Extended enterprise learning

A comprehensive guide

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Executive summary

Extended enterprise learning is a **powerful way** for organizations to **share knowledge and training** with their entire ecosystem of partners, customers, suppliers, contractors, and other stakeholders.

What can extended enterprise learning do for your organization? For starters, it can **create stronger relationships and networks**, improve collaboration and effectiveness, **drive long-term growth**, and more.

Whether you're a novice or an expert, this CYPHER guide gives you the knowledge and **tools to make a big impact on your company's learning programs** with extended enterprise learning.

What is extended enterprise learning?

Brandon Hall defines extended enterprise learning as follows:

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Extended enterprise learning is a **comprehensive approach to delivering learning and development** to a wide range of external stakeholders, including customers, partners, suppliers, and contractors. It involves **creating and delivering training programs that are customized to meet the specific needs of these audiences**, and that are aligned with the organization's overall strategy and goals. The goal of extended enterprise learning is to improve the performance of these external stakeholders, which in turn can **drive business growth and success**.

To break this down a little bit further, extended enterprise learning improves external stakeholder performance by

- ✓ Enhancing collaboration
- ✓ Sharpening product knowledge
- ✓ Increasing customer satisfaction
- ✓ Driving business growth by extending the reach of the organization's learning initiatives to key stakeholders.

Types of extended enterprise training

Several types of extended enterprise training can be used **based on your organization's specific needs and objectives**:

Customer training

Empowers customers by educating them on how to use your products and services effectively. This can lead to increased customer satisfaction, loyalty, and retention. When customers are more proficient in product and service usage, they are **more likely to serve as brand advocates**.

Partner training

Equips distributors, resellers, and other partners with the **knowledge and the skills needed to represent your brand effectively**. This can lead to **improved collaboration and communication**, and ultimately, **increased revenue**.

Supplier and vendor training

Helps suppliers and vendors **understand and adhere to your organization's policies, procedures, and expectations**. This can lead to better alignment and a more efficient supply chain.

Compliance training

Ensures customers, partners, employees, and resellers **understand and follow guidelines, specific industry regulations, or legal requirements**. This reduces the risk of non-compliance penalties or reputational damage.

Extended enterprise training can create stronger relationships and networks, improve collaboration and effectiveness, drive long-term growth, and more.

Key benefits of
extended enterprise learning

Increase revenue

A comprehensive training program for customers and channel partners can improve product knowledge, increase customer satisfaction, and drive sales, ultimately leading to increased revenue. **A recent study by Brandon Hall Group found that organizations using an extended enterprise LMS saw a 45% increase in revenue and a 63% increase in customer satisfaction.**

Improve customer retention

Well-informed and well-trained customers are more likely to be satisfied and loyal to a brand. By providing valuable learning opportunities, organizations can reduce churn and foster long-term customer relationships. **"A well-designed extended enterprise LMS can provide personalized training and support to customers, helping to improve retention rates and increase customer lifetime value."** - Brandon Hall Group[2]

Enhance collaboration

Training external stakeholders such as suppliers, vendors, and partners helps to ensure alignment, leading to better communication, streamlined processes, and more effective collaboration across the entire value chain. According to Gartner[1], **"Organizations that leverage extended enterprise learning programs to improve collaboration with partners, suppliers and customers see up to a 20% improvement in revenue."**

Gain a competitive edge

By training external stakeholders, they become more knowledgeable, efficient, and effective than those of competitors who do not prioritize the training of the external enterprise users. **According to a study[3] by Bersin & Associates, companies with a strong learning culture are 46% more likely to be the leader in their industry.**

[1]Gartner Market Guide for Corporate Learning Suites, October 2020
[2]Extended Enterprise Learning: The Key to Unlocking Business Performance
[3]Bersin & Associates, The Business Impact of Learning, 2011

Reduce costs

Proper training can reduce costs, the occurrence of errors, misunderstandings, or delays caused by a lack of knowledge or skills among external stakeholders. This, in turn, can lower operational expenses and improve overall efficiency.

According to a report[4] by the Training Industry, companies that use eLearning and other technology-based learning solutions can save up to 50% on training costs compared to traditional instructor-led training.

Mitigate risk

Compliance training for external stakeholders helps organizations ensure that all relevant parties adhere to industry regulations and legal requirements, reducing the risk of costly penalties or reputational damage due to non-compliance.

According to a study[5] by the Training Industry, companies that provide compliance training to employees have a 64% lower chance of experiencing unethical or illegal conduct.

Extended enterprise learning is a powerful strategy that recognizes that learning is not limited to a single organization or its employees.

Scale

A better trained and more knowledgeable enterprise is better equipped for change. **A study[6] by the Association for Talent Development (ATD) found that companies with a strong learning culture are more likely to have a scalable business model.**

Next, let's discuss how to implement external enterprise learning for your business.

[4]The Business Case for eLearning, Training Industry, 2018
[5]The Business Case for Compliance, Training Industry, 2019
[6]The Business Case for Learning Culture, ATD, 2018

Implementing extended enterprise learning: 10 steps

Follow these steps to successfully implement an effective extended enterprise learning program that meets your organization's unique objectives.

STEP 1

Define your learning objectives

Clearly outline the goals and objectives of your extended enterprise learning program. This may include improving customer satisfaction, increasing sales, enhancing collaboration, or ensuring compliance, among others.

STEP 2

Determine your target learners

Determine the specific external stakeholders **who will be members of the extended enterprise learning program**, including customers, partners, suppliers, contractors, or a combination of these groups.

