

# THE STATE OF ONLINE CORPORATE TRAINING IN 2024:

## Key Insights for Businesses and Organizations



# THE STATE OF ONLINE CORPORATE TRAINING IN 2024: KEY INSIGHTS FOR BUSINESSES AND ORGANIZATIONS

Corporate training is an integral part of an effective organization. It provides employee skill development, fosters informed decision-making, and helps businesses grow and scale strategically as a result. But what makes for a strong corporate training protocol? And how do different organizations approach training to achieve their specific goals?

To answer these and other questions, we at iSpring conducted research on the state of online corporate training across various industries and regions in 2023. We are excited to share our findings! We hope that the insights in this guide will help CEOs, HRs, and L&D experts build better online corporate training strategies that drive business growth.



# QUICK LINKS



- 01** Online Corporate Training Goals  
- And Who Meets Them
- 02** Training Content Creation:  
Looking for the Perfect Balance
- 03** Motivation and Engagement:  
What Drives Employees to Learn
- 04** Measuring Training Effectiveness:  
The Necessary Reality Check
- 05** Training Budget Considerations

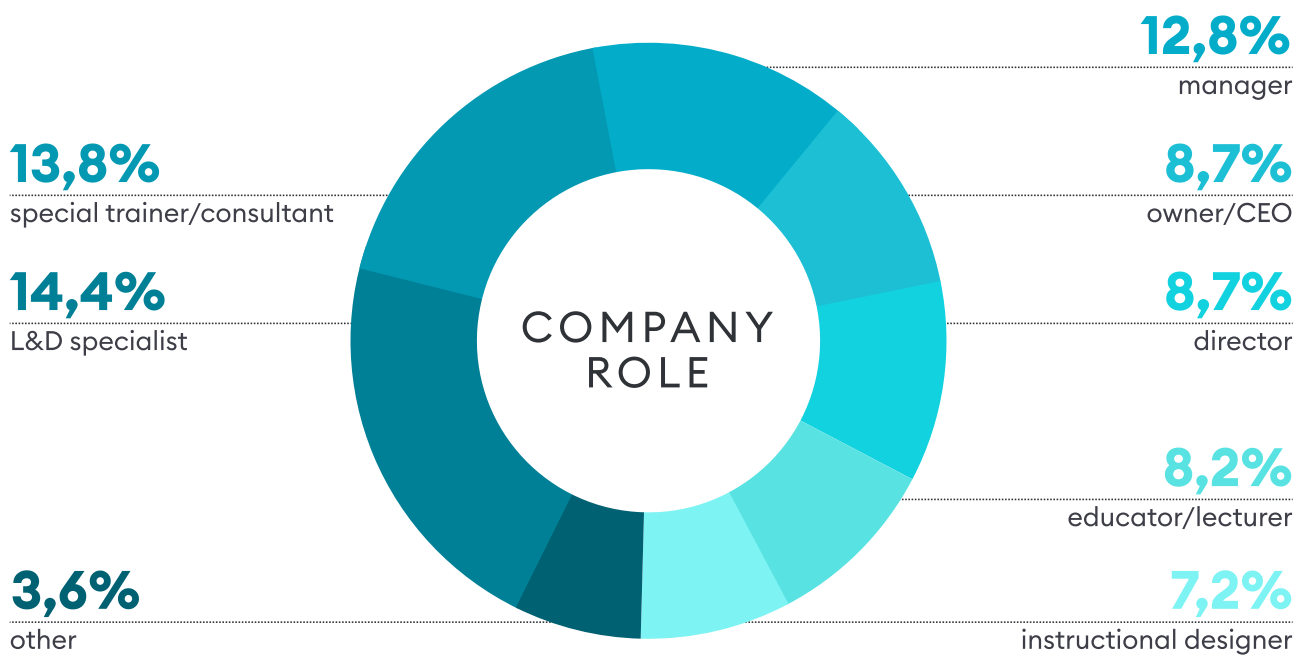
Takeaways for Training Managers  
and Employers

# Methodology

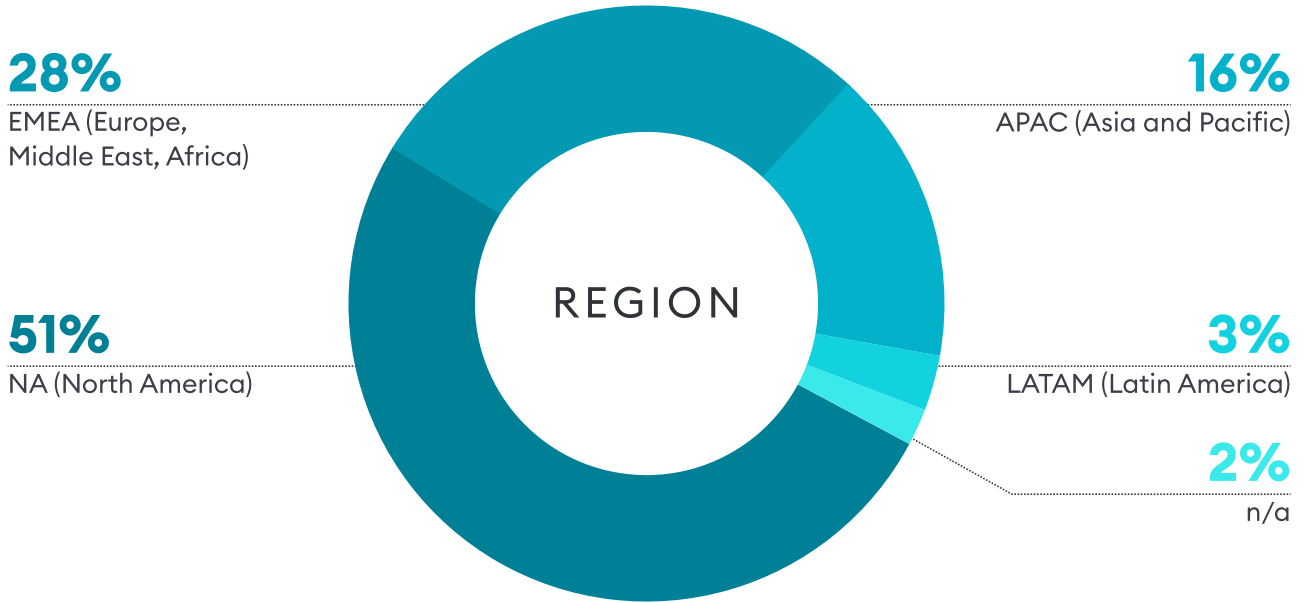
The research is based on a comprehensive survey developed by the iSpring research team. The survey contained 27 open and multiple-choice questions, and was distributed via iSpring's newsletters, social media profiles, and website.

# Respondent profile

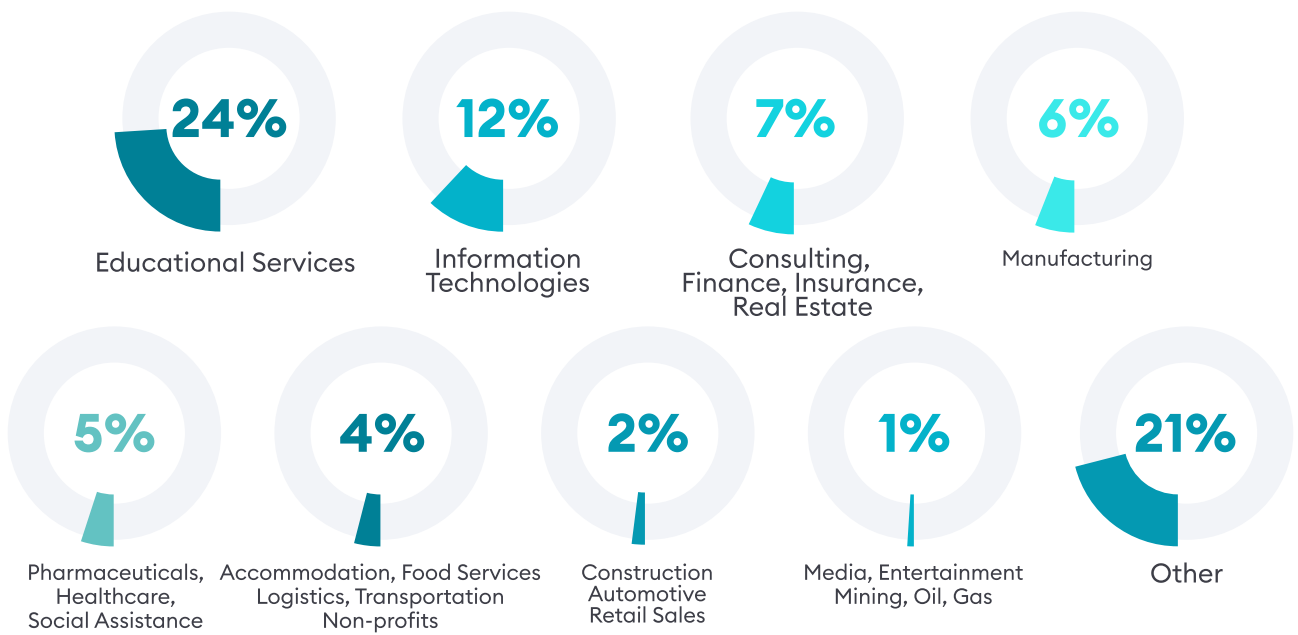
We surveyed 204 people employed in the corporate sector. Their roles range from L&D specialists and trainers to business owners in 15 different industries. Here's our detailed respondent profile:

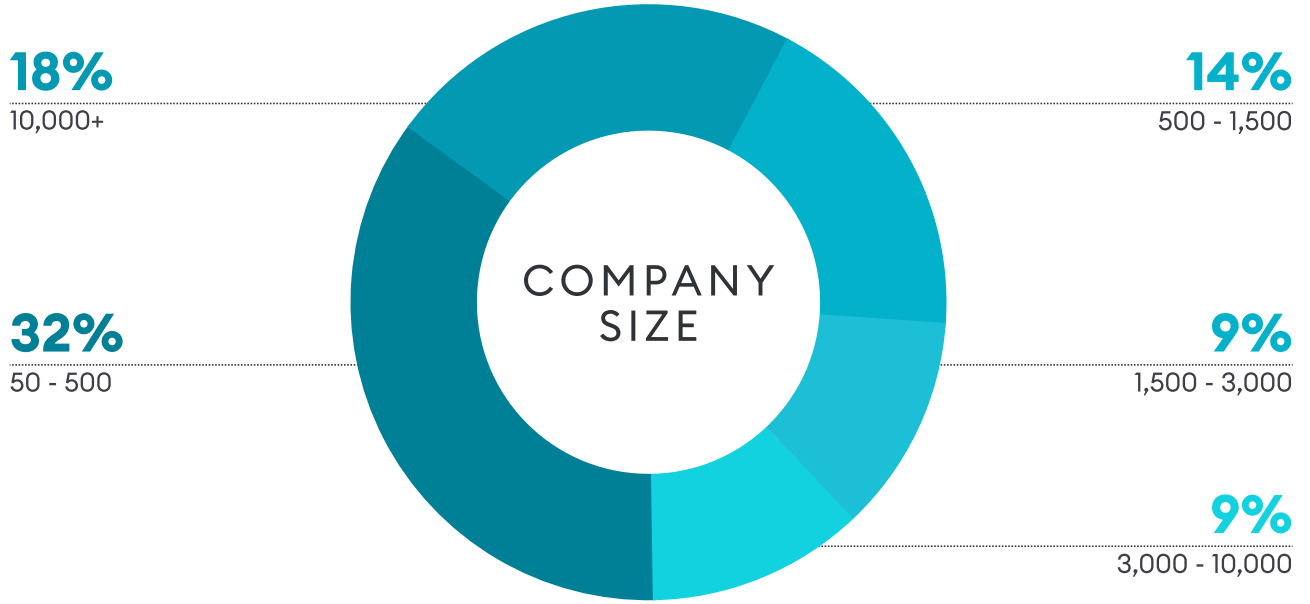






**INDUSTRY**





# Key Findings

**Industry knowledge is a priority:**

39% of organizations use online training to deliver industry-specific expertise to employees.

