

5 Advantages of eLearning

eLearning offers organisations a wide range of solutions to common training needs. We've narrowed down our top five advantages.

1 Convenience

eLearning gives employees the flexibility to learn where and when they want. It stops the need for scheduling everyone together in the same place at the same time. eLearning is on-demand and self-paced, enabling the learner to receive the information they need exactly when they need it.



Personalisation

Traditional learning is generally a one-size-fits all solution. With eLearning, there is much more variety and personalised opportunities available. Organisations can develop learner-centred digital courses that are specifically directed at a certain group or a certain problem. Employees are more motivated to pay attention to content that is customised to their particular needs.

2



Interaction

Well-designed eLearning courses stimulate and motivate the learner through interaction. Interactive moments like scenario-based questions, videos, mini-games and simulations dotted throughout the course keep the learner engaged.



4

Employee retention

Employee recruitment and onboarding has a financial impact on organisations as well as other losses such as lost productivity. eLearning can help prevent that. A recent study¹ found that 70% of employees are more likely to stay with a company that provides job-related training and development opportunities. Encouraging employees to develop their skill-set will strengthen the company work-force and prevent internal obstacles.

¹ Applehans, W. (2015). What Gap? What the Generations Say About Learning and Technology in the Workplace [Online article]. Retrieved from <https://www.ecnmag.com/article/2015/03/what-gap-what-generations-say-about-learning-and-technology-workplace>

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Cost-effectiveness

Cost is always an important consideration for any learning programme. Organisations can often end up paying high prices to develop courses, hire trainers, travel expenses etc. Not to mention having employees sacrifice large amounts of their day to attend these courses. eLearning can eliminate some of these costs. Digital courses can be rolled out to different employees and completed at a time that is most convenient to them.