

# Best Practices in Online Customer Training

*How to develop and run a profitable  
online customer training business.*

Karen O'Leonard  
December, 2004  
© Bersin & Associates



## Table of Contents

---

Table of Contents .....	2
Table of Figures .....	3
Overview .....	4
The Business of Customer Training.....	5
The Three Basic Business Models .....	6
Stark Differences between Customer Training and Employee Training .....	9
Customer Training is a Product, not Just Education.....	10
LMS Issues Vary Widely .....	10
Content Quality is Critical .....	11
Online Delivery Options .....	11
Two Types of Live Programs .....	12
When to use Live vs. Self-Study Delivery.....	13
An Example of How to Blend Delivery Approaches.....	14
Live e-Learning Best Practices .....	15
Recommendations for Live E-Learning .....	18
Packaging and Pricing.....	19
How Much to Charge? .....	19
Authorized Training Partners.....	20
Online Subscription Model .....	21
Case Studies .....	22
Best Software .....	22
Lawson Software.....	25
Olympus Medical Systems Group .....	28

Novell Channel Training .....	31
Bottom Line.....	34
About Us.....	35
About This Research.....	35

## **Table of Figures**

---

Figure 1: Corporate E-Learning Market and For-Profit Customer Training Markets.....	4
Figure 2: Four Business Drivers of Customer Training.....	5
Figure 3: Three Basic Business Models.....	7
Figure 4: Differences between Employee and Customer Training.....	10
Figure 5: Delivery Options.....	12
Figure 6: Cultural Value of Live Programs.....	14
Figure 7: How to Blend Different Delivery Media into an Integrated Offering.....	15
Figure 8: Live E-Learning Development Process.....	16
Figure 9: Final Steps in Webcast Design Process.....	17
Figure 10: Novell Template Samples.....	32
Figure 11: Novell “QuickTrain” Solution.....	33