ESI improves customer satisfaction with BenchPrep

BenchPrep

Executive Summary

In 2014, John Elsey, CEO at ESI International, was being challenged with the classic yet complicated issues that the corporate training industry as a whole faced: flat growth, low operating margin and limited product differentiation. Elsey and ESI's product team understood the importance of delivering an engaging and interactive learning experience to its customers. Traditionally, corporate training companies like ESI have heavily relied on high-touch, instructor centric programs that were built around rather inflexible blocks of courses. Elsey wanted to introduce a digital platform that will allow him to test a well-designed, modular, personalized learning delivery model that will eventually lead to subscription type packaging. ESI selected BenchPrep to launch a Risk Management eLearning module.

About ESI International

Founded in 1981, ESI International is a global, project-focused training company, helping people around the world improve the way they manage their projects, contracts, requirements and vendors through innovative training programs in the areas of: Agile Project Management, Traditional Project Management, Program Management , Business Analysis, Contract and Vendor Management and Business Skills.

To date, ESI's programs have benefited more than 1.85 million professionals worldwide. In addition to more than 100 courses delivered in a dozen languages at hundreds of locations worldwide, ESI offers associate's and master's level certificate programs through The George Washington University in Washington, D.C.

ESI also offers an array of assessment services and measurement tools to help organizations identify competency gaps and develop the individual and organizational skills required to execute projects effectively.

The Challenges

ESI customers wanted a no-hassle, compelling digital learning experience

John Elsey, identified a critical need in ESI's product portfolio. The company had traditionally focussed on On-Site Training offerings. In fact, the company was a leading provider of on-site project management training programs to Fortune 500 companies and government agencies. However, ESI's customers were beginning to demand a more flexible and affordable training option. The company's existing e-learning solution was not built to deliver personalized, intuitive, mobile optimized digital learning. In addition, the existing solution was not scalable and had limited capabilities to support instructor led curriculums.

Elsey wanted to offer a compelling digital learning program that catered to today's digital native learner. The digital platform should enable creation of a higher margin, scalable product line.

Courses offered by ESI

Project Management
Program Management
Agile
Contract Management
Business Analysis
Business Skills
FAC-PPM
Vendor Management

Certifications offered by ESI

Project Management
IT Project Management
Program Management
Agile
Business Analysis
Business Skills
Contract Management
Federal Project
Federal Program
FAC Certifications

The Solution

Solution: Risk Management eLearning Course

ESI team, led by Michelle Moore, conceptualized the pilot project: Risk Management eLearning Course. Moore designed the pilot so that ESI could leverage the existing content while utilizing the new functionality that the BenchPrep platform offered.
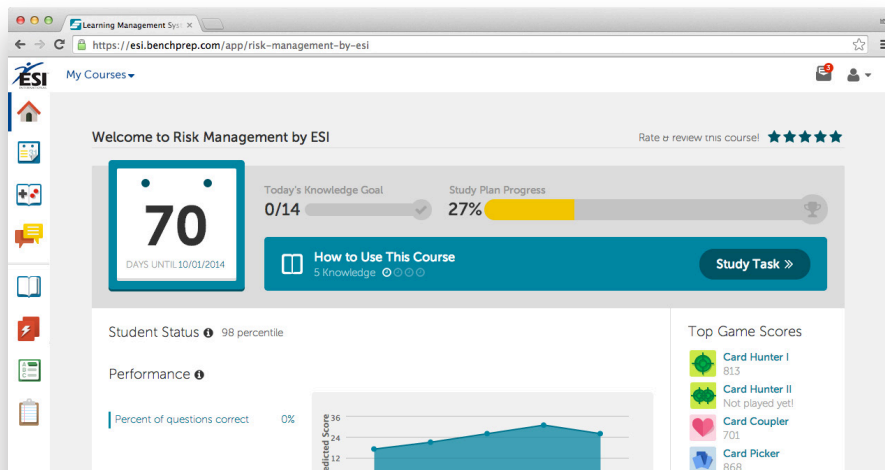
ESI's content team used BenchPrep's content management system, BluePrint™ to ingest all the instructional content. They also used the instructional design tools to optimize the curriculum for a digital-only delivery. BenchPrep's flexible integration protocols allowed for a seamless Single Sign On integration with ESI's user management engine.

The new course with enhanced functionality was delivered within 6 weeks leading to a fast speed to market. Most importantly, it delivered an exceptional learning experience to ESI customers.

One of the key reasons, ESI selected BenchPrep was the incredibly friendly user interface, that they deemed extremely important for a self-paced, digital delivery model.

46 days

Time To Market

"BenchPrep is a perfect solution for corporate training companies that want to break free from the traditional model and get ready for the subscription based modular training model. This has the potential to transform the corporate training space."

John Elsey
CEO, ESI International

Results

BenchPrep powered e-learning program delivered exceptionally better learning experience leading to incredibly high customer satisfaction

Elsey wanted to make sure that the program is evaluated on robust metrics designed around customer satisfaction. He had set the threshold for success high and allowed real customers to evaluate the incremental value.

Within one month of opening the program for enrollment, ESI had enough customers to pay for the entire capital cost of the pilot. This was a critical step to set up the digital learning product as a high margin product going forward.

Few months later, ESI conducted diligent and comprehensive customer research (qualitative & quantitative) to collect feedback and evaluate the incremental impact of BenchPrep on ESI's digital learning offering. ESI customers LOVED the BenchPrep experience. 92% of the learners said that they are very likely or likely to enroll in another course using the BenchPrep software. 87% of the learners rated the experience as Excellent or Very Good.

Here are some of the comments by the learners who used the Risk Management Program on the BenchPrep platform:

"Usability was VERY user-friendly. It was a lot easier to manage vs. the other elearning method. I like the layout and the easy to find buttons."
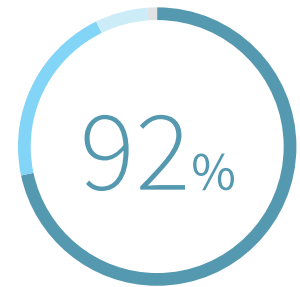**— Kevin**

"The software appears to be have created based on what users actually need from an online course. They want to be able to access good content in an easy way, as well as; track their completion, track their knowledge level, compare knowledge level to other participants, implement and highlight what they know in challenging discussions, activities, asignments and through testing. Overall, I really enjoyed the course and would definitely take one again using this software/approach!"
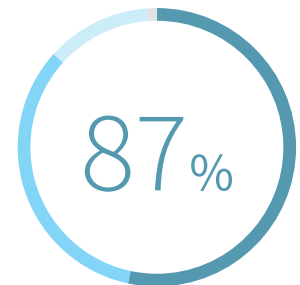**— Amanda**

"This software suits me very well since I'm more of a visual learner. Since I have a very demanding job, I enjoy it that I can work on the course materials at my own pace. "
— Janet

92%

How likely would you be to enroll in another course using the BenchPrep software?

● Very Likely ○ Not Likely
● Likely ○ Very Unlikey

87%

Overall, how would you rate your experience using the BenchPrep software?

● Excellent ○ Good
● Very Good ● Poor
○ Good