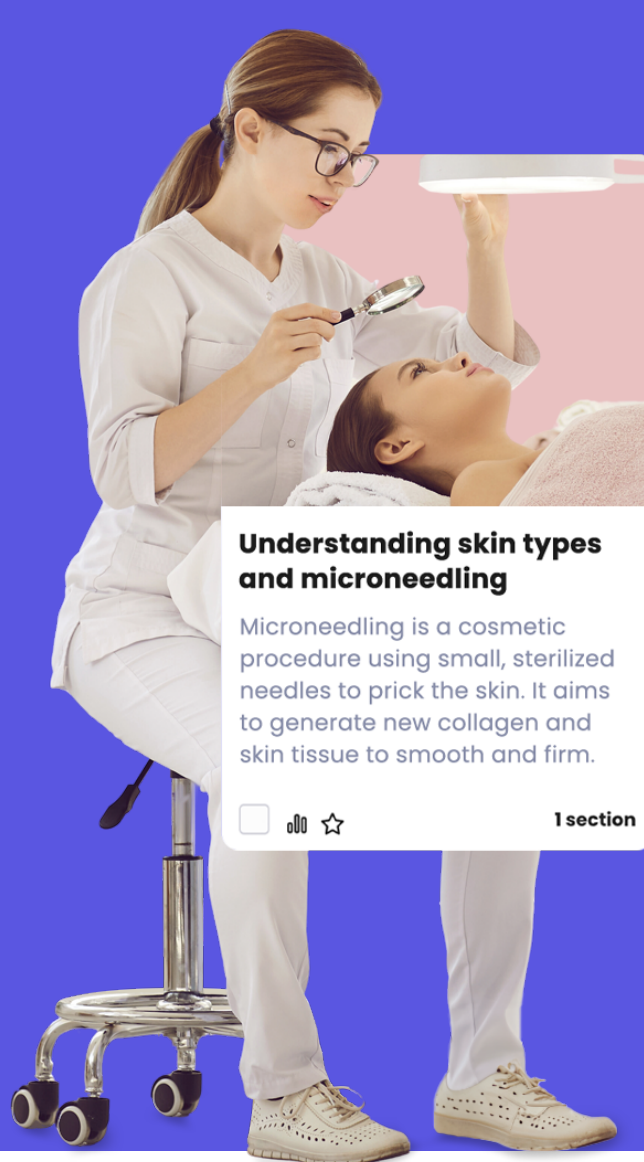


Q&A with Milady



Corina Santoro,
Vice President of Product and Customer Experience, Milady



Understanding skin types and microneedling
Microneedling is a cosmetic procedure using small, sterilized needles to prick the skin. It aims to generate new collagen and skin tissue to smooth and firm.



Introduction to becoming a nail technician
Learn about performing manicures, pedicures, applying artificial nails, extensions, and decorating nails. Also learn soft skills to help you succeed.



A beginner's guide to cosmetology
Branches of specialty include hairstyling, skin care, cosmetics, various hair removal processes such as electrolysis and intense pulsed light, and more.

Corina Santoro, a leading executive at Milady, recently shared her insights in an exclusive Q&A with CYPHER Learning. With her extensive experience in the industry, Corina provided valuable perspectives on how Milady utilized the CYPHER platform to enhance their training and development programs. Here's a glimpse into our conversation, where we delved into her experiences, challenges, and successes with CYPHER Learning.

Can you tell us a bit about Milady and your industry?

Milady is a division of the global edtech company Cengage Group and has been a cornerstone in beauty education for nearly 100 years. Milady is on a mission to prove that a career in the beauty industry can lead to professional success and personal fulfillment. Of Cengage Group's 4,200+ employees, about 60 are dedicated to the Milady business.

What challenges did Milady face before partnering with CYPHER Learning?

We had several challenges. Our previous digital learning platform was designed for higher education students and didn't meet the needs of our beauty students, who were seeking a visually engaging interface and flexible learning options. Schools needed the ability to customize and brand the curriculum to reflect their unique identities. Additionally, we needed robust time tracking to comply with strict accreditation requirements for both on-campus and distance education hours.

What specific features of the CYPHER platform addressed these challenges?

The CYPHER Learning platform introduced a visually appealing, flexible, and easily customizable solution. It allowed schools to upload their branding and rearrange the curriculum to match their unique educational processes. Furthermore, CYPHER Learning developed a robust time-tracking feature that ensures active engagement during distance learning hours and complies with accreditation standards.

Can you provide more details on how the platform's customization and integration capabilities benefited Milady?

The platform allowed us and our customers to use personal branding, which was crucial. Schools could upload their visual images and rearrange the curriculum to fit their needs. This flexibility was essential as we serve an industry with rolling enrollments, and students might start their courses at different points. Additionally, the range of activities available in the platform, including integrations like H5P, enabled us to build an engaging and diverse curriculum.

How has the advanced time-tracking feature helped Milady?

The time-tracking feature was critical for us to support our learners, who are enrolled in clock-hour programs. It provided detailed reports on student engagement, which are necessary to meet the rigorous requirements of accrediting bodies and the Department of Education. This feature ensures that students are actively engaged and provides valid data for their distance learning hours.

