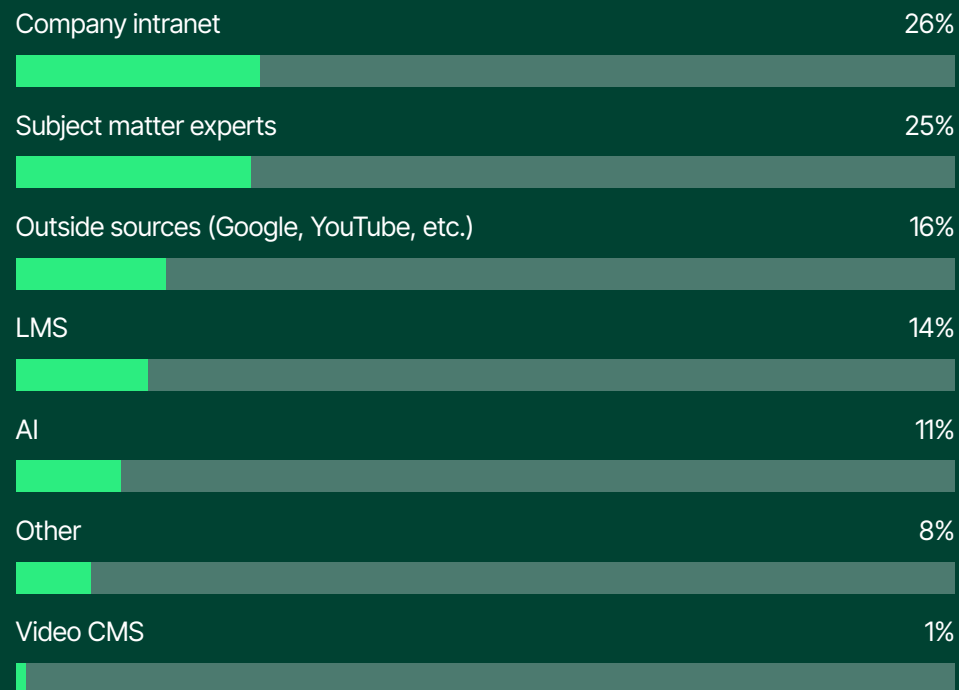


Reported that most of their recorded video training is **not searchable**

KEY FINDING 6

Go-To Info Sites

L&D and training professionals say employees searching for topical information turn first to:



Rounded to the nearest whole number.

"We don't have a centralized place for learning, but we are developing a knowledge base and encouraging the organization to develop resources for that and for the LMS. Video will be essential for both."



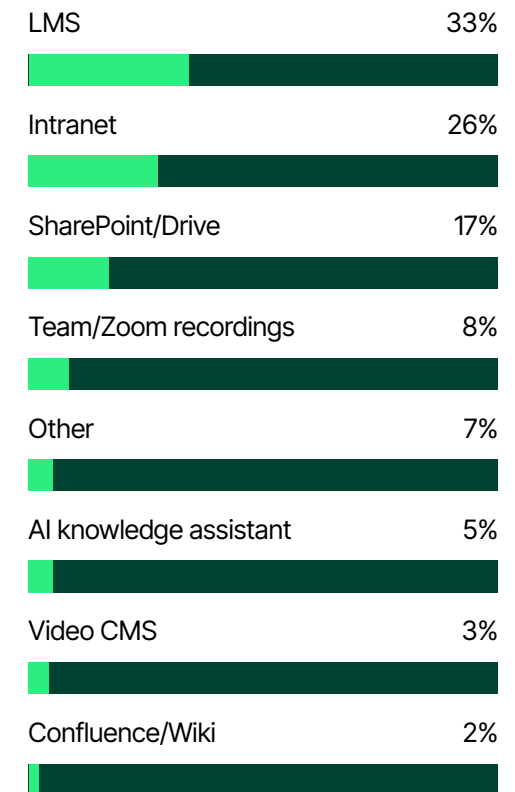
Kricket Ichwantoro

Senior Learning Specialist, National Education Association

KEY FINDING 7

Top Internal Video Sources

To find **internal** training videos on a given topic, employees first turn to:



Rounded to the nearest whole number.

PointClickCare®

Clean Data Is the First Step to AI-Enabled Learning

AI-enhanced knowledge management is still governed by the “garbage in, garbage out” rule. Knowing this, healthcare software developer PointClickCare is cleaning its data first, before implementing an AI-assisted learning solution.

Currently, learning content lives in the learning experience platform (LXP), with some quick performance support materials available on other sites such as SharePoint. Learners enter the LXP via an enterprise version of CoPilot. The environment isn't perfect, but it does consolidate most searches for learning content in one portal.

Now, “Our employees can type in questions and, if toggled to the work site rather than the web, the AI will search every site they may access,” Cindy Plunkett, PhD, senior director of talent development & HR technologies, says.

