DigitalChalk Case Study:
Revolutionizing Training with Bricker Insurance Education

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Overview

In a world where industries are continually transforming, ongoing learning and growth have become critical for professionals in various sectors. Bricker Insurance Education, under the leadership of CEO Michael Bricker, identified this need and has been providing training programs to those in the financial services industry for over a quarter-century. To effectively and efficiently deliver these courses, Bricker Insurance Education implemented the DigitalChalk Learning Management System (LMS) around 2011-2012. This case study delves into how Bricker Insurance Education utilizes the features of the DigitalChalk LMS to upgrade their training offerings, streamline course delivery, and maintain compliance with regulatory standards.

Problems Faced

Before implementing the DigitalChalk LMS, Bricker Insurance Education encountered two significant challenges. They required an effortless way to develop and introduce courses without needing extensive technical expertise or coding proficiency. They also needed an LMS that would be intuitive and straightforward for their students, who are typically older and less proficient with technology.

Finding the Right Solution

Following extensive research and exploration of available LMS platforms, Bricker Insurance Education found DigitalChalk to be a cut above the rest. The decision to choose DigitalChalk was mainly driven by two key factors: ease of course production and user-friendliness.

Why DigitalChalk Stood Out

DigitalChalk's seamless integration with their website allowed Bricker Insurance Education to effortlessly upload course materials, such as slides and videos, and launch them quickly. This simplified workflow significantly reduced the time and effort required to bring new courses to their students.

Key Features and Benefits

1. **Regulatory Compliance:** DigitalChalk's LMS effortlessly accommodates diverse regulatory requirements by offering embedded checkpoints and control features within the courses. These features help Bricker Insurance Education ensure compliance without the need for additional customization or technical support.

2. **Embedded Checkpoints:** DigitalChalk's embedded checkpoints automatically pause the video course at specific intervals to ensure student engagement and comprehension.

3. **User-Friendly Experience:** The DigitalChalk LMS excelled in providing a user-friendly learning experience, enabling even the less tech-savvy individuals to navigate the platform effortlessly.

The Impact

The adoption of DigitalChalk has had a profound impact on Bricker Insurance Education's training business. They have experienced significant time and cost savings by streamlining their course production and delivery processes.

Improved Regulatory Compliance

DigitalChalk's reporting features have transformed how Bricker Insurance Education manages course completion reports. The LMS enables them to generate daily reports effortlessly, which are then submitted to regulators to ensure compliance with regulatory standards.

The Outcome

The successful utilization of the DigitalChalk LMS has revolutionized Bricker Insurance Education's training business. By leveraging the platform's ease of course production, user-friendliness, and regulatory compliance features, they have established themselves as a leading provider of insurance education.

Final Thoughts

Bricker Insurance Education serves as an excellent example of how an LMS like DigitalChalk can transform training organizations, enabling them to thrive in the digital era. The seamless integration with their website, embedded checkpoints, and simplified reporting have not only saved time and resources but also enhanced the learning experience for their students.