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STAR Awards

2025

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Featured Application

Nasdaq is more than a global stock exchange; it is a technology-first company delivering innovative platform solutions that help clients navigate the evolving capital markets and regulatory challenges. Central to this mission, Nasdaq Education Services plays a pivotal role in enabling clients to optimize platform usage and drive successful product adoption while ensuring long-term value through multilingual, scalable, and role-based learning experiences tailored to clients, partners, and employees.

Innovation & Creativity: Reimagining Digital Learning

Client Centricity is at the heart of every initiative at Nasdaq Education Services. “Simple”, “Interactive”, “Engaging” and “Accessible” are the guiding principles of the Education Service experience. We simplify complex platform architectures and make them engaging through interactive media, enhancing learning and ensuring easy access across our ecosystem. These efforts lead to higher adoption rates, reduced support dependency, and stronger client retention and renewals.

A) AI-Driven Transformation: Breaking Language Barriers and Scaling Access

Education Services has strategically embedded AI tools across the entire learning lifecycle – reducing **content development time** by more than **45%**, **expanding global reach** and delivering **personalized learning paths** tailored to individual user roles. Responding to increased demand for localized content and the availability of various AI tools, last year marked a major transformation in our offerings. This included:

1. Engaging Formats and Delivery

- **Modular Video Learning:** Replaced static documentation with bite-sized modular video learning for faster and more efficient content consumption in multiple languages.
- **Multi-modal Delivery:** Developed courses that blend text, video, quizzes, and hands-on exercises to meet diverse learner needs.
- **Immersive Learning Experiences:** Leveraged AI-driven simulations that replicate real-world workflows, enabling hands-on practice and deeper engagement without the huge infrastructure setup required for Nasdaq platforms.

2. Global reach and Localized Learning

- **Localized Content at Scale:** Converted a digital library into regional language courses and videos, with each video featuring AI-generated avatars, subtitles, localized voiceovers, and contextual visuals.
- **Multilingual Expansion:** Leveraging AI tools, we converted our courses into **eight languages**—Spanish, German, French, Portuguese, Japanese, Hindi, Chinese, and Arabic—serving our large non-English-speaking client base, with minimal effort and cost.
- **Scalability:** Ability to easily deliver AI-powered training to large, global teams without proportionally increasing the number of live instructors.

3. AI-Powered Personalization and Analytics

- **AI-Curated Learning Paths:** Leverage AI to create personalized learning paths based on user goals, skill levels, time availability, and language preferences, while analyzing and tracking learner actions to suggest additional resources.
- **AI-Powered Quizzes:** Instant feedback allows learners to make immediate improvements, reducing reliance on instructor-led evaluations and accelerating skill acquisition.
- **Real-Time Feedback and Support:** AI-driven chatbots provide continuous learning recommendations, feedback, and online support - fostering self-directed and continuous learning.
- **AI-Enhanced Dashboards:** AI-powered analytics, integrated with Power BI, deliver actionable insights into learner progress, engagement, and skill development for both learners and management teams.

B) Real-Time Alignment: Learning Synced with Product Evolution

To ensure timely alignment of courses with ongoing product evolution, Education Services leveraged an internal AI-powered search bot that automatically detects product updates across platforms like Nasdaq AxiomSL and Nasdaq Calypso. This approach enables us to:

- Update learning content in real time as new Nasdaq AxiomSL and Nasdaq Calypso releases go live.
- Independently revise training materials without relying on product teams, accelerating content updates and driving product adoption.

C) Support Tickets Resolution Through Micro-learning

Client feedback and support ticket analysis revealed a clear trend: many recurring support requests were caused by **product knowledge gaps**. In response, we launched a targeted microlearning strategy designed to drive **self-service** and **promote long-term adoption**.

- AI-driven analysis identified the most common support queries.
- **Bite-sized “how-to” video content** was created and embedded directly within the support portal. The portal analyzes ticket descriptions, detects keywords, and prompts users to view relevant videos before submitting tickets.
- **eLearning content** was contextually **linked to support tickets**, so users receive proactive learning recommendations while raising queries.

