

# ENERGY ONION CASE STUDY

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Working to use energy efficiently and wisely is not only noble from an environmental standpoint but it also makes excellent business sense. Especially in a struggling economy, intelligent energy-use decisions can be vitally important to a company's bottom-line. Headquartered in Maricopa, Arizona, Energy Onion is a Professional Learning and Development Company that helps individuals and company's acquire the information and training that they need in order to the best energy-use decisions.

## **CHALLENGE:**

- Create highly professional and brand-identified on-demand training courses
- Ensure ease of use for both developer and user
- Cost-effective for a new division working to meet operating and startup budgets

## SOLUTION:

Energy Onion replaced its amateurish PowerPoint presentations and webinars with sophisticated, highly professional, and cost-effective courses and training modules created with, and hosted by, eLeaP.

## RESULTS:

- More sophisticated and professional company image and stronger brand-identity
- Affiliate sign-ups increased 100%
- Time to market decreased 50%

## TECHNICAL SITUATION—Amateurish Presentation Hobbles Promising Start-Up

Energy Onion was a promising start-up designed to fill an important and growing market-need. They realized that, whether driven by the demand to economize on energy expenditures or a more general desire to adopt a green, conservation-friendly energy consumption posture, more and more individuals and company's feel the need to make wise energy-use decisions. However, it is very difficult to make these decisions with confidence. While there is a great deal of information available, much of it is contradictory, incomplete, or biased. Energy Onion was created to cut through all of these layers of suspect information. It offers three instructional and training courses leading to credentialing as a Certified Energy Systems Analyst, Certified Energy Systems Engineer, and Certified Energy Investigator.

The company's performance, however, failed to meet its promise. The problem was not with the information the company provided. Rather, the problem stemmed from the method the company used to deliver its training and instruction. Energy Onion relied exclusively on on-line PowerPoint slideshows and webinars. These can, of course, be powerful tools. On their own, however, they failed to provide Energy Onion with the type of sophisticated, professional, and high-quality course presentation needed to establish a strong and reliable brand. As Mark A. Carlson, Director of Energy Onion put it: "My training seemed like 'junior varsity' - something anyone could do."

**"Energy Onion runs great classes that serve the needs of seasoned energy professionals and those seeking a new direction alike. I recommend Energy Onion as a great way of either building on your knowledge or if you're starting a new career."**

*--Peter Sharp, CEM, President of Summit Energy Management*

## SOLUTION—No More Tears at Energy Onion

Energy Onion turned to eLeaP in order to establish a more professional and sophisticated presentation for their training materials and, ultimately, to create a stronger brand identity for the company. eLeaP was able to do so in several ways.

eLeaP's Course Content Creator Pro enabled the course development team to re-design and re-package their existing training materials in order to convey the same information in a much



more sophisticated, interactive, engaging, and effective manner. Energy Onion still uses PowerPoint presentations as part of their instruction, but these are housed within a more richly developed presentation that even includes rich audio and video content. Furthermore, eLeaP's intuitive and inviting interface not only makes it easy for users to access and work through training materials according to their own schedule and at their own pace. It also plays a role in increasing the professional look and feel of Energy Onion's products.

Energy Onion also benefited from the reliable availability they achieved due to eLeaP being a hosted service. A professional and trust-inspiring web-presence requires that your materials be available, at without prolonged delays, every time a user attempts to access them. With its hosting partner THEPLANET, eLeaP is able to ensure a 99.9% uptime and high-data transfer speeds for seamless access to all of its hosted content.

### **BENEFITS—Professional Presence Brings Strong ROI**

Energy Onion needed to dramatically enhance the look and feel of its online courses in order to give the company the kind of professional stature that would inspire confidence and draw clients. eLeaP enabled the company to do so. Furthermore, it could do so at a price-point that met the demands of a new start-up. Indeed, Mark Carlson has said this: "eLeaP allows me to maintain my brand. I can refer to my LMS partner in my own marketing to illustrate we are no longer 'junior varsity'."

These soft-dollar benefits have been terrific. But they have also helped produce very significant hard-dollar returns. Chief among them: Energy Onion has been able to decrease the time to market for its courses and training products by a full 50%, and it has seen an increase of 100% in affiliates signing-up to offer its products.

