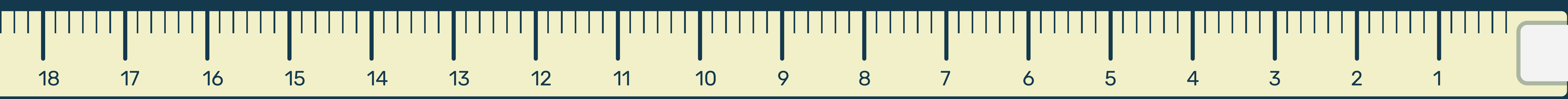
How to measure microlearning's ROI

Insights from EduMe



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What are you looking to achieve through accessible, engaging learning?

As you're well aware, it's crucial to demonstrate a clear return on investment (ROI) on your learning initiatives. This enables you to justify current and future budgets, encourages more employees to get involved, and can also guide future plans for learning & development.

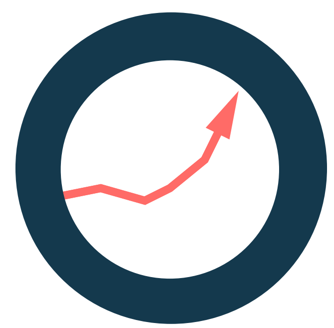
We've put together a framework, along with practical tips gathered from experience with our clients, to guide you through the process of measuring ROI on learning initiatives.

1

Choose the KPIs to measure, set goals and time frames

First of all, it's important to define what success looks like. What are the business objectives that you're looking to achieve? What will be a good result, and what's a reasonable time frame for achieving it?

For example, if you're training your customer care team, you may want to reduce the number of cancelled orders or customer complaints. If you're training a dispersed sales force, you may be focused on raising product awareness amongst sales people, with a view to increasing monthly sales. You'll find more examples of metrics to track in the Business Results section.



Productivity

Customer satisfaction

Reduction in cost

2

Determine how to measure results

a.

Sample size

What sample size will allow you to draw meaningful conclusions? This depends on the size of your organisation, but typically 200-300 is a good number to make it statistically significant.
If you want to get a bit more scientific, check out this **sample size calculator**.

Remember to invite more learners to the learning platform, as not everyone will actively use it. A good rule of thumb is to invite double the number of your desired sample size. So, if you want to end up with a sample size of 200, invite ~400 people to the learning platform.

2

b.

Control group

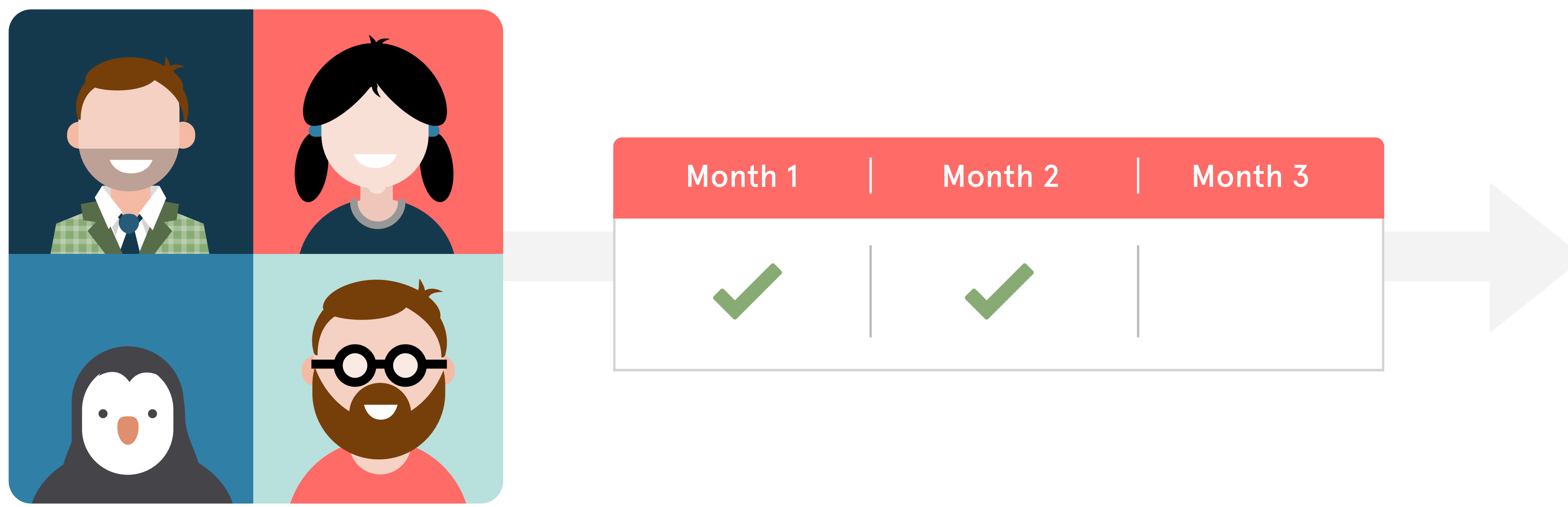
Consider creating a control group whose members don’t have access to the learning platform, and set a fixed period of 2-3 months, for example, to measure and compare results between the 2 groups. **Uber** did something similar to compare the most important results for drivers who did online onboarding training, with drivers who attended in-person sessions. Try to ensure that the 2 groups are similar in other characteristics, as far as possible.

