LearnUpon

Trends, Challenges and Rewards: eLearning in 2018

Key Insights to Build an Effective eLearning Strategy

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Introduction

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eLearning is a growing resource for businesses. More and more organizations are seeing the true value of using a learning management system (LMS) to train their employees, customers, and partners. But how do you know what training strategy is best for your organization? What have other companies' achieved with their eLearning and what can it offer yours?

Over the past few years, the practice of delivering online training has transformed dramatically. With new technologies, better practices, and improved awareness, eLearning now plays a significant role in many businesses' success strategies. Despite this rise, many businesses still struggle with picking the right learning management system, knowing the features they need and how to properly implement eLearning.

In LearnUpon's "Trends, Challenges, and Rewards: eLearning in 2018" report, we asked over 200 businesses how their online training impacts them. The results of our survey, when applied, will help your business to develop a successful eLearning strategy that delivers value. We observed the participating organizations' relationships with their learning management systems and if/how they are using them for their business. We also gained insights into the benefits and pain points businesses are experiencing with online training.

For the companies that **are already delivering training with a learning management system**, it's an insightful look into the emerging best practices and trends. It will also guide you through the challenges businesses like yours encounter and the methods they use to deliver better training with their LMS.

If you **are not yet delivering online training and you are considering rolling out training in your organization**, this research will provide insights that can help in your search for a learning management system. It will also

show you the steps you can take to start your training off on the right path and ensure success for you and your business.

The Rise of Technology for Delivering Online Training

A learning management system, or LMS, is a software application used for the creation, delivery, documentation, tracking, and reporting of eLearning courses. In the context of this report, it is a corporate LMS, used by businesses to train employees, clients, and partners.

As eLearning becomes increasingly integral to many organizations' learning and development strategy, so does implementing a learning management system. Businesses now consider this software essential to effectively deliver their online training.

According to this survey, the number of respondents whose businesses have implemented an LMS stands at over 80%, while less than 20% did not currently have an

LMS. The vast majority of businesses surveyed had already chosen and implemented this technology as the cornerstone of their eLearning strategy.

Percentage of respondents that currently use an LMS

18.05%

do not have an LMS

81.95%

have an LMS

Choice of LMS

When we asked respondents who already have a learning management system, which one they use, we received a wide range of answers.

Over 28 different systems were mentioned. These varied from free-to-use platforms to subscription-based software to custom, in-house LMSs. Surprisingly, a number of respondents also reported using more than one LMS to deliver different types of training for their organization.

This indicates that there are a large number of LMS options on the market today. Depending on the business and use case, different options suit different organizations. For example, with cloud-based LMSs, most of the technical work is done by the LMS and can easily scale with your business. However, a self-hosted platform may fit your needs if your organization must follow the same architecture across all platforms. Therefore, if you are currently searching for an LMS or

considering changing vendors, it's prudent that you analyze what type of LMS would best fit your organization's needs.

28

different LMSs were listed by respondents when asked what platform they used

Plans for Implementation

As for the 18.05% of respondents who didn't currently have a learning management system, getting an LMS was a top priority for them in the future.

When asked if they planned on implementing an LMS over the next 12 months, 63% replied yes. Only 26% said no, they were not planning on getting an LMS and a further 11% said they were undecided on whether to invest in one.

This data suggests these companies are placing a growing importance on online training and the benefits they can get from implementing an LMS.

The results also give an insight into the overwhelming choice that businesses face when selecting an LMS and the difficulty some experience when trying to find the right one for their organization. If you're looking to get an LMS, it's important that you identify what you want

from your platform. List the features that are important to your business; this should help you narrow your search and find the best solution.

