



The Brief

Reed Business Information is the world's 10th largest publisher, and Europe's largest B2B media company, covering 18 different markets. RBI wanted to expand its existing website to accommodate additional e-learning features.

The Solution

One of the challenges faced by RBI was encourage, and justify, subscription to the website. Through developing e-learning options, additional value was added to the to produce greater depth of customer interaction.

We designed and implemented a special web development component, with module-based e-learning.

This included the ability to sit an online test which, if passed, automatically generated pass certificate which could be downloaded and printed.

The Results

Offering e-learning within the existing site enabled RBI to expand their subscription base. However, RBI could now track:

- * All online activity
- * Return visits
- * Registration rates
- * Content value
- * Customer preferences

These results, differentiated as they were, between free-to-access and paid for areas of the site, justified the business case for an online subscription model.

UNDERSTAND DEVELOP SOLVE