2

c.

Before and after

You can also look at results before and after your learners have had access to the microlearning platform. In this case, set a clear timeframe such as 2-3 months, and remember to take seasonality into account by comparing to previous years' results as well. This could be relevant if you're measuring sales figures over the Christmas period, for example.



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Measure impact

We like the **Kirkpatrick** model as a step by step framework for measuring impact.

All the levels may not be relevant or measurable, except for the final one which measures business results and is therefore essential!
So, feel free to choose the most relevant parts for your organisation, bearing in mind that each level will provide useful feedback which will often determine the final business outcomes.
For example, if learners enjoy using the tool, and find it relevant to their jobs, it's more likely that the desired business objectives will be achieved.

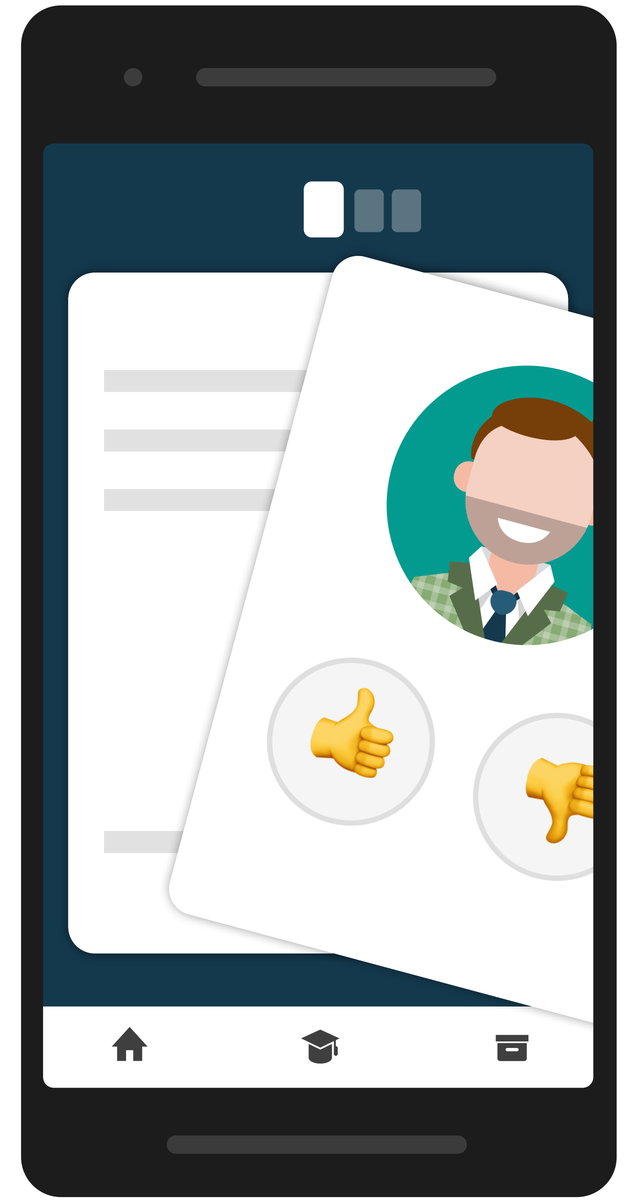
3

a.