**Organizations keep L&D in-house:**

84% of surveyed companies have an internal specialist responsible for corporate training.

**Trainees love face-to-face learning:**

69% of employees find this training format effective.

**Employees still cling to excuses:**

48% of surveyed companies cite giving excuses as the top sign of employee resistance to training.

**Organizations still overlook training tracking:**

26% of respondents do not measure any training effectiveness KPIs.

**Employers try to provide training on a budget:**

40% of respondents spent less than \$50,000 on employee training in 2023.

**Customer service is better in companies with higher training costs:**

30% of companies report improved customer service as the top business outcome associated with increased investment in training.



**ONLINE  
CORPORATE  
TRAINING GOALS  
— AND WHO  
MEETS THEM**

**PART 1**

## Providing relevant industry knowledge is the top priority in corporate training.

Research shows that organizations use online training extensively to keep employees and managers up to date with relevant market dynamics, trends, and the regulations of their industry.

39% of respondents chose industry knowledge as the most sought-after skill in employee training. Soft skills are a close second, prioritized by 37% of respondents. Hard skills are less popular, being the top choice for 24% of respondents.

## Most companies strive to provide regular training.

26% of respondents conduct training every 6 months. 22% launch training programs monthly.

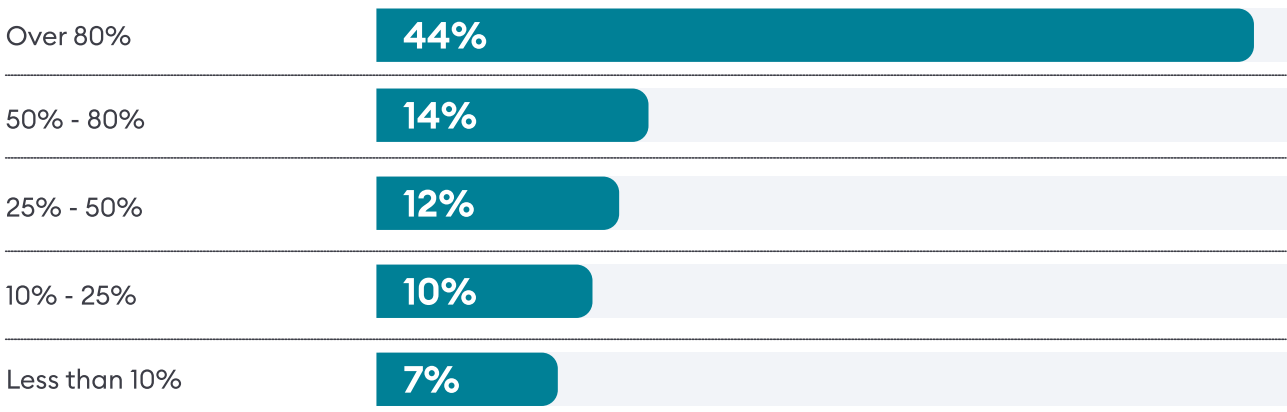
	HARD SKILLS	INDUSTRY KNOWLEDGE	SOFT SKILLS
Once a year or less frequently	6,7%	5,6%	9,2%
Every six months	3,1%	9,7%	12,8%
Every month	4,1%	10,3%	7,2%
More than once a month	4,1%	6,7%	4,1%
Other	5,6%	7,2%	3,6%

*Training frequency based on the type of trained skills (% of respondents)*

# Companies aim to involve almost all employees in corporate training.

Among the organizations surveyed, training was most often assigned to over 80% of employees (44% of respondents).

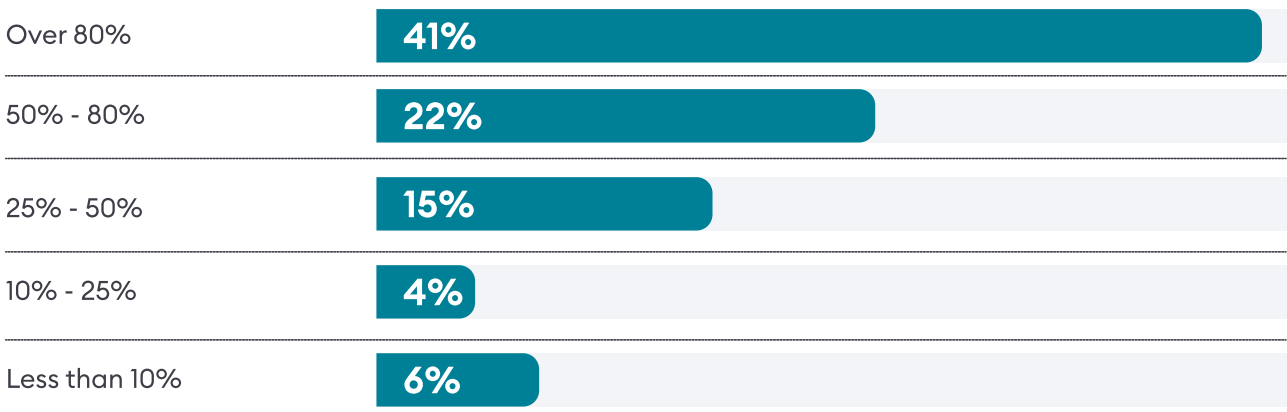
## On average, how many employees in your company receive per year?



*How many employees within an organization receive training annually (% of respondents)*

Over 40% of respondents report 80%+ completion rates for their training programs.

## How many of the employees to whom you have assigned training actually complete it?



*Training completion rates within an organization (% of respondents)*

## New employee onboarding and compliance are among the key training scenarios.

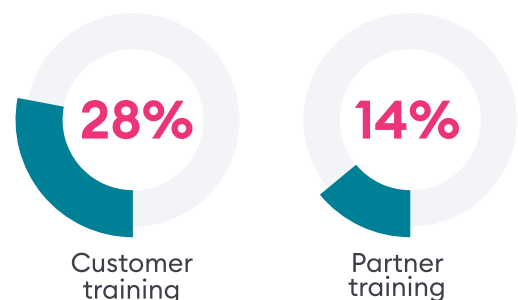
Data suggests the importance of online training in assimilating new employees into their roles and maintaining compliance protocols in the workplace. Consolidation of relevant expertise is another important function of training, highlighted by 48% of respondents.



Major tasks you accomplish through online training (% of respondents)

## It's not all about employees

The audience of online corporate training can extend beyond staff, reaching customers and business partners as well. These types of training are especially relevant for industries such as IT, consulting, and educational services.

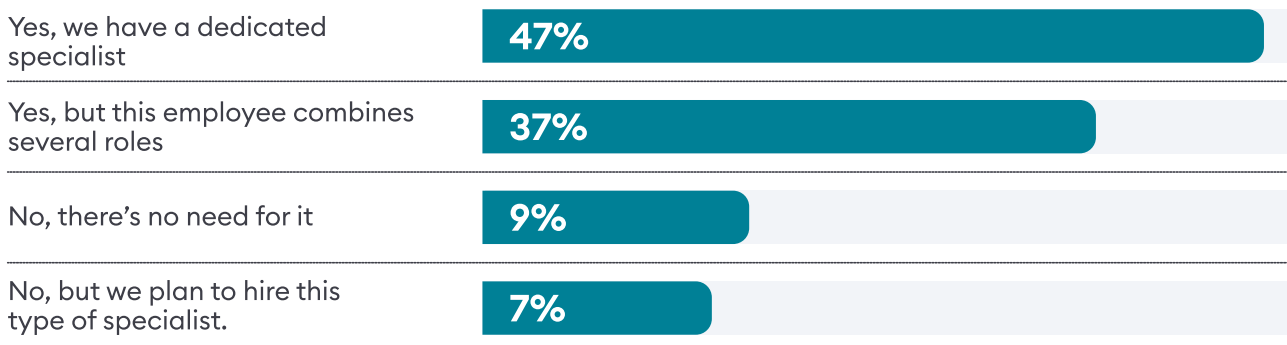


# Who makes online corporate training happen?

The majority of organizations have an in-house specialist responsible for online training, but this employee often has to juggle several roles. The task of overseeing training may fall on HRs, team leaders, or other personnel who wear multiple hats within the organization.

Only 37% of organizations have a designated specialist who supervises online training.

## Does your company have a dedicated specialist responsible for creating eLearning content? (% of respondents)



### EXPERT INSIGHT

“In the cases where an employee responsible for training combines this role with other tasks, it’s a good idea to pay closer attention to training KPIs. If training effectiveness is low, the employee’s need to multitask, combined with the lack of deep L&D expertise, is likely to be one of the reasons. It might be more beneficial to hire an L&D expert or train an in-house employee to perform this role exclusively.”

Natalie Taylor  
Senior eLearning Consultant



On the other hand, 16% of respondents reported that their companies do not have a corporate training expert. More than half of them don't feel the need to hire a specialist for this position. They may choose to cover their training needs via outsourcing or off-the-shelf training modules (more on that in the following portion of the research findings).



