

# CALIFORNIA ELECTRICAL TRAINING, INC. CASE STUDY

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California Electrical Training, Inc. (CET) is a pioneering institution in its field. It is one of only two institutions in the state to offer online courses that are approved by the California Division of Apprenticeship Standards. This forward thinking business strategy has been rewarded handsomely. Since introducing its online offerings, California Electrical Training has seen a dramatic increase in business and a dramatic reduction in course-development costs.

## **CHALLENGE:**

- Create online training courses to encourage increased enrollment
- System must provide ease of use for course developers and for trainees
- System must accommodate course content with complex graphics and video files

- System must be highly cost-effective and include strong customer service and support

## **SOLUTION:**

California Electrical Training, Inc. turned to eLeaP, Telania's secure, web-based LMS. eLeaP's Course Content Creator Pro made developing and implementing graphics and video-rich courses a simple copy and paste operation.

## **RESULTS:**

- California Electrical Training, Inc. saw a rapid 300% increase in business.
- Course development costs dropped by \$6000 per course
- California Electrical Training, Inc. is now able to market its courses statewide without any increase in its marketing budget

*"Utilizing eLeaP has increased our business by 300%."*

*--Jack Yapp, President,  
California Electrical  
Training, Inc.*

## **TECHNICAL SITUATION—Re-Wiring the Business Model at California Electrical Training**

Skilled electricians are always in demand, and California Electrical Training, Inc. forged a successful business model offering high-quality training leading to certification and licensure. However, the company's reliance on live and in person training created significant barriers to growth. The number of students who could be trained was limited by the number of available instructors, the size of the venue in which instruction was offered, and the schedule slots during which courses could be offered. This in-person training model also meant that any sizeable increase in the number of students reached produced substantial increase in company costs—costs to employ additional instructors, costs to travel to reach students in different regions of the state, and costs to rent training venues.

It was clear that California Electrical Training, Inc. needed to re-wire its business model by introducing online training. However, the company did not employ any IT staff and its personnel did not possess any programming skills. They needed a system that would allow them to develop and deploy graphics and video rich courses without any programming expertise, that would be inviting for trainees, and that would be cost-effective and well supported. They realized that this was a tall order.

## **SOLUTION—eLeaP gives California Electrical Training a needed Jolt**

The secure, hosted eLeaP LMS was the perfect solution for CET and gave the company just the jolt that it needed. Since eLeaP is hosted, California Electrical Training did not need to purchase any additional hardware, nor did it need to install and maintain legacy software. The eLeaP LMS was fully developed and contained all of the instruction and testing tools necessary for beginning to offer online training. All that CET needed to do was create and upload its course content.



eLeaP's Course Content Creator Pro made this process close to effortless. Even training modules involving complicated graphics and large video files posed no problem with eLeaP. When he was asked about the process of creating the new online courses and getting them up and running, Jack Yapp, President of California Electrical Training, Inc. said this: "In any new project there's a learning curve, but with eLeaP the curve was short." The entire team at CET found the eLeaP system very easy to use, and when they had questions, they liked knowing that top-line customer service and support was available 24/7.

The students taking CET's online courses have been equally impressed. In fact, they overwhelmingly rate the system as "Excellent." They praise the intuitive user interface that makes accessing and completing training modules completely straightforward and they appreciate the convenience of working through training materials on their own schedule and at their own pace.

*"The greatest benefit is the support given by eLeaP. In any new project there's a learning curve, but with eLeaP the curve was short."*

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## **BENEFITS—California Electrical Training has a new Spark**

For California Electrical Training, Inc., the benefits of implementing eLeaP have been very clear. The company quickly experienced an almost unbelievable 300% increase in business. At the same time, using eLeaP's Course Content Creator Pro allowed them to quickly and easily create new courses while also reducing course development costs by at least \$6,000 per course. In addition, CET is now able to market its training services statewide without any increase in its marketing budget. eLeaP also gives CET the flexibility and scalability to modulate its service depending on demand, so the company never pays for more service than it requires.

