

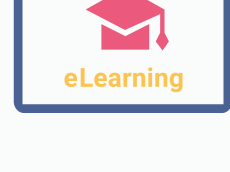
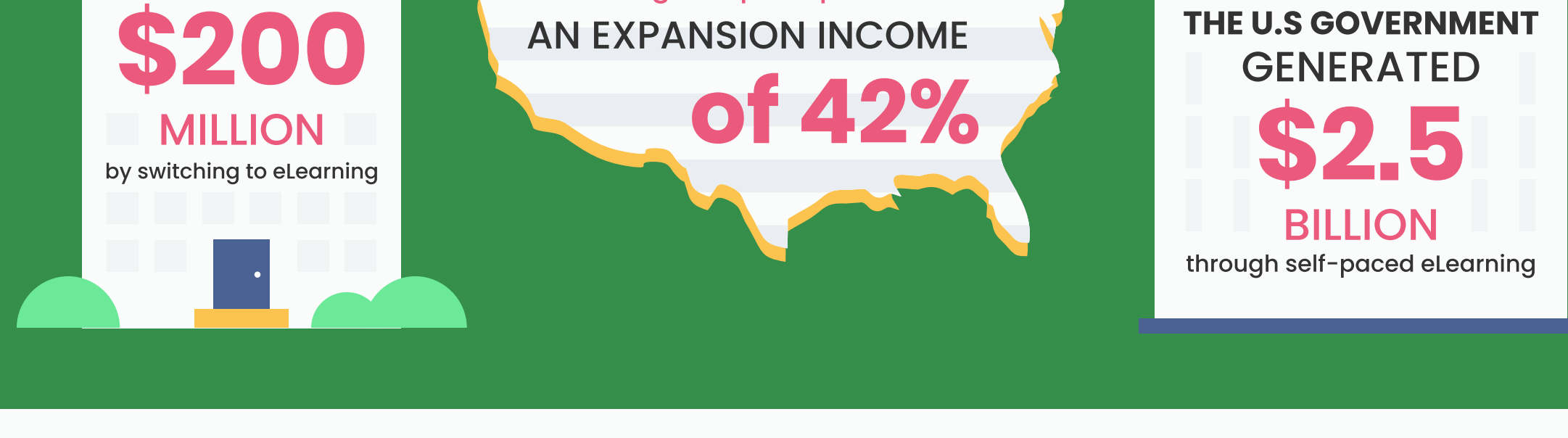
Why Online Learning is a Smart Company Investment



What's all the hype about eLearning?

Most businesses have a need for **effective and efficient training**. You've probably heard of online learning, or eLearning, as a solution that offers **immense flexibility and reduces training costs** to a great extent.

The Impact



Why do online courses cost more than traditional?

When considering eLearning, it is vital to understand the full range of benefits that investing in eLearning can provide over traditional training, and how it has **caused training in the US to grow by 900%**.

- ### 1 ELEARNING EXPERTISE

Experts bring **years of experience**, trial-and-error, and acquired knowledge to the table and will be up to date with the latest eLearning development trends and technologies.
- ### 2 EASY AND FAST UPDATES

Your maintenance team will be able to make changes when needed and rework the course to **fit the growing needs of your organization and employees**.
- ### 3 SCORM/xAPI

SCORM tracks basic complete/incomplete or pass/fail data, while xAPI offers more detailed information, **gathers data from items outside your LMS**, and collects data from experiences learners take offline.
- ### 4 SCALABILITY

Employees can take your course as many times as they need, across multiple platforms, **regardless of their geographic location** and without material limitations.
- ### 5 SAVING TIME

eLearning experts **reduce seat time** by going through and eliminating material they won't use or need, so you don't have to.
- ### 6 EFFECTIVE CONTENT

Effective content creation requires investing in expert knowledge to **effectively engage learners**.
eLearning ensures content is relevant and in line with the organization's vision. This, in turn, **boosts the motivation and engagement of the learner**.
- ### 7 ADDITIONAL RESOURCES

With eLearning, you can customize the online training courses to provide them with **reference guides, scenarios, tutorials**, and other integrated elements.
- ### 8 SEAMLESS INTEGRATION

You can include your values, branding elements, and other important components of **your specific workplace culture**.

Not every factor has an immediate price tag

When it comes to investing, it is vital to understand how your decision will affect your company in the long run. You will want to **choose the option that continues to increase in value**.

TRADITIONAL TRAINING	VS	ONLINE LEARNING
<h3>IRRELEVANT CONTENT</h3> <p>When you pay for content that is not relevant to what your employees need to learn, you're paying for zero value content.</p>		<h3>INCREASE KNOWLEDGE RETENTION</h3> <p>Learner knowledge retention oscillates between 25% and 60% when engaged in an eLearning application.</p>
<h3>TRAINING AND SALARY COST</h3> <p>Staff trainers and facilitators have yearly salary costs, as well instructors themselves who need ongoing training, resulting in more time and money.</p>		<h3>INCREASE DESIRABILITY</h3> <p>65% of US millennials said they selected their jobs because of personal and professional development opportunities available.</p>
<h3>LOWER KNOWLEDGE RETENTION</h3> <p>Classroom-based retention rates only yield between 8% and 10% results.</p>		<h3>REDUCE SEAT TIME</h3> <p>Employees shorten training durations by 40% to 60% when using an eLearning platform.</p>
<h3>MATERIAL COSTS</h3> <p>Traditional training requires continuous investment in physical workbooks or participant guides, as well as printing costs.</p>		<h3>INCREASE EMPLOYEE HAPPINESS</h3> <p>60% of Internet users stated that online courses are preferable in order to fit their lifestyle and schedules</p>
<h3>TRAVEL AND ACCOMMODATION</h3> <p>With traditional training, the learners must be physically present at a venue for the training which they must be compensated for.</p>		<h3>GREENER AND CLEANER</h3> <p>Producing and providing eLearning courses consumes 90% less energy and produces 85% fewer CO2 emissions per person than traditional training.</p>
<h3>LOSS OF PRODUCTIVITY</h3> <p>Every time your employee attends a physical training class, they lose time on their daily workload, and the loss of productivity is an indirect cost that employers pay.</p>		<h3>REDUCE SKILL GAPS</h3> <p>Learner analytics show which courses are popular, provide data on completion rates, identify proactive learners, help determine where the learners are facing troubles, etc.</p>

Stats that prove the power of eLearning

Due to more cases that sociologists and data analysts can look at, eLearning stats are **correctly depicting** how the corporate training world is changing. Here are some facts and stats about the eLearning industry.

- Every \$1/per employee invested in online training results in **an ROI of \$30**
- eLearning **enables** students to learn **5 Times** more material for **every hour** of training
- Online learning **increases profit margins** by **24%**
- Actively engaged **workforces deliver 2.6 Times** the **earnings** per share of their unengaged counterparts
- eLearning increases company revenue **per employee by 218%**
- 72%** of organizations believe that eLearning puts them at a **competitive advantage**

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