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Hawk Training
Since 1989

Case study: Hawk Training's transformation with Aptem Enhance



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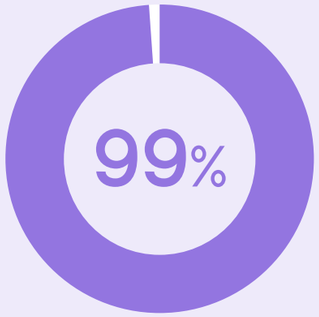
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Introduction

Hawk Training entered its second year of using Aptem in 2025, having fully implemented the Enterprise package and embraced the Aptem Enhance AI-driven features.

The results have exceeded expectations: tutors have gained significant time back, learner and employer engagement has increased, and learner feedback response rates have reached as high as 99% which is *"absolute gold*!" according to Vanessa Jones, Operations Director. The implementation of AI-driven tools - the Aptem virtual assistant (AVA), marking aid, enhanced reviews, and learner checkpoint, has enabled Hawk Training to modernise delivery, improve quality, and stabilise operations in a sector full of change.

"The impact of Aptem's Enhance features is significant for us. Not only do they give back time to pressured tutors, but these features have delivered a more engaging learner experience, enabled us to embed compliance more fluently into our practice, and helped to drive a high-quality, inclusive learning experience. Aptem Enhance facilitates alignment between compliance and funding rule requirements and the realities of work-based learning."
Vanessa Jones, Operations Director, Hawk Training.



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About Hawk Training

Hawk Training is a leading work-based learning provider delivering high-quality apprenticeship programmes across sectors including management, business services, and early years. Supporting around 1,300 live learners on Aptem, Hawk is committed to innovation, quality, and impactful learner experiences.

In 2025, Hawk Training entered its second year with Aptem, having implemented the system at speed and fully embraced all aspects of its Enterprise package – especially the Aptem Enhance features.

1,300
live learners on Aptem

Hawk is committed to innovation, quality, and impactful learner experiences



The Hawk and Aptem journey

"We chose Aptem because of its adaptability," explains Vanessa Jones, Operations Director, Hawk Training. Aptem offered the flexibility Hawk needed to retain bespoke elements from their previous system while enabling process optimisation and innovation.

Key reasons Hawk selected Aptem:

- **Adaptability:** Other systems were too rigid; Aptem allowed Hawk to retain what made them unique.
- **Integrated employer experience:** Previously disparate systems are now unified.
- **One platform for all stakeholders:** Solved major confusion for learners and employers and increased engagement.
- **Certainty and stability:** AI and automation relieve pressure on admin, supports compliance, and create capacity in a post-Covid world.
- **Operational resilience:** When restructuring, Aptem's technology made transitions feasible.
- **Shift to hybrid delivery:** Pre-Covid, 75% of delivery was face-to-face. In 2025 this is around 50%, with greater flexibility and learner engagement with high quality online learning.
- **Improved collaboration:** Teams understand each other's roles more deeply, sharing resource development and programme design.

Post-pandemic, the realisation technology could be an optimisation enabler and support organisational change, has resulted in rapid digitisation within the apprenticeship sector. *"Aptem gives us a contingency when things change because the system can take the pain." explains Vanessa Jones. "By successfully adopting Aptem we have future-proofed our delivery."*

What has cemented the Aptem/Hawk relationship over the two-year journey to date is that both organisations believe in a people-centric approach. *"Don't underestimate the power of the people', said Vanessa. "This is where Aptem and Hawk align. Aptem's support, training and responsiveness, matched our team's proactivity and willingness to embrace change."*

Aptem gives us a contingency when things change because the system can take the pain.

Vanessa Jones, Operations Director, Hawk Training.

Hawk Training's approach to AI

Hawk's implementation was well timed for benefiting from Aptem's investment in AI-driven features – called Aptem Enhance.

Hawk is proactive and open in its adoption of AI – viewing it as a tool that enhances learning, improves capability, and frees time for human-to-human education. Their philosophy centres on:

- Using AI to complement teaching and learning.
- Developing educational resources using AI.
- Providing staff training and fostering an open culture where AI usage is shared, discussed, and continually improved.
- Ensuring security and safeguarding by educating staff and learners about data protection risks.
- Embedding AI resources within learning plans.
- Using Aptem to guide when and how AI supports programme design, delivery, and assessment.
- Being more vigilant about plagiarism by investing in stronger starting point assessments and knowing learners deeply.

Hawk emphasises that authenticity, relationships, and wellbeing are more important than ever. AI creates the capacity for tutors to focus on these human-centred elements.

We would be significantly struggling in terms of capacity if we didn't have AI. The timesaving is where we can invest in human-to-human education.

