

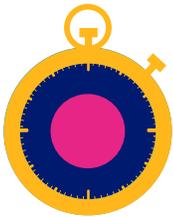
# FULL SPEED

## EXTENDED ENTERPRISE LEARNING

### ACCELERATE

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

35%  
of training professionals  
manage customer training<sup>1</sup>



36%  
of training professionals  
manage partner training<sup>1</sup>

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

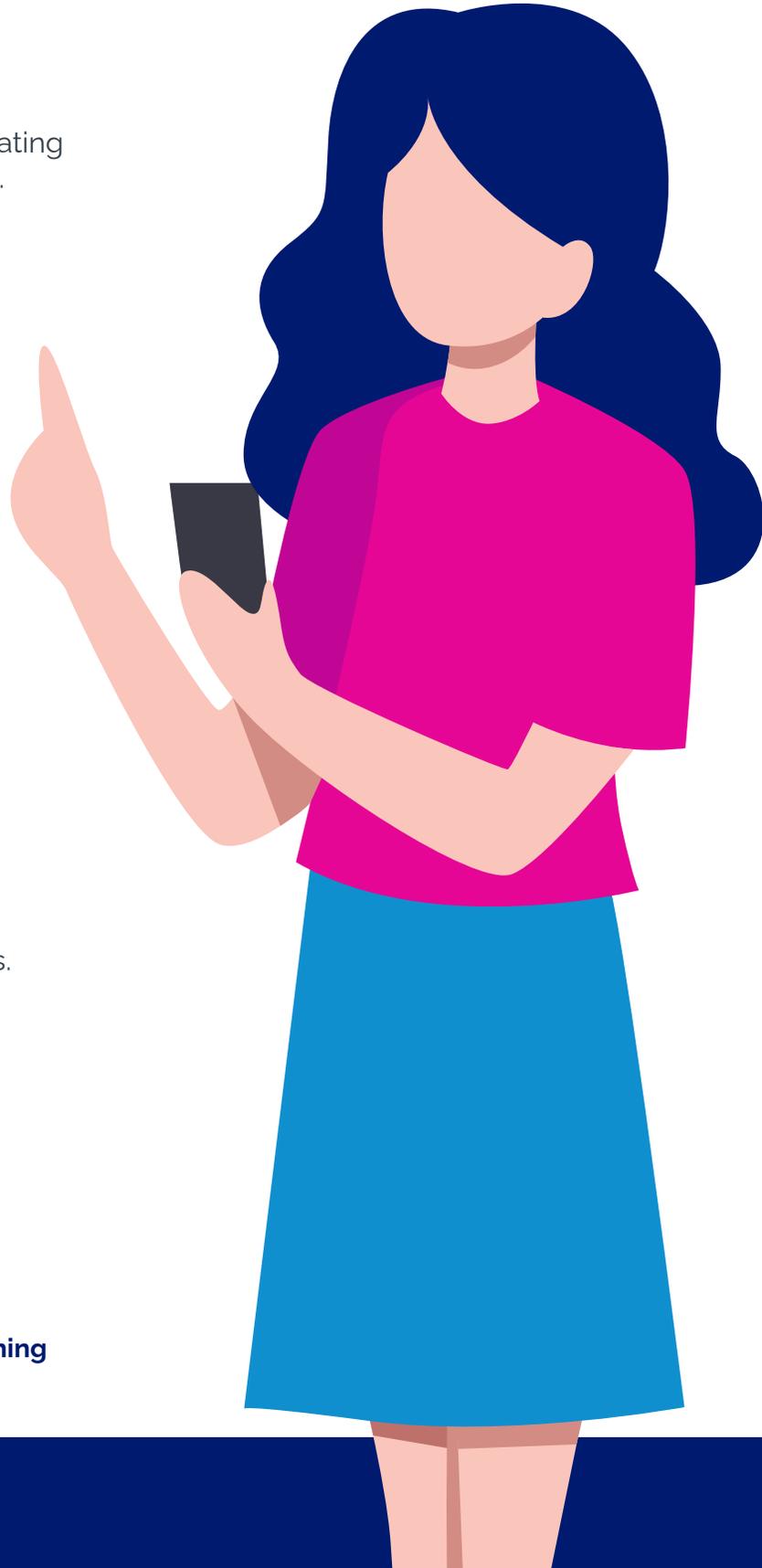
### SHIFT GEARS

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<sup>1</sup>



38%  
do not see much  
difference when training  
remote employees<sup>1</sup>



# DELIVER

## TRAINING

Organizations recognize the need to deliver effective training and learning content to their external audience.<sup>1</sup>

49%

offer more non-employee training

33%

offer same amount of training

4%

offer less training



## FUEL

### REVENUE

More organizations are now generating revenue from their extended learners.<sup>2</sup>

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.<sup>1</sup>



64%

use same LMS for both

36%

use a different LMS for internal vs. external training

### References:

<sup>1</sup> ExpertusONE, 2017 Corporate Learning Study: Extended Enterprise

<sup>2</sup> 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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