**TRAINING  
CONTENT  
CREATION:  
LOOKING FOR  
THE PERFECT  
BALANCE**

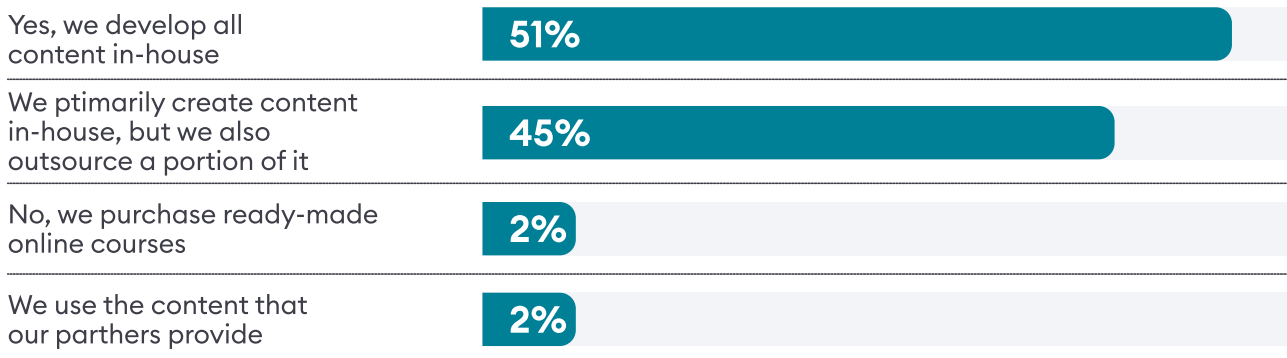
**PART 2**

# Companies gravitate toward in-house training content creation.

51% of respondents generate training materials internally. This allows for more tailored training content but requires more time and resources.

A slightly smaller cohort uses a blended approach. They prefer outsourcing a portion of their content authoring tasks to third parties, while still producing some training materials in-house.

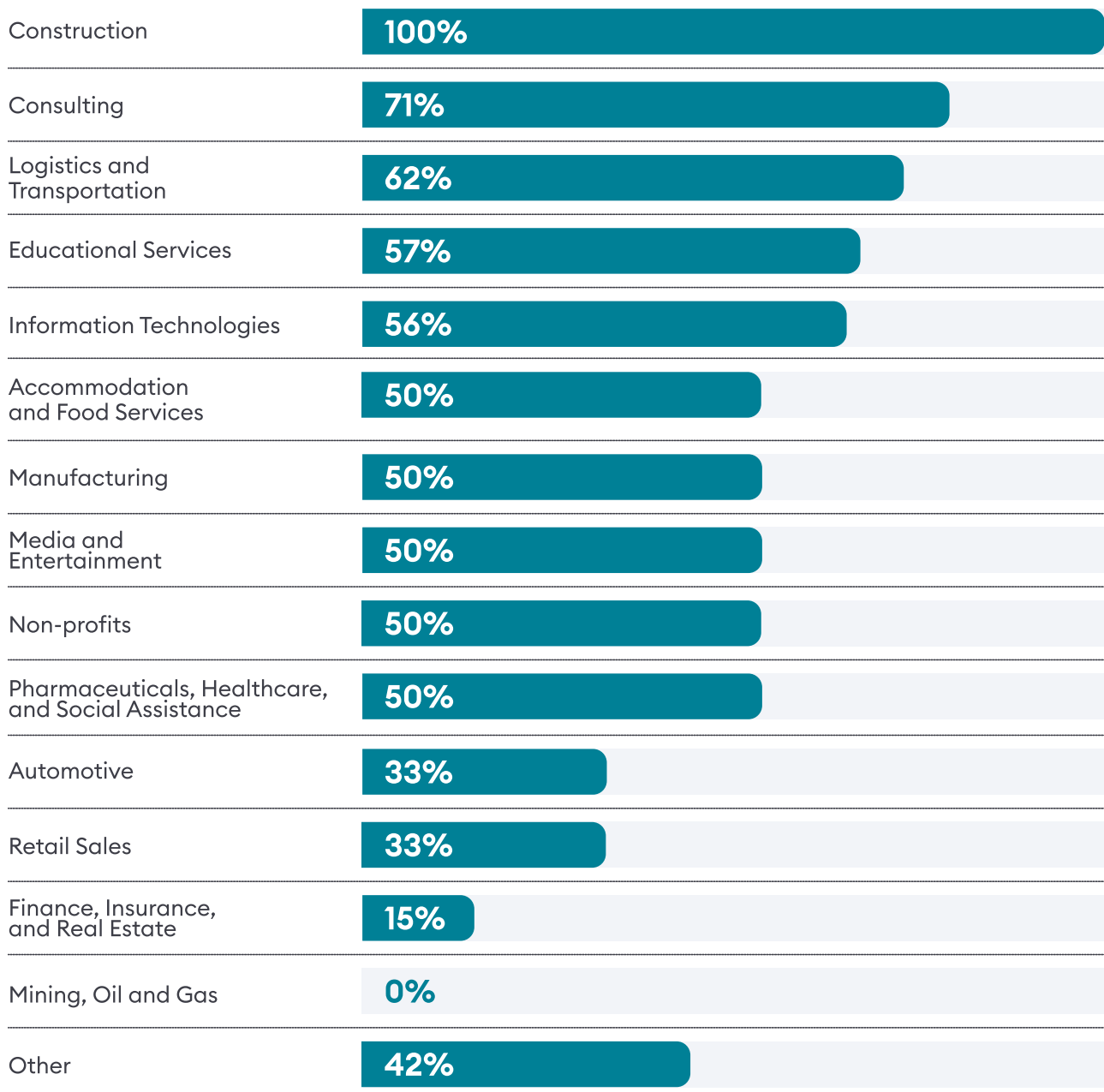
## Do you create all training content in-house? (% of respondents)



Only 4% of respondents buy ready-made courses or use content provided by partners.

# Companies in construction and consulting largely prefer to create training content internally.

100% of respondents in the construction industry and 71% of employers in consulting report that they build training exclusively in-house.

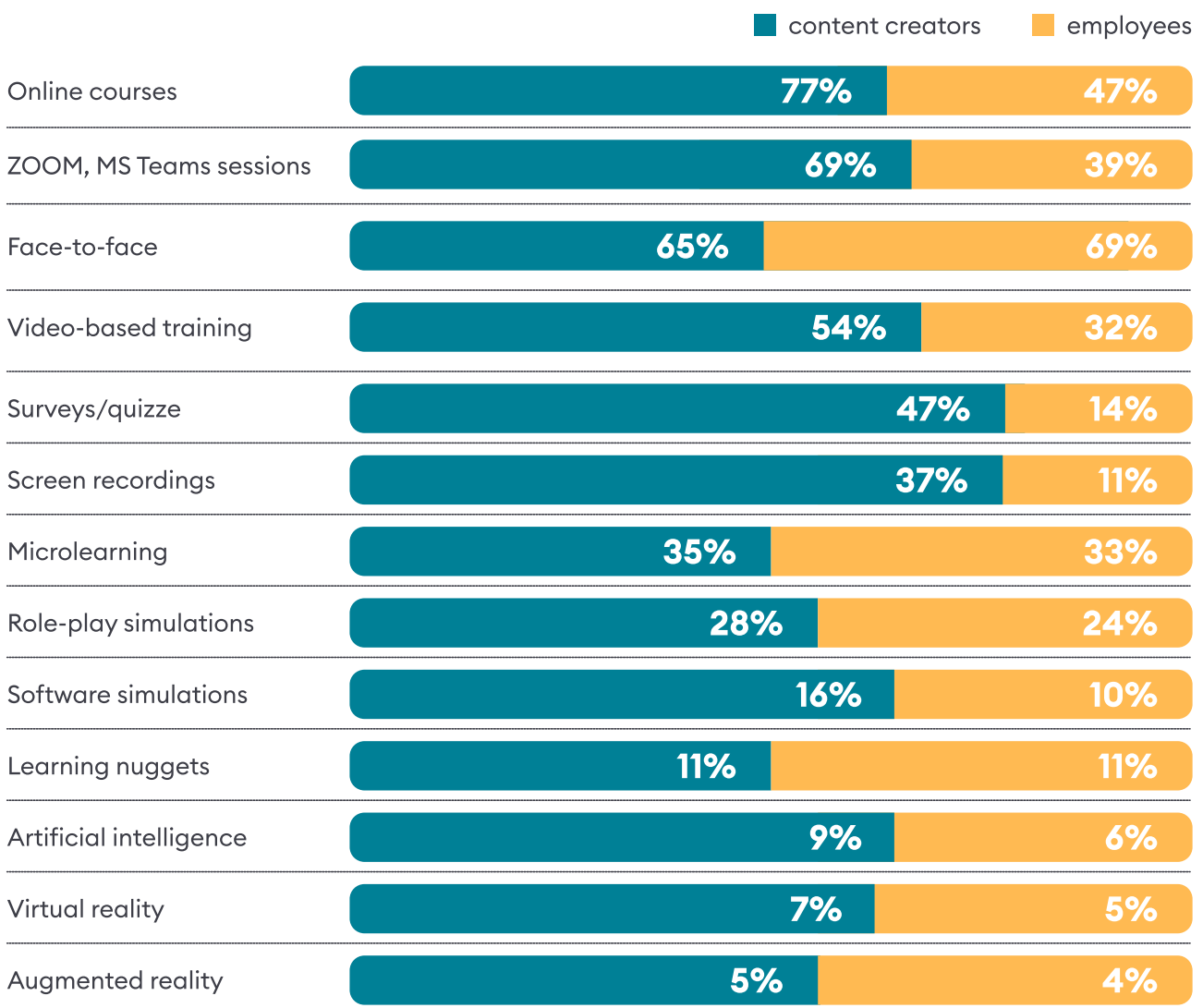


*Companies that create all training in-house (% of respondents in specific industries)*

## Online courses are still trending – but employees aren't always happy with this format.

We analyzed which training types and formats are popular among eLearning content creators and compared the data with the distribution of positive trainee feedback.

Online courses, Zoom/MS Teams sessions, screen recordings, and quizzes are extensively present in the majority of online training programs. However, trainees don't always receive these formats well, as seen in the table below:



*Popularity of learning content among content creators vs. trainees (% of respondents)*

This disparity can be a sign of a conflict of interest: content creators keep delivering less engaging, easy-to-create content formats that don't always resonate well with learners.

