

# CUSTOM CONTENT

## RETURN ON INVESTMENT



### BY: ROUNDTABLE LEARNING

Investing in custom learning content can save you money, increase your learner retention and engagement, and boost your bottom line.



#### 1 REDUCE TURNOVER

80 percent of learners want defined career paths. Custom eLearning paths can help retain workers and reduce employee turnover. The average economic cost of turning over a highly skilled job is as high as 213 percent of the cost of one year's compensation for that role.



#### 2 MINIMIZE TRAVEL COSTS

In 2017, training expenditures (i.e., travel, facilities, equipment) increased to \$44.5 billion from \$26.1 billion. eLearning can reduce or eliminate the cost of travel, hotels, venues, food, and more, for instructional designers and learners who travel for training.



#### 3 GAIN PRODUCTIVITY

To calculate the value of your trainers' and learners' productivity, multiply the total number of employees by their average hourly salary, then by the hours spent on both travel and training per employee.

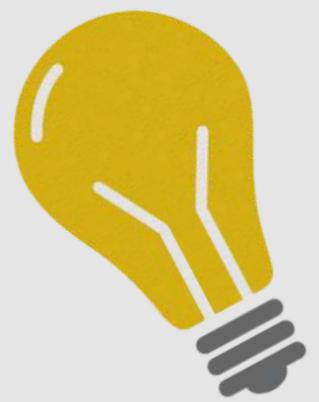
#### 4 BOOST YOUR BUDGET

After calculating that 40 percent of its own classroom training costs were spent on travel and lodging, IBM moved 50 percent of its training programs to eLearning, saving \$579 million in only two years.



#### 5 MAXIMIZE SELLING

Minimize time-to-revenue on new product launches and upgrades by keeping your sales engineers informed 24/7. eLearning shrinks the amount of time your sales engineers have to spend in training, giving them more hours in a day to get in front of customers.



#### 6 MEASURE SUCCESS

In 2017, the highest priorities for training were increasing the effectiveness of training programs and measuring the impact of training programs. eLearning makes measuring learner retention and success easier, and data can influence future learning programs.



#### 7 BOOST YOUR KPIS

Companies that invest in eLearning see at least a 10 percent boost in KPIs including revenue, productivity, and engagement. A study from IDC showed that American companies were able to save between 50 percent and 70 percent when replacing instructor-led training with eLearning.

