

Partner Evidence Program



Bluecloudatlas win at 51Talk

Approach

Customer Situation

Customer: 51Talk

Industry: Education

- 51Talk is a global leader in one-on-one online English education, committed to enhancing the learning experience through technological innovation and delivering high-quality English teaching content and services. With the rapid advancement of AI technology, 51Talk is fully implementing its "AI First" strategy, deeply integrating artificial intelligence across all business scenarios, including teaching, content creation, quality assurance, assessment, and talent management. In collaboration with Microsoft, 51Talk has launched the world's first AI-powered multilingual real-time interactive teaching product, offering learners a more immersive and higher-quality intelligent learning experience and accelerating the overall upgrade of smart education services.
- Customer Pain: In the AI-driven era, 51Talk is building end-to-end AI capabilities, covering intelligent teaching, smart content production, AI-powered quality management, and intelligent talent assessment. Among these, the AI Foreign Teacher—recognized as the world's first multilingual, real-time interactive AI Native English learning product—sets higher standards for technologies such as ASR, TTS, real-time dialogue, and speech scoring. Leveraging Microsoft's AI capabilities, 51Talk aims to rapidly evolve from a traditional online education platform into an intelligent education ecosystem, delivering a fully upgraded user experience and enhanced business competitiveness.

Solution

Solution: Azure OpenAI, Microsoft Speech Technologies

Solution Description:

Since June 2024, 51Talk has partnered with Microsoft's partner Bluecloudatlas to build an internal knowledge-based Q&A system powered by Azure OpenAI, while exploring AI-driven business innovations across teaching, content creation, quality assurance, and talent management. A key highlight of this collaboration is the development of the world's first multilingual, real-time interactive AI Foreign Teacher product. Leveraging Azure OpenAI and Microsoft Speech technologies, it enables real-time dialogue, natural voice generation, and precise pronunciation scoring—significantly enhancing immersion and teaching quality in online learning.

Microsoft teams provided critical support:

- AE (Account Executive) Team: Coordinates resources and strategic planning to drive efficient implementation of AI projects across all business areas. (SS) assists the customer in identifying AI application scenarios and designing implementation plans.
- SS (Solution Specialist) Team: Identifies AI application scenarios and designs implementation plans, covering core domains such as teaching, content platforms, quality assurance, and AI Foreign Teacher.
- TS (Technical Specialist) Team: Handles model deployment, API integration, and performance optimization to ensure stable operation of AI Foreign Teacher and other AI-driven capabilities.
- Speech Team: Works closely with Bluecloudatlas' technical team to continuously optimize ASR, TTS, real-time voice interaction, and pronunciation scoring technologies, delivering high-quality, immersive voice experiences for AI Foreign Teacher and other educational scenarios.

Impact

Key Drivers

- AI Technology:** Driving comprehensive innovation in online education, including teaching, content production, quality assurance, and evaluation.
- Strategic Collaboration:** Close partnership with Microsoft and Bluecloudatlas ensures high-quality project delivery and successful technology implementation.
- AI First Strategy:** Accelerates the development of an intelligent education ecosystem, with a strong focus on enabling the AI Foreign Teacher product, significantly enhancing the learning experience and market competitiveness.

Win Insights

This project is a model of collaborative innovation between Microsoft and its partner Bluecloudatlas. By leveraging Azure OpenAI and advanced voice technologies, the team enabled the customer to achieve AI-powered educational transformation and enhanced industry competitiveness.



Lessons Learned

This project set a new benchmark for AI adoption in the education sector. The collaborative innovation model between Microsoft and its partners is worth promoting across more industries and customers. With systematic technical support and full lifecycle services, customers can achieve digital transformation and business innovation more rapidly.