**Percentage of respondents
planning on implementing an LMS**

63% Yes

26% No

11% Undecided
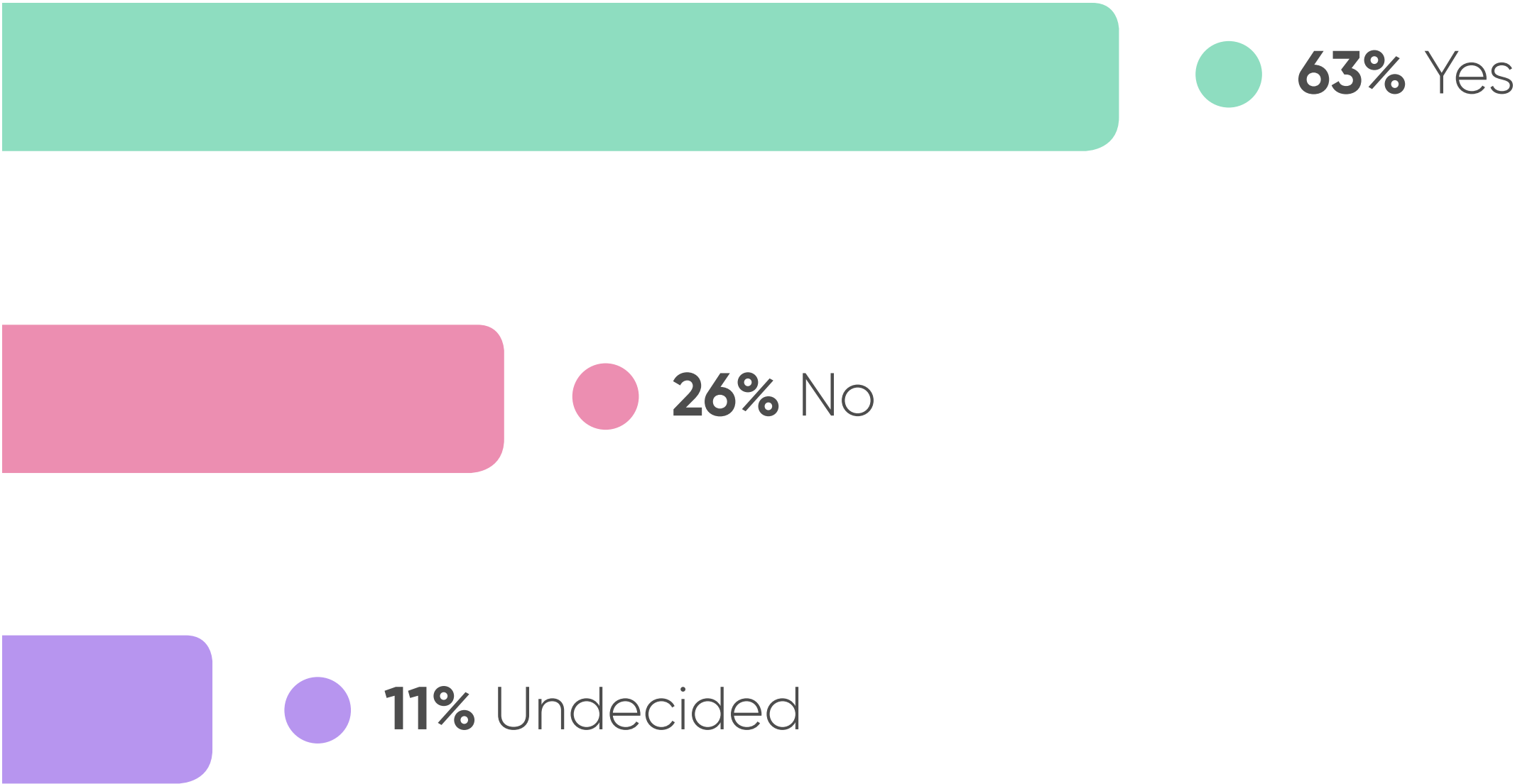
The ROI of Online Training

When investing in any software, including an LMS, it's essential to consider your return on investment (ROI). Businesses need to ensure that their LMS is delivering the results they want.

From our survey results, it's encouraging to know that the majority of the respondents who had an LMS considered it to be good value for money, with an overwhelming 77.78% responding positively to this question.

Only 22.22% said they didn't think their LMS was worth what they paid for it. Reasons for why were diverse. However, inadequate features, overly expensive systems, limited reporting, and lack of support were common pain points mentioned.

Considering the wide variety of LMSs that were being used by respondents (28), it's fair to say many businesses are overwhelmed by the choice on the market. The data suggests that many are ending up with a solution which isn't right for them.