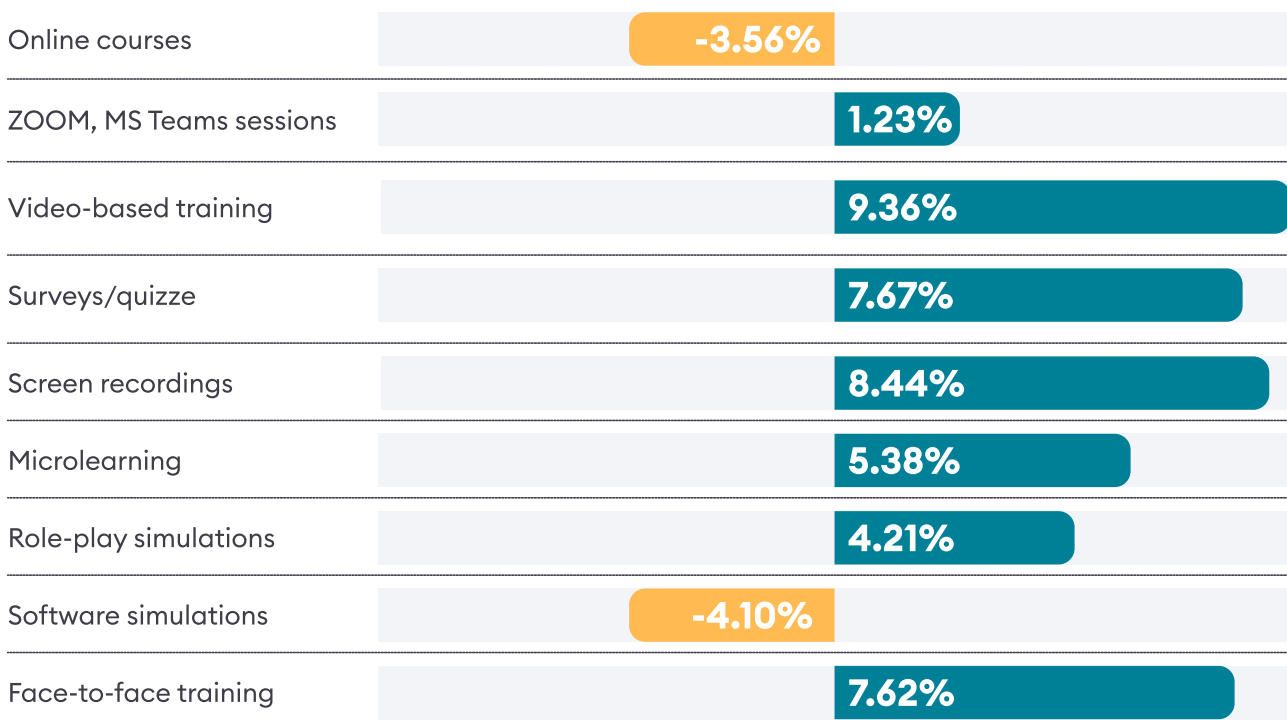
Data suggests that the use of microlearning and role-play simulations is almost entirely consistent with the interests and needs of trainees. AI, AR, and VR, while appealing to employees, are less widespread training formats. They are relatively new and require more resources to implement.

## Trainees are interested in face-to-face learning...

The data show that organizations might be failing to satisfy employees' preferences for this training format in corporate training.

## ... And companies are responding.

The good news is that face-to-face learning is becoming more popular in corporate training. Data shows that the use of this format went up by 8% in 2023, compared to 2022. Video-based training and quizzes also showed an upward trend, while online courses dipped slightly in 2023.



*Dynamics of use of popular training content types; comparison with the 2022 research findings.*

## The lack of clear-cut goals is the biggest barrier to effective training.

According to survey results, failure to set the right training goals and/or correctly identify the target audience are the top factors of ineffective online training. This can happen when:

- Training doesn't align with the organization's major goals
- The goal of the training isn't properly communicated to trainees
- Training lacks the practical aspect that helps employees apply new skills in the workplace
- The organization doesn't have the necessary equipment or resources for training

## Passive, repetitive content is a recipe for low training impact.

Respondents also cited the following factors that undermine training effectiveness:



**Weak interactivity.** The lack of variety in assessments, coupled with repetitive training content, is a big downside for trainees.

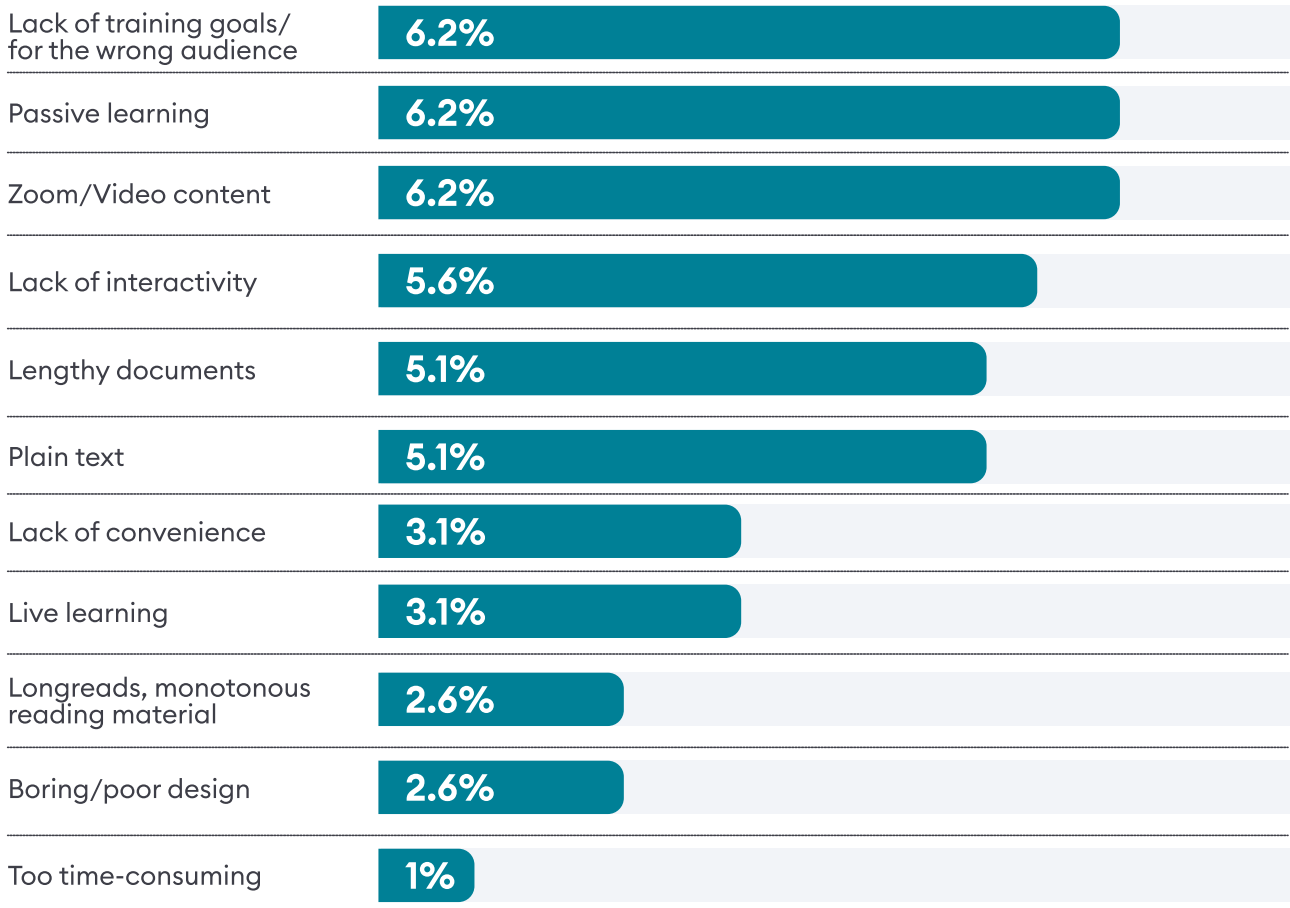


**Focus on a single training content format.** Learners see heavy longreads or dry PPTs as ineffective content types. The same is true for monotonous video content, such as lengthy Zoom videos.





**Passive learning.** This includes low-quality delivery (a presenter simply reading from the slides) and a lack of in-depth insights or real-life cases to illustrate the material.



*Ineffective training content formats (% of respondents)*

### ★ INTERESTING FIND


Overall, the respondents consider face-to-face training effective, but note its inconvenience and inapplicability for remote employees.

## Collect trainee feedback to refine training content strategies

To make sure the training content you deliver is relevant and engaging, it is essential to actively collect trainee feedback. By gathering insights directly from the participants, you gain valuable perspectives on the strengths and weaknesses of the training content and formats you're offering. This iterative feedback loop will allow you to adjust your training materials to cater to trainees' needs and preferences.

To streamline the learner feedback collection process, choose an LMS with robust course review functionalities. In iSpring Learn, trainees can rate completed training and leave detailed comments on the pros and cons of the content they were assigned. By collecting and analyzing this feedback on a single convenient platform, you can make informed decisions on the training content improvement areas.

[Try iSpring Learn for free →](#)



# MOTIVATION AND ENGAGEMENT: WHAT DRIVES EMPLOYEES TO LEARN

# PART 3

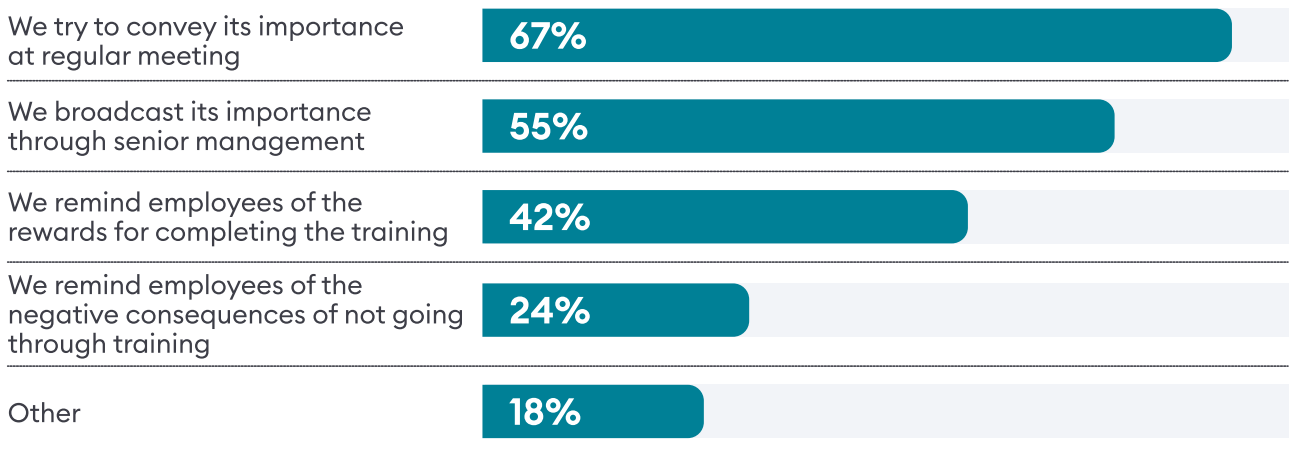
# Most companies promote the importance of training at regular meetings.

