



# The ROI of Incorporating Digital Mobile Training for Frontline Workers

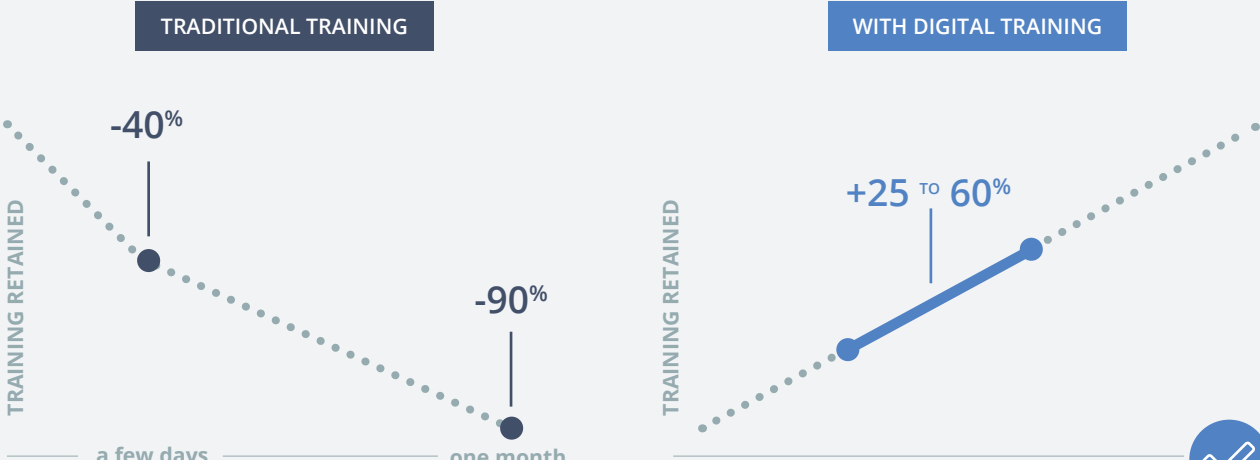
Ensuring your firstline workers are properly trained on your digital apps is difficult, to say the least. Antiquated methods like one-and-done classroom training aren't effective. Archaic training tools such as powerpoint decks don't get the job done and downtime associated with taking workers out of the field - is simply not an option.

In this visual guide, we make the business case not only for training your firstline workers, but also for incorporating digital learning into your training repertoire.



## Effectiveness & Information Retention

Digital training is more effective than traditional training, allowing workers to learn from anywhere, focus only where they need help, train in real scenarios, and refer back anytime.



People forget **40%** of their training after the first few days and **90%** of their training after one month.

However, with technology-based training, information retention increases by **25-60%**.

## Less Downtime & Easier Onboarding

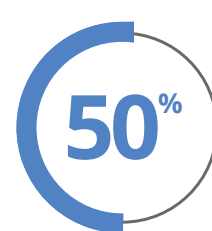
Field service organizations face huge staffing challenges, with high turnover plus an aging workforce. Combined with the need to minimize downtime, maintaining a well-trained workforce is extremely difficult.



**70%** of service organizations say they will be burdened by the knowledge loss of a retiring workforce in the next 5-10 years



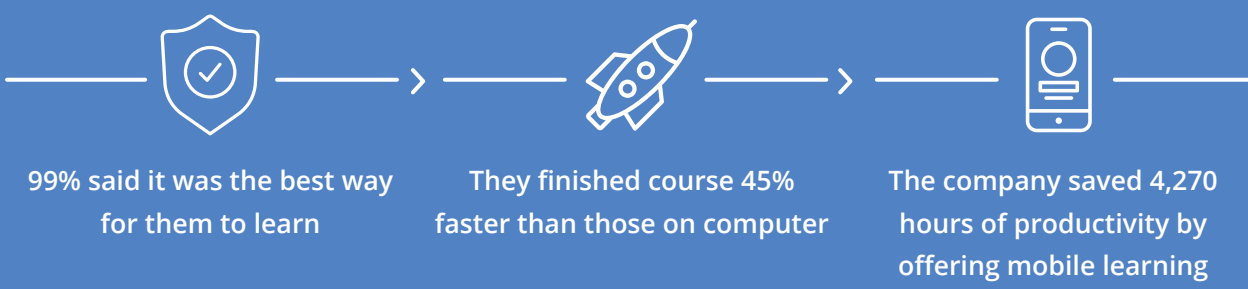
These organizations will need **an additional 2 million workers by 2021** to meet market demand



