

# Case Study

## CYPHER Learning



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President/Owner at Coaching 4  
Todays Leaders

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### What is our primary use case?

We are a training provider and CYPHER Learning is a place for us to put all of the resources for our instructors as well as our participants, past and present.

### How has it helped my organization?

It has freed up admin time for my team members to do other things that are important. About 50 percent of our training is now asynchronous, whereas when we first purchased CYPHER Learning, we were 100 percent synchronous. It has allowed us to repurpose and reuse content. In that way, from a business provider point of view, we actually make income off of stuff we're repurposing. It's passive income, and that has been very helpful. And through surveys as well

as through other organizations, we've tracked that there is actually no difference in the retention rate and in the outcomes of those who learn via asynchronous or synchronous, so that's been really helpful.

When it comes to costs, we have several textbooks that we've created and other resources that we used to have to print and send by mail. Now, we can house everything as an ebook or a PDF on CYPHER Learning. We've cut out printing and shipping costs. And the big thing is that as soon as the participant enrolls, they have access to everything. That's a nice feature. It's set up so that when they make a purchase, they're automatically put in. There's no delay for someone to get started or have access to the information. When we started our business 12 years ago, there was a delay because of shipping and the admin. We also used to mail certificates when people were



done with the training, but they can be generated automatically, so we don't have to mail or print those either.

Before we put all of our resources into the system, just mailing and printing cost over \$50,000 a year. That's not in our budget anymore; there's no need for it.

And when COVID hit, we were ahead of the game because most of our competitors didn't have something like CYPHER Learning. We didn't miss a beat. We just took everything that was going to be in-person or onsite and moved it to our LMS using Zoom and some other platforms. Everything was already there for everybody.

In addition, we used to have our own shopping cart but then we learned that the platform actually has a shopping cart, so we were able to eliminate ours and that just streamlined the whole process for us. That has been a really nice feature.

## What is most valuable?

The solution is in the cloud and that's one of the reasons we wanted it. We are a coach training organization, so anyone that is involved with our organization, the participants or faculty, can have access 24/7 as long as they have internet. The resources are housed there and it's password protected, which is nice. We also put attendance there, as well as videos because we have synchronous and asynchronous materials, so it provides us and our participants with

access to everything, 24/7, wherever anyone is.

It's also pretty user-friendly. While they have all kinds of documents you can read, I've never read them. My admin team has read them, but I just logged in and was able to figure it out.

It also cuts down on admin time because past participants, instead of having to contact one of our team members, can go directly in and get their information.

In addition, the rules engine helps personalize content for users based on their goals and performance. That's very important because we want things to be very specific to our program and what we're offering.

It tells us when participants most recently accessed it and that's a nice feature. It does allow us, when people say, "I can't find anything," to see if they have logged in and say, "Well, you have to log in to find anything." And with our self-paced, asynchronous learning, the way CYPHER Learning is set up, participants have to watch the first video in its entirety before they can move forward to the next one. And we've had people that say, "Hey, I can't figure this out. It's not working well," but they haven't actually watched the videos entirely. I've never said this to anybody, but we've "caught" them trying to skim through.

It's very easy to monitor and check student progress. I can go in and, with a couple of clicks, see any participant and where they are in the process.



## What needs improvement?

What we've been asking them for recently is that, while we really appreciate the shopping cart, it doesn't have a recurring payment charge. A lot of our participants, instead of paying the full fee, spread it out over several months and that feature is not there yet. CYPHER LEARNING said they would look into it. Typically, when we have made requests, it takes a while, but they'll research them and then make the improvements.

## For how long have I used the solution?

I have been using CYPHER Learning for 10 years or more.

## What do I think about the stability of the solution?

In all the years we've been with CYPHER Learning it has been there, and I don't get any hints that it won't be there. It has always been consistent and they've always been helpful. I wouldn't expect any changes that way.

## What do I think about the scalability of the solution?

From our experience, the scalability appears to be excellent. They have been scaling things up and adding things. It's more on us to take the

time to look at what's there. For example, they have gamification, but we just haven't had the time to touch that. But it's there. It's ready to go if we want to use and incorporate it.

We have about 250 users, including both students and trainers, but most of them would be students, past and present.

It is being extensively used by our instructors and administrative team, as well as by people when they first enroll. Once they enroll, they download everything they need, which is a nice feature too. And then we find that they access it once they've graduated, just to refresh themselves. We do notice a type of a drop-off once they've started the program. It seems like they have gotten everything and they're not in there a whole lot afterward, which is okay. That means they got what they needed.

## Which solution did I use previously and why did I switch?

We didn't have a previous solution.

## How was the initial setup?

Ten years ago the initial setup was pretty straightforward. Now, there are a lot more options, so you have to read the directions for the setup or contact their help desk.

But once it was set up, when it came to the shopping cart and some of the asynchronous aspects, we just had to ask and then we



understood, "Oh, that's how you do it." It's kind of like today's cars. You can't really do much more yourself than change the oil and kick the tires, but we like all those extra options.

## What about the implementation team?

We did it in-house. Even with all the bells and whistles today, you can do it in-house, as long as when you get stuck, you ask for help.

## What was our ROI?

We have absolutely seen ROI. What we pay each year for CYPHER Learning is a drop in the bucket. Just the ability to set up self-paced classes has generated a nice income right there alone. I'm not ready to retire, but I could almost retire just on that income.

## What's my experience with pricing, setup cost, and licensing?

The main reason we went for it was cost, which was very reasonable.

And what I like about the pricing is that you are only charged for what they label "active participants." They charge you monthly and, on average, we have 250 people that access the platform every month. We have many more than that, as far as students and participants go, but

the others just didn't access it that month. If someone goes in once a month, you get charged for that person.

I believe there are pricing tiers as well.

## Which other solutions did I evaluate?

Before we started with CYPHER Learning, we looked all around, but it offered a lot more, by far, and the price was the best. I regularly get flyers, information, and emails about other products just like this. I check them out and the price is a lot more and, in many cases, they're not offering as much in terms of those bells and whistles.

Based on other LMSs I've experienced, as I do continuing education, ours is right up there if not ahead, in terms of usability and what's offered.

## What other advice do I have?

Do your due diligence, look around, and explore. If you do a comparison, you'll very quickly see. There are a lot of features we don't use, but we don't feel like we're paying for them because it's a competitive price. We've been very happy with it.



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