To ensure you get the best LMS for your organization, research the features you need and the problem you wish to solve. Are you looking for a solution to streamline compliance training? Ask yourself, does this LMS have features that let me track who has completed a course? Can I automate enrollments when the next compliance period is due? Considering an LMS to train partners and in-house staff? Discover if the LMS gives you options for branding, messaging and access to content so the user experience can be tailored to different audiences. Knowing how your LMS supports your specific needs will help to identify how it provides value for your business and delivers the results you want.

Percentage of respondents that think their current LMS is good value for money

77.78% Yes

22.22% No
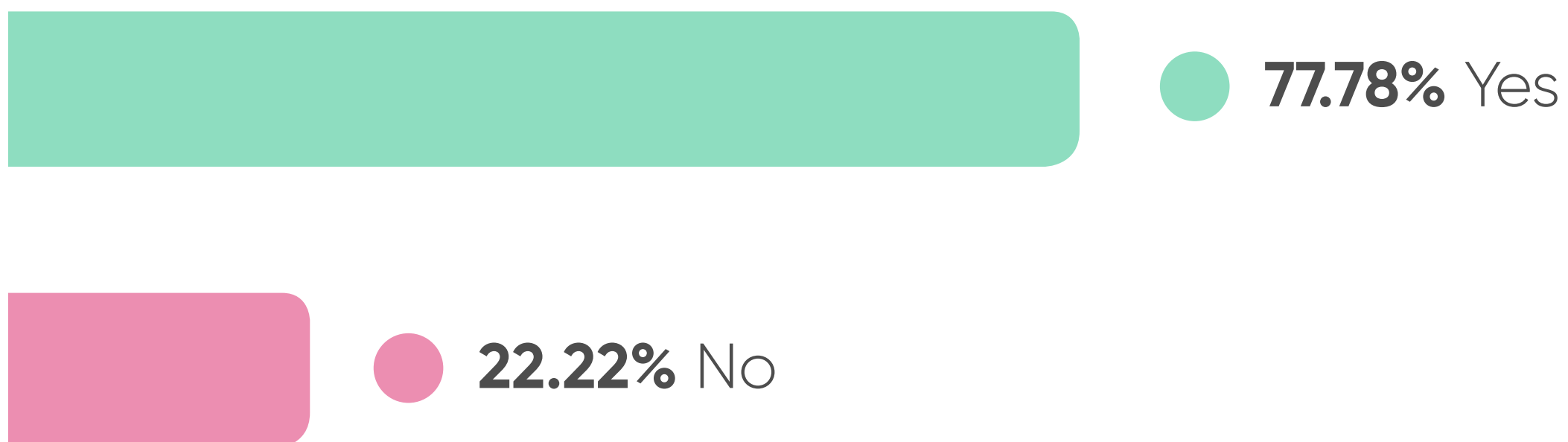
How Online Training Delivers Value for Business

When developing a training strategy for your business, it's vital to consider how your training will be delivered. For our survey, we divided training into three basic use cases that businesses mainly administered and asked respondents to select how they typically use their LMS. The choices were:

- Management of online training delivery only (eLearning delivery)

- Management of classroom-based training only (face-to-face or Instructor-led training delivery)

- A mix of online and classroom-based training (Blended Learning)

The top choice was "Management of online training delivery only", followed by "A mix of online and classroom-based training". Very few (less than 4%) of respondents said they used their LMS for "Management of classroom-based training only". This provides an

interesting insight as it shows that businesses are moving away from the constraints of this more traditional type of learning environment.
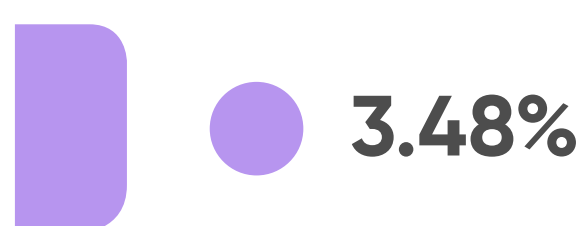
Types of online training that businesses deliver