This method of employee motivation is the top strategy for 67% of respondents – this represents a 3% increase since 2022.

Rewards and other incentives for completing training are becoming a more popular approach (it grew by 18% compared to 2022), but they are still used by less than half of the organizations surveyed.

At the same time, a significant portion of employers use the reverse strategy, reminding trainees of the negative consequences of not going through with training.

## How do you promote corporate training? (% of respondents)

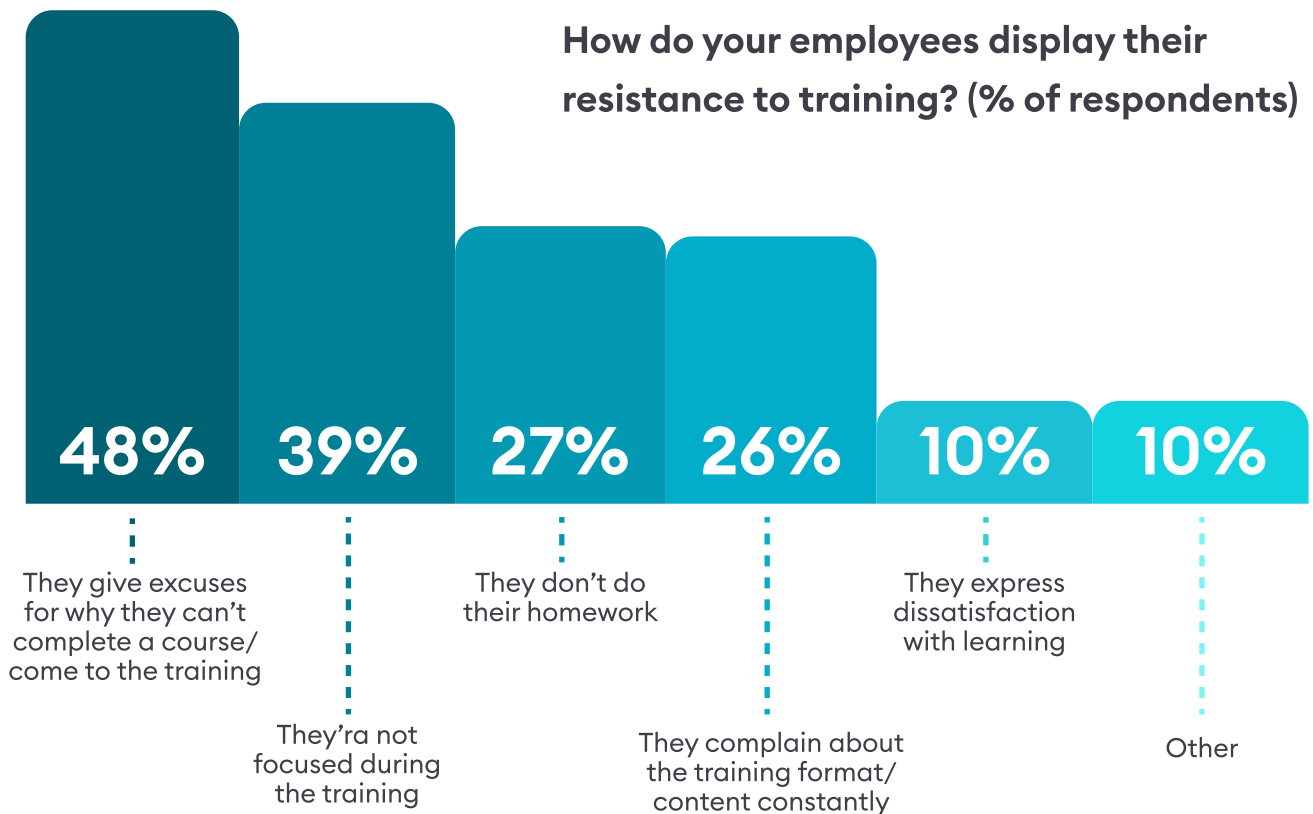


### ★ INTERESTING FIND

None of the companies we surveyed chose the answer “The employees don't resist training” as the answer to this question. This suggests that every organization faces at least some degree of resistance to training.

## Employers' perspective: Giving excuses continues to be the #1 symptom of employee resistance to training.

This indication of resistance is cited by 48% of the companies surveyed. Employees make excuses for why they can't attend training sessions or complete the program. Lack of focus is another major symptom of resistance to training.



Complaints about the training format or content type, coupled with inconsistent homework completion, are less prominent signs of employee resistance. However, these factors go hand in hand with our discovery that there is a gap between popular training formats and employee training preferences.

# Employees claim they can't make time for training.

Being “too busy to learn” is still the most popular answer among employees as to why they resist training. It is prevalent among respondents from all 15 industries covered in the research.

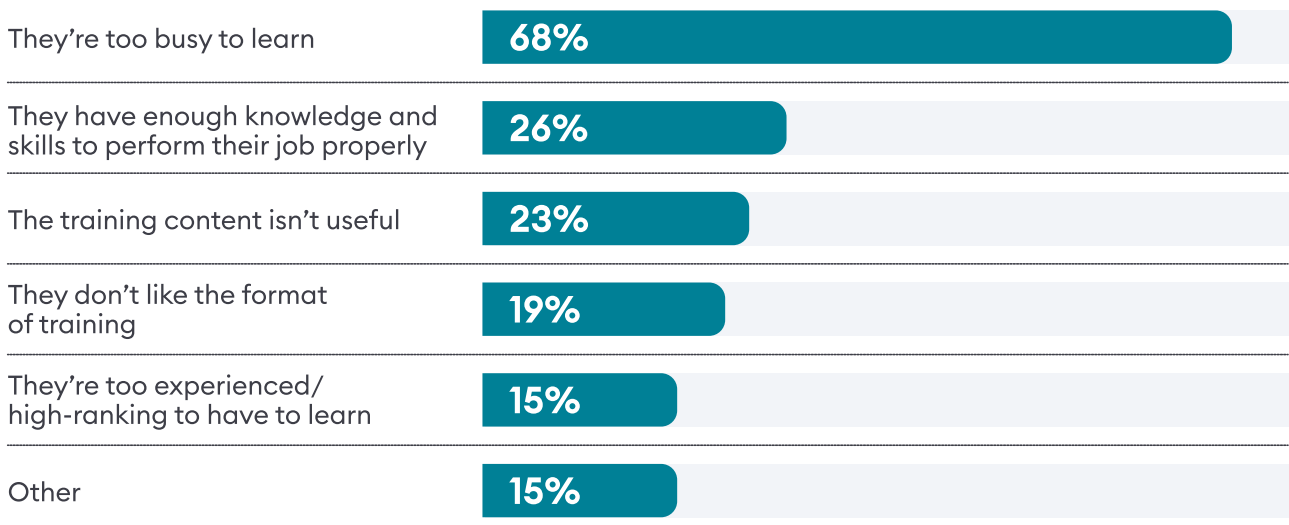


## EXPERT INSIGHT

“If employees persistently point to the lack-of-time factor to avoid taking training, it can be a red flag that requires closer consideration. It’s not always just about the increased workload. Employees may lack motivation or understanding of the value of training. Low-quality content is another possible reason for employee resistance to training.”

Anna Poli  
Senior Instructional Designer

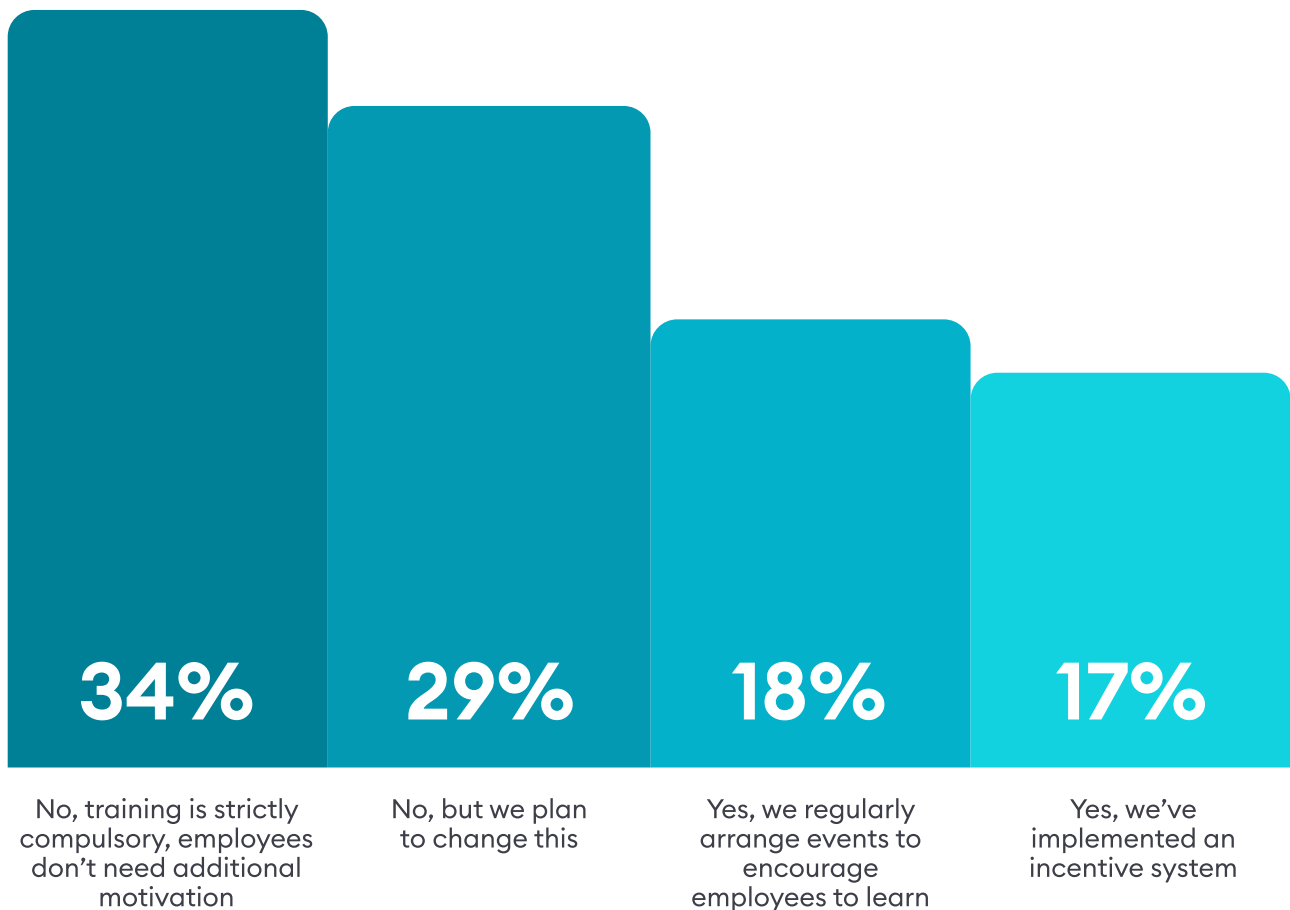
## If applicable, how do your employees explain why they don't want to learn? (% of respondents)



## Employers are still unsure of the effectiveness of rewards as a training incentive.

34% of employers say training is obligatory and doesn't necessitate additional measures to motivate employees. Only 17% have an incentive system for motivating trainees.