Run a Clean Ship

The ability to incorporate AI is keenly important. Its accuracy, though, depends upon the accuracy and comprehensiveness of the data it accesses, she stresses. Therefore, the organization's knowledge repository must be both.

“You have to run a clean ship and archive older information, because everything is discoverable,” Plunkett points out.

"We're in a good position. We know where we are and where we want to be. We haven't chosen the easy route, and it will be a long implementation, but at least we know what we have to do."



Cindy Plunkett, PhD

Senior Director of Talent Development & HR Technologies, PointClickCare

"Running a clean ship" in this context means:

- Having a unified naming convention across the enterprise
- Implementing version control
- Archiving out-of-date data
- Integrating new data into the learning portal

Technological Options

Looking forward, PointClickCare aims to unify all its learning data, including that for people and skills. Ideally, that will include data on how the organization attracts employees, as well as outreach to former employees.

To that end, L&D has spent more than a year working with PointClickCare's business process management team to identify current data processes, pain points, gaps, and areas for improvement. With those elements identified, L&D then assessed multiple human capital management systems.

Implementation

The new system is scheduled to begin implementation in 2026. The first 12 months will be spent readying the back end before employee functions are turned on. "We're bringing in a consulting company to help with best practices," Plunkett says.

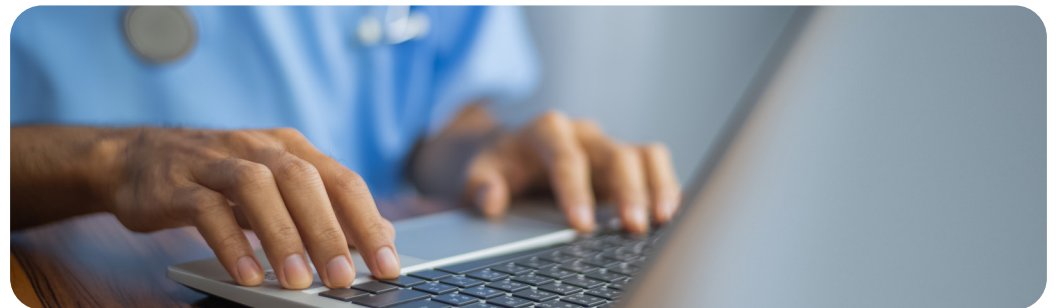
L&D partnered with the organization's strategic delivery office to plan for the change-over. "Socialization for the change needs to happen before the change actually occurs," Plunkett stresses. "This will be a welcome change, but there (still) will be communications around why the change is occurring and what's in it for employees."

Functionalities will be rolled out gradually—starting with those available in the current system—before launching the talent, alumni, and organizational design components of the new system.

Measuring Success

Beyond achieving full integration and tracking usage, the L&D team also plans to measure the number of hours of manual processes that are removed, the ability to keep the data clean, users' experiences, and areas needing reinforcement.

With this implementation, Plunkett predicts findability will increase and the organization will become more skills based. "Having a full understanding of all the skills we have in the organization will be game-changing."



Hidden Costs of the Findability Gap

\$

What would it be worth to your organization to gain an extra day of productivity each week? That's roughly the amount of time lost now to data searches.

One respondent says she spends about 25% of each week searching, validating, and recreating internal training materials that already exist. She's busy. She's productive. But she isn't advancing her goals or those of her organization. Put bluntly, recreating training materials that can't be reliably located when they are needed squanders the significant investments organizations make in training their workers.

To illustrate the potential economic impact of improving findability, we use a simple, conservative model based on common enterprise assumptions. This example is intended to show how small savings of time, when applied consistently across an organization, can translate into meaningful value.

Example Scenario

Consider a mid-sized organization with approximately **500 employees** who regularly rely on recorded training, enablement, or operational video content as part of their work.



Key Assumptions

This model uses intentionally modest assumptions to avoid overstating impact:

- **Average fully loaded hourly cost:**
\$60 per hour
- **Time currently spent searching for video-based information:**
~1 hour per week per employee
- **Time recovered through improved findability:**
40% (24 minutes per week)
- **Working weeks per year:**
48

(Actual results will vary based on role mix, wage levels, and content usage patterns.)

Estimated Time and Cost Impact

Based on these assumptions:

- **Recovered time per employee:**
 $0.4 \text{ hours per week} \times 48 \text{ weeks} = 19.2 \text{ hours per year}$
- **Recovered value per employee:**
 $19.2 \text{ hours} \times \$60/\text{hour} = \$1,152 \text{ per year}$
- **Estimated annual value for a 500-employee organization:**
 $\$1,152 \times 500 = \$576,000 \text{ per year}$

Sensitivity: Small Gains, Meaningful Impact

Even smaller improvements in findability can produce measurable value at scale:

- **15 minutes recovered per week:**
≈ \$360 per employee per year
- **30 minutes recovered per week:**
≈ \$1,440 per employee per year
- **60 minutes recovered per week:**
≈ \$2,880 per employee per year

Where This Value Typically Appears

Organizations that improve content findability often see savings emerge across multiple areas, including:

- Reduced interruptions to subject matter experts and managers
- Less duplication of training and enablement content
- Faster onboarding and time-to-competency
- Lower risk of outdated or incorrect procedures being reused
- Greater return on existing training investments

This model is illustrative and conservative by design. It is intended to demonstrate how incremental improvements in findability can create meaningful organizational value, rather than to predict or guarantee specific outcomes.

