ELEARNINGNEWS ARTICLE

Year 3 - number 92 Wednesday 04 december 2019

E-learning: the advantages for companies in any sector

What are the 3 advantages that companies can obtain from the adoption of e-learning for the training of employees, regardless of the sector they belong to (from the commercial to the non-profit, to the pharmaceutical and health sector)?

The personalized e-learning solutions, that is the training programs that reflect the real needs of the company and the employees, which are multiple and varied, are becoming increasingly popular not only in the business and pharmaceutical sectors, but also among non-profit organizations and religious.

E-learning is a consolidated training method also in the pharmaceutical industry in particular for the training of laboratory technicians, since the absence of personnel from the workplace for long periods can be problematic. In this case, online training is a valid solution, as it provides lessons in flexible format that can be integrated with internal training packages.

Time saving is in fact one of the main reasons why many companies choose to adopt e-learning for their training programs. But what are the other advantages?

1. Achievement of optimal results, resulting in increased productivity

Companies that have adopted e-learning training strategies have reported consistent results in terms of productivity and employee performance. The e-learning mode enables employees to be proactively and efficiently trained, transmitting to them valuable specialist skills, without making the lessons tedious. This simplifies and speeds up the acquisition of the desired skills.

2. Flexibility and reduction of training costs

An online course has a cost which may vary depending on the institution that organizes it, the topic or other elements. However, it is usually less expensive than a course in the classroom as it does not stop the work activity of employees for days at a time, no transport, parking, lunch, or any other set of additional costs is required. The fact that employees can access educational material wherever they are implying that the learning process is flexible, continuous and consistent. An individual employee continues to update their knowledge repeatedly at their own pace.

3. Greater employee loyalty

Training has also become a recruitment tool used to attract and retain the best talent. The most talented young employees want to learn faster and grow professionally, and the online courses help employees realize this desire. Working in a company that offers employees an e-learning training program capable of engaging means working for a cutting-edge company.