

HOW CITY & GUILDS GROUP ACHIEVED 80% ROI ON THEIR TRAINING

City & Guilds Group is a global leader in skills development. They work with education providers, employers and governments in over 100 countries across the world to help people, businesses and economies grow by shaping skills systems and supporting skills development.



Fiona Coghiel, Learning and Development Consultant at City & Guilds Group, is responsible for the delivery of digital learning across the Group. This includes sourcing good quality content, promoting it and collating data. Here's what she had to say about Filtered courses.

Why did you choose to partner with Filtered?

We liked the idea of learners being able to tailor the resources based on their knowledge gaps by using the Filter and their content was very different to others on the market.

How has Filtered helped City & Guilds Group achieve its goals?

We have seen an increase in learners to Aspire (our LMS) because they like the Filtered content. During the 12 month contract for 100 licences there were 142 new users registered showing a strong demand.

How did you measure the impact of Filtered training?

81% of respondents from our own survey of active users strongly agreed or agreed the course they enrolled on helped them develop new skills for their role. We have calculated a ROI of £1.80 for every £1 invested in a licence.

What is the single largest reason you would recommend Filtered to other organisations?

The quality of reporting data. We have a need to be able to evidence ROI for our investment in online learning and the data from Filtered helps us to do that.

RESULTS FROM 1 YEAR OF USING FILTERED

 140+ LEARNERS

 339 H SPENT
LEARNING

 2508 TOTAL
MODULES STUDIED

 44% MODULES
FILTERED OUT

 74% MODULES
MARKED USEFUL

 83% MODULES
COMPLETED

 13 POINTS AVERAGE
IQ IMPROVEMENTS

 220 H SAVED
TRAINING

 80% RETURN ON
INVESTMENT