Here's the Problem

Multiple—and sometimes inaccessible—repositories increase needless redundancy and administrative overhead, while increasing the risks that employees will inadvertently use out-of-date standard operating procedures, data, or other materials. This leads to conflicting guidance and contributes to compliance failures that can harm the organization's effectiveness, reputation, and business opportunities.

To put the numbers in perspective, organizations delivered an average of 40 hours of training per employee in 2025, at an average cost of \$874 per person, according to *Training* magazine's [2025 Training Industry Report](#).

Estimated Annual Savings at Different Organization Sizes

Estimated annual value from recovering 0.4 hours per employee per week through improved content findability

(Based on conservative assumptions; illustrative only)

Organization Size	Annual Value per Employee	Estimated Annual Value
500 employees	\$1,152	\$576,000
1,000 employees	\$1,152	\$1.15 million
2,000 employees	\$1,152	\$2.3 million
10,000 employees	\$1,152	\$11.5 million

Assumptions

- \$60 fully loaded hourly cost
- 0.4 hours (24 minutes) recovered per employee per week
- 48 working weeks per year

Actual results will vary based on employee mix, wage levels, and how frequently recorded content is used.

Per Employee Training Expenditure

Small companies (100 to 999 employees):

\$1,091

Midsize companies (1,000 to 9,999 employees):

\$782

Large companies (10,000+ employees):

\$468

Costs of Training

500 employees:

\$545,500

1,000 employees:

\$782,000

2,000 employees:

\$1,564,000

10,000 employees:

\$4,680,000

Training magazine's [2025 Training Industry Report](#).

Technological solutions are available to make all video content searchable and, therefore, directly increase the return on investment on every dollar already spent on content creation. The ability to find the right content quickly and easily also reduces dependency on individual experts and undocumented know-how, helping organizations retain institutional knowledge that otherwise would be lost when employees leave.

Currently, many budget-constrained L&D leaders resort to manual processes—resources lists, for example—to help learners find content. Although effective to some extent, deploying manual processes in a digital world limits usability.





**American
Red Cross**

Getting Results Despite Limited Resources

The American Red Cross provides vital aid to disaster victims throughout the United States despite tight budgets and other constraints that sometimes affect its internal training.

Its Gift Processing Department is an example. It isn't part of the Learning & Development business unit and, four years ago when technical trainer Jeanette Hawkinson joined the organization, "there was no formal training (in our department)," she says.

Her department's nine analysts and two quality assurance specialists process between 10,000 and 15,000 donations each day, often interpreting vague or third-party documentation to identify donors and designate donations as intended (to specific disasters, or to general funds, for example). These employees received no formal onboarding and had no mechanisms to measure training effectiveness.

The Challenge

Working within a tight budget, Hawkinson is creating a new-employee training program built around a popular web-based collaborative platform.

"It lets us see if files have been accessed, but not by whom, and not whether video files have been watched," she says. Detailed analytics are lacking, so ascertaining the extent to which learners internalized the content usually entails a conversation between the analysts and quality assurance professionals, and typically only occurs when errors are noticed.

There's another challenge, too. Because the document system allows master documents to be altered unintentionally, Hawkinson estimates she spends between 25% and 50% of her time each week auditing and restoring clean versions of master files.

Intervention

To address the challenges, Hawkinson is:

- Overhauling microlearning by converting lengthy slide decks and static documents into approximately 50 short, 5- to 7-minute, single-concept videos.
- Centralizing access to microlearnings by creating a master index that includes descriptions and hyperlinks, distributing this across her department, and appending it to the field staff manual.
- Installing master document safeguards by converting most files to PDFs, implementing editing controls for Word documents, and clarifying procedural instructions.
- Enhancing accountability for learning by adding single-question end-of-video polls to confirm viewing or comprehension.
- Cultivating cross-functional training collaborations through internal networking with other American Red Cross leaders, including L&D.
- Encouraging the migration of all job aids and standard operating procedures into a single, controlled collaborative app (pending platform migration), and restricting document editing to two designated roles.

Results

Although metrics are still being developed, these steps are encouraging a cultural shift within the organization. "For the first time, my evaluation has a goal attached, to actually create data points for training," Hawkinson says.

KEY FINDING 8

Formally Tracked KPIs

To demonstrate that employees have access to the right training content, L&D and training professionals say they track:



Multiple responses were possible.