56.52%

Management of online training delivery only

40.00%

A mix of online and classroom-based training

3.48%

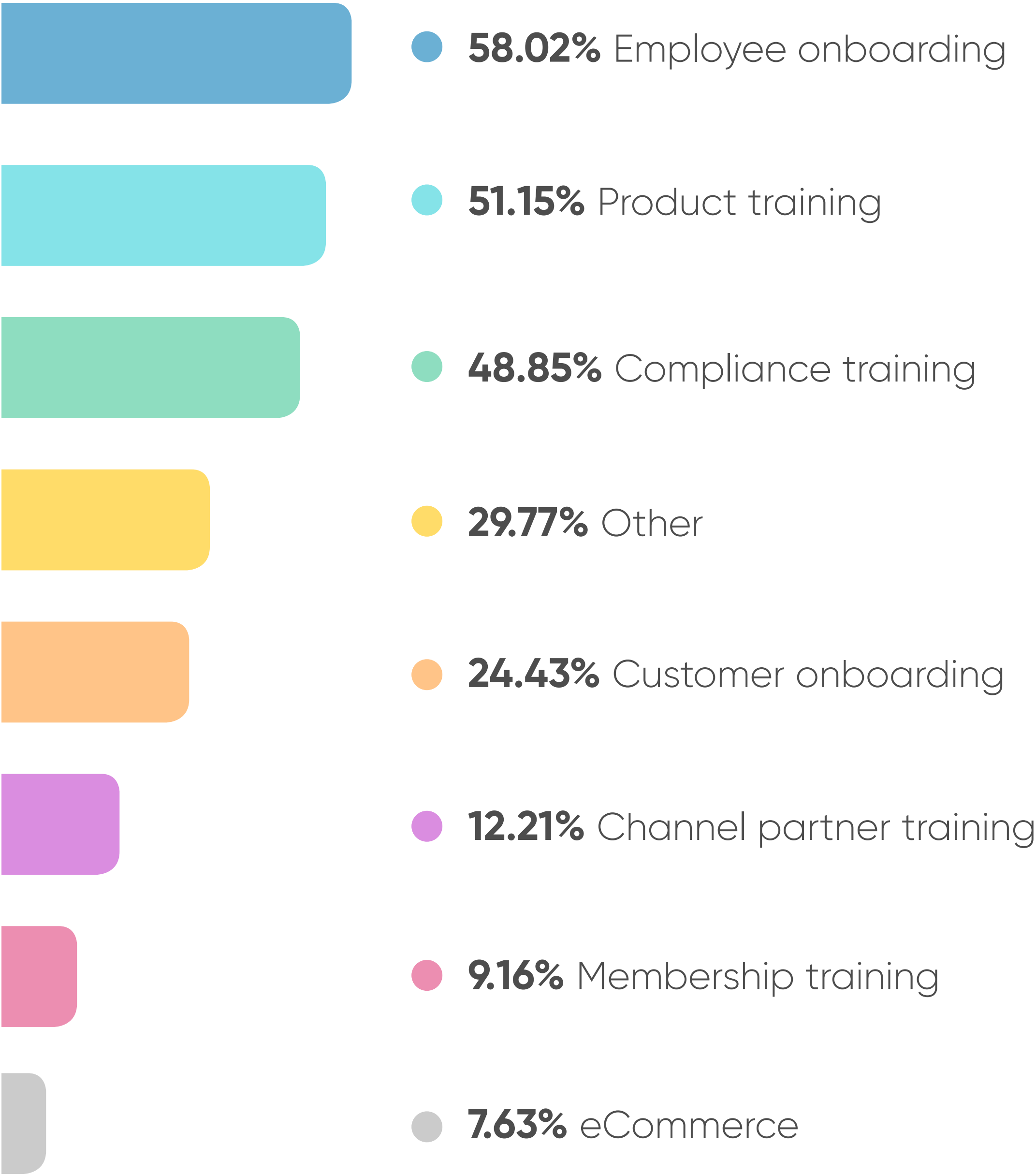Management of classroom-based training only

Course Content

Drilling down further, when it comes to the types of training businesses are delivering, answers varied.

The top three choices were Employee Onboarding (58.02%), Product Training (51.15%) and Compliance Training (48.85%). When asked if they delivered any other types of training "Management and soft-skills training" was a popular answer.

Respondents were likely to deliver more than one type of training in their organization, with many providing both employee and customer training.

