



Customer Success Story

OPEN STUDY COLLEGE



Industry: Education
Sector: Customer Training



The Results

Improved Training Efficiencies

Litmos has proven to be a successful platform to support Open Study College and its ability to train students anytime, anywhere, with instant access to its library of industry-recognised courses.

Increased Revenue

The introduction of online learning to its students has reduced student cancellations and reduced printing costs, leading to higher revenue.

Instant Course Availability

With online learning now available, students can begin their courses as soon as the course purchase is complete.

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Steven Nash

Marketing and eCommerce Director

Litmos Enables Open Study College to Provide Home Learning with a Difference

Based in Birmingham, UK, Open Study College are an award-winning distance learning company and winner of Small Accredited Training Provider of the Year award. They offer a broad range of courses, ranging from nutrition to beauty therapy, mathematics to criminology. For every student there is a dedicated team of support tutors on hand to assist and ensure successful completion of the chosen course of study.

Open Study College provide home learning for everyone; with 200 industry-recognised courses available, the company is focused on serving those who are already employed but don't have time to return to full-time education to advance or change careers. To date, over 50,000 people have changed career opportunities with an Open Study College course.

The Challenge

Open Study College wanted to move courses from traditional, printed distance learning materials to online learning and eLearning materials.

Having been put off by Moodle, its never-ending implementation and potentially confusing interface, Open Study College found that Litmos met its key criteria. It was important for the LMS to have a pleasing UI, provide a good user experience and provide functionality that would work for over 150 online courses that the College offered. That was Litmos.

The Solution

Litmos has helped Open Study College serve students with a variety of backgrounds, helping them learn diverse continuing education topics to develop themselves professionally.

“The main benefit to Open Study College choosing Litmos to take courses online was the ability to deliver the course immediately after purchase from our website. Traditionally course packs were posted out by mail, so this meant they had around seven days' delay before starting the course. This reduction has been great for us,” reports Steven Nash, Marketing and eCommerce Director at Open Study College.

Introducing online learning has significantly reduced the number of student cancellations; combined with a reduction in costs to produce and mail printed materials, Litmos has helped increase the overall profitability of the business.