KEY FINDING 9

KPI Tracking Methods

Today, survey respondents track those business outcomes using:



Multiple responses were possible.

Video Enhances Engagement

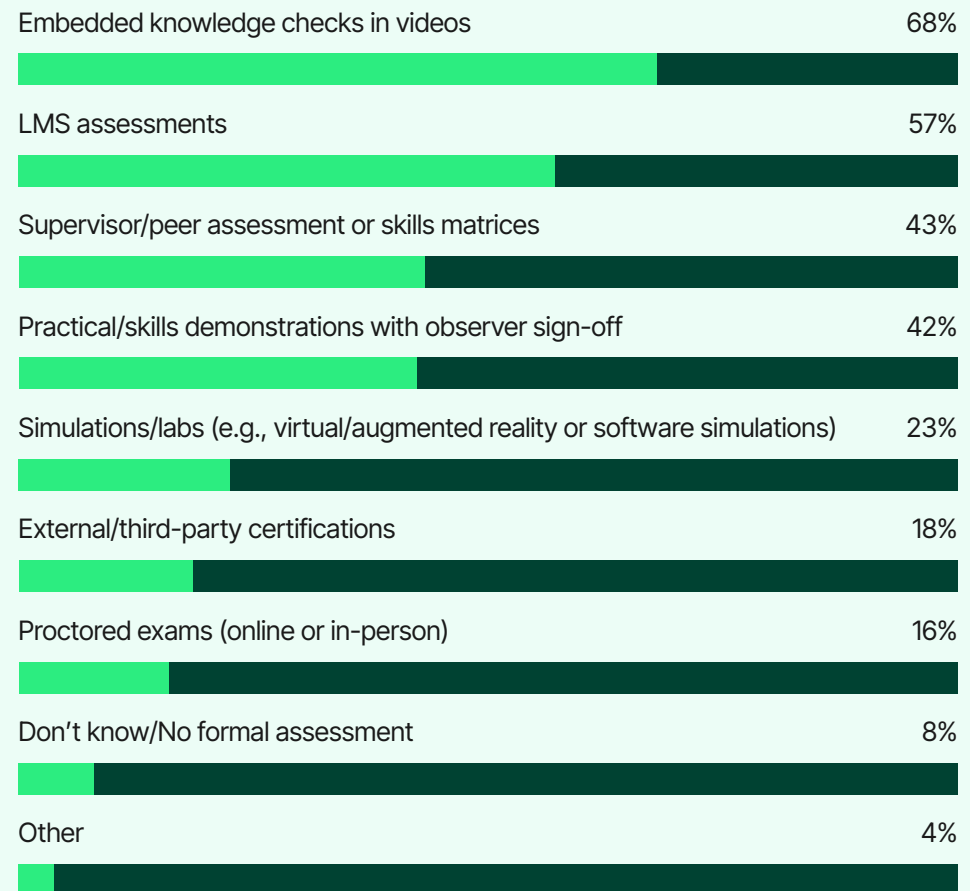
With nearly three-quarters of organizations using virtual, instructor-led training routinely, learner engagement is a high priority, just behind aligning learning programs to business goals.

More than half the organizations surveyed track learner engagement and about one-third connect training to operational key performance indicators (KPIs), such as quality metrics and compliance incidents. Closing the findability gap for leveraging video training not only saves learners time, it also helps reduce errors and shorten project ramp-up times.

Tracking KPIs provides insights into the return on investment for training.

KEY FINDING 10

Assessment Methods to Verify Employees' Understanding of Learnings



Multiple responses were possible.

KEY FINDING 11

How organizations use data on employee understanding of topics covered in training



42%

Capture assessment results,
but don't rank/level employees

21%

Don't know/
No formal practice

12%

Track proficiency levels for
critical/regulated roles only

11%

Formal skill matrix used in
leveling qualifications

11%

Currently piloting
skills matrices/leveling

3%

Other



L&D Leaders Want AI-Enhanced Solutions



When L&D leaders evaluate technological solutions, automation features are crucial. They enable developers to create timely content efficiently, uncover prior content quickly, and enhance user engagement.

Survey respondents' interests centered around three key themes:

- **Discoverability**—e.g., natural language searching and automatic chapters or bookmarks
- **Intelligence**—e.g., semantic indexing and skills tagging
- **Accessibility**—e.g., transcription and captioning

Notably, the desire for automation ranked higher even than LMS integration. Smarter tools play a significant role in meeting that goal. Among them, AI is considered vital.