Learner reaction: do they find it engaging and useful?

The first step is to gather feedback on both content and delivery. This process should be started at an early stage. You can gather high-level insights through simple online surveys, disseminated through the learning platform itself or through channels such as email.

Our clients are using EduMe's **message cards** to send out short surveys that they create through free tools such as **Google Forms**, or **SurveyMonkey**.



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You can build on this by getting in-depth feedback through individual learner interviews where you can really get into the 'why' behind their answers.
We prefer individual discussions to focus groups as people sometimes don't say what they really think in a group, and may be influenced by the other attendees.

Here are some ideas for topics to cover in both surveys and interviews:

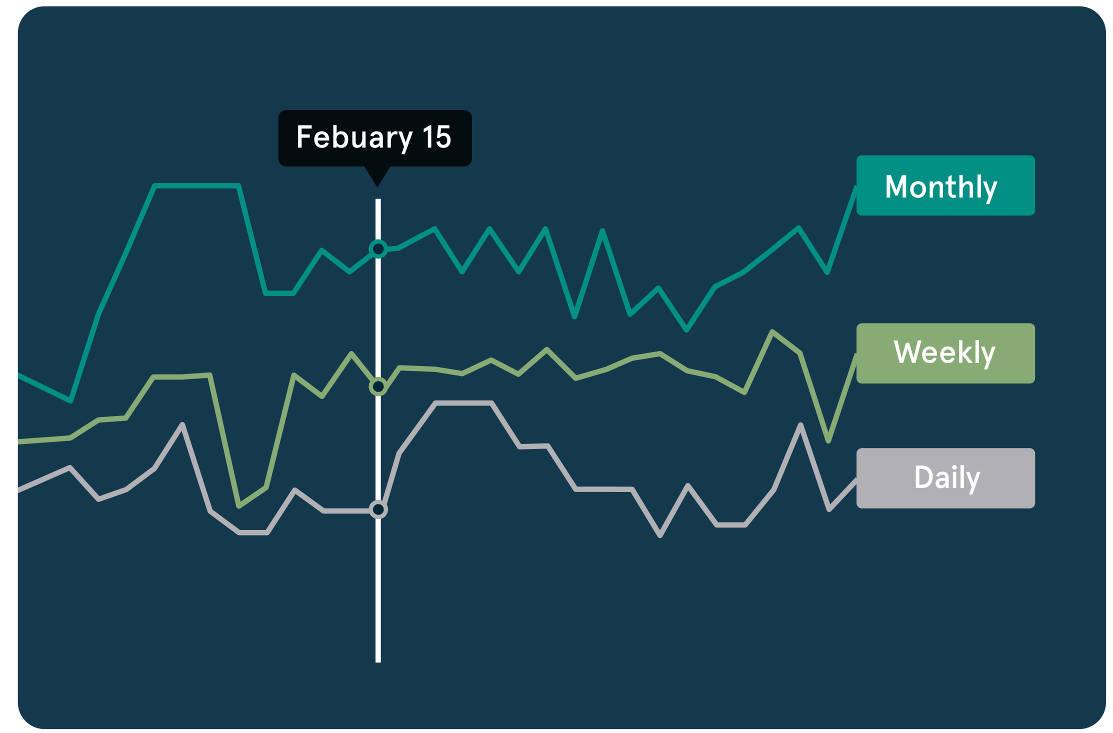
- **Content**: what did they find useful, what else would they like to see?
- Would they **recommend** it to a colleague? At EduMe, we score over 95% on this metric when polling users.
- **Delivery**: when and where are they consuming content? Are they accessing the learning platform from their phone, tablet or laptop, and at what time in the day?

3

cont...

