

# Introduction to Work Genie

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 This article is designated for all users.

## About

Work Genie is an AI-powered knowledge assistant that helps users quickly find answers using only your organization's verified content. Unlike traditional AI tools that search the internet, Genie works exclusively within your Kaltura environment, ensuring accuracy and relevance.

To use Genie, just type a question into the **Ask me anything** field on the Genie page or in any area where Genie is enabled.

## Where you can use Genie

Genie can appear in several places across your site, depending on what your admin enables:

- **Ask Anything page** – A dedicated Genie page where users can ask questions across all approved content. This page is available at a site-level URL (for example, `{siteURL}/genie`) and can be added to your site's navigation bar so users can easily find it. For details, see the [Navigation module](#).
- **Channels, galleries, and media galleries** – Genie can be added to help users ask questions within a specific collection. For configuration details, see [Genieai module](#).
- **Individual videos** – Genie can appear next to a video so users can ask questions about that specific video while watching. Genie also works in secure embeds when the embedded player includes the [Genie plugin](#). For details, see [Ask Genie questions about your video](#) and [Single-video Genie set up guide](#).

## What Genie uses to build answers

Genie builds responses using your organization's verified content, including:

- **Captioned videos** - Used to understand the spoken content in each video.
- **Documents** (PDF, DOCX, PPTX) - Used to extract text and relevant information. See [Document entries](#) for details.
- **On-screen text (OCR)** - Used to capture text from slides or whiteboards when OCR is enabled for your account.

- **Metadata** - Used to identify and organize content based on creator, date, speakers, categories, tags, and more.

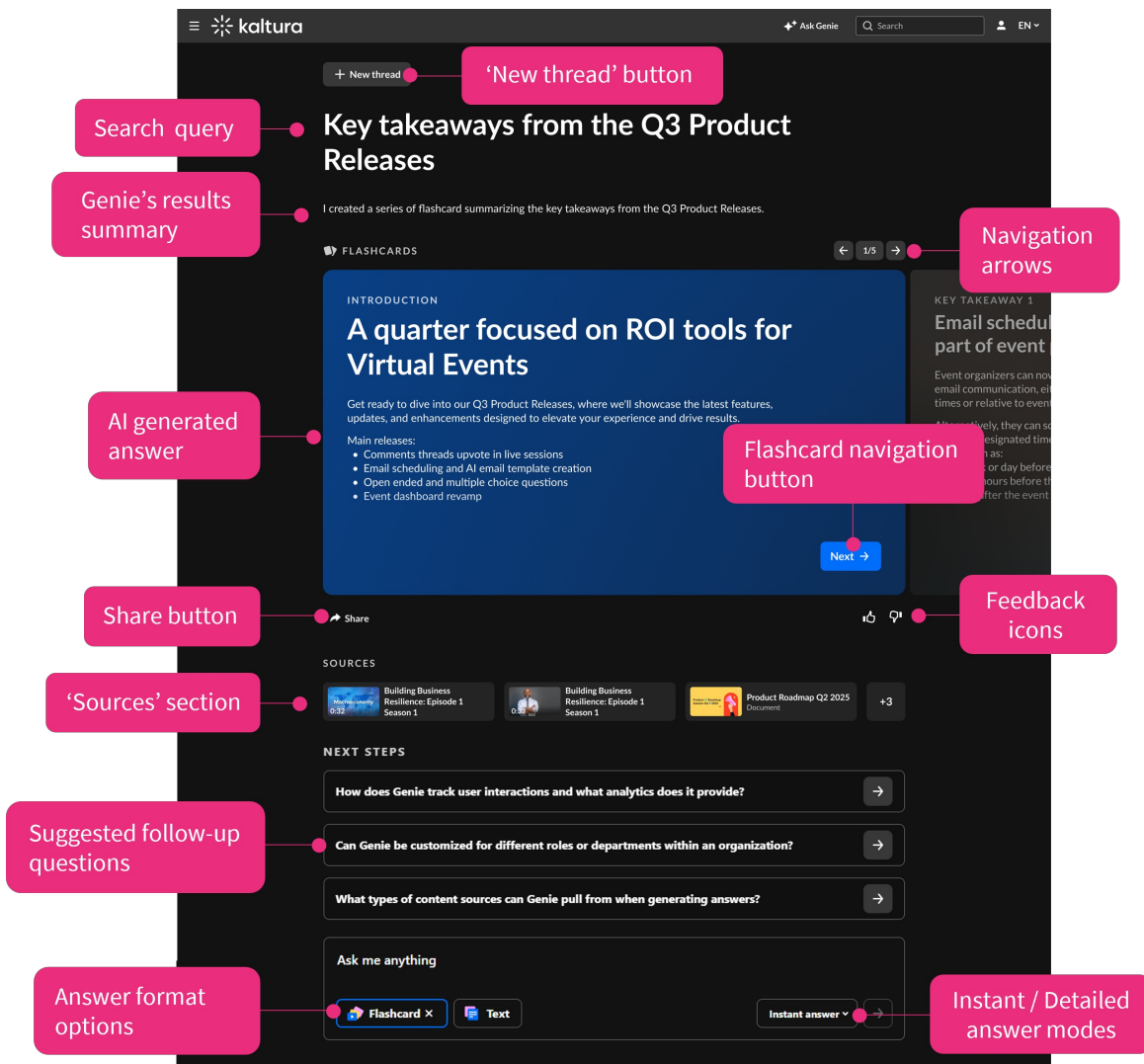


Learn more in our articles [Ask Work Genie a question](#) and [Understand Work Genie's answers](#)