These findings are significant if you are planning to implement an LMS and deliver training to different groups of learners. Finding a platform that scales with you and allows you to train all learners – employees and customers – is essential.

What businesses use their LMS for

58.02% Employee onboarding

51.15% Product training

48.85% Compliance training

29.77% Other

24.43% Customer onboarding

12.21% Channel partner training
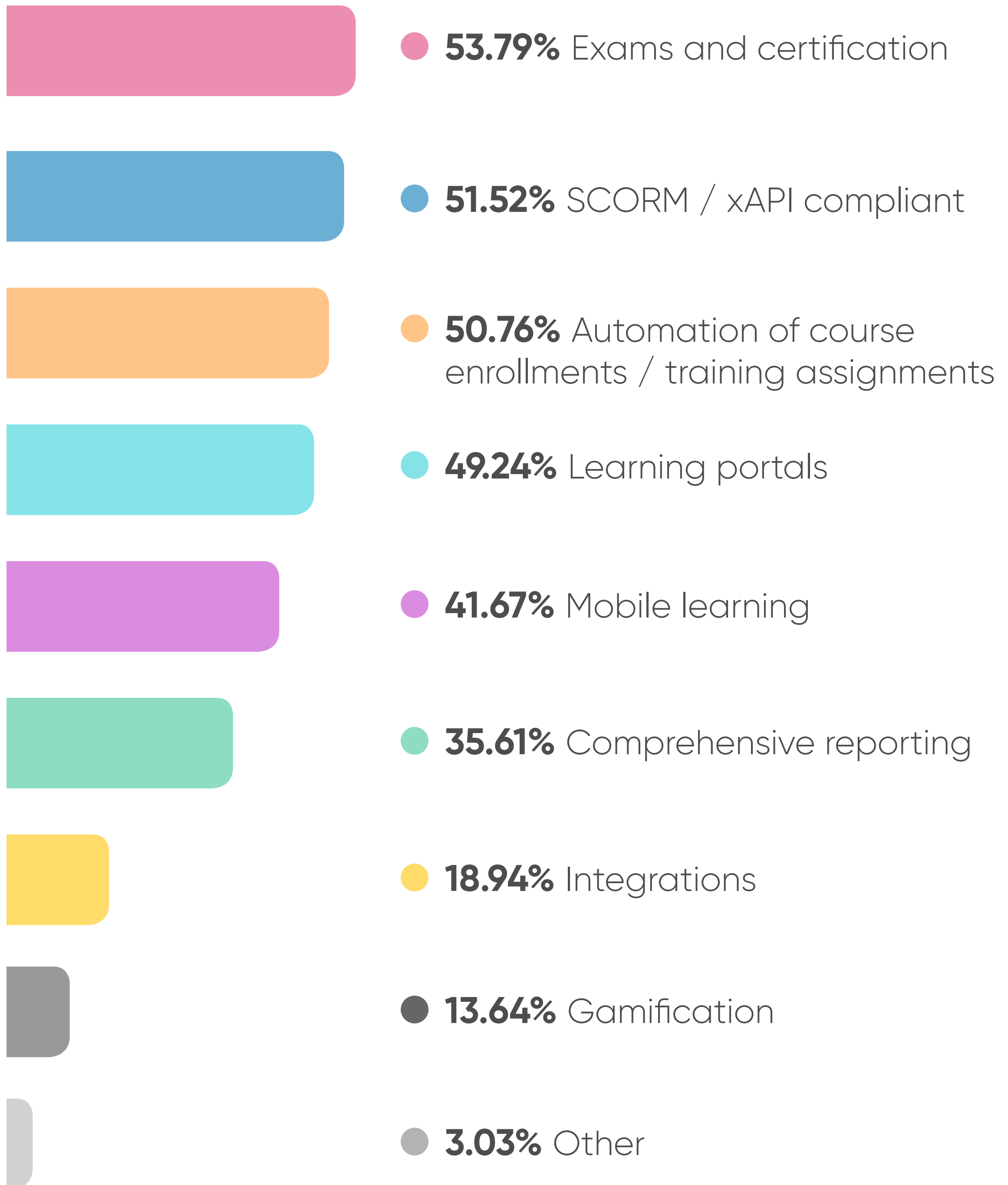
9.16% Membership training

7.63% eCommerce

Features for Effective eLearning

As we've mentioned throughout this report, to deliver effective eLearning you have to get an LMS that has the features you need. To help you get an insight into the most commonly used, and most useful features this software has to offer, we asked our respondents "what feature best helps you to deliver online training?".