Meet your organization's unique objectives

STEP 3

Conduct a training needs assessment

Evaluate the current knowledge gap, skills, and competencies of your target audience and identify areas requiring improvement. **This will help you tailor your learning program to address the specific needs of your external stakeholders.** Learn how the CYPHER platform is innovating on skills development.

STEP 4

Choose a modern learning management system that aligns with your learning objectives

Select an LMS (Learning Management System) built to support both external user and employee training. Ensure that the platform offers features such as easy training content management, robust reporting capabilities, and acts as a multi-tenant LMS. **Ensure the platform and learning approach align with your learning goals and objectives.** Learn the ten questions that you should ask vendors when evaluating extended enterprise LMS.

STEP 5

Develop compelling training content

Create engaging **training materials that address new technologies** and new concepts about your product or service. This may include a mix of online courses, video tutorials, webinars, interactive simulations, or other training materials. See how CYPHER helps you accelerate course creation with purposeful AI.

AI 360 with CYPHER Copilot enables you to upload your own resources like video, PDFs, and other source content you've created - to create a comprehensive course based on your information. Imagine an entire course with **your branding, your terminology, your style, your concepts** - created with modules, gamification, assessments, and mapped to competencies - **ready to go in minutes!**

Implement an effective extended enterprise learning program

STEP 6

Ensure that the learning approach of the LMS aligns with the learning objectives

There are ad-hoc and topic based learning approaches, but competency-based learning is a method of instruction and evaluation that focuses on an individual's progress. Learners advance by showing their mastery of a subject or demonstrating the concepts they've learned through valid and accurate competency evaluations. The CYPHER platform's competency-based learning approach.

STEP 7

Invest in a blended learning approach

Combine different learning styles including self-paced online learning, instructor-led training, and on-the-job training to provide a **comprehensive and effective learning experience** for your extended enterprise ecosystem.

STEP 8

Monitor and measure training progress

Track learner progress with comprehensive analytics and reporting tools provided by your extended enterprise LMS. This will help you **assess the effectiveness of the learning program**, identify areas for improvement, and make data-driven decisions for future enhancements.

Provide ongoing support

Offer continuous and comprehensive **support to your learners through various channels** such as forums, helpdesks, and email to **encourage engagement**, **boost motivation**, and ensure that your learners have access to the resources they need to succeed.

Evaluate and refine

Regularly evaluate the outcomes of your extended enterprise learning program against the initial objectives. **Gather feedback** from your customers, partners, and resellers to **identify areas for improvement and make necessary adjustments** to the program as needed.

Extended enterprise learning **expands the scope of learning and is a powerful way that an organization can share knowledge and training** with their entire ecosystem of partners, customers, suppliers, and other stakeholders.

How to make extended enterprise training memorable, meaningful, and effective

The tools you use can make or break your extended enterprise learning program. CYPHER is a modern learning platform that **makes extended enterprise training meaningful, fun, and effective**. CYPHER enables companies to create engaging learning content, deliver training materials, and track training progress of both internal and external users. **CYPHER is more than an LMS. CYPHER is 1 platform with 3 powers: LMS + LXP + content development.**

Why CYPHER stands out

Lets you create **separate, customized portals** for different learning groups like customers, employees, and resellers.

Delivers the most advanced and automated content development and delivery with AI 360 with CYPHER Copilot. Control and easily create content by **uploading resources like PDFs and videos for AI 360 to create customized courses** from, **in minutes**. Create supercharged training courses for customers, partners, contractors, and suppliers to get to market faster and with **more brand alignment than ever before**.

Its **competency-based approach is built for personalized learning** at scale. **3,000+ preloaded competencies and job descriptions** expedite seamless competency mapping, assessment, and reporting. This is essential for employee development, career growth, and skill building.

Supports the world's largest implementation of **periodic leveling gamification with over 120,000 users**. AI 360 with Copilot provides **automatic creation** of awards, badges, and periodic leveling for recognizing learner achievements and enhancing engagement. With periodic leveling, points frequently reset to **encourage active participation** and allow for targeted progress tracking.

Leads the first comprehensive, social learning experience. This includes built-in messaging, add users as friends option, wikis, chat rooms, blogs, forums, groups, team leaders, and calendaring.

The only platform to provide a **universal translator for real-time communications in 50+ languages**.

Proves that **powerful technology** can have a gorgeous interface and experience. CYPHER has been recognized by customers and industry leaders for our easy-to-use interface. **"The best way to describe the tech is to say it anticipates the moves of the learner,"** said Brandon Hall

CYPHER has **55 pre-built and custom reporting options** for comprehensive reporting in one place. **Real-time, graphic visibility of key metrics** enables quick decision-making and proactive. This drives better learning outcomes, resource allocation, and aligned business goals.

The CYPHER platform for extended enterprise learning is ideal for:

- Quickly gathering meaningful, **data-driven insights** to understand progress and gaps.

- Creating training content in **multiple languages** to reach more extended enterprise members.

- **Going to market faster** through course creation that can keep up with the speed of change.

- **Turning customers into brand advocates** with engaging courses that help them take full advantage of your product or service offerings.

- **Adapting to customer needs faster** based on customer competencies and understanding.

- **Enhancing collaboration** through the **Green Dot activity indicator, Universal Translator** for real-time communications, wikis, forums, and chats.

- **Training internal teams, partners, and customers** on new updates, trends, and releases – **quickly and effectively** – without spending gobs of resources to train and fund third-party vendors.

- **Creating product training within business units** – without having to rely on third-party vendors to carry out a vision.

To learn more about CYPHER Learning and our modern learning platform, visit us at

www.cypherlearning.com