

# Substantial savings through e-learning



By [Kirsty Chadwick](#)

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Recent research from US web-based training company [certifyme.net](#) indicates that 77% of American corporations use online learning. The research also reported that organisations save up to 70% on training costs when they replace classroom-based learning with e-learning.

It's no accident that e-learning is a US\$56.2 billion business globally, and is likely to double in size before 2015.

"E-learning" refers to any form of learning - and teaching - that is supported electronically. It could mean using the internet to communicate with a teacher and other students at universities, or it might refer to tailor-made programmes delivered via desktop computers and mobile devices and aided by quizzes, games and video to enhance learning.

It's this latter type of training that is widespread in Europe and the US, where 70% of the world's e-learning is utilised. It's currently showing great growth in emerging markets, however, most notably in Malaysia and Vietnam where it is a cost-effective solution to upskilling a fast-growing workforce. Rapidly developing Brics countries India and China are also experiencing major growth in the e-learning sector.

## Highly customisable

Because e-learning solutions are highly customisable and the technology that supports and creates it is developing at lightning speed, there's almost no limit to its scope and possibility.

However, to be effective e-learning doesn't rely only on the latest gadgets; rather, it relies on using the technology that's readily available to make learning quicker, more engaging and friendlier on the budget.

Research has found that e-learning classes can be as much as 60% shorter in duration than traditional classes. In addition, [certifyme.net](#) has found that online education can increase the retention of information by up to 60%.

South African business needs to join the e-learning revolution to keep up with - and indeed, get ahead of - the emerging countries that are our greatest competition.

## ABOUT KIRSTY CHADWICK

As an educator, public speaker and leader, Kirsty Chadwick has spent almost two decades involved in the field of education. Founder of The Training Room Online, which designs and develops innovative tailor-made e-learning material for the corporate, industrial and private sectors, Kirsty has trained, developed and inspired people across three continents.

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