Of the suggested answers, Exams and certification came out on top with 53.79% of respondents saying that it is a feature they find helpful. SCORM/xAPI compliant, automation of course enrollments/training assignments and Learning portals were also popular answers with around 50% of people choosing them.

Features that best help deliver online training

53.79% Exams and certification

51.52% SCORM / xAPI compliant

50.76% Automation of course enrollments / training assignments

49.24% Learning portals

41.67% Mobile learning

35.61% Comprehensive reporting

18.94% Integrations

13.64% Gamification

3.03% Other

Benefits of Delivering Successful eLearning

When delivering online training, it's essential you know what the big benefits are for you and your organization. Knowing this can ensure that your LMS is delivering on its value promise and working for your organization.

In the results, the leading answer was motivating learners to reach their goals (58.33%). Close behind was seeing the return on investment with 50% choosing that option, with reduced costs (31.06%) and meeting your targets (28.88%) following.

These findings suggest that providing online training isn't just about ROI, there are additional factors that are equally, or more, important to businesses.

The most rewarding part of delivering online training
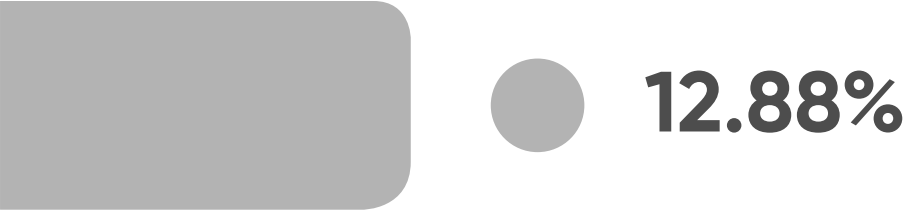
58.33%

Motivating learners to reach their goals

50.00%

Seeing the return on investment

31.06%

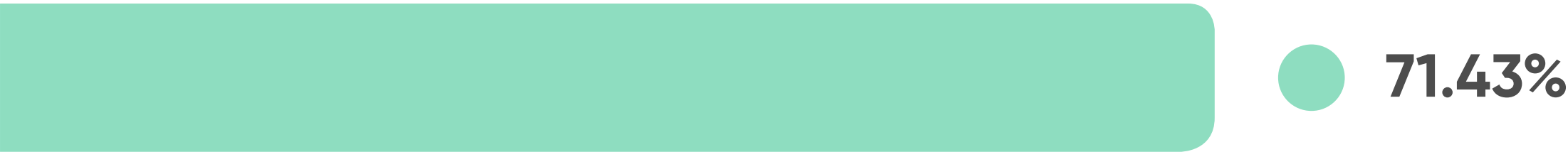Reduced costs

28.03%

Meeting your targets

12.88%
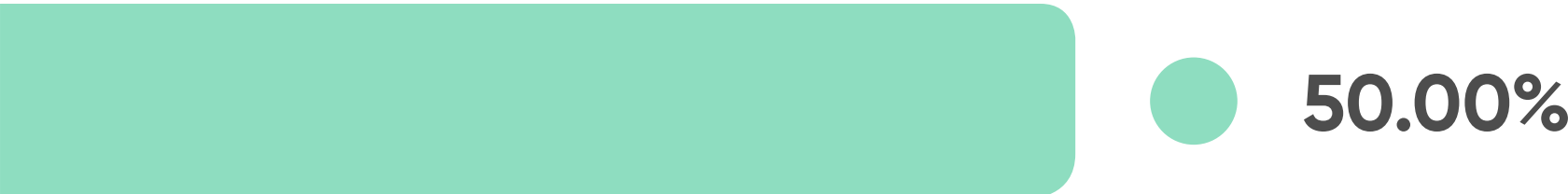
Other

Challenges to Delivering Successful eLearning

Although businesses can deliver successful eLearning, there can still be hurdles that they struggle to overcome. Be it issues with budget, resources, or even having an LMS that isn't the right fit for their organization. Whatever the reason, there are patterns across businesses with the challenges they are experiencing.

