ELEARNINGNEWS ARTICLE

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Why outsourcing eLearning content development?

Let's find out when and why outsourcing eLearning content might be a good idea for your company.

Developing eLearning content is a **long and complex process** that can present several obstacles. Very often teachers find themselves spending too much time researching, developing, and publishing content. For example, creating a training video is a job that involves special dedication to the clarity of the script, the quality of the images or infographics being shown, and the editing of the video, adding a great deal of time to the teacher's work of researching reliable sources. So it is no surprise that eLearning teachers are increasingly interested in solutions that can speed up and simplify these processes.

However, before relying on the hands of others, it is important to remember that these processes may require a diverse team of experts and extensive study and research. Without a clear understanding of what roles you need or the order in which you need to perform the various tasks, the process becomes more complicated and mistakes can occur at any time. Without a solid and efficient procedure, it is difficult to meet deadlines, generate high-quality results, and create engaging content without making mistakes. Outsourcing the creation of eLearning content to external professionals can be a solution to the aforementioned obstacles companies face in creating eLearning content.

Why outsource eLearning content creation?

Outsourcing gives companies access to a large number of qualified experts in the market. Their experience in eLearning development can be of great help if you are new to the eLearning field. Outsourcing content development can be beneficial for several reasons:

1. **Quick turnaround time**

A reliable eLearning organization can deliver **high-quality solutions faster** than an in-house team. A professional eLearning content producer will deliver a quality solution as quickly as possible, with a well-defined delivery schedule. When working with an eLearning organization, you usually have access to a team of specialists with a **diverse set of innovative skills and expertise** that can assist you in completing any project on time and on budget.

2. **A team of experts**

Relying on professionals allows you to leverage the knowledge and skills of others that you and your employees may not have. Sometimes you may even have the skills you need, but it makes sense to hire those who are best suited for the job because of **time constraints**. This is where outsourcing comes in, as you can use the knowledge and skills of others to build your expertise in the eyes of students. In addition, you can use creators with **many years of experience** behind them and up-to-date on the latest trends and practices to stay abreast of learner demands.

3. **Cost efficiency**

One of the greatest benefits of outsourcing eLearning content development is the ability to **reduce costs** in a number of ways to keep expenses low. For example, relying on professionals cuts the cost of **hiring full-time or part-time staff** for the same work. You pay only for the work you want to get done and do not have to worry about staff pay. In addition, finding the right talent can be difficult, but even if you find people who meet most of the requirements, they will still need specialized training. This not only comes at a cost, but also implies the need to take time off work to attend training. In contrast, outsourced specialists do not need training because they are **already trained** for the job. Ultimately, outsourcing eLearning content development can help **free up the company's budget** for more important investments.

4. **In-depth experience**

Outsourcing content development gives you access to eLearning experts who have worked on several projects. They can anticipate potential problems and solve them if necessary. You can also use their best practices and case studies with other clients to help your company solve typical challenges by leveraging their experience.

Which activities can you outsource?

Instructional design

This involves creating a learning plan and designing instructional materials aligned to the learning objectives and target audience.

Content development.

If your team is struggling with, charts, tables, narration, graphics or videos, you can outsource content and get the job done.

Multimedia development

This is the creation of multimedia elements, such as videos, quizzes, animations and audio files, for use in the eLearning course.

Customization of the learning management system (**LMS**).

It involves customizing the LMS to fit the specific needs and requirements of the eLearning course. For example, it helps to define the right design strategy, creation of assessments and training objectives.

Translation

Outsourcing allows courses to be translated by professional native translators if your company does not have experienced translators in several languages.

Testing and quality check

This involves testing and evaluating eLearning content to ensure that it meets desired learning objectives and maintains high quality.

Technical support

This is about providing technical assistance to learners and teachers during the eLearning course, such as troubleshooting technical problems and answering questions.

When is it appropriate to outsource?

There is no exact answer to when is the right time to outsource eLearning content development, as it depends on the specific needs and goals of the company. However, there are some factors that may indicate that it is the right time to outsource:

1. When the company **lacks the skills and resources** to develop eLearning content in-house.
2. When the **demand for eLearning content is high**.
3. When the company wants to **save time and money**.
4. When the company wants to **improve the quality of eLearning content**.
5. When it is **difficult to make the best use of its employees' time and skills** to achieve the desired results.
6. When your **internal team struggles to turn your training goals and results into reality**.
7. If your **team does not have sufficient skills to meet the standards of traditional training** through eLearning and you are confused about how to get started.

The cons of outsourcing eLearning content development.

The company developing the eLearning content may not have as much knowledge of the subject matter.

One of the main disadvantages of outsourcing content is that you may end up with an eLearning content development team that has **little experience** or **does not know the topic very well**. For example, if you outsource the work to an agency, you probably have no control over who delegates the task. Because of this, a new, less experienced hire may work on your product. To avoid this unfortunate situation, you should do **proper research** before choosing an eLearning content development company. For example, you can request a demo showing their work and/or review each member's resume and portfolio.

You don't have the complete control of the eLearning project.

When you outsource your eLearning course to an eLearning content development company **you usually give up**, at least in part, **creative control**. Although you may have some input, they are the ones who ultimately decide the final outcome of the product. For professionals who prefer to have a say in all aspects of their products, this can be a major challenge. To overcome this problem, you need to **clearly define your needs, goals, and preferences in advance** and schedule regular meetings to make sure you are all on the same page.

The quality of the eLearning course content may not be as high-standard.

Another disadvantage of outsourcing content development is that the quality of the finished eLearning product and the content itself may not be of high quality. The skills, experience, and talent of eLearning developers may be lacking in some respects, and this may result in a product that does not live up to your expectations. However, it is important to remember that this problem can be avoided if you establish that you will have complete control over the **review process** and can choose who will work on the project.

You may have to put up with missed deadlines or delays.

Not having direct control over whether or not the project is completed on time is a major problem with outsourced content development. Although some eLearning content development companies are able to deliver on time, there will be some **delay** in the delivery of projects or **missed deadlines**. Although in some cases this may be due to unforeseen problems and inconveniences, it may also be caused by a lack of experience or productivity on the part of the eLearning content development company you have hired.

Conclusion

Outsourcing eLearning content development can add a lot of value to your company. The most important factor is to understand and comprehend your company and its needs so that you can make the best decision for its future growth. Relying on experts to develop and create content can be a major investment, but it can cut costs and bring greater returns in the long run, as your company can create a customized eLearning course that is accessible and useful to all employees while limiting the use of internal resources. Outsourcing eLearning also offers advantages for creating innovative and efficient solutions, but it is essential to have an in-house team working with the agency to develop and implement a plan.