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Learning and Technologies

Client Case Study

Improving **eLearning** and **Training Strategy** for a
CLOUD-BASED MACHINE DATA ANALYTICS COMPANY

Background and Problem

The client, a cloud-based machine data analytics company, faced challenges in scaling up their eLearning and training strategy. Although their product experts developed training before, it lacked Instructional Design finesse and best practices. The client hired us to improve the quality of their courses and release training at a much faster pace. We helped them hire a team of two senior Instructional Designers with strong technology background and expertise in Instructional Design best practices and visualizations. Together, they made visually-pleasing courses that are technically accurate and instructionally sound.

RESULTS

Types of training and their associated metrics are listed below:

Microlesson videos on YouTube:
There are **97 videos** with over **14,000 views**

Tutorial Videos on YouTube:
There are **9 videos** with over **1,000 views**

Home Solution training videos:
There are **5 videos** with over **200 views**

Marketing and competitive enablement videos for sales:
There are **5 videos**

Certifications:
We **support 5** out of the total **11 certifications**

Self-paced eLearning courses:
We have delivered five self-paced eLearning courses with a total duration of **11 hours**

Users certified:
Over **3100+ users** have been certified

Training topics:
The training teaches the client's products on **general analytics**, **observability**, and **security**

Total count of training developed of different types:
- Self-paced eLearning courses: **12 courses**
- Instructor-led Training (ILT): **11 courses**
- Videos: **115 videos**

Total training hours developed:
The total training hours developed are **26 hours**, which include:
- **15 hours of ILT**
- **11 hours of self-paced courses**
- **3 hours of Onboarding Training**
- **5 hours 58 minutes of microlessons**
- **50 minutes of Tutorial videos**

Overall, our team's efforts helped the client to
achieve their goal of scaling up their eLearning and training strategy
by developing visually-pleasing, technically accurate, and
instructionally sound courses. The metrics show that the
training has been well-received, with high views and certifications,
and a wide range of training types and hours.