

Article:

# SAVE 53% OF COSTS TO TRAIN YOUR PERSONNEL? YES, YOU CAN

The annual report elaborated by the ATD (Association for Talent Development) claims that in 2015, companies invested on average \$1,255 a year per capita on training. In the last 10 years, this amount has grown constantly, and companies spend increasingly more money on training (fig. 1).



Companies consider that a good training is very important to improve their employees' skills.

What matters most, however, is how much from the information acquired with trainings or updates people are able to remember.

In the long run, people remember only between 2 and 3 percent of the information provided in trainings.

And what about the rest?

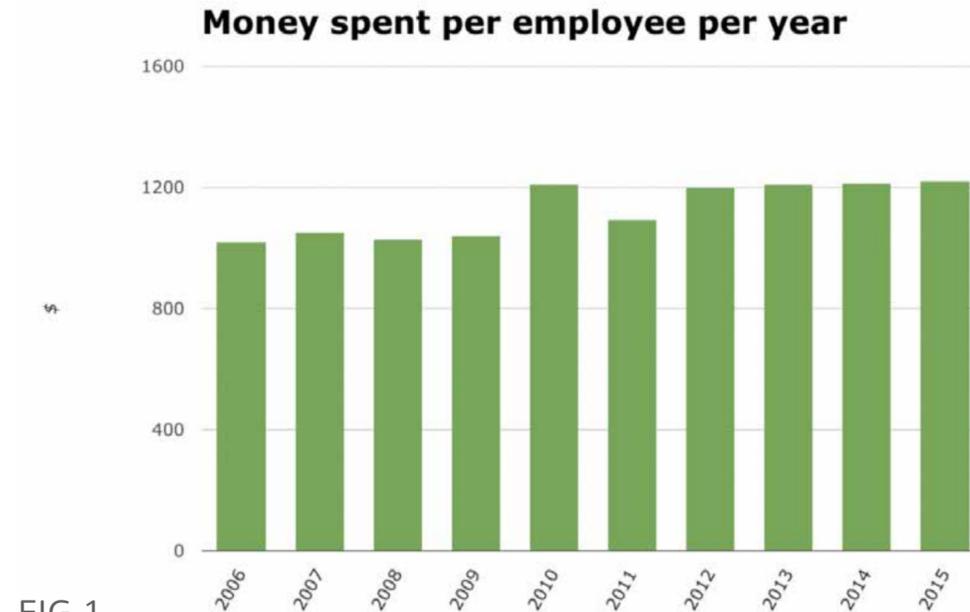


FIG 1

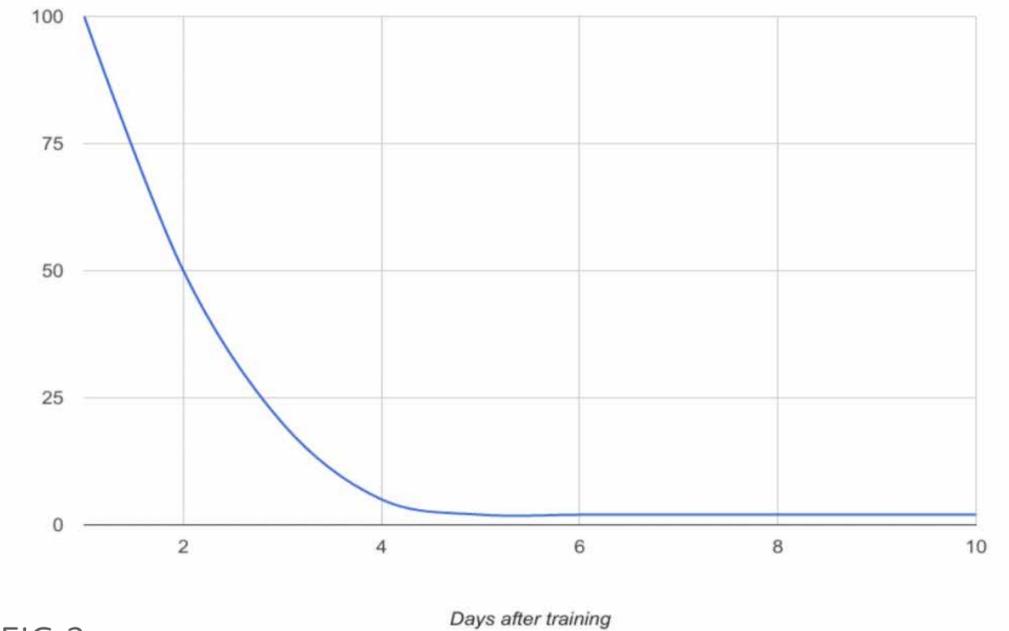


FIG 2

A research by the University of Waterloo shows that after two days and without any kind of refreshment, people remember only 50-80% of the information acquired. After 30 days, this percentage drops to 2-3%. A company with 50 employees spends on average \$62,500 on training a year, but, if we consider fig.2, only \$1,882.5 is proven to be useful.

In order to improve the users' autonomy, make them self-confident and lower training costs for the company, it is important to adopt an effective strategy which can improve memory retention. The current strategy allows for the transfer of key information from short to long-term memory by periodically refreshing knowledge, which is an effective method as shown in fig. 3.