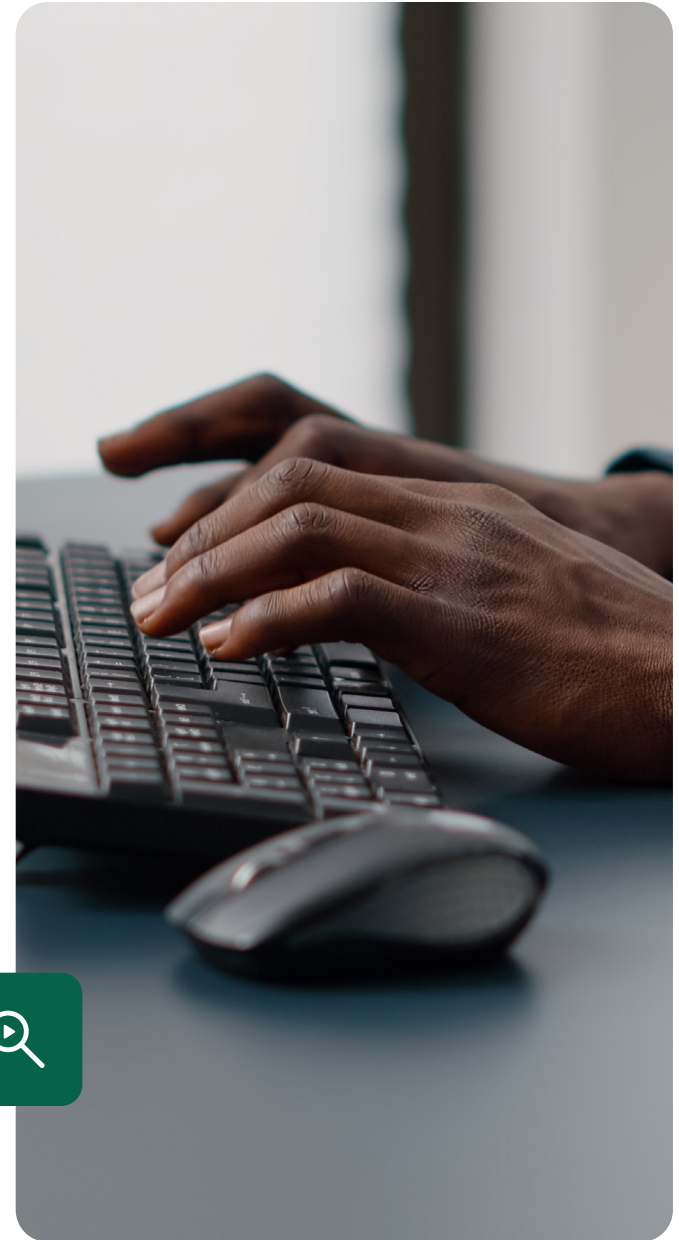
AI-enabled searches help users find content faster than keyword searches alone. That may be because AI searches support natural language queries. Results, subsequently, tend to be more complete and require less follow-up to develop a comprehensive understanding of the point in question. However, AI effectiveness depends on disciplined taxonomy, version control, and content ownership. Without these, automation can amplify inconsistency rather than resolve it.

The ability to search not only for videos but for specific content within them—such as data from charts—eliminates hours of manual searching, which helps employees focus on specific lessons and, with the ability to rewatch relevant content, improves learning.

There are benefits for instructional designers and content creators, too. Built-in automation reduces reliance on external vendors for editing or transcription, for example, and frees internal teams to focus on content and design.

With approximately 13% of the training budget spent on tools and technologies, it's important to use that budget efficiently. Increasingly, this means deploying robust, automated platforms rather than multiple stand-alone tools.

Clearly, AI can be a valuable tool within L&D, and its capabilities are still expanding. Initially, it is being used for easily verifiable, labor-intensive tasks such as captioning and transcription while it proves its worth. For example, AI-powered searching across all videos, slides, transcripts, and notes was marked as “highly critical” by only 22% of survey respondents, but “critical” by 38%, so that more than half of respondents consider AI-powered search capabilities important. As AI's capabilities become more widely understood and accepted, opportunities to use AI to streamline tasks will only grow. AI tools are poised to become increasingly vital.





Centralized Knowledge Management Enhances Findability

With learning and development content spread across multiple geographic locations, the ability to find specific materials is a consistent challenge at VHB, an East Coast engineering and professional services firm. Although leadership materials are centralized, finding technical content requires either tribal knowledge or searching the company's collaboration software.

Despite a relatively new learning experience platform (LXP), the company's engineers generally rely on another application for technical and project management training. Unfortunately, the two systems don't interface smoothly. A consolidated, AI-enabled knowledge center would solve the findability gap.

Identify Best Practices

"People are becoming less concerned about where the content lives and are focusing on AI-enhanced capability to connect all that content through a simple chat," Kelly Gascoigne, director of L&D, says. "Speaking as a learner, 'Why would I go to an LMS or knowledge base if I could just go into a chat and tell it to pull up the material?'" she asks.

Currently, VHB is identifying best practices for both AI usage and knowledge management to enhance findability. Specifically, "Our design and strategy teams are looking at ways to enhance interoperability and how they can use AI to consolidate content," she says.

