

ESCP Business School increases the production, *engagement* and completion of its courses with isEazy

- The first business school in the world, **ESCP Business School**, has had the leading technology in e-learning solutions **isEazy** to optimize the creation of e-learning content for its training programs.
- With a student body of 5,000 students and 5,000 managers per year, **ESCP needed an agile and versatile solution with which to create quality and very dynamic online courses** on trending topics.
- Thanks to the isEazy authoring tool, ESCP has increased its efficiency and productivity in generating content and **improved its learning experience, increasing its courses' engagement and completion rate.**

Madrid, September 28, 2023 – ESCP Business School is the first business school in the world, present in 6 major European capitals, and **considered the third best school in Europe according to the Financial Times ranking**. ESCP has led the business education landscape for two centuries and has 5,000 students and 5,000 managers from more than 100 countries in its classrooms each year. This international character, **specialized in offering training to large multinationals, requires its programs to be increasingly flexible, of high pedagogical level, and on trending areas**. That is why ESCP wanted to optimize its online course production process and strengthen its autonomy to generate ad hoc training.

To achieve this, they have relied on isEazy, the leading technology company in e-learning solutions, and its authoring tool **isEazy Author** to guarantee their students a better learning experience. **This software is an agile and versatile solution that has facilitated the creation of e-learning content** and the updating existing courses according to your needs. "By being able to design and update the contents internally, **we have significantly reduced the time and resources we used to invest in outsourcing this task,**" says **Olga Alonso, director of Executive Education & Business Solutions at ESCP Business School.**

In addition, not only the creation of educational content has benefited from the arrival of isEazy Author, but they have also taken advantage of **its potential to create presentations, communications, and commercial proposals**. In the words of **Gabriela Sánchez, Executive Education & Business Solutions at ESCP Business School:** "The main reason is its usability. In addition, it allows you to easily include images, videos, and external and interactive documentation, such as linked scenes or a wide variety of games. **The possibilities are endless and without the need for any technical or programming knowledge to be able to use it.**"

As a result, they have managed to **improve their learning experience by making it more dynamic and interactive, which has favored the engagement of the participants** and the increase in the completion rate of the courses. In addition, implementing this authoring tool has allowed several editors to work on the contents simultaneously, which has **significantly increased both the quality of the courses and the delivery times**. As Olga Alonso points out about her experience: "We hope to continue



improving and innovating in our courses at the pace of the advances and new functionalities that isEazy is developing. This will be key to **improving the experience of our team and students, maintaining the leadership of ESCP in Europe for the quality of its training offer**".

About isEazy

A leading technology company in e-learning solutions for developing training, communication, and corporate knowledge processes. isEazy offers companies an end-to-end e-learning experience, providing organizations with all the necessary tools to tackle any online training project. With over 20 years of experience and over 10 million users, the company has successfully carried out more than 100,000 projects in 90 countries for more than 1,000 clients through a professional team distributed in its headquarters in Spain, Mexico, Colombia, and Peru.

It offers seven self-developed e-learning tools: isEazy Author, software for creating e-learning courses; isEazy Factory, digital factory for the creation of training content; isEazy Skills, technological solution for training in power skills; isEazy LMS, state-of-the-art e-learning platform; isEazy Engage, app to boost the training of frontliners; isEazy Game, a gamification app for corporate training, and the isEazy ESG app designed to raise awareness, train and mobilize the entire company around its Sustainable Development Goals (SDGs).

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Youtube https://www.youtube.com/channel/UC271S5yN9OLqL7k_e4U6NDQ

Press Contact:

Cristina Sánchez: csanchez@iseazy.com

Phone: +34 690 74 72 74