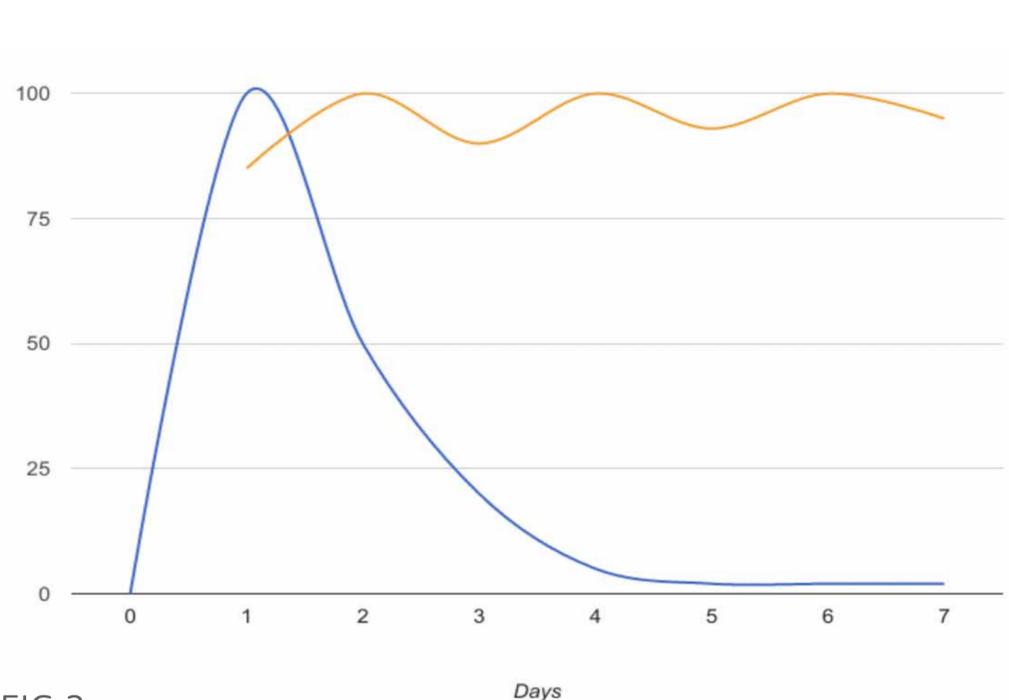


FIG 3

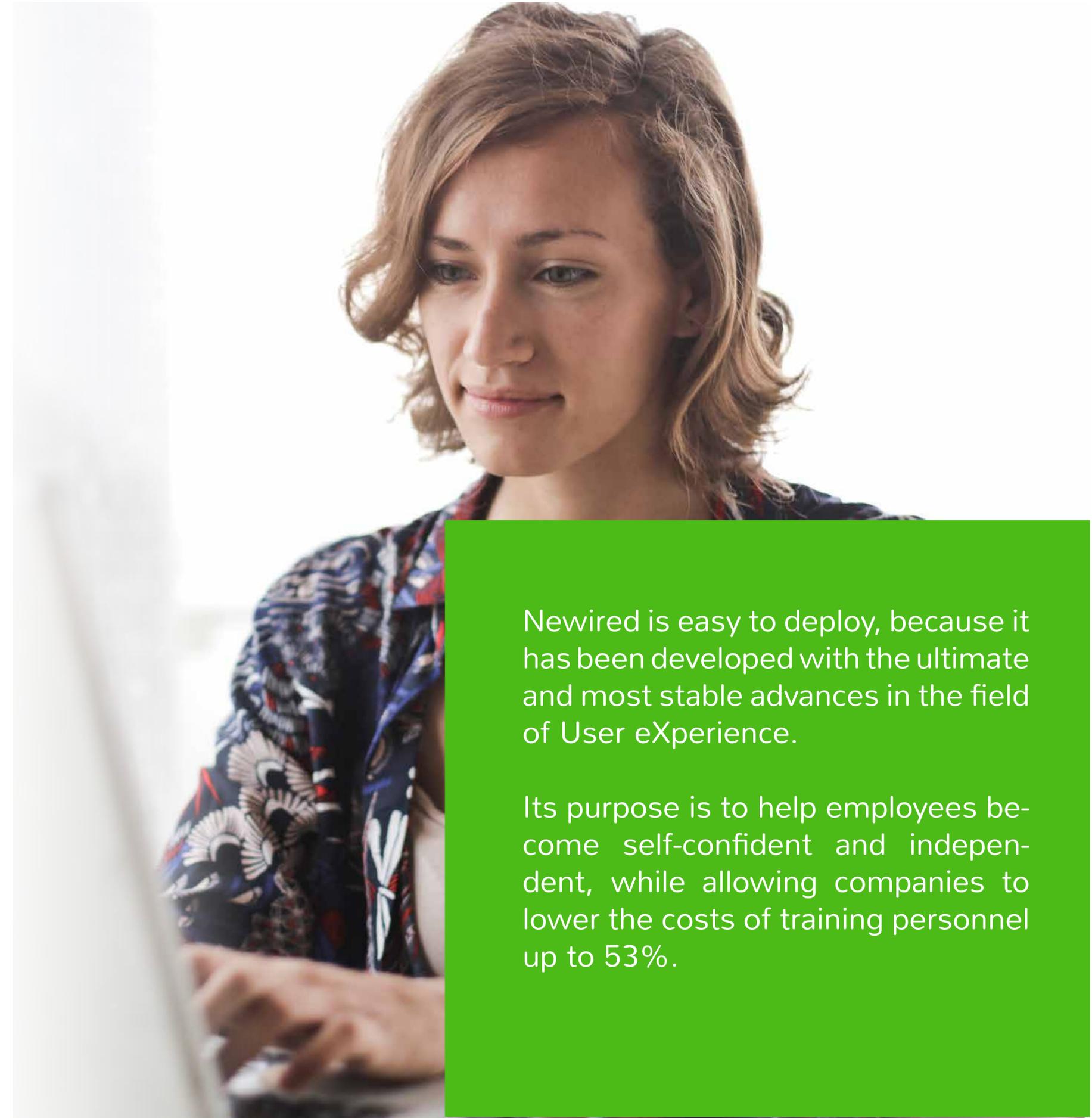
In spite of the proven effectiveness of this strategy, it is not flawless nor error-free. This method requires the employees' active participation, which translates into a lesser actual productive time and thereby increases the general costs for the company.



Finally, a third possible method is to empower self-learning by integrating the right technologies. We would like to share the success story of [Emerasoft](#) with you.

By adopting Newired, they lowered their training costs by 50%, while providing autonomy to their employees in managing their time and tasks, also helping the support team to lighten their workload, and thus reducing general training costs.

Newired is easy to deploy, because it has been developed with the ultimate and most stable advances in the field of User eXperience. Its purpose is to help employees become self-confident and independent, while allowing companies to lower the costs of training personnel up to 53%.



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