Case Study

# Expanding Traditional Training Offerings to Comprehensive Online Courses

**Magic EdTech**

## The Client
The client is a leading training center specializing in educational and business certifications for businesses. Initially conducting all training classes at a physical site, they sought to adapt to changing circumstances post-COVID-19 by expanding their offerings online while maintaining in-person sessions.

## The Challenge
The client aimed to transition a significant portion of their training services online. This involved developing courses through various delivery methods, including course subscriptions, eLearning modules, and instructor-led training sessions. The challenge lay in effectively integrating these diverse online formats with their existing physical training site offerings.

## Critical Success Parameters
✓ Consolidate training content onto one platform.

✓ Develop an AI interface to enhance accessibility and user-friendliness for clients in discovering training resources.

✓ Transition traditional on-site training to online formats while optimizing budgetary resources.

## Our Approach
✓ Developed an online training library with 300+ available online courses.

✓ Managed training subscriptions, eLearning courses, and all training classes using one robust platform.

✓ Transformed training to be accessible, easy to purchase, and completely online.

## Key Result Highlights

Developed an online library with **300+** courses for a wide range of educational and business certification options for businesses.

Successfully managed training subscriptions, eLearning courses, and instructor-led sessions through a single, robust platform.

Transformed on-site training to accessible, purchasable online formats, enhanced with an AI interface, while optimizing costs.