Case Study

Check N Click Learning and Technologies
- Scaling Operations for a Global Software Company

BACKGROUND

Check N Click Learning and Technologies provided support to one of the largest software companies in the world from 2012 to 2020. The client had only 6 courses in their B2B Marketing Product's training portfolio when the support began. With the help of Check N Click, they were able to scale their operations and add 4 more products to their Marketing platform. The team provided course development, graphic design, and community administration services to the client.

CHALLENGES

Check N Click Learning and Technologies provided support to one of the largest software companies in the world from 2012 to 2020. The client had only 6 courses in their B2B Marketing Product's training portfolio when the support began. With the help of Check N Click, they were able to scale their operations and add 4 more products to their Marketing platform. The team provided course development, graphic design, and community administration services to the client.

SOLUTION

Check N Click Learning and Technologies provided a team of 8 full-time professionals to support the client's operations. The team included Project Manager, Sr. Instructional Designers, Associate Instructional Designer, Learning Management System Administrator, Editor, and Graphic Designers. The team used various tools such as Articulate Studio, Articulate Storyline, Camtasia, Greenshot, Adobe Creative Cloud, and Adobe Animate to create engaging and effective training courses. They also administered the client's user community and forum.

RESULTS

At the end of eight years, the client's annual revenue had increased to over $40 million by selling the Education Passes to access the training. Check N Click helped the client create a comprehensive curriculum that included 4 certifications, 3 learning paths, and 11 courses for the B2C product. Over 2.5k learners were certified in this program. The B2B product had 4 certifications, 3 learning paths, and 20 courses. Over 12k learners were certified in this program. The Big Data product had 1 certification, 2 learning paths, and 6 courses, and over 1.5k learners were certified in this program. The Content Marketing program had 6 courses, 3 hours of training, and 1 certification. Finally, the Audience Segmentation product had 4 hours of training and 2 courses.

KEY POINTS
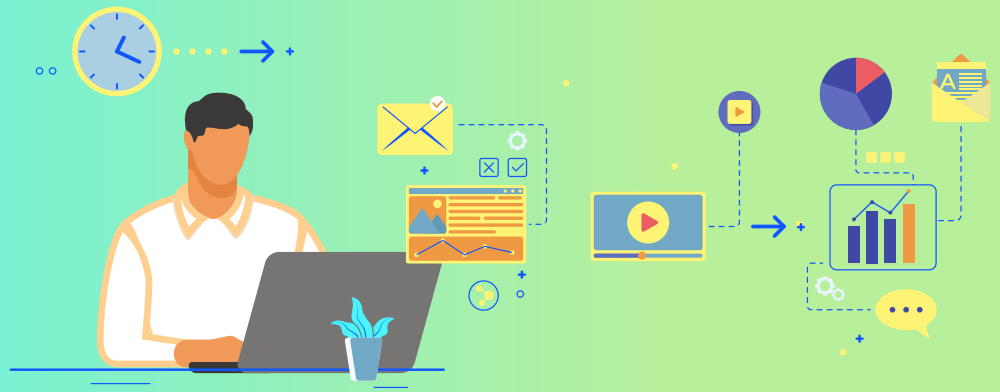
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- The team provided course development, graphic design, and community administration services to the client.

- Check N Click provided a team of 8 full-time professionals, including Project Manager, Sr. Instructional Designers, Associate Instructional Designer, Learning Management System Administrator, Editor, and Graphic Designers.

- The team used various tools such as Articulate Studio, Articulate Storyline, Camtasia, Greenshot, Adobe Creative Cloud, and Adobe Animate to create engaging and effective training courses.

- The client's annual revenue increased to over $40 million by selling the Education Passes to access the training.

# CUSTOMER TESTIMONIALS

Principal Instructor

Lokesh and his team are an absolute dream to work with. They have created practically every course I've delivered for Oracle University, and they consistently produce quality classes with the highest standards in instructional design in mind. Lokesh and Astik's attention to the little details have made all the difference. They are a joy to work and collaborate with, and are always willing to accommodate quick requests. The training courses they create are professional and allow our customers to have a smooth learning experiences, which ultimately results in more renewals of our platforms. LOVE these guys!

Education Development Manager, Enterprise Saas

I used Check-n-Click as my sole offshore resource for three years, starting at Eloqua and continuing after Eloqua was acquired. We started out with 2 Instructional Designers. Over the course of the three years, the Check-n-Click team has grown to 11 individuals who are solely dedicated to specific modern marketing platforms. This growth has also included an Editor, a Graphic Designer and a Software Programmer. These individuals have supported the Check-n-Click designers as well as the North American team of designers.

check 'n' click
Learning and Technologies

KEY METRICS
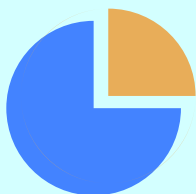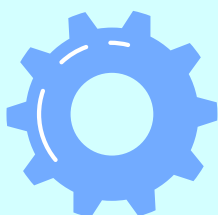
Annual Revenue Increased to over **$40** million

B2C Product:

4	**3**	**11**	**2.5k**
Certifications	Learning Paths	Courses	Certified Learners

B2B Product:

4	**3**	**20**	**12k**
Certifications	Learning Paths	Courses	Certified Learners

Big Data Product:

1	**2**	**6**	**1.5k**
Certifications	Learning Paths	Courses	Certified Learners

Content Marketing Program:

1	**6**	**3**
Certifications	Courses	Hours of Training

Audience Segmentation Product:

2	**4**
Courses	Hours of Training

45	**15,000**	**100 hours**
Total Number of Courses Developed	**Total Number of Learners Certified**	**Total Hours of Training Developed**