You can also look at engagement data to see how they are engaging with the platform and consuming content. For example:

- % of available content completed: we're pleased to be achieving **90%+ lesson completion** at EduMe by keeping lessons concise and engaging.
- Session engagement: you can measure this in minutes and seconds, but you can also look at the behaviour of a learner and what they consume. EduMe's learners are averaging 3.3 microlessons per session.
- Recurring behaviour: what % return to the learning platform and what's their pattern of learning? This indicates whether it's sticky enough to create a habit. At EduMe, we've found that more than **80% of learners** are recurring users.



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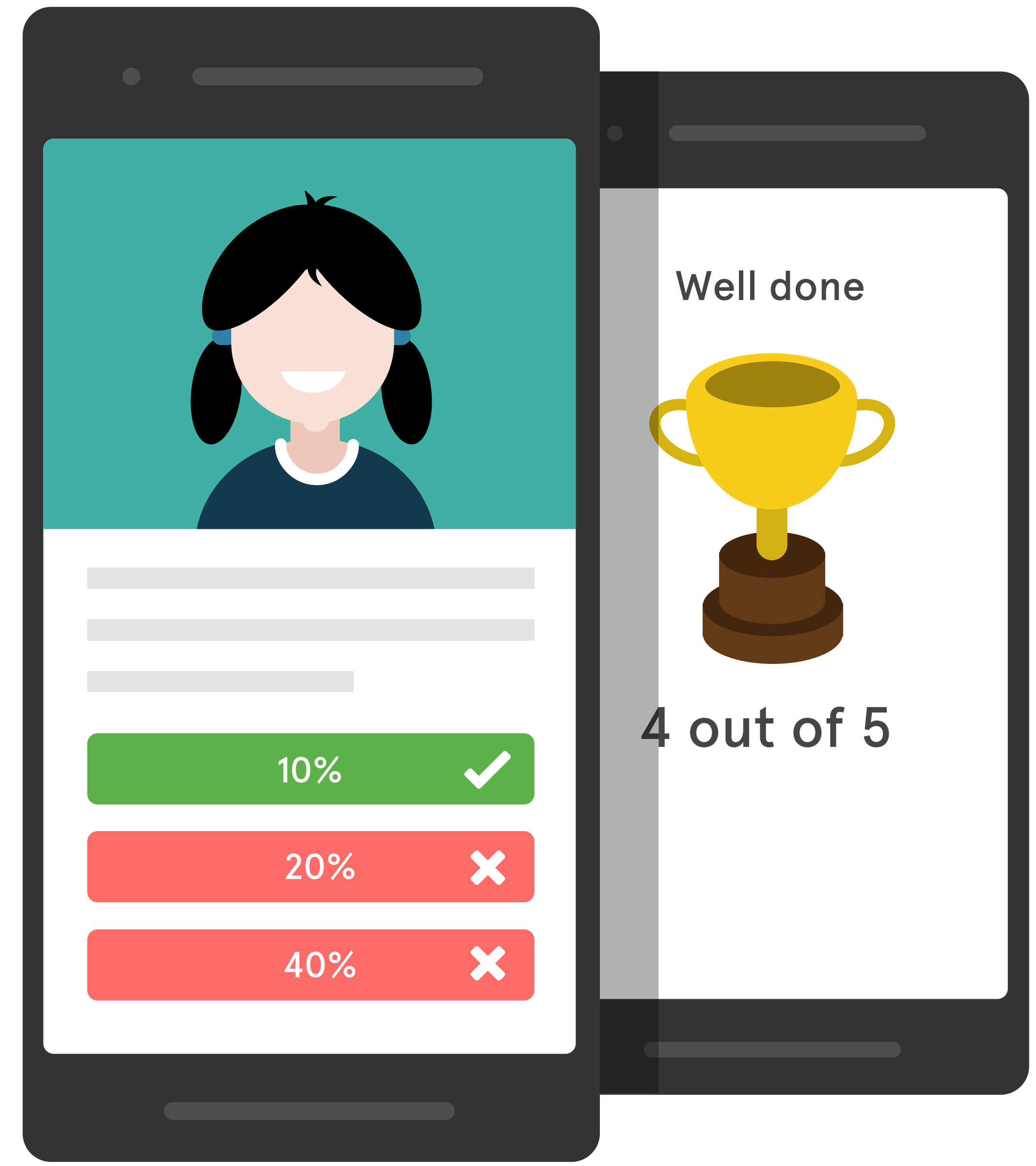
b.