Because it's crucial to ensure the materials are current, content audits are vital, Gascoigne continues. The alternative to audits is an automated archive system that flags content for review after a specified time.

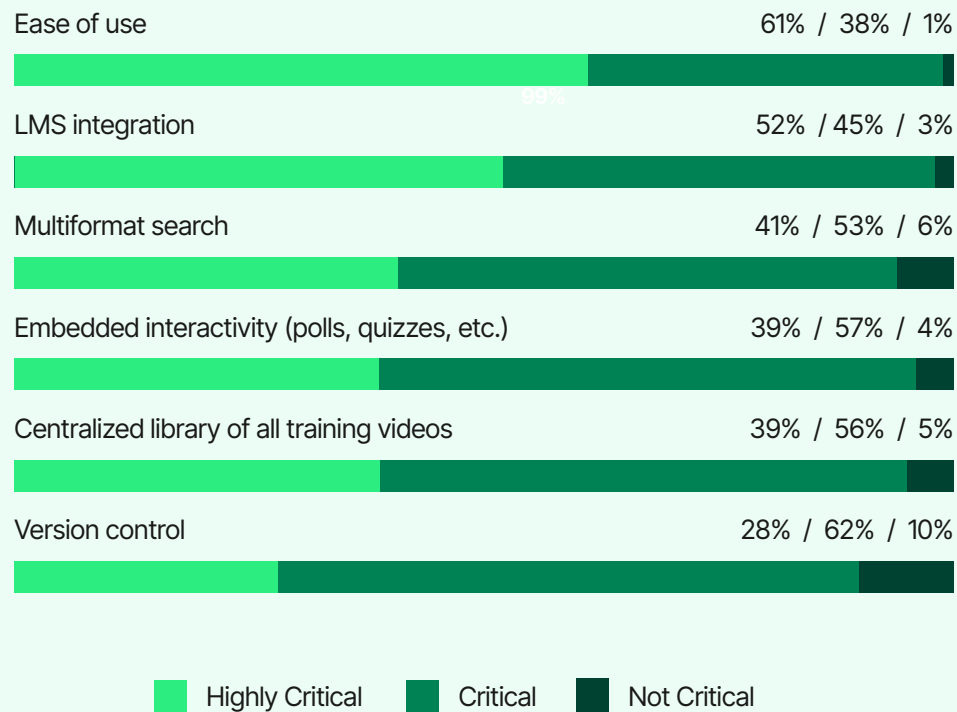
Initially, Gascoigne plans to gauge success of the anticipated new system based upon usage. Additional metrics will be added gradually, such as Kirkpatrick Levels 3 (behavior change) and 4 (business outcomes) to determine how well employees apply recently acquired knowledge to their jobs and how those applications affect business results. A six-month assessment also is being planned, along with follow-ups with supervisors.



KEY FINDING 12

Critical Nature of Video CMS Capabilities

When considering systems to store or manage training video content, respondents rated the critical nature of the following capabilities.



Multiple responses were possible.

KEY FINDING 13

The 5 Most-Valuable AI Capabilities of Video CMS

77% Captioning

76% Transcription

67% Skill-tagging

63% Assessment generation

59% Translation

Listed as "valuable" or "highly valuable" by respondents. Multiple responses were possible.



A Corporate YouTube, and More

With increasing numbers of presentations, demonstrations, and meetings being recorded for later use, having a high-definition, editable video creation and management solution was important to construction services company Interstates.

"Our customer support team conducts monthly lunch & learns, often around customer challenges," Dennis Hammel, instructional designer at Interstates, says. Additionally, the product team often designs simulations to show customers their current workflow and the proposed solutions, even before presenting beta solutions or conducting user acceptance tests.

And while Interstates uses Microsoft Teams and Zoom recordings, it prefers the high-definition video and audio capabilities Panopto offers, Hammel says. "When we do screen recordings for official trainings, we record everything in Panopto."

From a user's perspective, Hammel says, this video creation solution "functions like a corporate YouTube." Learners can search for tagged documents from a search bar that appears on every screen. Once a learner signs in to the corporate platform, audios or videos can be found wherever they reside.

For users who lack domain access, "we can share links to files (just like with YouTube)," he adds. "Therefore, for open benefits enrollment—for example—we just send out the relevant links so anyone in the company can see them, even if they don't have log-in credentials."

From Interstates' perspective, this solution lets its teams create training portals for individual customers and lets the sales team create short before-and-after video simulations.

A remote recording feature also lets Interstates record vendors' own software training. "We can plug it into the vendor's laptop. Nothing is installed on their machine, but we can record everything that happens—audio, video, and onscreen—and share that as needed," Hammel says. The video creation application Interstates chose also can capture PowerPoint presentations and search the text on the slides, as well as create chapters, tables of contents, and bookmarks for users.

"We haven't set KPIs around this," Hammell says, "but customers love it." Rather than sending them a screen shot, Interstates can send a video they can watch at their convenience.





