

3

WAYS TO MAXIMISE LEARNER EXPERIENCE

1



Craft An Easy Learner Journey

CONDUCT RESEARCH

IMPLEMENT STRATEGIES

ADJUST & REPEAT

GATHER FEEDBACK



Use qualitative and quantitative research where appropriate. Analyse your data to discuss/predict problems. Respond with solutions for improvement.

2



Nurture A Learner-First Experience



First Touches

Your admissions and enrolments team will impact attraction and acquisition.



Training

Offer positive and supportive interactions for learner retention throughout training and completion.



Post-Completion

Convert learners into evangelists, even after course completion. This is a great extension of your sales team!

3



Make The Learning Environment Attractive!



The learning environment you provide is attractive if learners choose to spend time in it. Ask your learners what they expect and measure satisfaction.

Consider: what do your learners expect in an onsite environment? What are you doing to exceed these expectations?

4

Student Experience Maxima: Do's & Don'ts

Do's



Take the time and measures to find out what your learners feel about your training organisation. ✓

Pay attention to every touch point between your staff, trainers, and learners. ✓

Adjust your strategies where appropriate and be responsive to feedback and research. ✓

Pay attention to staff-learner relationships (e.g. mentorship, support, etc). ✓



Don'ts

✗ Make assumptions on how your learners feel about your training organisation.

✗ Focus only on one aspect like sales, training, or marketing.

✗ Underestimate the importance of environment to your learners.

✗ Proceed without aligning your staff with your learner experience goals.

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