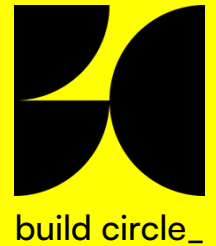
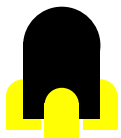


GENERATIVE AI IN EDUCATION: CUSTOM AI SOLUTIONS FOR EDTECH LEADERS



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KEY HIGHLIGHTS



75% Reduction in Review Time
Generative AI used reduced the time required to review and finalise multiple-choice questions from 60 minutes to 15 minutes, significantly enhancing efficiency.



300% Increase in Productivity
Freelance subject matter experts (SMEs), who previously created around 10 questions per day for £200, can now review and sign off on approximately 40 questions in the same timeframe.



Expansion of Question Bank
Project delivered 2000 high-quality MCQs, with ongoing monthly batches of 500 questions, rapidly approaching the goal of 6,000 questions, positioning BPP as a leader in educational innovation.

"We're thrilled to share our successful Generative AI project partnership with Build Circle, enabling us to integrate 360 automated multiple-choice questions into our Hub platform. This invaluable, cost-saving resource is now live and accessible to our students, significantly enhancing their exam preparation for the SQE qualification. We're proud of the progress made together - this milestone highlights exceptional partnership and dedication. Thank you, Build Circle, for making this achievement possible! We're looking forward to hitting new milestones with you."

Melanie Moeller, Product Lead, Generative AI, BPP Education Group.

The Challenge

BPP set out to harness the potential of Generative AI to elevate its educational offering and position itself as an innovator within the EdTech sector. A key area of focus was the development of its multiple-choice question (MCQ) bank for the Solicitors Qualifying Examination (SQE). Creating high-quality questions that met exam standards was an extremely time-consuming process, involving the drafting of realistic scenarios, constructing plausible distractors, and undergoing multiple review and approval cycles.

This manual approach limited output and scalability, leaving BPP with a smaller question bank compared to competitors. Since the size and quality of an MCQ bank significantly influence students' choice of training provider, this gap posed a competitive disadvantage that needed to be addressed urgently.

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The Solution_

To solve this challenge, BPP partnered with Build Circle to design and implement a custom Generative AI solution specifically tailored to legal education and the SQE syllabus. Using an agile, iterative “Create. Test. Learn.” approach, Build Circle’s team worked closely with BPP’s law school subject matter experts (SMEs) in short sprints that encouraged experimentation, feedback, and refinement.

The AI models were trained using BPP’s structured course content and handbooks, ensuring that generated questions were contextually accurate, aligned with academic standards, and reflective of real exam conditions. SMEs played a pivotal role throughout the process by reviewing AI-generated questions, providing feedback, and fine-tuning the models to continuously improve quality and consistency. This collaboration resulted in a scalable, efficient workflow that maintained academic integrity while accelerating content creation.

Outcomes_

- 75% reduction in review and finalisation time for each question (from 60 minutes to 15 minutes).
- 300% increase in productivity, with SMEs able to review and approve up to 40 questions per day instead of 10.
- Over 2,000 high-quality MCQs created within a few months, with ongoing production of approximately 500 new questions per month.
- A target of 6,000 total questions, significantly strengthening BPP’s competitive position in the SQE preparation market.
- Establishment of a scalable AI-driven model for future expansion into other subject areas and assessment types.

BPP partnered with Build Circle to develop a custom Generative AI solution that accelerates the creation of high-quality multiple-choice questions for the Solicitors Qualifying Examination (SQE). By integrating AI into the content creation process and adopting an agile “Create. Test. Learn.” approach, BPP reduced question review time by 75% and tripled productivity. Within months, over 2,000 exam-standard questions were produced, strengthening BPP’s competitive edge. The project also established a scalable model for AI-driven content generation across other educational areas.

