

## How E-Learning Crushed Face-To-Face

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## 1. Introduction

The Internet can serve as a bit of a time capsule, home to everything from the shake weight videos to The Ice Bucket Challenge. And who could forget that little kid right after the dentist? But not everything online is a fad. Some things are here to stay. Take corporate E-Learning, for example. It's not just on the rise, but completely exploding. In fact, according to a 2017 estimate by Research and Markets, The Global E-Learning Market is poised to grow into an approximately \$331 billion market by 2025<sup>1</sup>. So let's take a look at some of the reasons why E-Learning is here to stay.

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<sup>1</sup> [https://www.researchandmarkets.com/research/qgq5vf/global\\_elearning](https://www.researchandmarkets.com/research/qgq5vf/global_elearning)

## 2. E-Learning Is Learning “On Demand”

OnDemand culture has changed the game. At first, we needed everything “now,” then we needed everything “yesterday,” but today we don’t even need to specify a time, because online, we can have access to content whenever we want it. The continuing education market is riding that wave with E-Learning, which is basically learning on demand. And not only is it more convenient, but The Research Institute of America estimates that online learning increases retention by 25-60% (!)<sup>2</sup> So let’s take a look at a few of the reasons why online learning is so effective and appealing.

### 2.1 Learn Anywhere

Technologically speaking, we don’t *have* to go into a physical location for continuing education anymore. And that’s great for productivity. Online learning gives employees access to the information not just when they’re at their desk, but around the clock. And according to a study by the Economist Intelligence Unit, 49% of employees said that working anywhere, anytime, was the single biggest impact on their productivity.<sup>3</sup>

### 2.2 Learn At Your Own Pace

The other benefit of E-Learning is that the modules are often self-paced. A classroom setting moves at the pace of the instructor. But shouldn’t the lessons go at the pace of the student? Everyone learns differently and online training helps students go however fast or slow they need to. It also means everything is archived for future use, so whenever you need a refresher, online training is at your fingertips.

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<sup>2</sup> <https://www.forbes.com/sites/paycom/2017/02/14/learning-management-systems-101-rethinking-your-approach-to-employee-training/#189e3e28755b>

<sup>3</sup> <http://www.arubanetworks.com/pdf-viewer/?q=/assets/EIUStudy.pdf>



## 2.3 Engage

One of the biggest cases for online training is its blended format. We're not just clicking through modules anymore, but also supplementing with live streaming, real-time Q&As, and commenting. This means that E-Learning gives you the flexibility to engage with an online community when you can, without punishing you when you can't. It's truly there at your convenience. But employees aren't the only ones clamoring for online learning. Management loves it, too.

## 3. Management Loves Online Learning

Employees love a *lot* of things that don't always make sense business-wise... froyo machines at every desk, a waterslide down to the parking lot... but the pitches that actually get over the net are obviously the ones that management loves too. And online learning absolutely fits the bill. So why is management so on board? A few reasons.

### 3.1 It's Cheaper

The price tag might not be the sexiest case for online learning, but it's certainly among the most convincing. Online learning eliminates the travel costs associated with getting everyone in one location. It also eliminates the overhead associated with the venue and instructor. And some of it, if not all of it, you can re-use well into the future. Add all that up and online learning isn't just cheaper, it's *way* cheaper. A 2016 article by Capterra cited an IDC estimate that online training can save you as much as 50% compared to face-to-face.<sup>4</sup>

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<sup>4</sup> <https://blog.capterra.com/how-using-online-training-for-your-employees-can-save-you-money/>

## 3.2 Onboarding

Imagine only onboarding employees on a hiring cycle. You'd either wait to fill personnel needs until a sizable batch of new hires was ready to rock, or hire a private instructor each time a new employee started. It would be a logistical nightmare. Online learning eliminates the need to herd cats. Train employees whenever you need to at no additional cost, and get them up to speed quicker by giving them access to historical discussions and Q&As that predate their arrival. A Training Industry Report estimates companies spend \$814 per employee on training. So why not take a chunk out of that by slashing onboarding costs with online learning.<sup>5</sup>

## 3.3 It Builds Culture

A face-to-face learning environment can be really limiting in some ways... and not just because you have to leave the comfort of your house. But because you're going to see primarily one-way communication, sit next to a lot of students you never really get to know, and then when the class ends, so does that dynamic. But E-Learning really opens things up, giving people the ability to continue the discussion, interact in a less formal way, and build camaraderie, leading to increased employee satisfaction and retention.

## 4. Online Learning Is Progressive

E-Learning isn't just great because employees and managers love it, but it's also progressive... in more ways than one. What follows are just a few of the ways that online learning is the fashion-forward choice.

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<sup>5</sup> [https://trainingmag.com/sites/default/files/images/Training\\_Industry\\_Report\\_2016.pdf](https://trainingmag.com/sites/default/files/images/Training_Industry_Report_2016.pdf)



## 4.1 The Environment

“Face-to-face learning is bad for the environment” might sound like a 9-year-old saying the dog ate his homework. But actually, it’s true. A study by Britain’s Open University says that E-Learning courses consume 90% less energy and produce 85% less CO2 emissions than face-to-face.<sup>6</sup> Throw in the amount of paper you’re saving and you have a serious case for E-Learning as a green alternative.

## 4.2 Inclusion

Online learning helps you reach more people. Whether you work in a satellite office, have family commitments that conflict with class times, a physical handicap that makes travel a hassle, or you just have a different learning style, E-Learning improves access and creates more opportunity for a greater number of people. And you’re not the only one who cares about doing the right thing. Your customers do, too. 89% of consumers would rather buy from a company supporting social and economic issues according to a 2017 study by Cone Communications.<sup>7</sup>

## 4.3 Blue Skies Are Ahead

The future of the workforce is millennials and it’s no secret they’re attached to their phones. So bringing E-Learning to those phones isn’t just the obvious evolution of continuing education, but it’s about to be big business. According to Markets and Markets, the global mobile learning market is on

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<sup>6</sup> <https://www.kdplatform.com/advantages-greenlearning/>

<sup>7</sup> <http://www.conecomm.com/research-blog/2017-genz-csr-study>



track to reach \$37.8 billion by 2020.<sup>8</sup> So this isn't just the workforce's preference, but a booming market.

## 5 Conclusion

So there you have it. Online learning isn't just great for employees and managers – it's also great for your bottom line. IBM estimates companies that offer E-Learning can boost productivity by 50%.<sup>9</sup> And since it's cheaper than face-to-face, not only can you afford to roll out an online learning program, you can't afford *not* to.

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### About Intraboom

Intraboom is the simple, all-in-one digital workplace. It's a single work app for communicating, sharing files and media, scheduling and managing tasks. This platform can be used as a simple and affordable E-Learning platform, providing real-time access to content, facilitating discussions and logistics among pupils, and providing a fun way to engage during the continuing education experience.

### Contact Information

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<sup>8</sup> <http://www.marketsandmarkets.com/PressReleases/mobile-learning.asp>

<sup>9</sup> <https://www.digitalchalk.com/blog/top-10-elearning-statistics-for-2013>

