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How one industry-leading corporation put eLearning to work

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The Situation:	Two weeks of traditional classroom training left 15 new Managers exhausted and overwhelmed. The course had cost them 12 days away from their families and 12 days of requiring their hotel teams to take on numerous extra responsibilities. The traditional classroom training was effective, but slow and out-of-step for one major, US-based hospitality company.
The Goals:	• Reduce the total cost of training to the organization (including travel and entertainment expenses) • Increase the number of students who can participate • Improve student records and training documentation • Eliminate the need for out-of-office time due to training
The Solution:	Transition from classroom training to eLearning.
The Results:	The company compressed 12 days of classroom instruction to 4 days, increased participant test scores, and saved $400,000 in training-related expenses.

In today's hyper-connected world, the ubiquity and value of the Internet to business is no secret. So why do so many companies fail to fully utilize the potential efficiencies and savings made possible by eLearning?

What exactly is eLearning?

One of the reasons many companies don't yet fully utilize eLearning is they don't understand what it is or how to apply it to their organization.

eLearning is any instruction or training using digital technologies as a means of distributing and delivering content to students. From training videos distributed on DVDs to computer-based courses, eLearning has evolved over the years. However, with the spread of the World Wide Web, computer-based training has emerged at the forefront of eLearning, and increasing numbers of people are being trained via the World Wide Web today. A study published in the Sept. 10, 2008 edition of Journal of the American Medical Association concluded that Internet-based training's effectiveness "compared favorably" to traditional training methods, and it offered more "unique advantages, including flexible scheduling, adaptability of instruction and readily available content that is easily updated."

How eLearning helped one leading hotel industry management company:

• Reduced the total cost of their training

With the world economy in flux, cost savings is at the forefront of all managers' minds. From facilities and materials to travel and lost time, there are a number of costs built into traditional training. In a report released in October 2008, American Express Business Travel estimated that the cost of an average domestic trip will rise 2.8 percent next year, due to additional travel fees.

eLearning allows you to eliminate or significantly reduce travel expenses, facility rentals and other costs associated with conventional classroom instruction.

• Increased the number of students who could participate

The flexibility of eLearning helps companies large and small reach their international audience as well as their local one. Companies with employees spread across the globe employ eLearning because of the near limitless availability of the Internet. The number of people in the world using the Internet is approaching 1.5 billion, according to www.internetworldstats.com. With eLearning, a company in New York can deliver high-quality training to its employees in Manhattan on Monday, and its Asian employees can take the same training on Tuesday. Likewise, an Internet connection allows a small business in Tennessee to train its staff in remote areas throughout the state. For small businesses, where low costs and increased efficiency are high priorities, eLearning is an affordable solution to training

• Quickly and efficiently documented and stored training records

The myriad of training courses online are of little to no use without the administrative tools needed to document and store the results of participants' performances. Employers use such documentation to keep track of an employee's development and progress. Such proof of training can sometimes be essential when the subject involves legal matters.

• Reduced the need for out-of-office time due to training

Ben Franklin said, "Do not squander time, for that is the stuff life is made of." It's fair to say that time is the stuff business is made of, as well. Reducing out-of-office time can save your business money by increasing productivity. In a 2006 report, software company Adobe observed that "eLearning is gradually upstaging conventional training methods thanks to the immense benefits eLearning offers in terms of cost savings and employee productivity." Out-of-office training involves the time of actual instruction plus any time spent in transit. If employees can train at their desks when it is most convenient for them, training does not have to interrupt their daily workflows, and they can maximize their time in the office.

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Whether you are looking for ways to save money, fill a knowledge gap or improve productivity, eLearning from OrgWide Services is your answer.

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