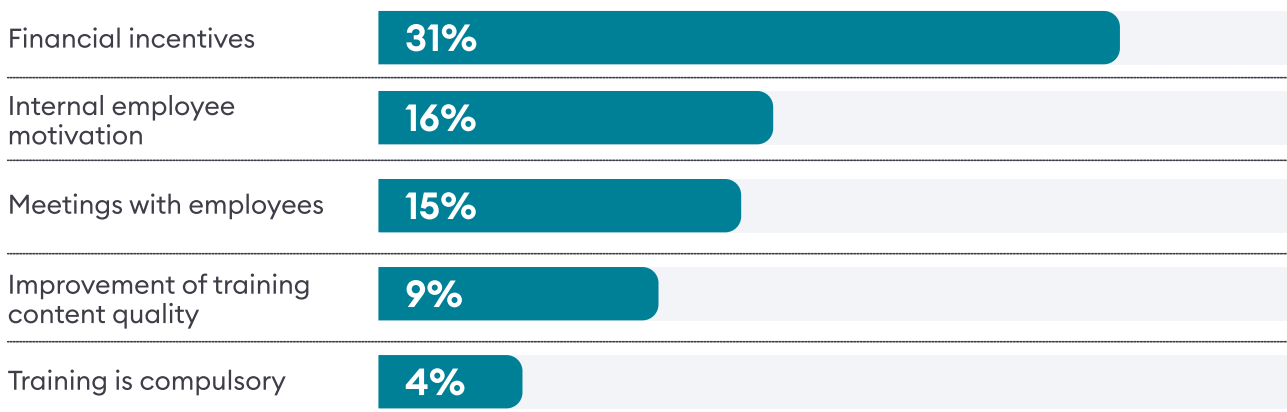
**Does your company reward employees for completing online training? (% of respondents)**



# Employers consider financial incentives to be the most effective motivation for trainees.

Despite relatively low implementation rates, companies understand the value of rewards. 71% of respondents consider the use of external or internal incentives for training to be effective, with financial incentives topping the list.

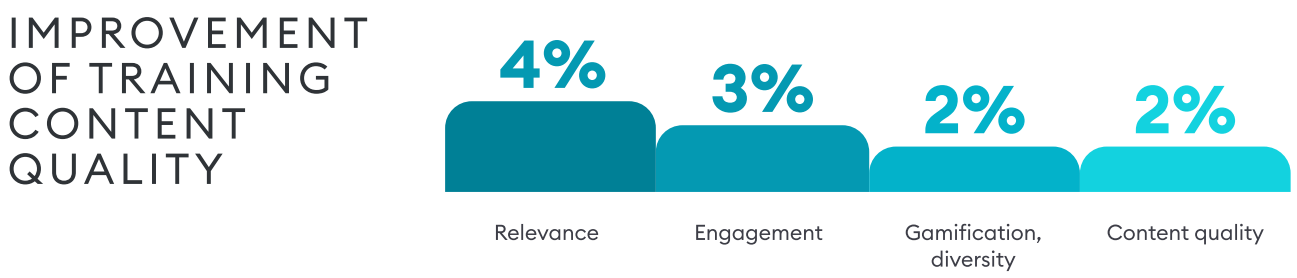
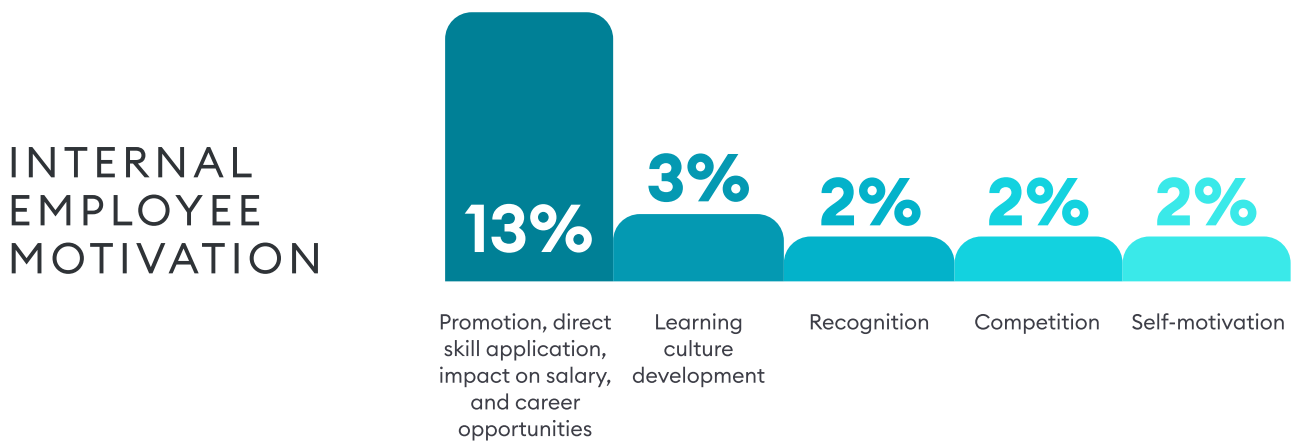
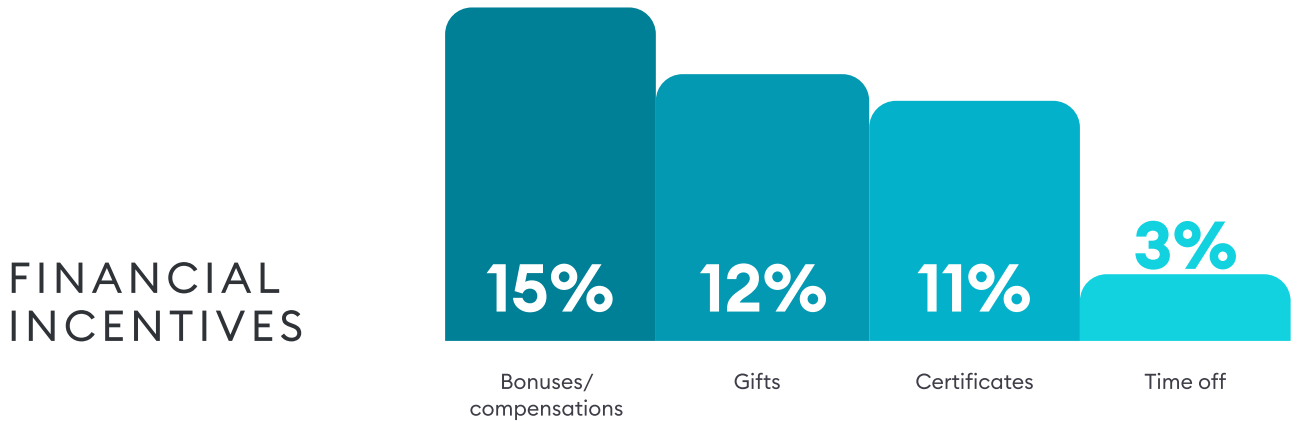
Only 9% of organizations recognize the improvement of training content quality as a significant incentive.



*Effective methods of trainee motivation, according to employers. (% of respondents)*



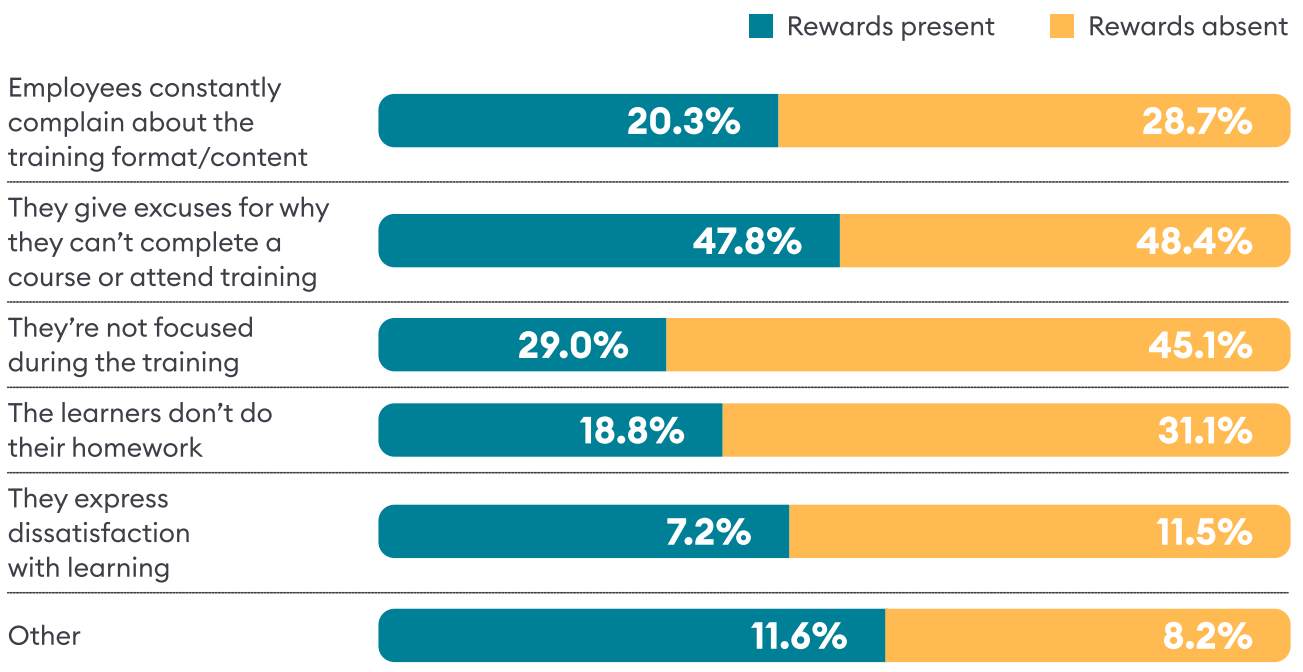
# Effective methods of trainee motivation, according to respondents. (% of respondents)



## Rewards do make a difference.

Organizations that did not offer rewards for completing training experienced 4.2% more absences because of employee dissatisfaction with training. Trainees' complaints about the format or content were 8.4% higher.

In addition, such organizations report a higher percentage of employees' lack of focus during training, as well as failure to complete homework.



