



docebo®

Extended Enterprise Learning

Increase Revenue
by Enabling Partners,
Customers, and Other
Learning Audiences

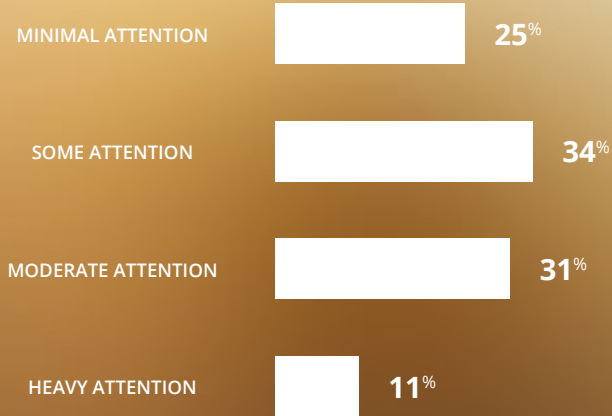
By Victoria Hoffman
Content Specialist, Docebo

EXTENDED ENTERPRISE LEARNING: INCREASE REVENUE BY ENABLING PARTNERS, CUSTOMERS, AND OTHER LEARNING AUDIENCES

Historically, many organizations had not looked at corporate training beyond the “four walls” of their organization – that is, they did not understand the many benefits associated with training outside of their internal employees. Thanks to new developments in learning technology, more and more organizations are enabled to introduce training for nonemployees, otherwise known as **extended enterprise learning**.



ACCORDING TO BRANDON HALL GROUP'S HCM OUTLOOK 2017 SURVEY, ORGANIZATIONS WILL DEVOTE THE FOLLOWING LEVELS OF ATTENTION TO EXTENDED ENTERPRISE LEARNING OVER THE NEXT 12 MONTHS:



Source: Brandon Hall Group HCM Outlook 2017 Survey. Used with permission.

WHAT IS EXTENDED ENTERPRISE LEARNING?

Extended enterprise learning is any corporate learning or training that is not targeted at your organization's internal employees. This could include knowledge sharing, certifications, or performance support provided to your nonemployees such as channel distribution partners, resellers, dealers, franchises, members, customers, and end-users of an organization's products and services.

Extended Enterprise Learning:
Learning that is targeted beyond your organization's internal employees (e.g., partners, customers, association members, etc.).



BENEFITS OF EXTENDED ENTERPRISE LEARNING

Organizations who execute effective extended enterprise learning programs can experience many business benefits, including:

INCREASED REVENUE

Extended enterprise learning can increase revenue in a few different ways. First, if you're effectively training channel partners, then their performance will improve, ultimately bringing in more sales for your business. Second, turning training into a profit center by selling training can open up new streams of revenue (or recurring revenue, if sold via subscriptions). Third, if high quality training is offered to customers, they'll be more likely to renew their contract to your organization's product and services, allowing your organization to experience less churn.

DECREASED COSTS

According to Brandon Hall Group's Extended Enterprise 2017 survey, 30% of those surveyed say that extended enterprise learning covers more than 50% of the costs of their learning technology. Selling external training can contribute to revenue, while providing external training to customers will increase customer satisfaction and decrease the need for customer support. Similarly, learning technology helps to cut the costs associated with in-person training (travel, instructor costs, etc.).

IMPROVED PRODUCTIVITY

Whether extended enterprise learning programs are targeted to customers, partners, or a different learning audience, executing extended enterprise learning using an LMS can help deliver training quickly and effectively. For example, training materials on product updates can be efficiently shared to all audiences, allowing for quicker ramp up, growth, and expansion.

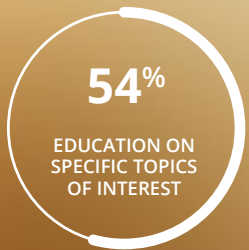
EXTENDED ENTERPRISE 2017 HOW DOES YOUR EXTENDED LEARNING HELP YOUR BUSINESS?



Source: Brandon Hall Group Extended Enterprise 2017 Survey. Used with permission.

EXTENDED ENTERPRISE LEARNING IN PRACTICE

ACCORDING TO BRANDON HALL GROUP'S EXTENDED ENTERPRISE 2017 SURVEY, THE FOLLOWING ARE THE MOST COMMON OBJECTIVES OF EXTENDED ENTERPRISE LEARNING:



Some examples of extended enterprise learning in practice include:

- Partner channel training and certification
- Dealer/franchise onboarding/new product rollout
- Customer training academy
- Continuing education
- Contract workforce compliance
- Public training

Source: Brandon Hall Group Extended Enterprise 2017 Survey. Used with permission.



GETTING STARTED WITH EXTENDED ENTERPRISE LEARNING

Launching learning for the extended enterprise isn't as difficult as you might assume. According to John Leh, CEO and Lead Analyst at Talented Learning, getting started with extended enterprise learning involves three key pieces: A measurable business case, learning content, and an extended enterprise LMS.