Impact and Results

Business Impact

- Revenue increased by **47.2% YoY**, while Profit After Tax (PAT) surged by **34.2% YoY** – demonstrating strong top-line growth and improved profitability, achieved without a proportional increase in costs.
- Localized content **doubled multi-year renewals**, fueled by strong adoption rates among non-English-speaking clients.
- Created **350+ instructional videos** and converted a repository of **950+ digital modules** into regional languages, eliminating the need for external translation services and **reducing localization costs**.
- eLearning enrollments grew by **70%**, while the certification badge acceptance rate reached **90%**, well above the industry average of 67%. This reflects strong learner engagement and program credibility, driving adoption and renewals of our eLearning and certification offerings.
- Upselling opportunities increased by **37%** through **personalized eLearning course recommendations** integrated into the support portal.
- Product updates highlighted in courses sparked client interest and increased the adoption of new modules.
- Regional language content expanded our **global customer base**, supporting inclusive learning experiences across regions.
- Embedding eLearning within the support portal **reduced support ticket volume by 18%** and increased eLearning adoption by **20%**.
- **7% reduction in churn rate for Education Services** further validates the **effectiveness of our content strategy** in driving product adoption.

Customer Impact

- AI-driven personalization and scenario-based simulations increased learner interaction, helping users retain product knowledge effectively.
- Real-time insights ensured clients received the most current, product-relevant information.
- Embedding eLearning within the support portal accelerated self-service, reducing support wait times.
- Bite-sized, video content directly supported in-product use cases, leading to **faster adoption**.
- Multilingual content expanded access and usage across key non-English-speaking regions.
- **Consistent 5-star ratings** across eLearning and certification programs validate the effectiveness and value of our education offerings, supporting successful renewals.

Client-Centricity: Personalization at Every Step

Every client's learning journey is unique. Education Services meets this need through a flexible, client-centric learning ecosystem designed to maximize adoption and long-term product value. Our content strategy is attuned to this uniqueness, ensuring tailored, relevant, and impactful learning experiences for each client through - eLearning Portal, Classroom Training (In-person and Virtual), Bespoke Training, Academy Program (a structured four-week bootcamp style program), Certification Program and Training as a Service (subscription-based model).

Client Feedback: Our offerings are continuously shaped by client input and usage analytics. Initiatives like role-based learning paths, localized courses, bite-sized content modules, AI-powered content recommendations, micro-assessments, and mock certification exams are direct responses to feedback – and are refined iteratively to ensure ongoing relevance and effectiveness across global audiences.

Client Quote: *“The training was enriching and a very well-designed program. There was a new theme each day, with a series of exercises adapted to each theme. The trainers were professional and attentive. They gave an ample amount of time to each participant. They provided a simple explanation, illustrated with examples in Nasdaq Calypso. Daily quizzes were helpful in testing our skills.”* **ExpertEase Partners**

Execution & Implementation: Ensuring a Seamless Client Journey with Nasdaq

Nasdaq Education Services ensures a consistent and high-impact learning experience from onboarding to renewal – designed to drive faster adoption, reduce support dependency, and align with evolving client needs.

- **Structured Onboarding:** At the start of every new implementation, clients engage in a mandatory two-week **“Getting Started” program** – a foundational course that accelerates platform adoption by introducing key terms, product features, and essential workflows.
- **Ongoing Enablement for Existing Clients:** Through regular **Training Needs Analysis** – powered by insights from support queries and internal project feedback – we identify learning gaps and recommend targeted training.
- **Overcoming Challenges:** AI-powered translations enabled scalability, but maintaining contextual accuracy—particularly in financial terminology—remained a challenge. Internal analysis revealed an accuracy rate of approximately 75%. To address this, we engaged Nasdaq's global network of language-proficient SMEs to validate content, ensuring precision and eliminating external verification costs.
- **Content that Drives Outcomes:** To evaluate training effectiveness, we track **renewal rates, client engagement levels, support ticket volume trends, and learner feedback**. Regularly updated content, trial licenses, mock exams, and engaging learning formats help build client confidence – key drivers of product adoption, success and long-term retention.

Conclusion: Nasdaq Education Services exemplifies a high-impact, client-first education model fueled by AI and grounded in measurable outcomes. By continuously aligning content strategy with product evolution and embedding client feedback into every layer of execution, we have built a future-ready learning ecosystem that drives adoption, reduces support dependency, accelerates time-to-value, and boosts renewals. As we look ahead, our focus remains on scaling personalization, deepening AI integration, and expanding global accessibility to empower every client's learning journey.

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