*Factors of employee resistance to training depending on the presence of a reward system (% of respondents)*

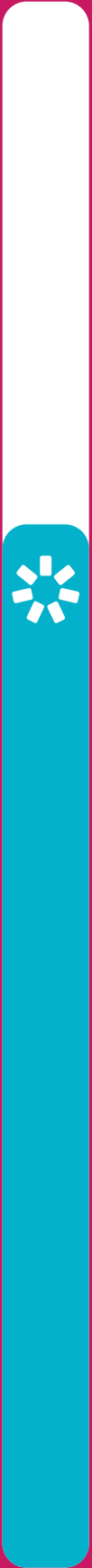
These findings suggest that rewards and other incentives that are implemented to encourage employees to undergo training do affect the state of the entire corporate training system significantly and have a noticeable impact on their desire to learn.

## Diversify your trainee reward system for higher engagement rates.

To enhance internal employee motivation, consider implementing gamification in the training process. In iSpring Learn, you can encourage trainees to engage in friendly competition through leaderboards that show the top performers in each course. Badges and awards add a sense of achievement, motivating employees to keep moving forward and complete the training.

iSpring Learn also offers certificates of completion to trainees. The LMS issues customizable certificates automatically, and you can use them to recognize and celebrate the unique strengths of each employee, as well as add a tangible and prestigious element to their learning journey.

[Get a free demo of the iSpring Learn LMS →](#)

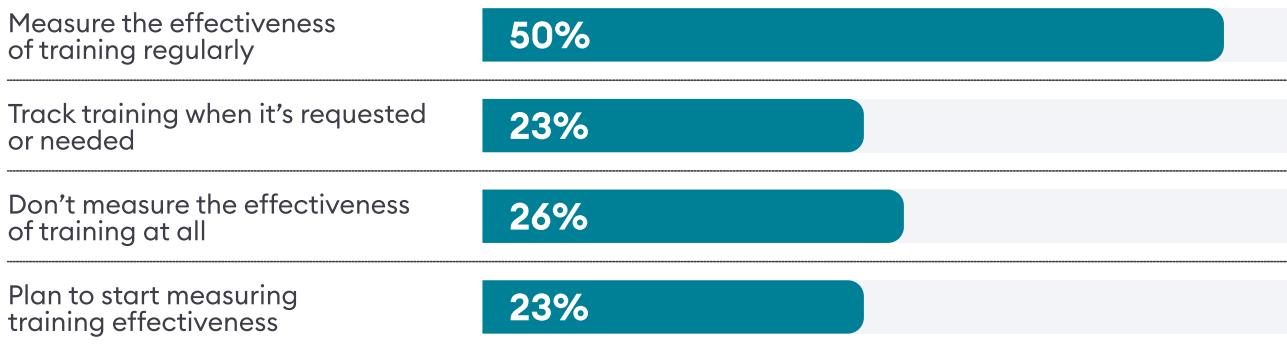


**MEASURING  
TRAINING  
EFFECTIVENESS:  
THE NECESSARY  
REALITY CHECK**

**PART 4**

# Only half of the organizations surveyed measure training effectiveness consistently.

Do you measure training effectiveness at your organization?  
(% of respondents)



## EXPERT INSIGHT

“Our experience with corporate training at iSpring shows that measuring training KPIs is crucial to the overall impact of training on an organization. It helps identify the right improvement areas, increase training ROI, and boost employee performance.

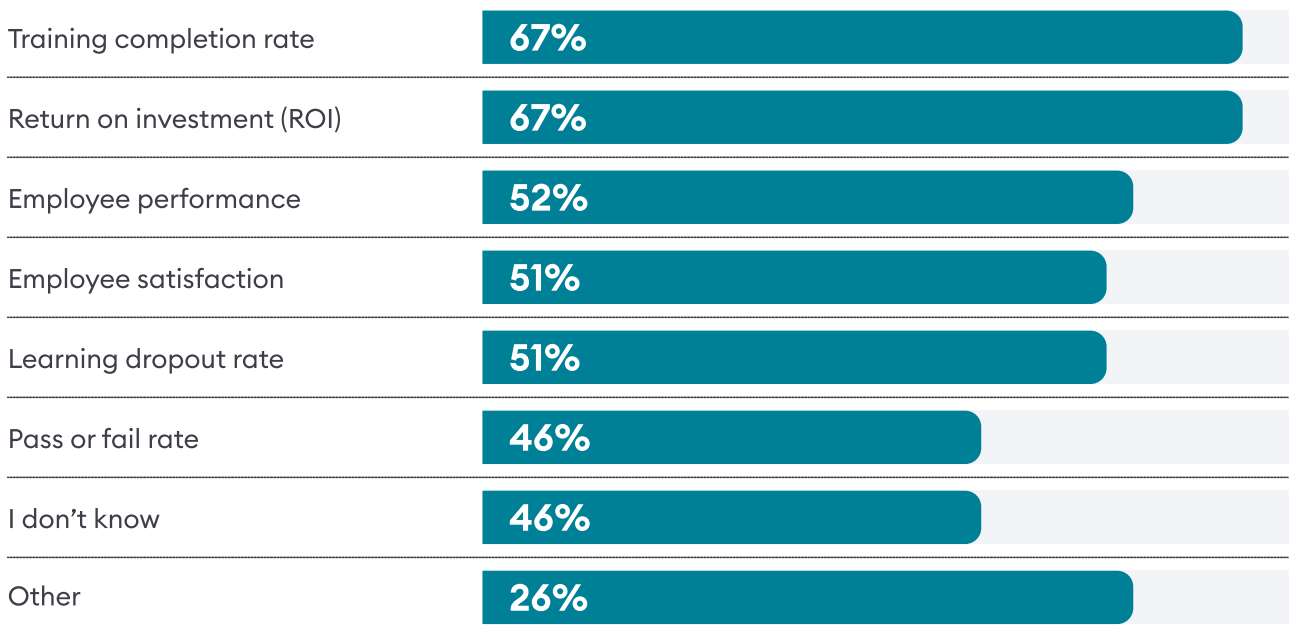
Without consistent and strategic measurement practices, companies risk operating in the dark, potentially overlooking areas that need improvement and failing to capitalize on successful training initiatives.”

Natalie Taylor  
Senior eLearning Consultant

# Completion rate is the top-tracked training effectiveness metric.

67% of respondents prioritize this performance indicator when evaluating their training initiatives. Employee performance rates were second, cited by 52% of respondents.

## What are the most frequently used training metrics in your company? (% of respondents)



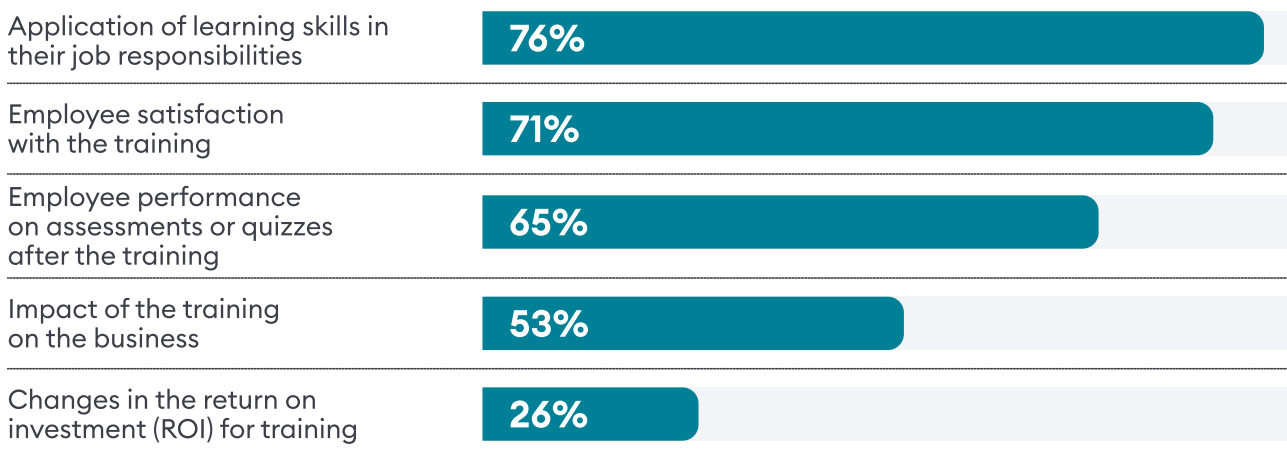
### ★ INTERESTING FIND

The relevance of employee satisfaction as a training effectiveness metric increased by 17% in comparison with the data from the [2022 research on employee resistance to training](#).

# Application of learned skills to employees' job responsibilities is of primary importance to employers.

Organizations also focus on such factors as the application of learned skills in employees' job responsibilities and performance on assessments or quizzes when evaluating the impact of the assigned training programs.

## Which factors do you consider when evaluating employee training? (% of respondents)





# TRAINING BUDGET CONSIDERATIONS

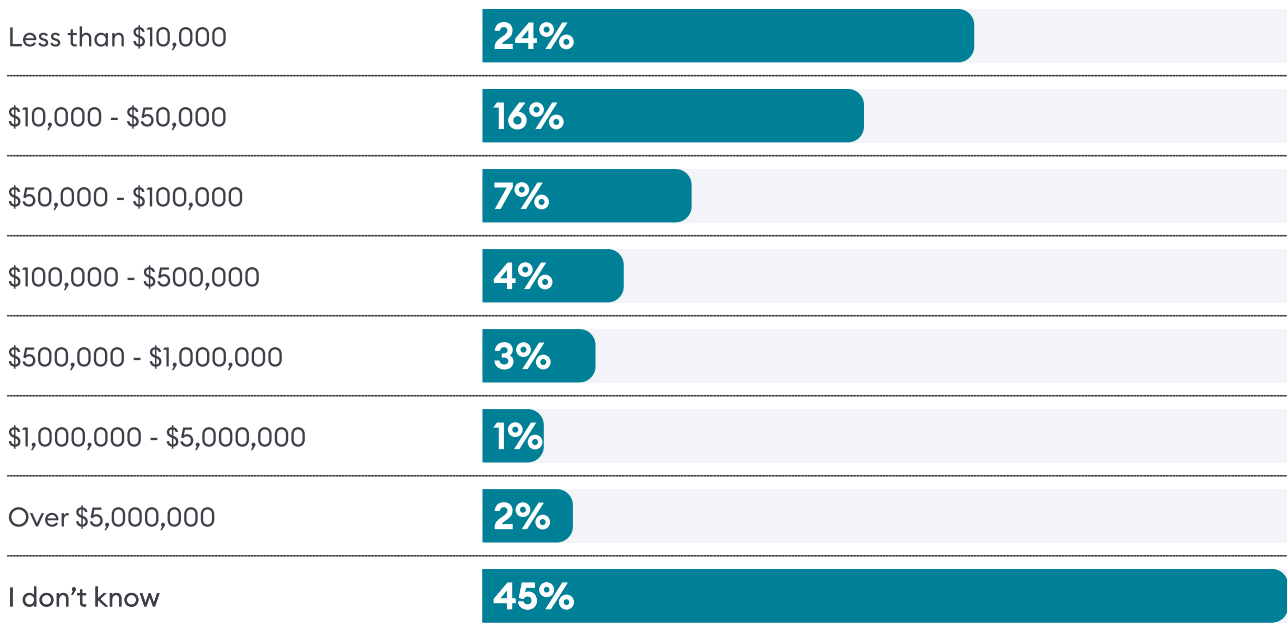
PART 5



## Companies strive to provide training on a budget.

Our aim was to assess the readiness of organizations to increase training budgets in 2024 based on their experience in 2023. We also wanted to see what influenced their decision and whether they registered a return on training costs in their profits.