Vanessa Jones, Operations Director, Hawk Training

AI-driven Aptem Enhance features transforming Hawk Training

Aptem Enhance has equipped Hawk with a suite of tools that deliver measurable impact:

Aptem's virtual assistant (AVA) provides instant, AI-powered support for learner questions. It is purpose-built for each apprenticeship standard, offering timely, accurate support 24/7. *"Keeping learners inside the platform improves engagement"* explains Mark Holmes, Programme Design and Development Manager. *"This is particularly important for our younger learners who can easily become distracted online."* Hawk's tutors now direct learners to AVA as a first port of call, safeguarding tutor time.

Impact: As of November 2025, learners ask AVA around 600 questions across every three-month period - queries that previously went directly to tutors. Each question would have taken c.5 minutes for a tutor to resolve, **saving 50 hours of tutor time every quarter.**

Enhanced reviews functionality reduces the administrative burden of reviews by automating the planning, preparation and summarisation. *"This has been most impactful of all the Enhance features to date for Hawk,"* said Vanessa. *"We adopted it within 24 hours of launch, and it is saving us a minimum of 20 minutes of tutor time per review"*. Beyond timesaving, the enhanced reviews functionality is providing a structure that enables the review conversations to have a much richer narrative. *"Every 12 weeks our learners are now effectively practising a professional discussion as part of their review, which prepares them for end-point assessment"*, explains Mark. Hawk has already expanded the enhanced reviews features to monthly teaching and learning records, planning meetings and learner support sessions, in addition to the 12-week progress reviews.

Impact: With 600 reviews using the enhanced functionality in every 12-week cycle, **Hawk saves 200 tutor hours per quarter.**

Checkpoint for learners is an automated objective progress monitoring tool, that asks learners questions related to their Knowledge and Skills (KSBs) mapped to their apprenticeship standard. This ensures learners are on track for end-point assessment. For Hawk, checkpoint has replaced end-of-theme assessments with flexible, continuous testing aligned to KSBs. Tutors can instantly see results and act on gaps in learning throughout a module rather than waiting until the end. "*We have found checkpoint to be particularly effective with younger learners. Keeping them engaged and acting quickly where they need support*", said Mark.

Impact: Learners have **completed 200 checkpoints in the past two months** alone, leading to instant intervention where needed, and reducing the risk of learners not achieving or going passed planned end date.

Life changer for me.

Tutor feedback

It is great and learners love it... hooray!

