



APTARA

AN APTARA PERSPECTIVE

A WHITE PAPER ON
**THE ROI OF VIRTUAL
INSTRUCTOR-LED TRAINING**

Virtual Instructor-Led Training

With the COVID-19 global pandemic, market recession and an escalating number of individuals working and studying remotely in a professional but competitive market, live virtual training programs have become the prerequisite for most organizations – business, professional and educational alike.

The global market is witnessing an exponential rise in virtual learning. Surveys of companies show that 25-30% of the workforce will work remote on a multiple-days-a-week basis by the end of 2021. Global virtual learning was valued at \$18B in 2019 and is estimated to rise to \$350B by 2025.

Virtual Instructor-Led Training (VILT) liberates learners to learn where it's convenient for

them. It makes learning accessible to all customers, employees, and partners. Organizations continue to invest in Virtual Learning and Aptara aims at maximizing the Return on Investment (ROI) through clarity of customer requirement, up-to-date research and development and quality delivery.

The holistic learning experience of VILT makes it possible for a company to reach a wider training audience. Training sessions can be recorded and used later as online learning resources. VILT supports valuable interactions giving your L&D team an added advantage of conducting group activities using breakout rooms and online questions. What's more? Your L&D team can also share content resources in advance, acquire and record feedback and track learners' performance faster.

VILT - The Game Changer

VILT could prove to be the game changer your company needs! The key highlights of VILT will help you decide if it is the 'right approach for your business'.

Here are a few pointers to help:



Wider Reach, Wider Audience

Since virtual learning enables remote learning access, it has no location constraint, therefore reaching wider audience.

More Productive

A VILT approach enables a universal selling methodology across teams by minimizing the opportunity cost of time and training delivery costs, making VILT a more productive training option for your company.



Logistics Benefit

A VILT approach enables a universal selling methodology across teams by minimizing the opportunity cost of time and training delivery costs, making VILT a more productive training option for your company.

Cost-effective

Firstly, VILT eliminates the travel factor; Learners can access courses from anywhere in the world and trainers are not subject to commuting stress. Secondly, online platforms have no limitation on the number of courses that can be taught at any given time. This makes VILT convenient, as well as a cost-effective training technique. Your company could also opt for hybrid or blended learning which incorporates features from both ILT (Instructor-Led Training) and VILT techniques.



Interactive Environment



Virtual learning sessions are as effective and interactive as face-to-face training. Tools like chat boxes, whiteboards, screen-sharing feature, remote lab control and monitoring tools help VILT portray real-life classrooms and benefit learners from the group dynamic and interactive sessions.

Engaging and Custom Content

VILT enables the creation of synchronous and asynchronous training modules course that are not only content-driven but also comprehensive and engaging. This improves retention of information from a learner perspective.



Tracking Learners' Performance



Learners' performance can be assessed and tracked with knowledge checks or real-time assessments in the form of polls or questions. These questions could be open-ended or closed-ended depending upon the level of feedback the trainer wishes to acquire.

Product, Sales and Recruitment

Virtual learning modules could be used for the launch or awareness of a certain product or service, subsequently it's sale or even for the training and induction of new hires at a corporate level.



Different from Webinars



Although webinars are characteristically inexpensive, they lack customizable features. For this reason, companies might need to opt for VILT modules.

The Return on Investment of Virtual Instructor Led Training

The holistic and efficient approach of VILT offers a substantial ROI in a company's revenue. Training departments save a significant amount of money from online training.

According to a **Tagoras** report- **Association Learning + Technology**, "These cost differences are greatest for employees and instructors who work across several sites (for whom travel would be required for in-person training) and for mid-level and senior-level employees (for whom the 'opportunity cost of time off task' is greatest)."



According to a **Citrix GoToTraining** report, "Companies can save between \$9,550 and \$15,870 by moving one course from a traditional classroom to VILT." These savings come from cost reductions in travel and transportation, accommodation and instructors' lost productivity.

Virtual or technology-based learning is up to 90% less expensive than Instructor Led Training (ILT). ILT cost factors include course development, instructor time, instructor salaries, preparation time, classroom / conference room costs, travel expenses, material costs, and employees' time. 'Prep' time includes setting-up the room and getting materials ready for the class. Post-class activities include clean-up of the room and reviewing participant evaluations.

On an average, a virtual learner can cover an hour of classroom material in half an hour, online. This is because virtual training usually

occurs at the learners' desks or homes where there is little or no interference time before and after training, and minimal (if any) time away from their jobs. A VILT course does not require prep time or post-class activity. There are no 'learner opportunity costs'.

Virtual training has none of the ILT cost burdens except development. However, as virtual training is scalable, i.e., can be made available to an infinite number of learners at no additional unit cost, development costs are amortized over thousands of learners, not just dozens! This efficiency is reflected in pricing.

The holistic and efficient approach of VILT offers a substantial ROI in a company's revenue. Training departments save a significant amount of money from online training.

Parameter	ILT	VILT
Content Retention	+20%	+75%
Learning Gain	-56%	+56%
Consistency	Low	+60%
Training Time Required	100% higher	90% lower
Interactivity	High	High

Cost	10 times higher	90% lower
Learning Experience	<ul style="list-style-type: none"> • Too much, too little • Instructor’s Schedule • Instructor’s Pace • Instructor chooses topic • Real-time, only now 	<ul style="list-style-type: none"> • Just in time, just enough • Learner’s Schedule, anytime • Learner’s Pace • Learner chooses topic • Revisit, review anytime
Logistics	Assemble group at the same time, place – travel, accommodation, scheduling	<ul style="list-style-type: none"> • One or one million • Anytime, anywhere • Nothing to organize
Availability and Scalability	Low	Infinite
Measurability	Anecdotal	Precise, constant
Effectiveness	Variable, depends on Instructor	By design

VILT adds to your overall ROI by increasing productivity as there is a considerable decrease in challenges faced in traditional training techniques. It also improves the skill set of employees of a company – boosts company loyalty, morale and job satisfaction.

A recent IBM study found that the benefits of a skilled workforce are significant – and they affect all areas of the organization, from sales and marketing to support and customer

service. According to the study, training contributes to a 16% increase in customer satisfaction among companies using online training software; 22% faster rollouts of products and processes; and a 10% increase in productivity when teams are well trained. This ROI on training is achieved because employees can apply their newly learned skills immediately to benefit the company. Using VILT not only increases the training department’s ROI, but the entire organization’s ROI.

Conclusion

VILT paves the way for an increase in your company’s ROI and the development of a skilled workforce, while also reducing overall training costs. Switching to VILT will make your company realize that it was worth the change. Transitioning from ILT to a blended learning solution or VILT can help your L&D team focus on creating high value training content, speeding up learner proficiency and surpassing your profit and loss and learning goals.