

OYSTER LEARNING CASE STUDY



Oyster Learning was established in 2006 and is headquartered in the thriving Indian business area of Noida, located about 12 miles southeast of New Delhi. The rapidly developing Indian economy has created an explosion in the demand for workers with new and sophisticated employment skills and Oyster Learning was created to help meet this need. The company has developed a highly successful business model whereby it works in partnership with educational and corporate institutions to provide instruction and training in various high-demand employment skills.

CHALLENGE:

- Provide consistent, accurate, and high-quality instruction and training
- Provide accurate and useful feed-back and assessment
- Serve larger group of clients while reducing operating cost

SOLUTION:

Oyster Learning turned to the eLeaP LMS to replace its inefficient and inconsistent classroom training sessions with secure, web-based training modules. With eLeaP, Oyster Learning is able to assure the highest quality and consistency in all of its programs, and trainees enjoy on-demand access from anywhere.

RESULTS:

- Consistency and accuracy in all instruction and assessment
- Increased effectiveness of training and increased student satisfaction
- Increased enrollment in training programs and increased revenue

TECHNICAL SITUATION—Demand for Training Exceeds Availability of Qualified Instructors

India's rapidly developing, and rapidly modernizing, economy has created an explosion in the demand for workers with very specific and highly developed employment skills—a demand that traditional institutions of higher education have not been able to meet. Oyster Learning is helping to fill this gap. Working in partnership with corporations and educational institutions, the company provides instruction and training in the job-specific skills that the new Indian economy demands.

However, while giving clients the 21st century job-skills they required, the company itself was relying exclusively on antiquated and outdated training procedures; namely, in-person instruction provided in classrooms. These procedures posed serious obstacles to the company's success. Most obviously, relying on classroom instruction seriously limited the number of students/clients that Oyster Learning could serve. Furthermore, expenses associated with facilities and teaching staff meant that the company had difficulty maintaining an acceptable cost per student. Perhaps most importantly, however, Oyster Learning had difficulty locating a sufficient pool of high-caliber instructors to provide consistent and accurate instruction, feedback, and assessment. Since the credibility of the company as a whole depended on providing exactly this kind of high-quality training, it was clear that, if this problem could not be solved, the company would not remain viable.

SOLUTION—eLeaP Provides Consistent Quality

The eLeaP online learning management system provided Oyster Learning exactly the solution in required. By creating online instructional and training programs, Oyster Learning entirely solved the critical problem of inconsistent quality in instruction and assessment. Using eLeaP's Course Content Creator Pro, the company was easily able to create a full roster of training modules that provided all trainees/clients the same level of expert training. Furthermore, since eLeaP supports rich media content such as audio and video, the on-demand courses that Oyster Learning created are also highly engaging and interactive. eLeaP also made it easy for Oyster Learning to build confidence enhancing feedback opportunities into their courses and to create accurate, informative, and efficient testing and assessment tools.

eLeaP also provides convenience and ease. Trainees are able to access training modules at any time, from any computer connected to the Internet, and they are able to work through the courses at their own pace. Furthermore, the highly intuitive user-interface means that there is essentially no learning curve associated with using the system.

eLeaP's scalability also means that Oyster Learning will never outgrow its learning management system, and since it is hosted there is no need for Oyster Learning to devote valuable IT resources to additional hardware or to maintaining and upgrading their LMS.

eLeaP allows Oyster Learning to offer an unlimited number of students the consistent, high-quality, on-demand training and assessment they require.



Instead, the company staff and resources can remain focused on what they do best: creating high-quality instruction and training for India's growing workforce.

BENEFITS—Consistent Quality Means Increased Client-Satisfaction and Revenue

There can be no question about the most important benefit that Oyster Learning derived from implementing its catalogue of online courses with eLeaP: the company can now provide a consistently high-quality product to every trainee/client that is not subject to the varying skills and abilities of the available pool of instructors. Furthermore, since Oyster Learning's ability to provide high-quality service no longer depends upon instructors, it has been able to offer its services to a growing body of client institutions and trainees without incurring any significant increase in operating costs; once an on-demand course has been created and uploaded to the eLeaP LMS, it can be offered to any number of clients without any additional development costs. Oyster Learning's clients are also far more satisfied with the eLeaP courses. They value the consist quality, the ease of use, and the convenience of on-demand availability. eLeaP has helped to ensure a bright future for Oyster Learning and for the clients they serve.

