

# WHY INVESTING TO MODERNIZE ELEARNING TRAINING CONTENT IS NECESSARY

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Companies have an average training expenditure of \$1,200 per employee per year, and over the years, the time and budget spent on curricular design and the creation of learning assets represent a significant investment in company resources



## ONLINE LEARNING IS THE FUTURE

In 2015, this figure was \$165.36 billion which forecasts the market to be doubled in the coming few years

*eLearning market is projected to be \$325 billion by 2025*



## ENCOURAGE TECHNOLOGY-INFUSED LEARNING

Millennials prefer learning on-the-go which gives opportunities to newer learning methodologies to prosper

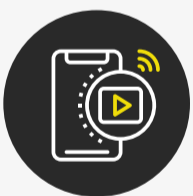
*67% of US companies offered learning opportunities via smart devices*



## ADDRESS SKILLS GAP DIFFERENCE

L&D teams have the responsibility to adapt to methods of making learning available for modern-day learners

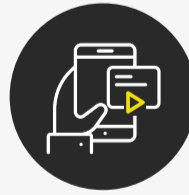
*Approx. 40% of American employers cannot find people with the right skills*



## INCREASED FOCUSED ON MOBILE LEARNING

Amongst other, Mobile users are rapidly growing and is becoming the preferred learning technology for learners

*47% of organizations use mobile devices in their training programs*



## PERSUADE LEARNING ON-THE-GO

Flexible learning options encourage learners to leverage study material as per their schedules and conveniences

*27% of people take up their learning while commuting to and from work*