Organizations are now training a rapidly accelerating number of learners outside of their organization.

Extended enterprise learners can include a widely varied audience, such as customers, partners, resellers, franchisees, or contractors.

Different learners have different requirements. Understanding their needs is the key to success.

54% of trainers say there are big differences in training external employees.

38% do not see much difference when training remote employees.
DELIVER

TRAINING
Organizations recognize the need to deliver effective training and learning content to their external audience.¹

49% offer more non-employee training
33% offer same amount of training
4% offer less training

FUEL
More organizations are now generating revenue from their extended learners.²

60% do not charge for learning
40% charge for learning

TOOLS

Before You Hit the Road
Delivering training across a wide range of stakeholders is not an easy task. Organizations must determine the ability of tools such as their learning management system and content to achieve success.¹

64% use same LMS for both
36% use a different LMS for internal vs. external training

Want to learn more?
Watch our on-demand webinar, “How to Think Outside the Internal Training Box: Extending Your Learning Reach Beyond Employees”. WATCH NOW

References:
¹ Expertus, 2017 Corporate Learning Study: Extended Enterprise
² Brandon Hall Group, 2017 Brandon Hall Group Extended Enterprise Learning Study

Drive Growth
Via External Learners

Customers
• Boost customer satisfaction
• Increase upsell revenues
• Improve retention rates

Resellers / Distributors
• Enhance product knowledge for improved sales
• Educate to bolster customer service capabilities
• Tie course completion to compensation incentives

Contractors / Freelancers
• Assure consistency of service
• Improve collaboration with the central organization
• Speed time to competency

Members / Donors
• Increase member numbers
• Fuel activity and renewals
• Earn additional revenue via certifications, CEUs

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