



ASCM Nearly Triples Goal for eLearning Seats Sold in First Year with BenchPrep

Challenge

An Opportunity to Seize

The Association for Supply Chain Management (ASCM) is the largest nonprofit association for supply chain professionals, working with its 45,000 members, 180 North American chapters, 100 international partners, and the general supply chain community to improve every aspect of the supply chain. With eLearning transforming the educational landscape, ASCM recognized that today's supply chain professionals require lifelong learning to stay competitive in the modern workplace.

How could ASCM seize this opportunity to deliver lifelong learning that engages their learners and drives revenue?

Solution

Comprehensive Continuing Education

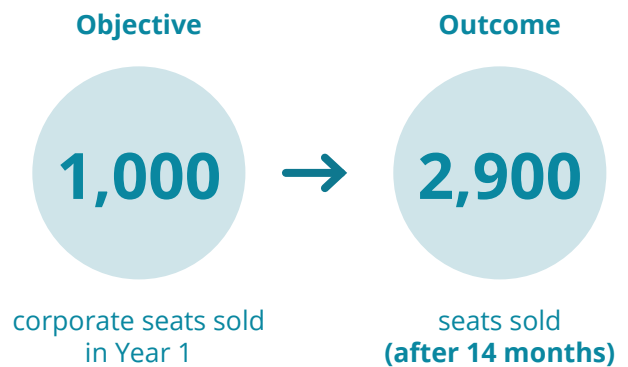
ASCM found BenchPrep to be an ideal fit to shift their print-based, face-to-face courseware to online and mobile delivery. 180 hours of face-to-face courses were transformed into 10- or 15-minute digital bite-sized sections that include quizzes, videos, and games – all delivered on BenchPrep's cloud-based platform that is white-labeled for ASCM. The modernized approach allows ASCM to cater to busy, on-the-go professionals seeking to earn certification points. This new personalized, on-demand learning program can be consumed in small chunks, encourages remediation, and increases knowledge retention.

Through its rich collection of data and analytics, BenchPrep's platform also delivers valuable insights to all stakeholders involved: the learner, the instructor and ASCM. Learners know how they are progressing, where their strengths and weaknesses are, and in which areas they need to improve. Instructors see how each learner is performing, down to how much time they are spending on a particular area. ASCM gains insight into every piece of content: how many times a video has been watched or a lesson has been viewed, and how many users have marked the lesson as high confidence versus low confidence.

Results

Exponential Increase in Digital Learning Engagement

The success of the program also created a potential new revenue stream for ASCM, as a couple of large organizations showed interest in reselling the courses as an add-on to their existing education and services.



There's a lot of hype around the whole education space and how it's changing. Some of it is worth listening to, and some of it is a little exaggerated. But the fact remains that having online, self-paced courses does meet a pretty big market niche and is worth pursuing. Look for the right partner for you, try something, and see how it goes."

Bob Collins

Senior Director of Learning & Development, ASCM

Visit benchprep.com to learn more about our award-winning platform.