

Work Genie - Admin guide

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This article is designated for administrators.

About

Work Genie is Kaltura's Al-powered knowledge assistant, designed to help users quickly find trusted answers based only on your organization's verified content.

It works within your Video Portal, Event site, or LMS integration and pulls only from published, captioned entries organized in dedicated categories.

This guide gives admins an overview of how Genie works behind the scenes and what's required to keep it running smoothly.

How Genie uses your organization's content

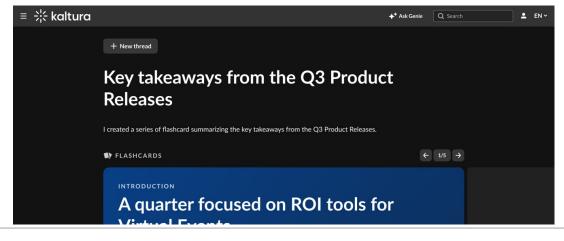
Genie pulls from published, captioned video and document entries - nothing else. It never indexes private or unlisted content and always respects user permissions. That means users only see content they're allowed to access.

Genie also uses **metadata**, such as entry creation date, creator name, speaker, category, and tags, to help identify, filter, and organize relevant results.

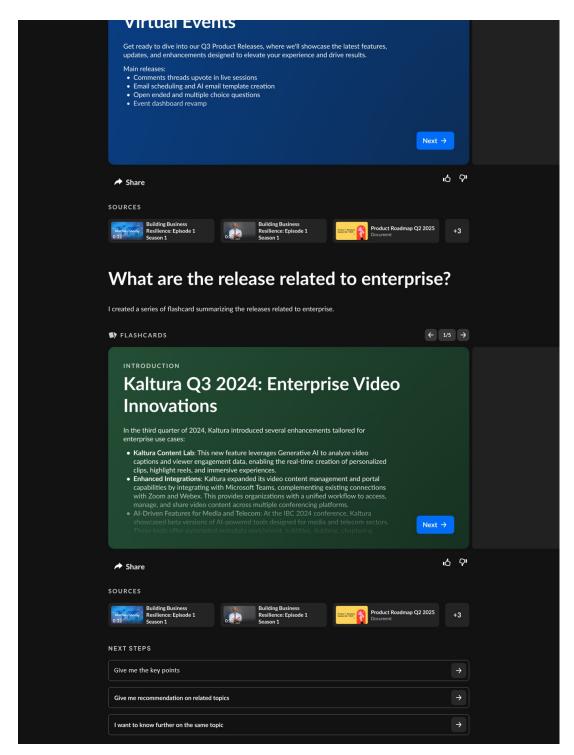
For more on user entitlements, visit our article User roles and permissions in Video Portal.



Kaltura does not use your data to train Al models. To learn more, see Kaltura's Artificial Intelligence Principles.







Content guidelines

Genie indexes only published, captioned media and document entries that users have permission to access.

- Each entry should include at least <u>one English caption file</u> (multiple languages are supported, but English is required).
- Genie uses the caption file with the highest accuracy available.



- If you use machine-generated captions, consider adding a dictionary to improve accuracy for domain-specific terms and names.
- You can provide a glossary and custom prompts to help Genie understand your organization's internal terminology and communication style. To enable this feature, contact your Kaltura representative.

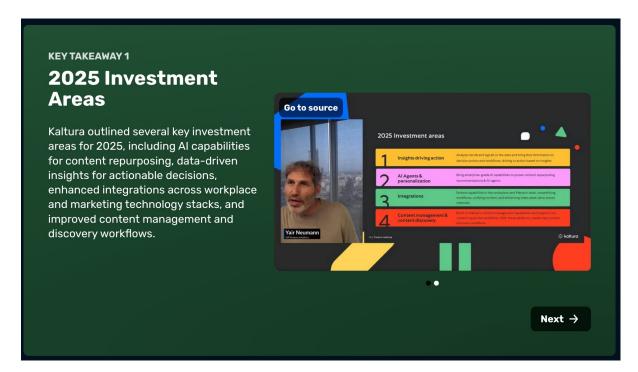
OCR support

OCR (Optical Character Recognition) extracts visible text from video content, such as slides or whiteboards. This can improve searchability and enrich flashcard results.

To use OCR:

- 1. Your Kaltura account must have REACH enabled.
- 2. OCR must be enabled in the Genie configuration for specific Genie IDs.
- 3. Videos must have OCR metadata, which is generated by ordering a REACH task.

Once processed, OCR data is automatically added to Genie's searchable content. Flashcards that use OCR show image thumbnails with a **Go to source** link.



For ordering instructions, see our articles Order captions, Order captions via KMC, and Order OCR.

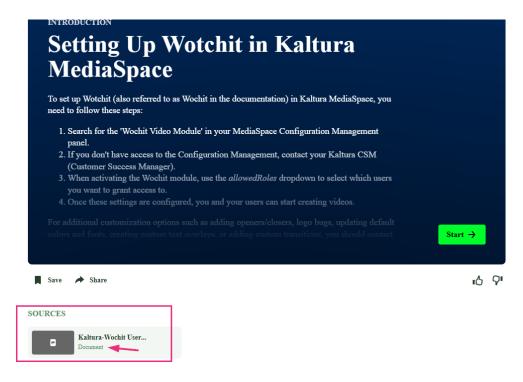
Document support

Genie also supports document entries, specifically **DOCX**, **PPTX**, and **PDF**, making it less dependent on video content and dramatically expanding its coverage. Content



from these documents will appear in Genie results as text summaries and will also be listed in the Sources section, just like videos.

For more information, check out Document entries.



Add Genie to navigation bar

Add a link to Genie to your navigation bar so users can find it easily. Check out our article Navigation module for instructions.



Personalized responses

For logged-in users, Genie can use basic information from their user profiles, such as first name, last name, title, company, bio, and more, depending on the customer configuration, to deliver more personalized and relevant results.

This information helps Genie return results that reflect the user's role or context. It's read securely from the user's Kaltura account and isn't shared outside your organization.



User access & permissions

Genie strictly follows your existing user access controls - it only shows entries the user has permission to see. You can enable Genie for everyone in a **specific user role**, limit it to a **specific user group**, or allow access for **unauthenticated visitors** on public video portals.

Analytics

Admins can request a Genie usage report through their Kaltura representative. This report includes:

- All questions asked by users
- The answers they received
- Any feedback provided (thumbs up/down and explanations)