



## APPLICATION BRIEF



*This past winter we hosted an online event where our client rolled out a new performance management product we developed for them. The client employs over 25,000 and we saved them a tremendous amount of money and time by helping them gain buy-in and nationally distribute the training real-time with no travel.*

— Director of Operations,  
Professional Services Firm

### The Agile Trainer

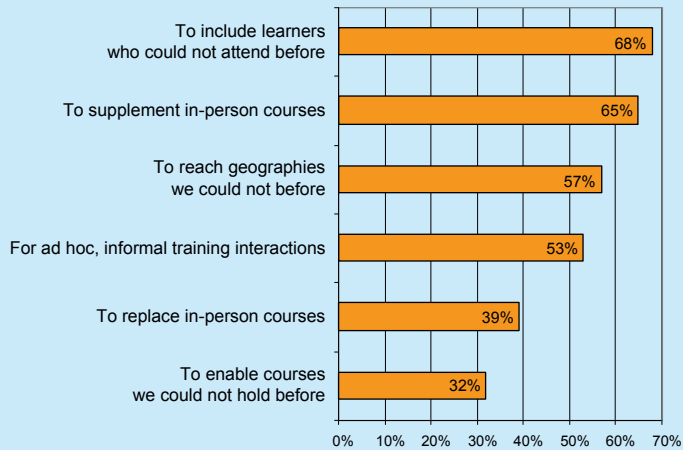
#### *Creating Velocity for Online Learning Using Web Conferencing*

Training methods are evolving from simple in-person and computer-based training (CBT) to approaches that leverage developments in bandwidth and PC technologies. Businesses large and small increasingly also recognize that learning comes in many forms, from many types of individuals, in many contexts, and addressing many differing work needs. In fact, *professional trainers* are only one part of the equation, as businesses increasingly are placing tools in many functional areas to ensure that everyone is properly learning — or helping others by delivering their expertise.

Yet how do businesses benchmark the effectiveness of their delivery of online training, and measure training success? What makes a training experience memorable, and what makes one forgettable — either of which help determine whether an organization is successful using web conferencing? To identify how businesses are using web conferencing to build agility into their training operations, and to assess the current “state of the art” in using web conferencing for training, Wainhouse Research and Citrix surveyed over 450 knowledge workers and business owners during July-September 2007 regarding their attitudes and use cases for web conferencing to support structured and ad hoc training, with both internal and external audiences. Respondents include workers in training (36%), HR (16%), administration (8%), consulting (6%), IT (5%), sales (5%), and management positions (5%).

*One reason stands out for using web conferencing for training: the “ability to work from different locations, increase flexibility.”*

## How Is Web Conferencing Affecting Training Offerings?



Web conferencing may replace existing in-person training, or more often be supplementary. More than half of all organizations surveyed are affected by web conferencing in many ways:

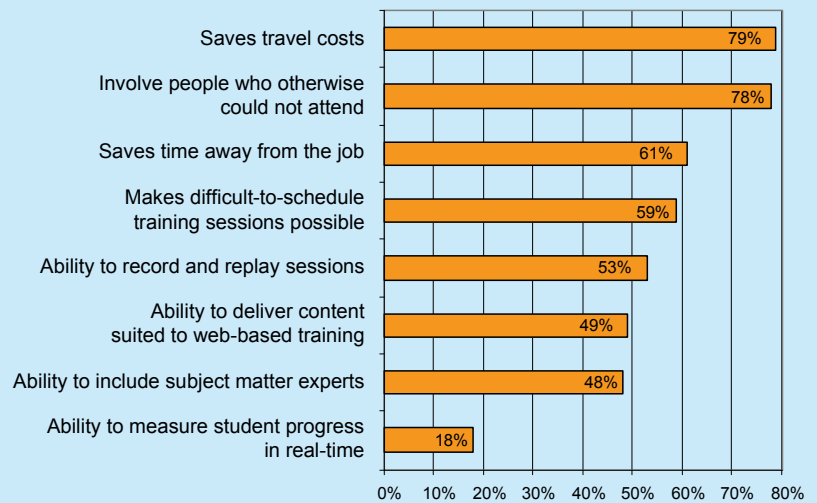
- Web conferencing does two key things for about two thirds of training organizations. It allows trainers to reach/include learners who could not attend before (68%) and to supplement in-person courses (65%).
- Almost two out of five (39%) indicate web conferencing replaces in-person courses.
- Slightly more than half (53%) use web conferencing for ad hoc, informal training interactions. Wainhouse Research expects to see that number increase over time.

