InsightAI

CLIENT STORY

AI Adoption Consulting and Fluency Coaching



Education

What We Did

We designed and delivered a structured AI fluency programme for the world's leading education provider and the UK's largest awarding body, coaching 60+ engineers, QAs, and tech leads in their English Language Learning engineering division.

The programme was grounded in coaching AI fluency across three modes of AI interaction (Automation, Augmentation and Scalable Agents) and aimed to develop four core competencies within their Engineering teams:

- Efficient delegation of work to AI
- Effective prompt and context engineering
- Discernment of AI outputs and behaviours
- Diligent AI use that is ethical, secure and safe.

Where We Started

74% of surveyed teammates reported using AI daily, but depth had not kept pace with breadth.

- Security and compliance anxiety was the single most cited barrier (19 mentions in survey responses) across every role and squad. Engineers unsure what was safe to share with AI were either avoiding it entirely or second-guessing every prompt.
- Only 23% were using advanced prompting techniques. The largest single group refined prompts two or three times and then accepted the output, and a smaller but significant group accepted AI's first response entirely.
- Underneath both issues was a confidence-competence gap. 45% of the cohort rated themselves highly confident in catching AI errors; 65% encountered problems with AI outputs regularly.

Active tool use was being conflated with effective AI fluency, both by individuals and by managers reporting adoption upward.

> “
>
> The trainer encouraged us to ask questions daily and then addressed those doubts with hands-on practice in the following session.
>
> **Quality Assurance Engineer**

> Thank you very much. I've gained a lot from you all and the workshops, which have helped my team and I work more efficiently. I really appreciate it!

Software Development Technology Lead

Engagement Delivery

Over 3 months, across four phases, we delivered:

- **A four-week 'AI Fluency' workshop series and assessment**: by demonstrating that AI fluency is tool and discipline agnostic, and something the cohort could see and implement in practice, the teams were coached on fluency principles that apply equally in a QA context (test case documentation) and an engineering one (code refactoring).
- **Six weeks of embedded squad coaching**: working with engineers and QAs in their actual codebases and test suites on real delivery tasks, with demos and example scenarios.
- **A full suite of reusable standards and artefacts**: an AI usage governance guide, a task decision framework, role-specific prompt libraries, best-practice playbooks, tooling and integration guidance and more published for all squads. These are designed to outlast the engagement.
- **A champion network**, identified and activated through the programme, with the most advanced practitioners given visible ownership of emerging standards and a teaching role in the embedded phase.

SDLC Velocity and Adoption Outcomes

- **39%** average reduction in lead time to first code commit.
- **69%** average reduction in PR approval time.
- **9%** average improvement in automation test coverage (E2E and API testing).
- **100%** of developers report that “AI tools save me real time in actual work I deliver” (mean 6.06 on a 7-point impact scale).
- **QA efficiency** 2–8 hours saved on test creation per change, 10–30 minutes per bug report, and meaningful time saved on test documentation and data generation.
- **70+ hours** of coaching workshops and embedded training delivered.
- **14** reusable, AI adoption standardisation artefacts created.
- **85%** of teammates would recommend the coaching and content to others, per the closing survey responses.





From Adoption to Scalable Agents

These agents built with our coaching guidance demonstrate durable capability and adoption upskilling, with effort moving from repetitive manual execution toward higher-value review, governance, and judgment.

Accessibility Testing Agent

- The agent parses UI context, executes compliance checks, and auto-generates Playwright and axe test scripts with a QA engineer retaining responsibility for reviewing flagged violations.
- Manual effort that previously took 20–38 hours per page has been condensed to approximately 30 minutes. Scaled across five pages, that collapses an estimated **4–5 weeks of work into roughly half a day.**

Unit Testing Agent

- Automatically writes and improves unit test suites for React components and produces test code that matches existing frontend conventions.
- Time to produce a unit test suite dropped from **up to 8 hours** for high complexity work **to under 10 minutes**. Frontend test coverage also **increased from below 5% to ~51%**.



Why Insight AI?

We were chosen because we could offer something the market rarely pairs: genuine technical depth and the organisational fluency to work alongside engineering teams in their actual delivery context.

Our client needed a partner who could diagnose the real AI adoption gaps rather than assume them, and design an intervention that would land with technically sophisticated, time-poor teams. Our approach began with a structured baseline survey rather than an assumptions-led curriculum, giving us an evidence-based picture of where the cohort actually was across all four fluency competencies.

That consulting rigour, and our ability to communicate credibly to engineering leadership, established the trust that made the embedded coaching possible. We were chosen because we could coach the difference between AI adoption and AI fluency - and make that difference matter to the people doing the work.

Insight AI

Thank you for reading

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