# Case Study
## CYPHER Learning

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✓ Review by a Real User
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## What is our primary use case?

I run an e-learning business providing training to accounting firms, and I use it as a platform for managing the learner experience for all of the learning courses. They're all self-paced courses.

## How has it helped my organization?

We've been doing training for about 15 years, and the transition to a self-paced platform has been fantastic. It's actually given us better results with our learners than the live sessions that we were previously running. It has also allowed us to leverage and scale our business effectively and has been critically important for the growth of our business.

## What is most valuable?

There are so many valuable features: The structure of the platform is fantastic  learner experience is very good process for the assessment of tasks works very well and that is an important part of what we do, to make sure learners get good feedback and that they can act on that feedback. feedback process is good as well. I get feedback from all my learners on how they're doing and they generally find the platform pretty easy to work through.  I use rules for a particular action when a particular task is completed. Gamification is a good example within that part of the platform. When learners reach a certain stage, or there's a certain outcome, they either get a certificate or a badge or the like. And when learners haven't accessed their course for a period of time, they get an automatic email asking them how things

are going. Those are some basic actions or reactions around particular things that learners might do.

I am able to see who has not accessed the portal, using CYPHER Learning, and follow up with those people. This ability is very important and I have a person working full-time on it. It's our goal to make sure that learners complete their courses and we use the reporting and the platform to keep an eye on all of our learners. It doesn't lead directly to new registrations, but the learner experience is the most important thing for me. I'm keen to ensure that we give our learners all the support they can get to complete their courses.

Overall, for monitoring and checking student progress it's fantastic. It has everything that I need. I can print out reports showing me where learners are at, what their scores are, and how long it has been since they last accessed the platform. All that information is available.

## What needs improvement?

The platform is fine. Most of the room for improvement is around my course design, the video content, and the structure of my courses so that they're more engaging and interactive. Whether the platform can help me deliver those outcomes, I'm not sure, but that will probably be my core focus over the next 12 months.

## For how long have I used the solution?

I have been using CYPHER Learning for three or four years.

## What do I think about the stability of the solution?

There has been no problem with the stability. I have never had any issues.

## What do I think about the scalability of the solution?

The scalability is up to me. The intention of getting a platform like this was to scale up my business, and that's something I'm working on at the moment. I can keep doing that, it's highly leverageable.

I have 1,500 learners, of which 500 would be engaged over the course of a month. Sometimes people go off a course for a period of time and come back to it.

## How are customer service and support?

The responsiveness of their help desk is absolutely fantastic. If I have a question, I'll usually get a response within five minutes. That's very important to me because I've probably got over 500 learners at any one time

and there are always little things that need to be addressed. They respond very quickly.

And I'm continually improving our system with feedback from the people at CYPHER LEARNING.

## How would you rate customer service and support?

Positive

## Which solution did I use previously and why did I switch?

CYPHER Learning was my first experience with an online e-learning platform. I did spend six months starting to develop my own platform and then stopped very quickly when I realized that there were platforms available.

I can't tell you how I came across the solution, probably just through an online search. They were very easy to engage with and that's probably why I'm with them.

## How was the initial setup?

The implementation was very easy. It was easy to convert some of my live content into self-paced online courses. The initial deployment was done within a month, to have it set up properly, make sure it was all working, and understand how the platform worked.

My implementation strategy involved making

sure that the live content I had was transferable to a self-paced learning environment, and getting some learner feedback on how the course was operating.

Deployment of a new course, getting it set up on CYPHER Learning, takes about a day. There is very little maintenance. Once it's set up, there are only little fine-tuning things to do. I've got about 25 to 30 courses online now and I know how to set up new courses. Most of the effort is the background work, creating the content.

## What about the implementation team?

I only used the CYPHER LEARNING people to help with the training. In the very early days, I even had the international CEO, Graham Glass, speak to me for an hour and give me some feedback. He went through it all with me. That was quite incredible actually.

## What was our ROI?

The revenue that I generate is about 50 times the cost at the moment.

For each course, it has helped to significantly reduce administrative work, but now that we've been able to scale up, obviously, we spend more time on admin in general. But we don't spend so much time on the things that we were doing in the past to manage the learner experience. Our administrative time has gone into other things that add more value.

It has also absolutely saved us money on training facilities and travel, costs that used to be involved in training. It's all online now. We have learners throughout Australia, New Zealand, the US, Canada, and the UK. It's scalable and people can access content anywhere.

## What's my experience with pricing, setup cost, and licensing?

The pricing is good. It's scalable, meaning you can start off at a cost level that is easy for a startup and then build on it from there. I've built up from nothing to a Platinum subscription. You can scale up as you need. It's pretty flexible and it works well.

If consultants or training are required, in the contract they have the ability to charge for a scope of work, but they've never charged me for anything that they've done. And they have spent significant time on some of my stuff.

## Which other solutions did I evaluate?

I had a quick look around, but back then there weren't too many options available.

## What other advice do I have?

Find out how other organizations are using it.

Get as much feedback on best practices as you can. And that's not just for this platform, but for other e-learning platforms. Get feedback on how to get the most value from them. Training and understanding of e-learning platforms, and the psychology of e-learning, are particularly important so that the courses are set up correctly. Ask as many questions as you have. They're pretty responsive.

I'm just working at the moment on gamification and getting that up and running, so I can't give a lot of feedback about that, but that's developing. I'm also putting another key element of the platform into place, mastery, which is developing core competencies around course content. Similarly, I have been implementing competency-based learning over the last month or so. CYPHER Learning have given me a fair amount of detail, training, and follow-up on that. Again, I can't give a lot of feedback, but it all works fairly well.

We're also in the process of implementing two-factor authentication for security. That has been up and running over the last month and we are getting our learners through that process at the moment, so that data and information are secure. That is a key project that we're working on, apart from gamification and competencies.

I don't have any complaints about the platform. At this stage, it's meeting my needs. My challenge is more in making sure that I'm using it to its full capabilities. For that reason, I'm in pretty regular contact with the people at CYPHER Learning to review where I'm at

and identify what I could be doing better. I'm focusing on continual improvement.

The biggest lesson I have learned from using the platform is the need to keep refining and developing. There are always things that you don't know. There are always features of a platform like this that you're not aware of. It's important to always be looking for ways to improve and asking whether the platform can deliver those outcomes. The platform has a pretty healthy pipeline, and they'll generally listen to any suggestions.

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