Source: Win Your Competitive Race With Extended Enterprise Learning by John Leh, 2015.



BUILD YOUR BUSINESS CASE

You'll likely have to build a business case to gain executive buy-in in order to:

- A Convince your executive team that extended enterprise learning will yield ROI and optimal business outcomes; or
- B Convince your executive team to provide the budget necessary to invest in new learning technology that will support extended enterprise learning, or replace your current learning technology with a system that can accommodate your extended enterprise needs.

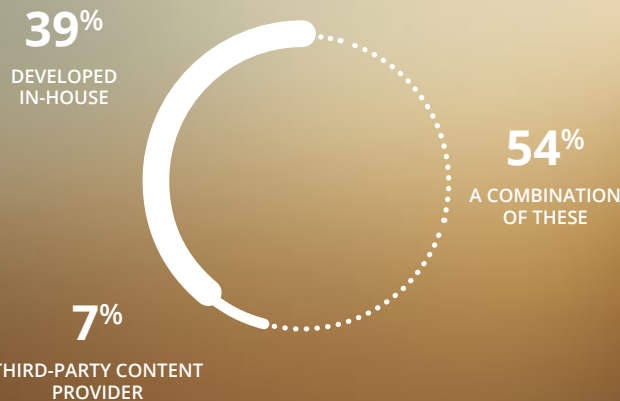
In order to compose a compelling, data-driven argument, consider including the following when preparing your business case:

- Research outlining the business benefits of extended enterprise programs in similar industries (and for similar use cases)
- An outline of the projected ROI of your extended enterprise project
- Arguments meant to address each particular executive's goals, objectives, and potential objections
- A compelling presentation to guide your executive discussion and agree upon the delivery, management, and measurement of the project

LEARNING CONTENT

Your learning content topics will depend on your extended enterprise audience (customers, partners, or a combination of these). As with internal training, content can be delivered in many different formats and tactics, including webinars, live sessions, social learning, user-generated content, mobile learning, and so on. Whether you choose to create your learning content internally or use a content provider, the learning technology used to deliver the content will have just as much impact on the effectiveness of your extended enterprise learning as the actual content itself.

EXTENDED ENTERPRISE 2017 WHERE DOES YOUR ORGANIZATION SOURCE CONTENT FOR EXTENDED LEARNING?



Source: Brandon Hall Group Extended Enterprise 2017 Survey. Used with permission.

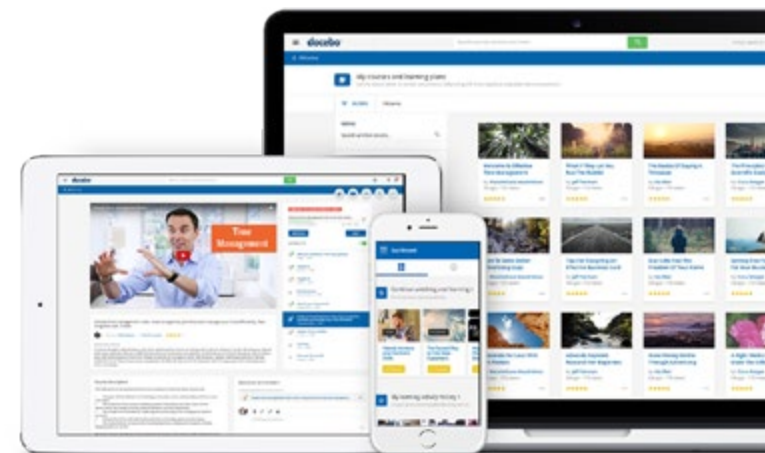
MULTIPLE AUDIENCES, ONE EXTENDED ENTERPRISE LMS

An extended enterprise LMS is the best way to manage learning for all audiences, both internal and external, as it enables instant delivery of product and service updates to all learning audiences. An LMS can also help to centralize all learning content, as well as manage and target its delivery. More importantly, a state-of-the-art LMS can help make the connection between organizational performance and learning, allowing for more visibility into the link between partner channel performance and the learning content they've completed, among other insights.

According to Brandon Hall Group's Extended Enterprise 2017 survey, 76% of organizations use a learning management system to execute extended enterprise learning. In the same study, 29% of respondents revealed that technology is, to a high degree, the main reason for the effectiveness for their extended learning. 50% of respondents said technology was effective to a medium degree.



Source: Brandon Hall Group Extended Enterprise 2017 Survey. Used with permission.



ABOUT DOCEBO

Docebo is a global SaaS enterprise learning management system (LMS) used in more than 80 countries and offered in over 30 languages. Established in 2005, Docebo offers a learning ecosystem for companies and their employees, partners, and customers that is designed to increase performance and learning engagement. Docebo is a learner-centric technology, embraced for its ease of use, elegance, and ability to blend coaching with social and formal learning. It's no wonder that Docebo has been heralded by PCMag.com as "the best online learning platform for business on the market."

Learn how Docebo supports extended enterprise learning. Start your 14-day free trial today!

[START A FREE TRIAL](#)