The Tarn Group

Case Study: Accessibility for All Learners

The Client

The Tarn Group was originally founded in 1997 as a video analysis tool, known as Siliconcoach, to help athletes improve their performance. The Tarn Group is still focused on health and has expanded into the sport retail industry as well as the education sector. Today, The Tarn Group is the parent company of Siliconcoach, Dialed in Motion, Bracken, PnO Data Solutions, and Arinui.

The Tarn Group's online learning platform is Bracken that enables users to rapidly author course modules with ease. Bracken is widely used by companies for training internal employees and by educational institutions, and is one of the leading eLearning platforms available today.

The Tarn Group turns to NeoSpeech*

The Tarn Group determined that they needed to provide text-to-speech access to their Bracken platform. When describing the value that text-to-speech could bring, the General Manager at The Tarn Group, Graeme Burborough said, *"The text to speech solution is particularly important in ensuring learners are able to access education that may otherwise be difficult given their reading levels."*

With a text-to-speech feature built in, educators would be able to have their courses narrated, as opposed to having to write text on the screen. As Burborough stated, this helps ensure that the content is accessible to all learners. This is when The Tarn Group turned to NeoSpeech.

*now under the ReadSpeaker brand

"After researching providers we found that NeoSpeech had the licensing model and feature set that provided the best fit for our needs," Burborough said, *"It gave us a feature we needed to enhance the user experience and learner outcomes."*

The Tarn Group chose NeoSpeech's Bridget, a UK English female voice, for their platform.

Challenge	Result
Bracken set out to make it as easy as possible for educators to digitize their knowledge and resources into eLearning courses that are engaging and effective. With this in mind, the team at Bracken created a platform where anyone could create eLearning modules that were content and feature-rich, all without the need of a computer programmer.	In no time, The Tarn Group was able to add text-to-speech as an option for educators using Bracken. According to Burborough, there was an immediate impact.
The Bracken platform makes it easy for educators to create eLearning content, but Bracken needed to find ways to improve the learning experience for students. This need was amplified by the fact that a large percentage of Bracken's users' students are adult learners with literacy difficulties.	*"For those learners with reading difficulties,"* Burborough said, *"text-to-speech has opened a world of learning to them and helped improve their literacy levels so they can now communicate using the written word far more effectively. This can have quite significant positive impacts on their employment and lifestyle opportunities."*
Much of eLearning is based off of reading text on a screen, so Bracken needed to find a way to give educators the tools they needed to assist their students, especially adults with trouble reading, get the most out of their learning experience.	Video testimonials show students praising how well they were able to improve their reading skills thanks to eLearning courses created with Bracken. By turning to NeoSpeech, The Tarn Group was able to easily add text-to-speech functionality, provide a helpful tool for their educators, and increase the success of their students' learning experiences.