Why eLearning Development Costs Less Than Traditional Training

Companies new to eLearning often worry about having to increase their training budgets in order to introduce this mode of instruction. In reality, eLearning development can cost significantly less than in person facilitation. The world of Finance is governed by innovative technology and keeping up-to-date with development in this arena is crucial to identifying who the next front runners will be in the marketplace.

If you are still on the fence about eLearning, Bidvest Bank are proving to be a prime example of the efficiency of eLearning in the banking world. As per the strict requirements of FICA, POPI, NCA, The Banking Code of Ethics and the South African Reserve Bank, Bidvest Bank needed to conduct regular refresher and compliance training. With a staff count of +1,200 nationwide, their classroom based training resulted in a number of challenges, all of which are common within the Finance and Banking world:

- **A lack of learning retention and on the job training.**
- **Exorbitant training costs**
- **Removing mass staff members reduced productivity and increased operational downtime**
- **Supervisors had limited capacity to develop new programs because they needed to mark mass portions of assessments manually.**

Bidvest Bank discovered aNewSpring's Blended and Adaptive Learning solution, which included a learning retention function. After a seamless implementation process, Bidvest Bank were soon realised their ROI increased to more than mere monetary value. Using the aNewSpring Adaptive & Blended learning solution, Bidvest Bank resolved their logistical, productivity and costing challenges associated to their previous classroom based training program:

- **Training is conducted to the mass of their employees.**
- **Staff could receive continuous and readily available training material.**
- **Staff improved their learning retention using the MemoTrainer tool, resulting in improved on the job performance.**
- **Bidvest Bank could train 500 staff and only 200 using classroom training.**

As of September 2017, Bidvest Bank have 40 courses inclusive of The Bidvest Bank Academy, a Business Development sales program, several mooks, employee development programs and an industry related social Knowledge Centre. If the results of moving your training online are flowing in for one of the largest financial institutions in Africa, then it stands to reason the Finance industry would greatly benefit from the eLearing approach.

LEARN MORE ABOUT BIDVEST BANK'S eLEARNING JOURNEY.

WHY eLEARNING DEVELOPMENT COSTS
LESS THAN TRADITIONAL TRAINING

In a sector where information is leverage and mistakes can cost billions (and trivially DO cost millions), continuous training is par for the course, and an eLearning solution is a no brainer for multiple reasons we'll delve into below.

THE COST FACTOR

One factor in favor of eLearning in most industries is cost, namely that an eLearning solution costs less to deploy and run compared to traditional learning. This is probably not as much a concern in the financial sector, as the money involved for both options are small peanuts related to the average budget of a large financial institution. While the reduced cost of eLearning is a nice to have, it's not a deciding factor in this case. What does matter in finances is the overall efficiency and return of investment of the training, and that's something where eLearning is a no-brainer.

In the fast-paced world of finance, where working long hours is the norm, classroom based education, with its rigid schedules and its commuting requirements, is disruptive and this exact reason is typically the cause of reduced training, whether it is online or classroom based.

eLearning allows employees to educate themselves at their own pace, between customer and board meetings, when work winds down, or during their leisure time. With eLearning your employees waste less time going to and out of classrooms and spend more time learning and being productive, which in turn translates to huge savings and less disruptions to the operation of your organization.

PRIVACY AND CONTROL

Financial organizations have all kind of internal procedures and training material to use, and not all of it should ever be outside of the company. With internet based eLearning you can deploy your courses in a tightly controlled manner, providing fine-grained access only to the right employees and securing the whole set-up behind your company's firewall or VPN. And for financial organizations operating in multiple cities, countries, offices and branches, an Learning Management System allows you to deliver training to all your locations from a single deployment, that your IT department can easily manage, monitor and secure.

STAYING UP TO DATE

The financial industry is not a static environment. In fact it's perhaps the most dynamic sector of the so called knowledge based economy, with each day and week bringing unique challenges and changes (especially in areas such as compliance training). When it comes to training, this means that a lot of the learning material has to change frequently to adapt to new developments. This is another area were eLearning beats classroom based classes that need printed textbooks, specialized instructors and a predefined lesson schedule.

Central, web based, deployment makes updating eLearning material quick and painless, and compatibility with third party and external sources means that all kinds of pre-packages and already available content can be incorporated to your eLearning courses in a heartbeat.

EMPLOYEE ONBOARDING

Employee orientation or onboarding, the task of introducing new hires to their working environment and giving them the basic information they need to start being productive, is another great fit for eLearning. This includes your organization's operating procedures, policies, restrictions, compliance regulations and guidelines, as well as the ever more important education in professional ethics, and sexual and racial discrimination issues.

TRAINING INSIGHT

eLearning gives managers and decision makers quick and comprehensive insight over the status and progress of your organization's training programs. Instead of delivering seminars to your employees and hoping for the best, or waiting for some instructor to grade and deliver employee progress reports at the end of the learning period, with eLearning you get automated and fast insights on how your employees are doing and how well your training material has been absorbed.

aNewSpring, for example, includes advanced reporting capabilities that enable supervisors and management to keep track of courses, groups of learners and even the learning progress of specific employees, across all of your organization's departments and branches.

Learn more about aNewSpring

TRAVEL, VENUE, MEAL AND ACCOMMODATION COSTS

In-person classrooms require both the trainees and trainers to travel to a pre-determined location in order to conduct a training session. Businesses are typically faced with incurring this travel cost on behalf of their employees and pay for it from their training and development budgets. In case of eLearning, however, no such costs need to be

incurred since the staff can tune in to the training session from the comfort of their home or work station.

Snack and meal breaks are quite common during the long training sessions, the cost of which is typically incurred by the business for their trainees and facilitators. However, this expense can also be eliminated if training workshops and classes are conducted online.

It is a common understanding that in-person classroom training requires a proper physical space to carry out the event. What we often see in the field is that a small business that doesn't have appropriate training facilities might need to rent a separate venue to execute the training program successfully. If the company already has spare space which it can utilize, it will still need to incur some form of maintenance cost to make the environment meet its training requirements.

INSTRUCTORS/FASCINATORS' SALARIES
This is a simple truth: Staff trainers and facilitators need to be paid. Moreover, instructors themselves will also need to be trained, which in turn requires time and money.

FINAL THOUGHTS

Besides eliminating numerous business expenses, eLearning has a lot more to offer. These benefits include enhanced reach and collaboration, improved learner engagement and retention, and overall better productivity. The fact that eLearning materials are accessible to employees throughout the day allows them to learn the subject at their own pace and in a comfortable setting.

Furthermore, unlike traditional in-person learning methods, eLearning encourages fast learners to complete their training sooner, which, in turn, helps improve productivity and save personal time.

In short, the long-term cost of eLearning is significantly lower as compared to in-person training because business can save money on employee and trainer travel, infrastructure and classroom maintenance, facilitators' salaries, documentation, and paper costs. eLearning expenses are usually a one-time occurrence since the same material can be used for multiple learning sessions.

Ready to start your eLearning journey?

New Leaf Technologies eLearning solutions are designed to improve training efficiencies for clients, resulting in a far greater return on investment. We partner with our clients to guarantee success and provide exceptional support services.

When bespoke eLearning content is part of the solution, our team of experts build inspirational learning journeys.

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