## Why Web Conferencing for Training?

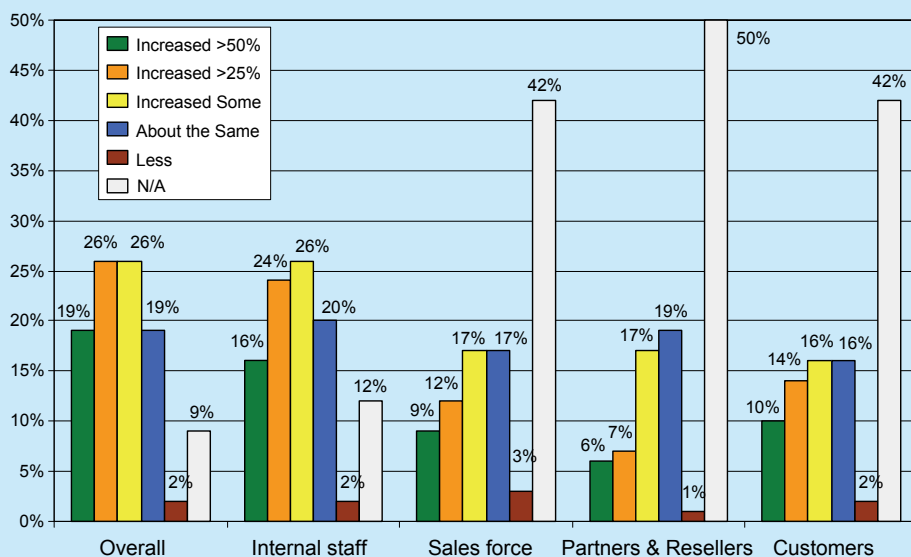
We asked respondents to rate why they use web conferencing for training.

- Two top reasons are cited for using web conferencing: cutting travel costs and involving more people/expanding reach.
- The next two reasons are saving time away from the job and scheduling difficult-to-schedule training sessions.

*Saving time away from the job is important to three out of five (61%).*



## Who Benefits from Web-Based Training?



In addition to trainers themselves, businesses are reaching different audiences to varying degrees. Over the past year:

- 71% saw some or major increase in web conferencing for training overall.
- Delivery to internal staff increased some or in a major way for 66%.
- Customer training increased for 40% of those surveyed and sales training increased for 38%.

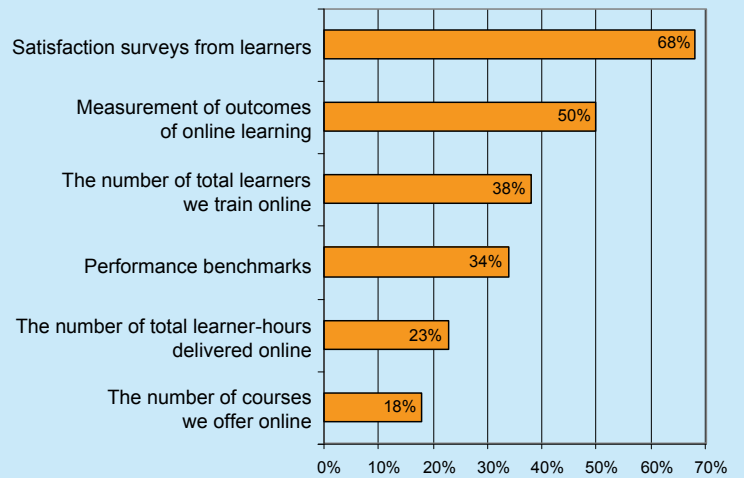
*The survey data also tells us that growing businesses are seeing a greater increase of delivery of training to customer, sales force, and partner audiences than are large enterprises, which are more internally focused.*

## Measuring Success

Trainers are constantly required to measure their success, and customer satisfaction surveys are the top single method of doing so (68%). Other methods include:

- Measurement of outcomes (50%).
- Number of learners trained online (38%).
- Performance benchmarks (34%).
- Total number of learner-hours (23%) or numbers of courses offered online (18%).

*Wainhouse Research believes that organizations that fail to measure their training effectiveness are missing an opportunity to remain competitive and fully achieve their missions.*



## Memorable Content

Respondents often remember training content that has an impact on either their daily work or their own career directions. Memorable content can relate to:

- Specific subject matter experts.
- Topics of interest.
- Task that provide “a-ha” moments, where the learner clearly incorporates how to perform a function or operation that is meaningful to their job performance.
- Content that is well delivered.

*Effective delivery of online content is based on an artful mixture of content and delivery style.*

*It feels like a real classroom if the facilitator is really good at soliciting actions from the attendees instead of one-way communication.*

— Trainer

*The most memorable event I attended was facilitated by an experienced trainer who used all the tools, but (those tools) did not detract from the content. It was most memorable because the content was very relevant to me (leadership training).*

