

eLearning Statistics and Value for your Organization



IN 2017, **72%** of American organizations said **eLearning** gives them a competitive advantage

40% of Fortune 500 companies use eLearning

Source: <https://www.edgepointlearning.com/blog/Instructor-led-Training-vs-eLearning/>

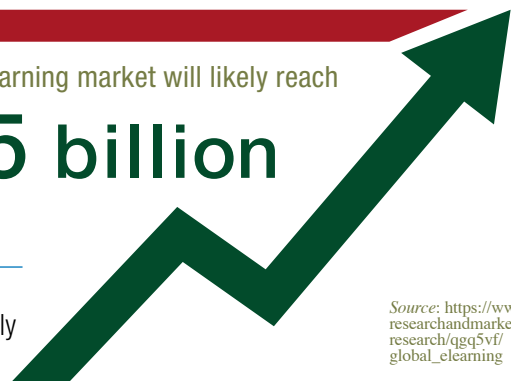
The global eLearning market will likely reach

\$325 billion

by 2021

In 2014, this number was only \$107 billion

Source: https://www.researchandmarkets.com/research/gq5vf/global_elearning



WHEN YOU ALLOW AN EMPLOYEE TO LEARN AT THEIR OWN PACE...

RETENTION RATE IS **25-50% HIGHER**

TRANSFER OF **KNOWLEDGE IS GREATER**

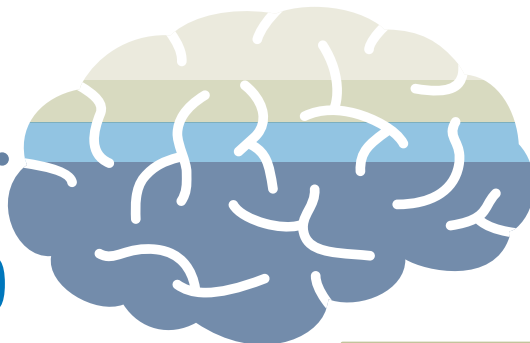


PERFORMANCE improves by **15-25%**

COST SAVINGS — **are** — **45% OR MORE**

Source: Studies conducted by the American Society of Training and Development (ASTD)

maximizing brain power



The average retention rate for an instructor-led class: **58%**

The eLearning experience increases retention rate by

25-67%

Source: <https://trainingmag.com/trmag-article/online-vs-class-success> and <https://elearningindustry.com/how-to-convert-instructor-led-training-to-elearning>



39% of millennials want to see more virtual education in the workforce – by 2025, **75%** of the workforce will be millennials. **eLearning is the future.**¹

The On-Demand market is growing – with online shopping, on-demand transportation and health services. More than 22.4 million consumers fall into this on-demand economy.

eLearning training is in line with current trends of the economy.²

¹Source: <https://www.edgepointlearning.com/blog/business-case-for-elearning-development> (2017)

²Source: Docebo, 2016. www.docebo.com/resource/elearning-market-trends-and-forecast-2017-2021/. *ELearning Market Trends and Forecast 2017-2021*

TOP 3 reasons why companies use Learning Management Systems (LMS)

Source: 2015 Brandon Hall Group Training Study (referred to in: *ELearning Market Trends and Forecast 2017-2021*. Docebo, 2016. www.docebo.com/resource/elearning-market-trends-and-forecast-2017-2021/)

88% to improve user experience

73.6% to improve administrative experience

66% to enhance reporting and integrate systems

Redefining CPR & First Aid Training. *It's About Time.*

www.Heart.org/eLearning



Students can **review material** as many times as they need and can **choose an environment** in which they are best suited.

This results in **improved cooperation and increased help-seeking behavior.**³

Blended Learning method becomes **participatory**, rather than passive (leading to **increase in retention**).⁴

³Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4293215>

⁴Source: <http://thepeakperformancecenter.com/educational-learning/learning/principles-of-learning/learning-pyramid>