The data shows that the majority of organizations (40%) spent less than \$50,000 on employee training in 2023. Interestingly, the expenses did not correlate with the company size. Regardless of the staff size in the surveyed companies, their training costs mostly fell within the range of \$10,000 - \$50,000.

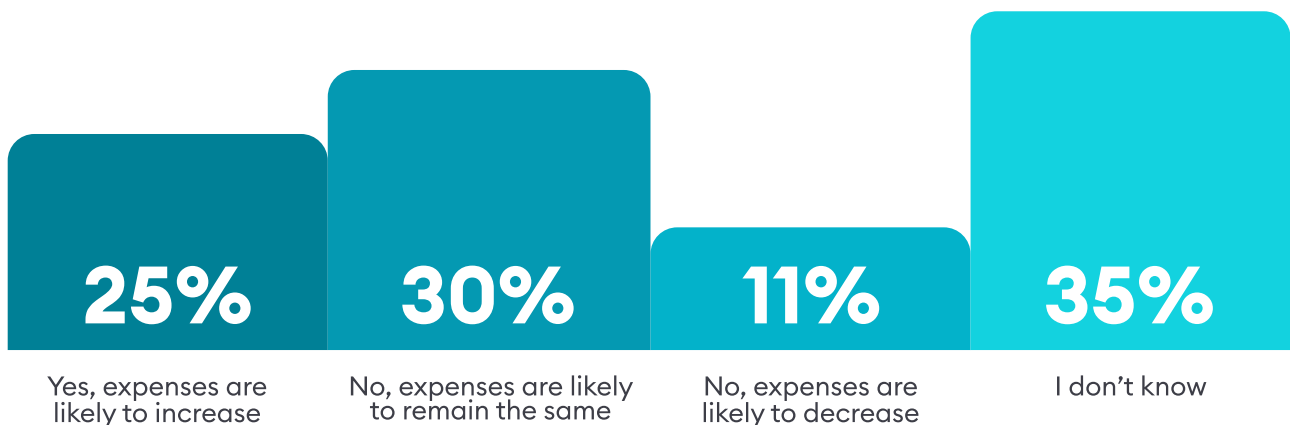


*Surveyed organizations' training costs in 2023 (% of respondents)*

## Over a third of the respondents don't have a clearly defined training budget for 2024.

35% say they don't know how much they plan to spend on training in 2024. However, this doesn't necessarily imply a lack of budget planning in the organizations surveyed; many of the respondents' duties don't include budgeting, which explains their lack of awareness on the matter.

30% of respondents plan to maintain training costs at the 2023 level. This data illustrates the general reluctance of organizations to increase training budgets.



*Organizations' training budget plans for 2024 (% of respondents)*

## Major factors behind the changes in organizational training budgets.

Companies that plan to spend more on training in 2024 explain that it is due to:



**Staff changes.** The need to hire new employees and maintain high employee retention rates was cited by 15% of respondents as the top reason for an increase in planned training spending.



**Changes in the content creation process and training protocols.**

15% of respondents feel the need to invest in this aspect of training. In particular, 6.7% of respondents are planning to create new content; 2.6% aim to increase investment in developing employee skills and career opportunities; and 3.6% are striving to comply with new training technologies.

## Consequences of crises and economic shifts is a twofold factor in training costs.

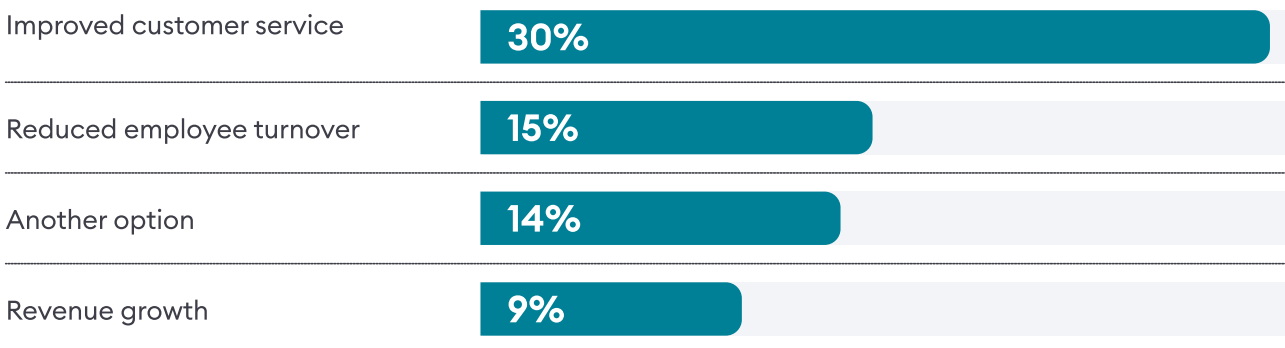
On the one hand, the long-term demands of business recovery after the COVID-19 pandemic encourage organizations to invest more in corporate training. On the other hand, 13% of respondents report an increase in other organizational expenses due to inflation, which becomes a barrier to investing more in training initiatives.

### ★ INTERESTING FIND

A lack of financial resources is the top reason for reducing training costs among the organizations surveyed.

# Increased spending on training results in improved customer service.

We asked whether the companies surveyed experienced a connection between investments in training and tangible business results. The results suggest that improved customer service and reduced staff turnover are the most prominent outcomes associated with increased investment in training.



*The connection between investment in training and business outcomes (% of respondents)*

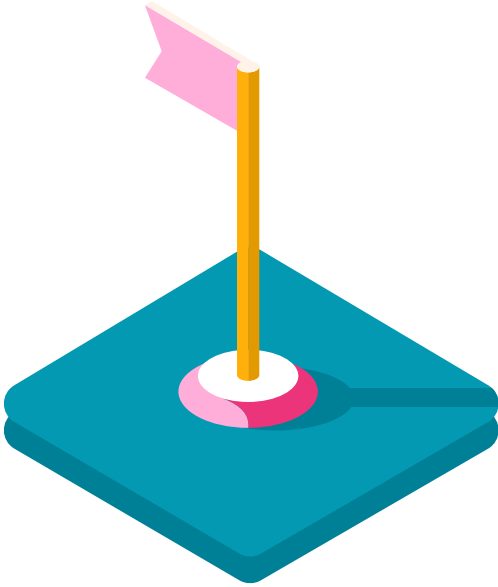
## ★ INTERESTING FIND

None of the respondents felt that their investments in training had a positive impact on brand development. This can be explained by the fact that brand development, being a more abstract and long-term consequence of training, might not have been as apparent in their assessments. When considering the impact of training, organizations may have focused more on immediate and tangible outcomes directly related to employee performance and organizational efficiency.



# TAKEAWAYS FOR TRAINING MANAGERS AND EMPLOYERS

Our research indicates that online corporate training is the basis for providing key industry knowledge and ensuring comprehensive employee skill development. While organizations aim to deliver regular training to all employees, they still face the challenge of making training programs relevant and impactful.



## Keep your eyes on the prize by setting clear training goals.

To ensure that training provides tangible business outcomes, outline strategic training goals that take into consideration employees' specific skill gaps and organizational needs. Conduct thorough needs assessments and tailor training programs to address precise areas for improvement. Well-defined training goals also create a measurable framework for tracking progress.

### IMPORTANT

Communicate training goals to employees. This way, you'll ensure transparency, motivation, and alignment. When employees understand the specific objectives of their training, it provides a clear roadmap for personal development and demonstrates the organization's commitment to a comprehensive growth strategy.



## Provide diverse, balanced training content.

Data provided by the respondents shows that organizations often deliver content formats that may not always effectively connect with the learners. This potentially leads to reduced comprehension, lower trainee retention rates, and a diminished overall impact of the training.

To avoid these issues, we suggest that organizations implement a variety of formats, such as interactive modules, multimedia presentations, and hands-on activities. This diversity ensures that you will be catering to different learning styles and, consequently, achieving greater engagement. Blended learning is also an effective strategy to consider. It allows companies to leverage face-to-face interactions (which, as shown by the survey, is a format that many employees feel is lacking in modern training) while integrating the flexibility of digital content.



## Implement a reward system that works for your employees.

Every organization surveyed for this research experiences employee resistance to training to some degree. At the same time, companies that reward employees for completing training report more positive outcomes, including higher retention and a deeper focus on training. They also have more well-formed training cultures.

This finding suggests that a comprehensive training reward system is a worthwhile investment for organizations that seek to maximize training impact. Develop a reward strategy based on your organization's resources and combine financial incentives with non-monetary rewards tailored to employee preferences and career aspirations. A well-rounded training reward system can include recognition, career advancement opportunities, and personalized development plans.





## Measure training KPIs regularly and adjust accordingly.

Organizations that track training effectiveness have a strategic advantage in identifying areas for improvement and fine-tuning their training programs for optimal impact. The research shows that more and more companies are recognizing the importance of tracking training and planning to implement a system of training effectiveness measurement in 2024.

Remember to go beyond strictly quantitative KPIs such as completion rates and assessment scores when assessing the impact of training programs. Analyzing levels of employee satisfaction with training and the application of learned skills in their respective roles can tell you a lot about how well the training aligns with the practical needs of the workforce and contributes to a positive work environment.

# ABOUT ISPRING

iSpring Solutions is a globally operating eLearning software company based in the United States. It specializes in delivering high-quality digital learning tools that help businesses grow and maximize their learning impact.

iSpring's flagship products are iSpring Suite, a robust authoring tool for creating multimedia courses, and iSpring Learn, a reliable LMS for employee training. These tools help businesses and organizations worldwide deliver quality learning initiatives that enhance employee performance and contribute to the success of the enterprises they serve.

[Explore iSpring Suite](#)

[Explore iSpring Learn](#)