



Enhance Your Training

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Atrixware E-Learning Case History

Continuing Ed Company Struggled with Time

Background

A continuing education school provides advanced training and educational services to business professionals in the information technology field. They are a highly recognized company in the industry. With multiple locations along the east coast, they train hundreds of students each week, and demand for courses in their industry is continually growing. Their goal is to keep competitive in the market while still maintaining the high quality that their students expect. They came to understand that in order to remain competitive, and for the convenience of their students, they needed to offer not only live classroom courses, but online courses as well.

The Problem

The school wanted (needed) to expand its offerings online, but didn't have the time to create these new programs without taking time away from their live classroom training. They were under immense pressure to keep relevant in the market and provide the high quality training that their customers expected. They were slowly losing customers to their competitors that offered online offerings, and they were also losing market share because they spent 100% of their time delivering live classes, with no time to begin building an online offering.

The Solution

Using the Axis LMS, they now offer all of their training online as well as live. They started by recreating one class at a time as an online offering to minimize the impact on the lack of time available. Once they were able to get a few classes online, they were able to gain more time as students began selecting the online offering 63% of the time, and over the course of seven months, they were able to get all classes online - enabling their customers to access and work through training materials from anywhere at any time. They are now back to being competitive, while growing their market share (and profits), while gaining additional time.

The Result

Since the implementation of online classes using the Axis LMS, they have seen an astounding 658% ROI. They have seen more sales, grown their market share, and freed up valuable time. As a result, they were able to develop a stronger marketing strategy which led to a faster time to market — and most importantly, their customer satisfaction surveys went up along with repeat business.