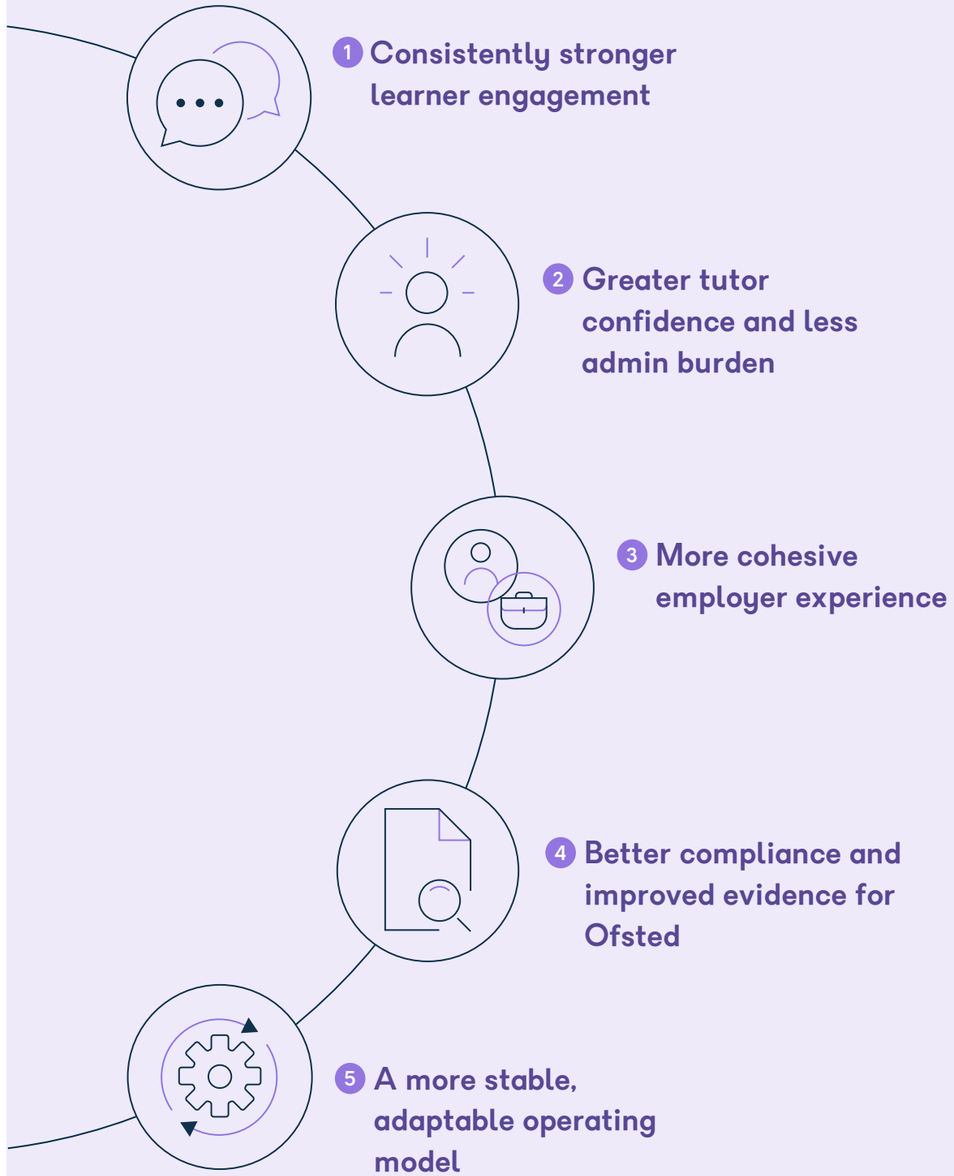
Tutor feedback

Marking aid for tutors is an AI-driven marking tool that simplifies the learner submission and evaluation process. Learners complete assessments within Aptem. Tutors can mark learner submissions up to 50% faster, without compromising quality. Tutors can map the KSB criteria to the standard and add personalised feedback. This human-in-the-loop approach maintains quality and regulatory requirements. Hawk implemented marking aid in November 2025 starting with Functional Skills English, followed by maths and moving to complete programme adoption throughout 2026. Head of Functional Skills at Hawk – Dominic Scorer explains: "*A large part of my job was marking. Tutors would set mock exams which would take me between 30 mins to over an hour to mark, and the whole process would last around 3 weeks. With marking aid, it takes between 5-25 mins. Now I teach rather than mark.*"

Impact: Each mock Functional Skills Reading paper now takes **5 minutes to mark (previously 30 minutes)**, and each Writing paper takes 25 minutes to mark (previously over an hour).

"*Hawk has also benefited from the integrated nature of the Aptem Enhance features, "When learners get feedback they don't understand from marking aid, they can use the Aptem virtual assistant to explain and answer their questions. It's a great example of the cumulative impact of the AI-driven features within Aptem.*" said Mark.

Qualitative impact of all Aptem Enhance features:



How Aptem Enhance supports the new Ofsted framework

As Grade 1 Outstanding, training provider, high quality education sits at the heart of Hawk's training delivery. Hawk sees Aptem Enhance as central to meeting new Ofsted expectations around inclusion and how people learn.

Enhance features support:

- **Differentiated learning**: Checkpoint motivates learners and recognises progress in varied ways.
- **Narrative-rich evidence:** Enhanced reviews capture spoken word, wellbeing discussions, and holistic learner support.
- **Natural planning conversations:** Prompts help tutors explore the right areas without making reviews feel like a tick-box exercise.
- **EPA readiness:** Turning every review from a 'tick box' exercise into a rich discussion enables learners to practise professional discussions every 12 weeks – critical for 100% of EPA assessment.
- **Data-rich progress tracking:** Checkpoint data aligns clearly with Ofsted's focus on tracking learning journeys.

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Conclusion

Aptem has supported Hawk Training not just to digitise existing processes, but to transform them. The AI-driven features within Aptem Enhance are enabling Hawk to advance delivery, free up tutor capacity, strengthen compliance, and focus on what matters most: relationships, wellbeing, and high-quality learning.

Aptem Apprentice is supporting us to change our practice and the way we're doing things, not the other way around. With Aptem, there is genuine alignment between our values and shared goals. Our partnership continues to strengthen.

Vanessa Jones, Operations Director, Hawk Training

Intelligent technology®

If you are an organisation that helps deliver further education and employment programmes and would like to transform the way you deliver in a cost-effective, efficient and compliant way, get in touch:

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- **Aptem Enrol,** remote onboarding of apprenticeship students, for colleges.
- **Aptem Employ,** a unique, flexible, award-winning employability system that helps to get people back into the workplace quickly and for the long term.
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- **Aptem Assess,** a cognitive assessment tool that enables you to seamlessly identify and respond to learning needs.

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