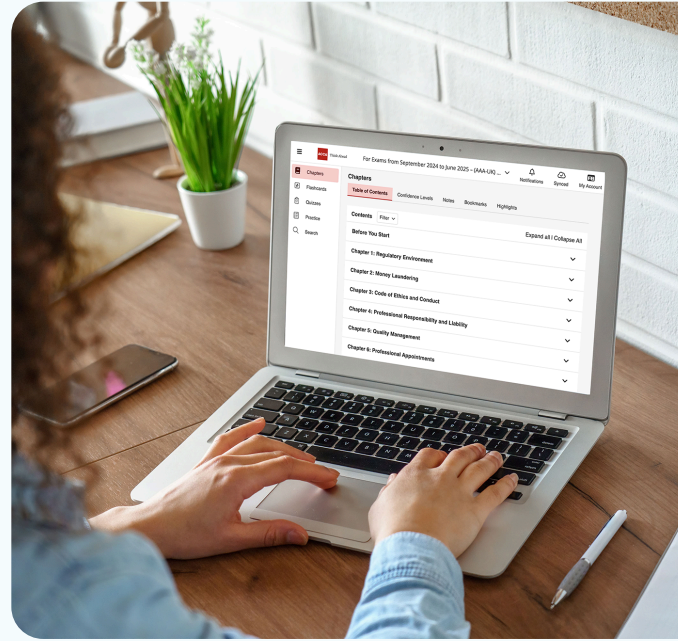


# ACCA's Data-Driven Study Hub Boosts Exam Performance

The Association of Chartered Certified Accountants ([ACCA](#)) is the world's most forward-thinking professional accountancy body, with over **252,500 members** and **526,000 future members** across **180 countries**. The ACCA Qualification is a globally recognized designation requiring thirteen exams, an Ethics and Professional Skills module, and three years of practical experience.



## Challenge

### Driving Equity and Consistency at Global Scale

Although ACCA offered past exams and practice tests to aid student preparation, they recognized these resources alone were not enough.

To better support their global learner base, ACCA needed a more holistic approach—yet several major hurdles stood in the way:



#### Inclusivity:

Inconsistent experiences across regions made equitable access difficult.



#### Affordability:

Traditional learning formats introduced economic barriers, particularly in emerging markets.



#### Performance Disparities:

Inconsistent learning support contributed to inequitable outcomes.

To meet the needs of a diverse global learner base, ACCA required a scalable digital solution that could unify the study experience, drive equity across regions, and still give every student the ability to track and personalize their own progress.

# Solution

## Study Hub: A Digital Platform Providing Free Access to Study Materials for Students Globally

To bring this vision to life, ACCA partnered with BenchPrep to launch Study Hub, a digital-first learning platform designed to redefine the learning experience.

Study Hub, powered by BenchPrep’s LMS and accessible on both web and mobile, delivers free online study resources, including:

- **Study Text Chapters:** Comprehensive digital chapters covering the full ACCA syllabus to guide students through each subject area.
- **Knowledge Quizzes:** Interactive assessments that reinforce learning and check comprehension as students progress through content.
- **Flashcards Covering Key Accounting Terms:** Bite-sized tools to help students master core definitions and concepts critical for exam success.

The platform supports students with tools that build confidence, reinforce concepts, and promote long-term retention. The program was designed with three core pillars in mind:

Engaging, Expert-Led Content	Access for All	Robust Analytics
Built around real-world accounting challenges to enhance relevance and retention.	Designed to eliminate financial and geographic barriers by offering free, high-quality learning support to students around the world.	Insights into engagement, content performance, and outcomes to guide continuous improvement.

This measured approach allowed ACCA to validate impact before scaling further, ensuring the platform addressed real student needs in underserved regions.

// We decided to test in Africa first, as there was limited support within this market and we saw positive results from an early stage. **89% of exam takers said they would use Study Hub again** and all satisfaction ratings were extremely high. This then led us to make the decision to rollout to 5 further markets including Aus/NZ and Caribbean. Again we saw positive engagement and exam performance.



Catherine Cowan,  
ACCA, Professional Learning Content Lead



# Results

## Increased Global Reach, Pass Rates, and Learner Satisfaction

Student feedback has been overwhelmingly positive, highlighting the program's accessibility and improved preparation quality. "I work full time so this was really convenient," shared Milly Laker, a learner from Uganda. "The material is in a user-friendly format that's not overwhelming, so you can incorporate your learning into your daily routine."

ACCA quickly iterated on the platform, creating more than 100 Topic Explainer Videos embedded in the Study Text Chapters and new "how-to" videos to help students use the platform effectively.

**10%**

**Increase in Passing Rates** of  
Study Hub users vs non-Study  
Hub users

**160,000**

**users** on Study Hub  
by Year 2

**90%**

**Positive Feedback** from  
students on Study Hub



We were blown away with the engagement in the first year. We had forecasted 100,000 students in the first year but this target was reached within 6 months, and we celebrated the end of 2023 with just over 100,000 users. Year 2 has been even more successful and we already have over 160,000 users.



**Emma Kerr,**  
ACCA, Head of Content and Publications



## What's Next

### Deepening Engagement, Scaling Innovation

ACCA's journey with BenchPrep is far from over. With global traction already underway, ACCA is focused on **increasing engagement, personalization, and functionality** through initiatives such as:

- **Localized Campaigns:** Targeted promotions through ACCA's Student Accountant App (225,000 users) to drive Study Hub adoption in key markets.
- **Smarter Content with Data:** Leveraging live exam psychometrics and item statistics to continually improve learning materials.
- **AI-Powered Learning:** Piloting AI-driven features to deliver personalized support, starting with select exams.

Together, ACCA and BenchPrep continue to evolve Study Hub into a smarter, more impactful learning platform for tomorrow's global professionals.

See how BenchPrep can help you deliver impactful learning at scale.

[Request a demo](#)