The biggest challenge by a substantial margin was "Engagement of learners" with over 70% of respondents stating that it was a concern for them. All other answers including "Time managing eLearning tasks", "Budget", "Rolling out new content" and "Lack of resources" were considered challenging by numerous respondents too, with each option getting around 30%. With engagement being such a prevalent concern, it's essential you get, and utilize, an LMS that has tools to encourage engagement. Features such as notification emails, gamification, certificates, Learning Paths, etc., if used correctly can motivate your users to interact with, and complete, their online training.

The most challenging part of delivering online training

71.43%

Engagement of learners

33.83%

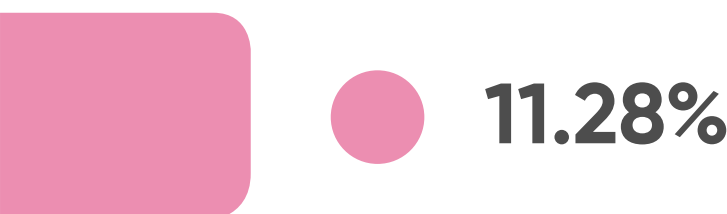Time managing eLearning tasks

29.32%

Budget

27.82%

Rolling out new content

27.07%

Lack of resources

11.28%

Other

Future Challenges in eLearning

For the challenges, businesses expect to face over the next year, "Learner engagement" continues to be the number one concern with a substantial 71.97% highlighting this was a concern. "Data / Content / IP security" (34.09%) and "The end of Flash support" (29.55%) were also prominent challenges.

Additionally, a number of respondents echoed that the challenges they currently face, including course design and development, would continue over the next 12 months.

These findings are invaluable for businesses currently providing online training or considering it in the future. They can help you discover potential issues you may experience in your eLearning and develop strategies for how to overcome them.

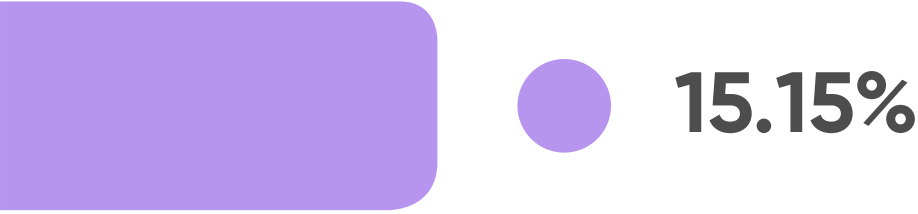## The biggest challenges facing eLearning delivery over the coming 12 months

