

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/>

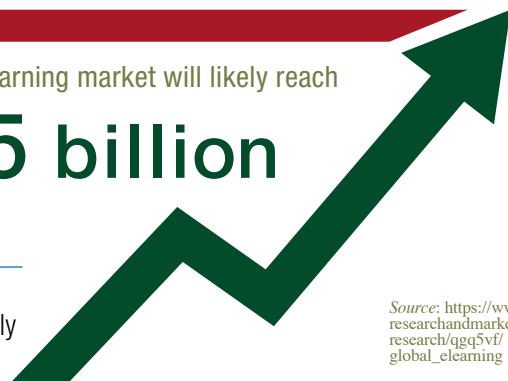
The global eLearning market will likely reach

\$325 billion

by 2021

In 2014, this number was only \$107 billion

Source: https://www.researchandmarkets.com/research/ggq5vf/global_elearning



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

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

TRANSFER OF
KNOWLEDGE
IS GREATER



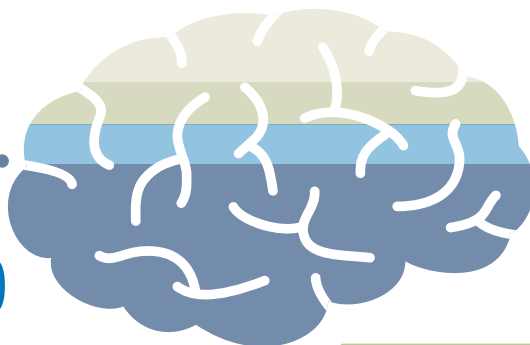
PERFORMANCE
improves by
15-25%

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/trgmag-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

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

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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>

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*