

# CUSTOM ELEARNING

Use custom eLearning to empower your learners and improve your business performance.



Does your organization need to develop an e-Learning course or strategy? It may, otherwise you wouldn't be here.

Maybe you are unsure about switching from traditional classroom training to an e-Learning model and want more information? That's reasonable. When making a change that can have a long-term impact on your employee performance and the company's ROI, you need to be 100% sure about it.

Or perhaps you can't decide between off-the-shelf versus custom e-Learning courses?

Ready-made courses have their benefits, like universal content for immediate training needs and cost-effectiveness for businesses with a limited budget. However, every organization's requirement is unique, and the training program should meet those specific needs. In this situation, custom e-Learning is a better option as it fills in those gaps where ready-made courses often miss the mark.



## The evolution of e-Learning

E-Learning began as Computer Based Tests (CBT) in the 1960s, and by the late 1990s, it evolved into online distance learning. But it wasn't until the early 2000s that it started to transform into its current form.

The rise of the Internet and multimedia development helped replace printed manuals and one-dimensional training practices. More affordable digital devices and well-built Learning Management Systems (LMS) encouraged the growth of e-Learning courses. Hence, the advancement of technology has made e-Learning the most popular mode of training today.

## Types of e-Learning

E-Learning falls into two broad categories – asynchronous (self-paced) and synchronous (live-online training). Asynchronous e-Learning can include pre-recorded lecture content, [explainer videos](#), quizzes, and games. Synchronous typically occurs in a [virtual classroom](#) or on a web conferencing platform.

## Uses of e-Learning

Regardless of the type of e-learning, most organizations recognize the advantage of its application across various departments. Employee, compliance, and partner training are a few of the many custom e-Learning training courses that Alchemist Learning can help you deliver.

## Employee Training

It's not surprising that the most frequent type of e-learning used in organizations is for employee training: onboarding, soft skills, and product training to name a few. You can use an LMS to streamline the process of onboarding new hires or improving employee performance. The LMS allows you to formalize the training delivery making it more efficient, allowing you to create bespoke exams, run reports, and gather feedback to assess and improve employee training performance. Alchemist Learning understands the importance of ROI and works with clients to analyze and act on learner metrics.



## Compliance Training

For most companies, compliance training is mandatory. It educates your employees on laws and regulations applicable to their industry and specific job roles. It covers topics on health and safety and anti-harassment in the workplace. With a reliable LMS, it is easy to keep up-to-date with ever-changing legislation, allowing you to revise your training material and roll out updates as needed.

## Partner Training

This form of training provides your partners and resellers the tools to become successful members of your network. The training may include product information training, marketing guidance, sales, and support training. Partner training programs help you engage with your partners, protect your brand, and reduce support costs.

Whether you're a newbie or an e-Learning expert, let's take a closer look at why you should choose custom e-Learning over off-the-shelf content, its benefits to your organization, and how Alchemist Learning fits into the mix.



## Benefits of investing in custom e-Learning content development

E-Learning courses should reflect your company's vision, culture, values, and processes to your workforce. Also, your program should portray your organization's image to your clients, customers, and competition.

While ready-made programs are comparatively cheaper, some of their content can be irrelevant or already known to the learner. This generic content may lead to learners not completing the course as they become disinterested during the training.

As we mentioned earlier, every organization is unique and has different training needs. In this situation, custom e-Learning is better suited to reflect your brand and training needs.

Investing in a custom e-Learning program can benefit your organization by:

- Creating custom content to match your learning objectives for your unique needs.
- Reducing cost by removing the need for costly printed material and on-site instructors.
- Improving performance and productivity and allows learners to complete their training at their own pace quickly.
- Increasing the shelf-life of your learning content library.
- Ensuring courses are in tune with the company's brand values and culture.

According to [eLearning Industry](#) in 2019:



E-learning increases knowledge retention rates by **25% to 60%**.



E-learning has led to an increase in income for **42%** of US organizations.



A survey of 2,500 companies found that those with "comprehensive training programs" have **218%** higher revenue per employee and **24%** higher profit margins.



## What do the best custom e-Learning companies and Alchemist Learning have in common?

Compared to traditional face-to-face training, a well-designed custom e-Learning course has the edge. Tailored corporate training makes learning more definitive and caters to the learning experience to your organization's brand, learner styles, and preferences.

By opting for custom e-learning programs, Learning and Development managers can improve employee performance and align them with their learning and business goals.

At Alchemist Learning, we have:

- Extensive understanding of how employees learn
- Up-to-date knowledge of current and emerging e-Learning tools and applications
- The expertise to design and develop creative quality content
- Flexible and interactive training solutions
- Proven success stories
- Excellent customer service

In short, we create a killer learning experience for your organization!

## Passion, experience, and diligence

We started by asking you:

1. Does your organization need an e-Learning program?
2. Are you unsure about switching from traditional classroom training to an e-Learning model and want more information?
3. Can't decide between off-the-shelf versus custom e-Learning courses?

**If any one of your answers was yes, get in touch and find out how Alchemist Learning can help your organization achieve its goals through quality training.**

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