Closing the Gap: The Path Forward

L&D professionals are working to close the findability gap and, in doing so, better manage assets enterprise-wide.

Improving Flow of Work Access

These **three key elements** improve access to content needed in the flow of work:

1

Making content and knowledge searchable

2

Creating a single source of truth for storage

3

Making content easy to access in the flow of work

Best Practices to Close the Findability Gap

Survey respondents' best practices centered around four themes: ensuring all content is searchable, having a single content portal, teaching employees how to navigate the portal, and maintaining the system.

Searchability

- Standardize course-naming conventions
- Make all content searchable on the LMS, with comprehensive tagging/metadata
- Tag for skills/roles
- Use consistent semantics for tagging
- Index content
- Write clear course descriptions
- Ensure course titles reflect content

Location

- Have a single, centralized learning portal
- Use it consistently, for all content
- Create a video library
- Enable AI-searching for enterprise-wide findability

System Upkeep

- Keep it simple
- Review content regularly to ensure it is current
- Design the LMS for ease of use, not technological elegance

Navigation

- Teach users how to search the LMS
- Develop written LMS navigation guidelines
- Provide direct links to content in multiple locations and communications
- Make microlearnings easily accessible
- Develop a Push/Pull dissemination strategy
- Promote available and new content

Benefits of AI-Enabled Video Platforms

100% searchable libraries	Maximum return on content spends
Less manual effort	Time savings, shift from outsourcing to in-house production, error reduction, better compliance
Seamless discovery	Higher engagement, better KPI outcomes, higher productivity
Scalable best practices	Increased capabilities without increasing headcount

Shifting video content creation in-house also shifts the budget. Currently, organizations allocate approximately 7% of their average training budget of approximately \$217,000 to outsourcing, according to [Training magazine's 2025 Training Industry Report](#). The direct cost avoidance that occurs by bringing projects in-house can be sustainable with a robust software platform that empowers non-expert authors, and that enables easy editing, integrated hosting, and search capabilities.

As organizations consider automation solutions, advanced video search platforms are emerging as an effective way to better leverage corporate investments of time and resources. And, for small entities, AI and automation offer a way to exploit capabilities typically associated with much larger organizations, thus stretching their L&D dollars.

Universal findability is among the most notable benefits of AI-enabled platforms. Not only can AI-enabled video search platforms automatically tag content (even content on slides), some of the most advanced can integrate with existing systems to search enterprise-wide. With that capability, as one respondent says, "it no longer matters where content lives."

With increasing automation, most L&D organizations can now undertake video content creation in-house. Screen recording, desktop capture, and AI-powered voiceovers and avatars are among the leading uses reported by survey respondents. This enables high-quality training materials to be created from Teams/Zoom meetings, for example. Likewise, AI-powered voice cloning can save executives recording time, while routine voiceovers facilitate translation into multiple languages and accents for global training applications.

Why Use AI-Generated Content?

A [study](#) from University College London shows that learners proceeded faster through AI-generated videos than those created by human instructors and experienced no significant differences in recall between the two. Mean viewing time dropped from 9.7 minutes with a standard deviation of 4.02 for the human-generated video, to 7.71 minutes for the AI-generated video with a standard deviation of 1.74.



KEY FINDING 14

Top 5 In-House Video Creation Usage Projections for 2026

Respondents predicted increases in usage of these features:

48% Screen recording and desktop capture

43% AI voiceovers

42% AI-generated content from slides/PDFs or text

40% Repurposing meeting recordings

38% Learner/SME-generated content

Multiple responses possible.



AI Avatars & Near-Zero Downtime

While it's true that content is king, that content becomes infinitely less meaningful when it's hard to find, and less timely when it's difficult to create. With businesses increasingly turning to video solutions, a robust video creation and management system can make a big difference.

Qualcomm, a technology and telecommunications innovator, relies on Panopto for video and audio content creation and management.

PowerPoint, Word, and PDF documents form the basis of Qualcomm's scripts and videos, notes Vikram Malhotra, senior director, program management, and Jamie Pourhamidi, staff project manager. Feeding such files into an AI-based video generator yields video training delivered by culturally relevant avatars in multiple languages and accents, letting the L&D organization customize training for its international workforce, customers, and individual learners. Consequently, closed captioning—once a must-have feature—is relatively unimportant except for hearing-impaired learners.