Knowledge retention: how much have learners' skills and knowledge been increased?

This is slightly tougher to measure, but can be done by looking at quiz scores. These will also give you insight into whether you're pitching your questions at the right level, and enable you to identify the topics that learners are struggling with. You can also create short refresher lessons which contain content summaries followed by quiz questions to assess knowledge retention. This is also a great way of achieving **spaced repetition**, which involves revisiting information regularly at set intervals.

You can also measure knowledge retention through interviews with learners, but bear in mind that these should come across as friendly and informal, rather than a test!



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C.

Behaviour change: is the learning being applied?

After a few months of use of the learning platform, the next step is to determine whether learners' behaviour has changed as a result. Are the newly acquired the skills and knowledge being applied? If so, how?

This can be tracked in a number of ways, for example:

- Manager / supervisor feedback
  You can use surveys and/or interviews to capture data from managers to determine whether changes in team members' behaviour have taken place, and the factors that influenced this.
- Use of software: if you're training your workforce on how to use certain software / tools, you can measure how many times they have logged in, or whether they have downloaded the app, and how many tasks they are performing on it.
- Self-reported: you can use surveys and interviews to ask learners when and how they are applying the newfound knowledge. The following are some ideas of topics to include:
  - **Relevance**: how relevant do the learners feel the training is to their role?
  - **Impact**: how much impact is the learning having on their ability to perform their role?
  - **Frequency**: how often are they applying the learning?

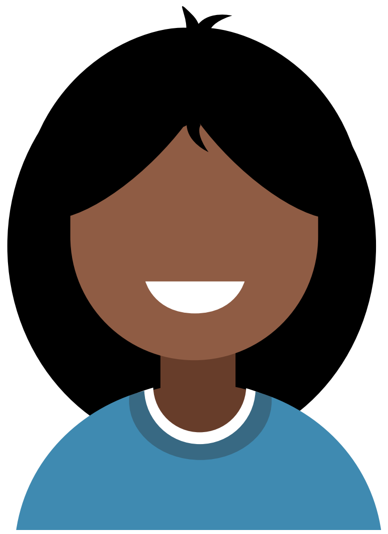
3

d.

Business results: what is the impact?

Now it’s time to go back to the KPIs and goals you defined at the start, and measure impact. Our clients have used some of the outcomes below:

- Productivity (e.g. Uber’s supply hours)
- Employee retention / churn
- Customer satisfaction (measured by ratings from riders, in the case of Uber)
- Reduction in training costs: don’t forget to quantify the savings gained from switching selected training from F2F to online
- Higher quality: metrics could include errors in work or calls / requests made to the support team. If learners are finding the answers they need, the frequency of calls or emails sent to the support team should be decreasing.
- Employee satisfaction (Uber Driver satisfaction increased by 8% after using the EduMe platform, compared to a decrease after attending in-person sessions)



In Conclusion.

Measuring the impact of your learning initiative is essential to gauge effectiveness. You'll be able to determine whether you're on the right track and ascertain where there's room for improvement. You can then iterate based on the metrics you've tracked using the 4 levels outlined above.

Measuring impact is also necessary for you to put forward a solid business case for your learning initiative and get buy-in from all your stakeholders, including your learners!

Measurable business impact is at the heart of our **approach** at EduMe. As a client, we'll work in close partnership with you to ensure that your business goals are met by our microlearning platform. This is done through your dedicated customer success manager whose role is to understand the business challenges you're looking to solve, and help you to derive maximum value from EduMe.

We'd love to hear your experience in calculating the ROI of learning initiatives, so please write to us at **hello@edume.com** to share your experience and ask questions.

And if you'd like try out our award-winning platform, click **here** for a free trial.

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