Insight AI

CLIENT STORY

Accelerating AI-powered English Speaking Practice for a Global Education Provider



Education

Story Snapshot

A leading international education provider wanted to enhance support for English learners by giving every student more speaking practice, personalised feedback, and a safe space to build confidence. Limited internal development capacity was slowing delivery of an AI-powered speaking language functionality tool for secondary and adult learners. Insight AI provided an extended, high-skilled development team that accelerated feature delivery, enabling the application to reach learners aged 13 and above and support levels from pre-intermediate to upper-intermediate English.

The Challenge

The client needed to develop an AI-powered English speaking practice tool that could give every learner one-to-one speaking opportunities, personalised feedback, and a safe, non-judgemental environment to practise. However, limited internal resources were slowing development and affecting delivery timelines, making it harder to scale spoken feedback, see which learners were engaging, and customise teaching based on usage patterns. In a competitive global education market, delays in delivering such a tool risked reducing their ability to provide innovative, scalable support for English learners and to maintain a strong competitive advantage.





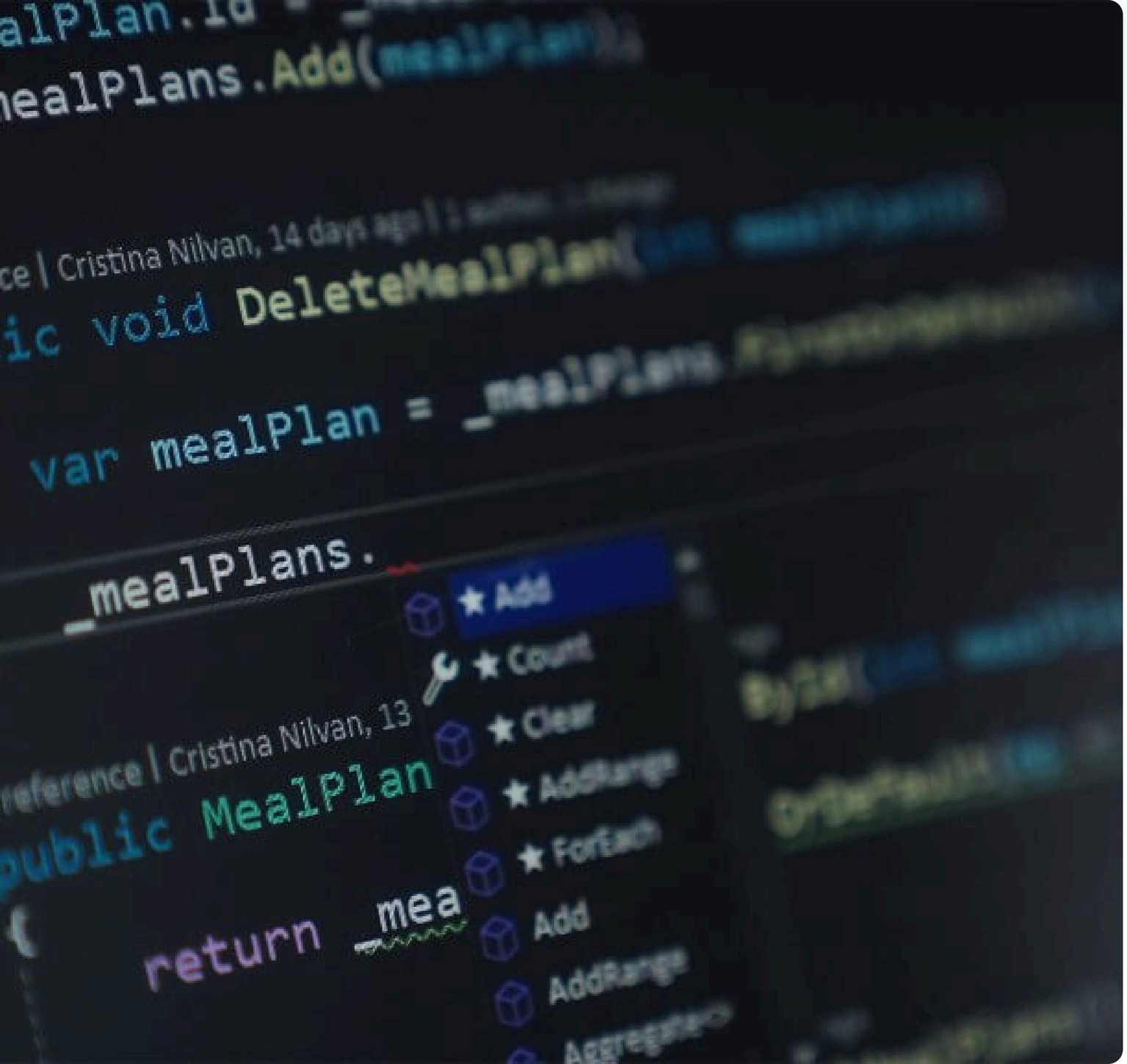
The Solution

Insight AI engaged as an extended development team, supplying high-skilled developers who worked as a seamless extension of the client's internal team. They contributed to the build of the AI-powered speaking language application using a microservices architecture hosted on AWS, with Python-based services, PostgreSQL and other data technologies, and a React and TypeScript frontend. Collaboration and delivery were supported through Scrum methodology and tools such as Jira, Confluence and Git. This custom-built solution, rather than a commercial off-the-shelf product, enabled the Speaking Tutor functionality to become available for secondary and adult learners aged 13 and above, aligned with the client's English courseware and operating at learner levels from pre-intermediate to upper-intermediate English.

Results

- User reach: The AI-powered speaking language tool became available for secondary and adult learners aged 13 and above, broadening access to structured speaking support.
- The application now supports English learners from pre-intermediate to upper-intermediate, ensuring appropriate practice and feedback across key proficiency bands.
- Delivery speed: Insight AI's high-skilled extended team helped the client speed up development, enabling new features to be delivered faster.
- Teaching impact: The solution supports scaled spoken feedback, visibility of learner engagement, and easier customisation of teaching approaches based on practice patterns.





Technical Highlights

Insight AI followed a Scrum methodology, integrating their developers as an extended team within the client's organisation. The solution was built using a microservices architecture deployed on AWS, with Python services and PostgreSQL alongside other data technologies. The frontend was implemented with React and TypeScript, while collaboration and documentation were managed through Jira, Confluence and Git. There were no major data migrations or third-party integrations to highlight, and the focus remained on accelerating development and ensuring the AI-powered speaking language tool could be delivered efficiently at international scale.



Why Insight AI?

Insight AI was chosen for their access to experienced development talent, strong cultural fit, and flexible team extension model. The client valued Insight AI's ability to scale the team quickly, maintain excellent communication, and operate as a seamless extension of their internal developers. For a leading education provider, this combination of technical depth, responsiveness and collaborative working was critical to accelerating delivery of an AI-driven learning tool that supports competitive advantage in the digital education space.

Insight AI

Thank you for reading

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