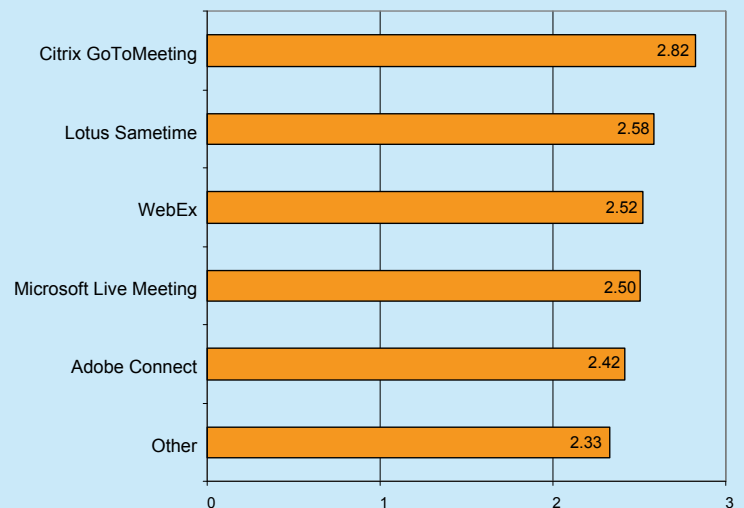
— Trainer, Professional Services Firm

## Satisfaction and Providers

We asked the training professionals how their organizations would rate their experience with web conferencing providers. A total of 94% believe that the quality is excellent, high, or reasonable. Only 7% believe the quality is marginal or not worth the cost.

We examined satisfaction rates by vendor on a 1-4 scale (with 4 = very satisfied and 1 = not satisfied). Citrix, the sponsor of this research, is the top rated vendor, with a composite score of 2.82. This clearly shows positive attitudes regarding its user satisfaction among trainers.

Other well-rated providers received composite scores ranging from 2.42 to 2.58 — respectable numbers that are at the high end of the satisfaction range. But among those trainers surveyed for this project, Citrix is leading the way in customer satisfaction.



## The Impact: Most Memorable Web Conferencing Training Events

We asked respondents to describe their most memorable experience of a training session using web conferencing — and often heard about the impact of the technology in a variety of scenarios. Most respondents made some type of comment and Wainhouse Research grouped responses together by category to shed light on the mix of responses. We recorded responses based on the depth of the answer; if a respondent's answer applied to multiple types of events or attitudes, we tallied them as appropriate. In other words, if someone mentioned the ability to include participants globally and the amazing interactivity over distance, we recorded their answers twice: once under training geographical reach, and once under interactivity. The chart to the left lists the relative rank of the most mentioned types of memorable training sessions.

Memorable event / attitude	Rank
<b>Specific content</b>	<b>1</b>
<b>Interactivity</b> <i>(between participants or with trainer)</i>	<b>2</b>
<b>Training reach</b>	<b>3</b>
<b>Good delivery</b> <i>(by presenter with good content)</i>	<b>4</b>
First time (positive experience)	5
The global nature of the communications	6
Poor delivery of content	7
Effective use of the tools	8
The large numbers of attendees	9
One's own particular session(s) as a trainer	10

## Effectiveness for Training

Many comments surround specific content, while others relate to the interactivity provided by web conferencing. For others it's a particular well delivered session, or effective use of the various tools at the fingertips of the trainer.

*It was a follow-up to a new sales training program we had implemented. I liked the ability to generate a list of questions so that the SME could react when appropriate.*

— Trainer, Chemical Manufacturer

*Best experiences are memorable when presenters know how to use the technology, know their content, and know how to use PowerPoint, in addition to opportunities for interactivity with participants through polls and Q&A.*

— Human Resources Manager, Manufacturer

*Showing the path through a complex software environment led to an "A-ha!!!" from the trainee.*

— Engineer, Automotive Manufacturer

*It was clearly rehearsed, the slides weren't text intensive and also included software demo to keep it varied. The presenter was probably the biggest factor though with his strong presentation skills.*

— Sales & Marketing, Printing Technology Provider

## About Wainhouse Research

Wainhouse Research, [www.wainhouse.com](http://www.wainhouse.com), is an independent market research firm that focuses on critical issues in rich media communications, video-conferencing, teleconferencing, and streaming media. The company conducts multi-client and custom research studies, consults with end users on key implementation issues, publishes white papers and market statistics, and delivers public and private seminars as well as speaker presentations at industry group meetings. Wainhouse Research publishes a variety of reports that cover the all aspects of rich media conferencing, and the free newsletter, The Wainhouse Research Bulletin. This application brief copyright © 2007 Wainhouse Research, LLC.

## About Citrix Online

Citrix Online, a division of Citrix Systems, Inc., is a leading provider of easy-to-use, on-demand applications for Web conferencing and collaboration. Its award-winning services include GoToMeeting Corporate, a complete collaboration solution that satisfies all Web conferencing needs ranging from large Webinars to small online meetings. With GoToMeeting Corporate, organizations of any size can use GoToWebinar for do-it-yourself Web events and GoToMeeting for smaller, more interactive online meetings.

GoToMeeting Corporate allows users to easily present, demonstrate and provide training online to anyone, anywhere in the world. GoToMeeting Corporate can make businesses of any size more productive by reducing travel time and costs and enhancing communication, ultimately leading to faster decision making and more efficient workers. For a free evaluation of GoToMeeting Corporate, please visit [www.gotomeeting.com/s/WReval](http://www.gotomeeting.com/s/WReval).