71.97%

Learner engagement

34.09%

Data / Content / IP security

29.55%

The end of Flash support
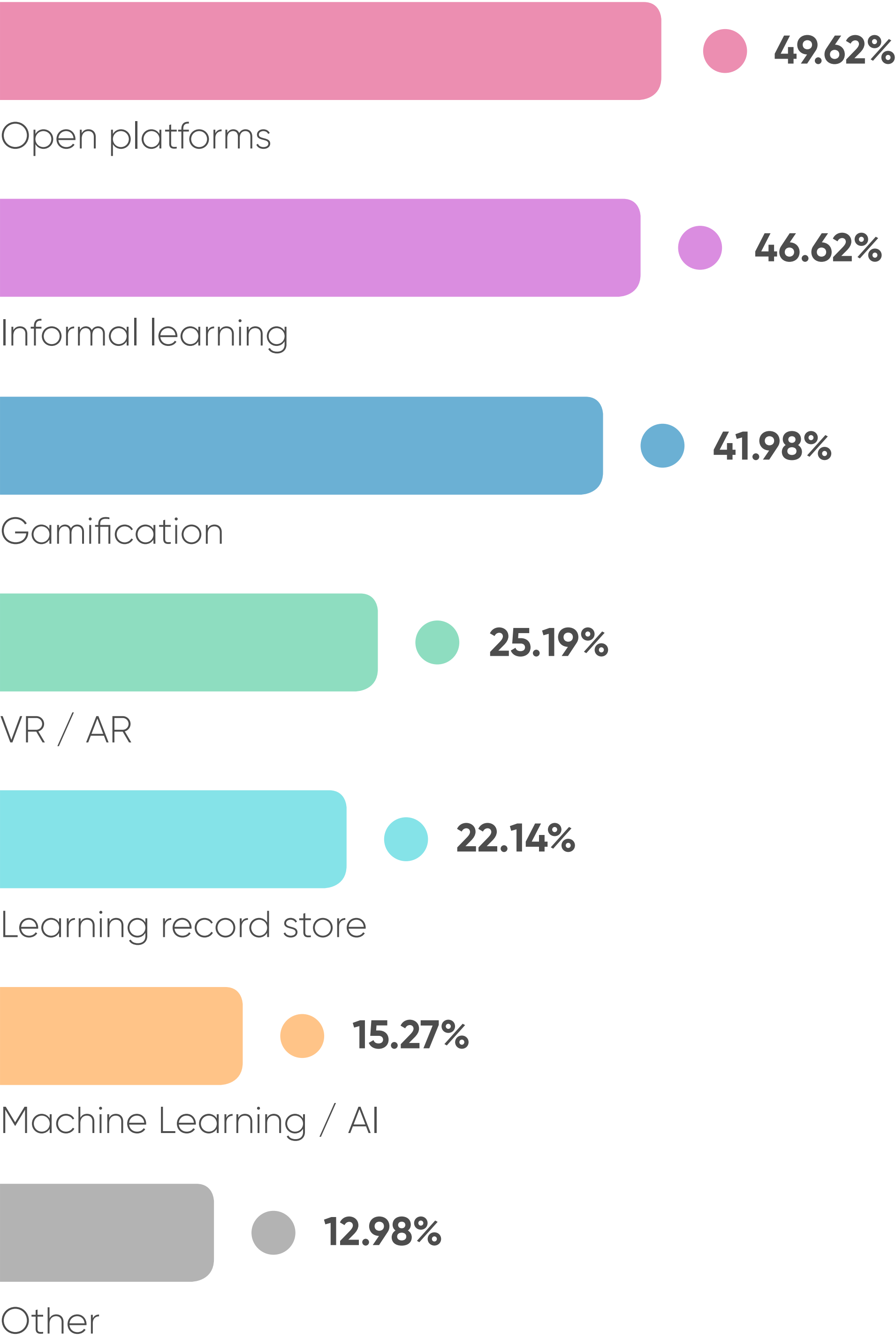
15.15%

Other

6.82%

GDPR legislation

Future Trends in eLearning

As for the future of eLearning, responses were varied regarding trends. Most popular was "Open platforms (LMSs having more integrations)" with 49.62%. This signifies that businesses wanting to connect their chosen tools and have simpler way of transferring the data that is important to them.

"Informal learning" (learning via participation) and "Gamification" are trends that were predicted by our respondents to become more popular. Numerous respondents also noted that they believed micro learning would also continue to be a growing trend.

These trends are important to consider when investing in your eLearning. Ask yourself if they could offer value, increase engagement or help you overcome a pain point in your online training. Examining each one and how it could enhance your training could have meaningful results for your organization.

The biggest trends in eLearning delivery over the coming 12 months

49.62%
Open platforms

46.62%
Informal learning

41.98%
Gamification

25.19%
VR / AR

22.14%
Learning record store

15.27%
Machine Learning / AI

12.98%
Other

Your Business's Next Move

The data from this report is aimed to help you identify how you can approach your organization's online training. These insights can be used to evaluate and optimize your current eLearning. Additionally, they can be used as a jump-off point to discover how you can start delivering effective online training in your organization. We suggest you:

- Establish your business's online training goals and how you will reach them

- Assess if you are happy with your current eLearning

- Evaluate the features you need from your LMS

- Consider the challenges you are facing or could face and how you can overcome them

By using this data and asking yourself a few simple questions, you will soon be on the road to eLearning success.

LearnUpon

Learning as it should be

About LearnUpon

LearnUpon LMS helps businesses train their employees, partners, and customers. By combining industry-leading capabilities, unmatched ease of use, and unrivaled customer support, organizations can manage, track, and achieve their diverse learning goals—all through a single, powerful solution. It's learning as it should be.

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