## Why use Genie?

- **Instant access to knowledge** - Get quick, structured responses without manually searching through content
- **Trusted content only** - Genie uses only your published Kaltura content, not external data
- **Context-aware conversations** - Ask follow-up questions and stay in the same thread
- **Interactive results** - Click to view videos, documents, and sources
- **Enterprise-grade privacy** - Fully compliant with security and data privacy standards

## Key features



- **'New Thread' button** – Click to start a new search from scratch.
- **Search query** – See your typed question displayed prominently at the top.
- **Genie's results summary** – View a brief explanation of how Genie interpreted your question and generated the answer.
- **Navigation arrows** – Move between multiple flashcards if the answer spans more than one.
- **AI generated answer** – View responses as **flashcards** (as shown in the image above) with key takeaways and video clips (if available), or as structured **text** with summaries, steps, or tables, depending on your question.
- **Navigation button (flashcards)** – Click 'Start' to navigate to the next flashcard in the response set.
- **Thumbs up / down icons** – Rate Genie's response to improve accuracy.
- **Share results** – Copy a link to any Genie response and share it with others. Shared answers keep their full context, even if they came from a follow-up question.
- **'Sources' section** – See all the sources Genie used for building the answer.

- **'Next Steps' section** – Get suggested follow-up questions.
- **'Ask Me Anything' field** – Refine your search or ask additional questions.
- **Answer format options** – Choose whether Genie returns your answer as **flashcards** or a **text** response.
- **Instant / Detailed answer modes** – Choose **Instant answer** for a quick response, or **Detailed answer** for a deeper, higher-quality response.

## 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.



For more on user entitlements, visit our article [User roles and permissions in Video Portal](#).

## Personalized responses

When you're signed in, Genie can use basic information from your profile, such as your name, title, company, or bio, to return more relevant results. This information is used only within your organization and is never shared externally.

## Genie speaks your language

Genie detects the language of your question and replies in the same language when possible. It pulls from multilingual content, prioritizing your organization's default language while returning the most accurate results available.

## ¿Cómo funciona Genie?

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Genie es el asistente de IA de Kaltura que funciona como un genio digital para responder todas tus preguntas de conocimiento. Aquí te explico cómo funciona:

#### Acceso y Uso Básico

##### Para acceder a Genie:

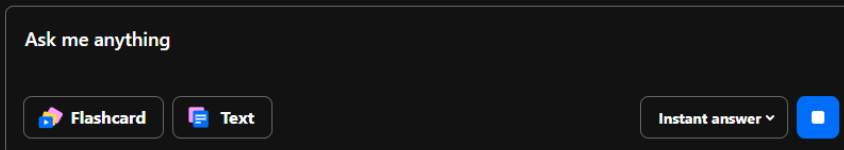
- Haz clic en el botón "Ask Anything" (Preguntar Cualquier Cosa) en tu barra de navegación
- La ubicación del botón puede variar según la configuración de tu organización

##### Para hacer preguntas:

1. Escribe tu pregunta en el campo "ask me anything" (por ejemplo: "¿cómo subo un video?")
2. Presiona Enter
3. Genie trabaja instantáneamente para encontrar respuestas

#### Cómo Presenta las Respuestas

Genie muestra los resultados como **tarjetas interactivas** que incluyen:



## Security and data privacy

Kaltura ensures that Genie operates within a secure, closed-circuit environment, meaning:

- **No external AI training** – Genie never learns from or shares your organization's data externally.
- **Role-based permissions** – Users only receive results from content they have access to.
- **Enterprise-grade security** – Genie complies with strict security standards, including ISO 27001, SOC 2 Type II, and GDPR.
- **Data encryption** – All interactions are protected through industry-leading encryption protocols.



Kaltura does not use customer data to train its AI models. To learn more, see [Kaltura's Artificial Intelligence Principles](#).

## How Genie is set up

Genie is configured at the organizational level and is set up by your Kaltura representative. Admins control content access, permissions, and integrations with systems like LMS platforms.

For configuration steps, see the [GenieAI module](#).

## OCR support

If OCR is enabled for your account, Genie can use on-screen text (such as slides) to improve searchability and enrich answers. For details on ordering OCR, see our articles [Order captions](#), [Order captions via KMC](#), and [Order OCR](#).



For best results, use high-quality captions. If you rely on machine-generated captions, consider adding a dictionary for names and domain-specific terms. You can also work with your Kaltura representative to add a glossary or custom prompts for organization-specific terminology.

## 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)