Key Features

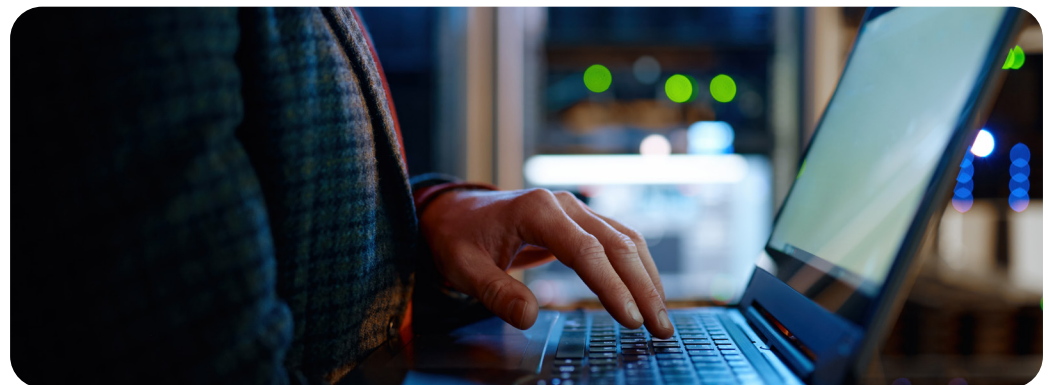
When discussing what they look for in a video creation and management system, Malhotra and Pourhamidi listed:

- Ease of use
- Facile slide handling
- AI-based video generation

- Language support
- Interactive testing
- Certificate generation
- Integration into the LMS
- Dashboard-based reporting

Findability hasn't been an issue at Qualcomm, Malhotra says. For example, "Within Panopto, users can search using keywords... and can jump between content. We like the way it organizes slides."

When considering solution providers, Malhotra and Pourhamidi advise considering both system support and uptime. "We've changed front-end systems and have gone through a lot of integrations," Malhotra says. "With Panopto, it's been a positive experience. Downtime is rare."



Conclusion

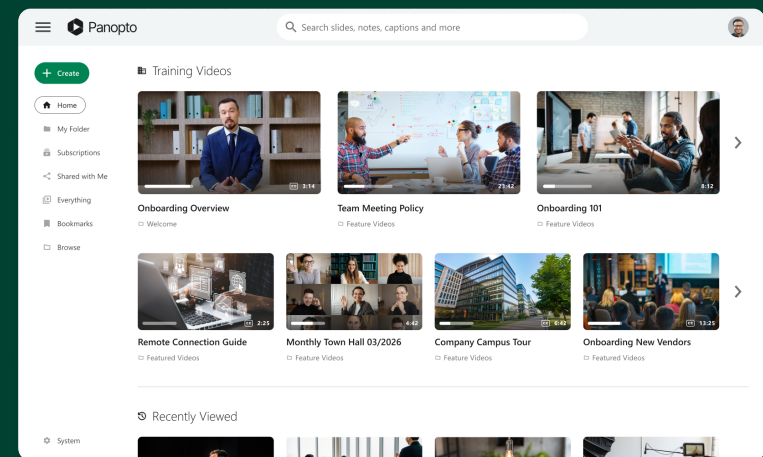
The findability gap is a pervasive, costly issue that affects virtually all organizations today, reducing employee engagement, hampering quality, decreasing productivity, and risking compliance issues. As AI usage accelerates and makes content creation ever easier, the findability gap will continue to increase unless L&D professionals make intentional platform choices.

Solutions are at hand. Training professionals can close the findability gap by focusing on three priorities: making content fully searchable—including video—so employees can surface what they need in seconds; centralizing knowledge into a single system of record so information isn't scattered, siloed, or duplicated across platforms; and delivering content at the moment of need, embedded into workflows rather than buried in archives. Organizations that act on these priorities stop losing time to redundant content creation and start turning their knowledge investments into strategic assets.

Closing the findability gap doesn't just save time and money. It amplifies the effect of every training dollar, thus enhancing overall business success.



Ready to improve the findability of your training?



[Talk to Our Team](#)

Appendix

About the Survey

During October and November 2025, *Training* magazine and Panopto surveyed 428 L&D professionals at U.S. and international organizations using the databases of *Training* magazine and Training Magazine Network. Managers, directors, VPs, and C-level executives comprised just over 40% of respondents, while instructional designers comprised 21% of respondents.

Nearly half the respondents were employed by small companies with fewer than 1,000 employees, 28% at midsize organizations with 1,000 to 9,999 employees, and 23% at large organizations with more than 10,000 employees.

A wide range of industries was represented, with educational services and academic institutes (at 13%) comprising the largest group of respondents, followed by health/medical services, and government/ military, each at nearly 12%.

Panopto

Panopto is the leader in visual and auditory learning, enabling universities and enterprises to create, manage, and scale knowledge with confidence. Originating at Carnegie Mellon University, Panopto is trusted by 1,600+ organizations to turn expertise into searchable, accessible video at scale. With AI-powered creation, centralized governance, and secure delivery, Panopto improves engagement and comprehension, accelerates onboarding, and extends institutional knowledge. panopto.com

Training magazine

Training magazine is the leading business publication for Learning and Development and HR professionals. It has been the ultimate resource for innovative learning and development—in print, in person, and online—over the last 60-plus years. *Training* magazine and Training magazine Events are produced by Lakewood Media Group. trainingmag.com