Digital, interactive training technologies **reduce learning time by an average of 50%**, keeping workers in the field and expediting new hire onboarding

## CASE STUDY

To make training more accessible for all their employees, one company decided to provide compliance training on mobile in addition to computers. Of those who took the mobile course:



99% said it was the best way for them to learn

They finished course 45% faster than those on computer

The company saved 4,270 hours of productivity by offering mobile learning

## Increasing Employee Satisfaction & Reducing Turnover

Being properly trained to do their job is extremely important to employees today—and workers are willing to switch jobs over poor training options.

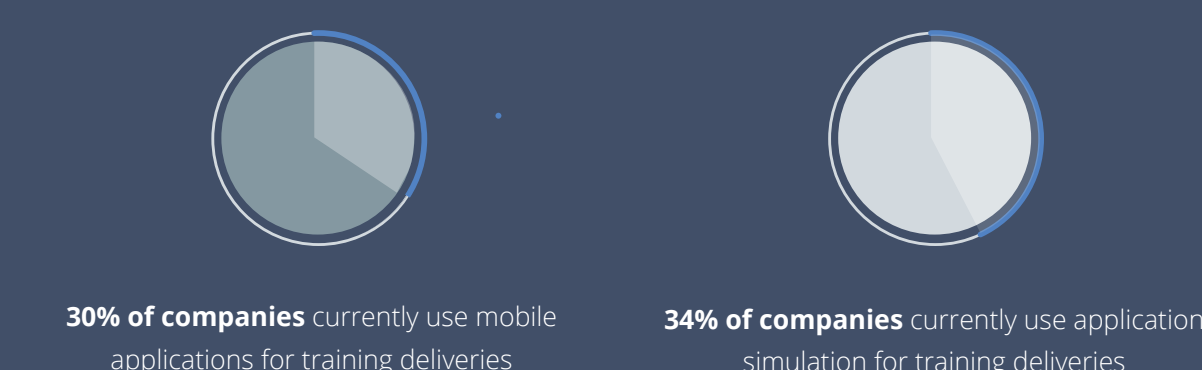
Among employees with poor training opportunities, **41% planned to leave** the company within a year

Of those who had excellent company training opportunities, **only 12% planned to leave**

New employees are **42% more likely to stay** when receiving the training they need

## Understanding the ROI of Digital Training

Many organizations skip on their training offerings due to cost, but lack of training actually hurts the bottom line long-term. Plus, digital training offers significant return over traditional training.



- Companies that invest **\$1500/employee on training** see an average of **24% more profit** than companies who invest less
- An increase of **\$680/employee on training** generates an average **6% improvement** in shareholder return
- Technology-based training is up to **90% less expensive** than instructor-led training

*The best training program is one that leads with digital mobile training, partnered with traditional training staff to help those who need extra assistance.*

## Cost Comparison

### COSTS FOR TRADITIONAL TRAINING

- Instructor time and salary
- Prep time
- Classroom time/cost
- Travel expenses
- Material costs
- Employee time/company downtime

X

### COSTS FOR DIGITAL TRAINING

- Initial development
- Ongoing maintenance as needed

\*Instructors are still needed in a blended environment.

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Skyllful's own research has shown that digital learning for mobile firstline workforces can yield annual savings between 40-70% over traditional training methods. If you would like personalized ROI assessment for your organization, contact us for a free consultation.

**SOURCES**

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[Michael Blumberg](#)

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