eLearning Statistics and Value for your Organization

American Heart Association

IN 2017, **72%** of American organizations said **eLearning** gives them a competitive advantage

40% of Fortune 500 companies use eLearning

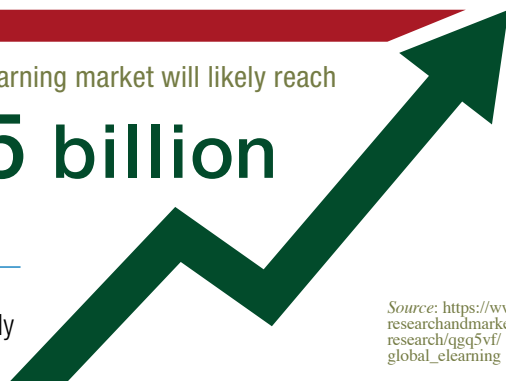Source: https://www.edgepointlearning.com/blog/Instructor-led-Training-vs-eLearning/

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/qgq5vf/global_elearning

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

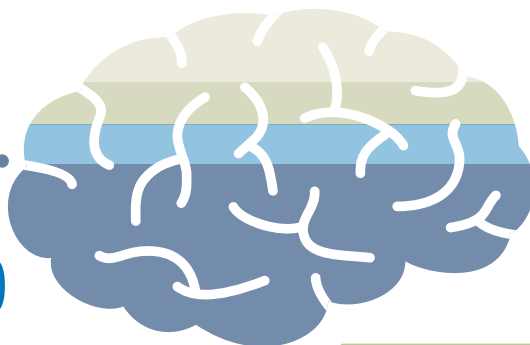RETENTION RATE **IS 25-50% HIGHER**

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

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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]

[1]*Source*: https://www.edgepointlearning.com/blog/business-case-for-elearning-development (2017)
[2]*Source*: Docebo, 2016, www.docebo.com/resource/elearning-market-trends-and-forecast-2017-2021/, *ELearning Market Trends and Forecast 2017-2021*

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

Redefining CPR & First Aid Training. *It's About Time.*
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]

[3]*Source*: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4293215
[4]*Source*: http://thepeakperformancecenter.com/educational-learning/learning/principles-of-learning/learning-pyramid

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