What results have you seen since implementing the platform?

We've seen a 30% increase in student engagement and an 8-10% improvement in state licensure exam scores as reported by select Milady customers. Our digital customer base expanded from 21% to 54% within three years, demonstrating significant digital growth. The platform's capabilities have also led to significant operational efficiencies and enhanced customer satisfaction.

What advice would you give other organizations considering implementing CYPHER Learning?

My advice would be to fail fast and iterate. We set aggressive goals and committed to getting something into the market quickly. We launched our core course in less than seven months and iterated based on customer feedback. It's important to have a unified vision and commitment across the business to achieve such goals.

Can you share any innovative ways you have used CYPHER Learning to deliver training or learning content?

One innovative approach we took was integrating choose-your-own-adventure scenarios using H5P. This approach allowed us to build out scenario-based activities that simulate what students might encounter in a salon, keeping them engaged throughout the program. We also created practice certification exams to help students prepare for their licensure exams.

How has the platform impacted your operational efficiency?

The platform has significantly improved our operational efficiency. We established specific models for different types of schools, allowing us to have a turnkey approach to onboarding and training. This consistency has made it easier to scale our operations and support a growing number of digital customers.

How has the platform supported the diverse needs of your student population?

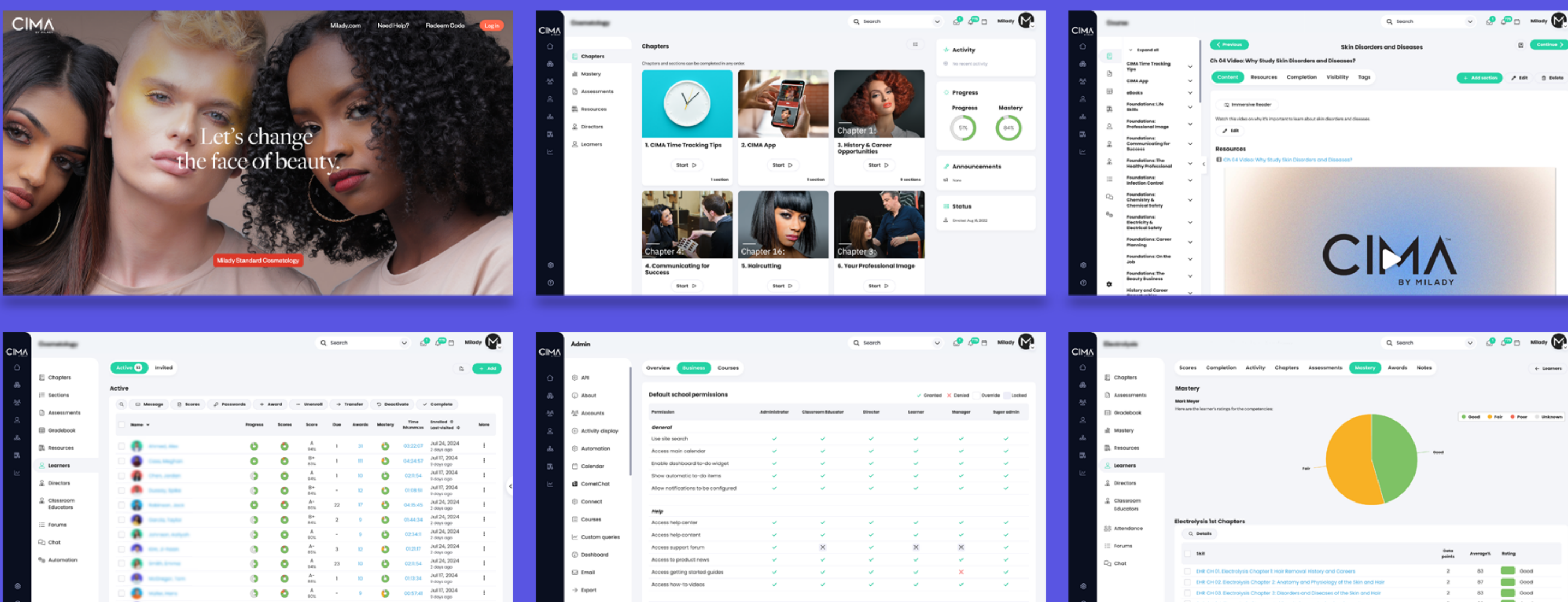
The platform's flexibility has been crucial in supporting our diverse student population. For example, it allows students to study from anywhere at any time, which is essential for our students who often juggle other jobs or family obligations. Additionally, offering 100% of our content and courses in Spanish has been life-changing for many of our learners.

What feedback have you received from students about the platform?

Students have given us positive feedback about the different types of activities and the ability to study from anywhere. They appreciate the engaging content and the flexibility the platform offers. One student mentioned how she could study while her daughter played at the park, which speaks volumes about the platform's accessibility.

Thank you, Corina, for sharing your journey with our platform. It's inspiring to see how digital transformation can positively impact an organization.

Thank you! It's been a rewarding journey and we're excited to continue growing with CYPHER Learning.



Full story