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# **Simplifies course creations and also makes it easy for people to search through and purchase courses**

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## **What is our primary use case?**

“We utilize it for the Music ConstructED Business, a department within West Music, which collaborates with elementary music teachers and their professional development in that career field. We offer various courses and resources for purchase. The primary focus is professional development for elementary music teachers.”

## **How has it helped my organization?**

“One of the significant advantages is that they offer a help center and ticket support. Especially in the beginning, I was submitting tickets every week to ask how to accomplish various tasks. It was incredibly helpful to have someone there to guide us. We received around ten hours of onboarding training, which helped us understand the best practices for using the platform. If we hadn’t received that

training, we would have had to backtrack to fix things according to those best practices.

[CYPHER Learning](#) helps align skills with course materials, but a significant part of this process depends on how we design the courses. We have not utilized their AI feature for course creation because our topics are very specific. Instead, we gather information directly from various presenters who develop the courses for us. Our process is largely manual since the presenters provide the content, and we simply input it into the system. Given the specificity of the topic, it requires a human touch, especially since we are in the classroom with the students. Therefore, we choose not to use the AI feature.

We build our courses ourselves and can customize them. We enjoy how easy it is to create a course based on our needs. They have a wide variety of customization options, which we can use to make it work for our customers and our presenters.

[CYPHER Learning](#) has significantly reduced our course creation time. Previously, we used a [WordPress](#) plugin that required us to manually input every single course. We created courses for specific seasons and couldn't copy existing ones, meaning we had to recreate them each time. On top of that, we were responsible for manually issuing certificates and sending out grades, which made the entire process very labor-intensive. [Every](#) aspect required manual effort—we had to create, edit, and upload courses ourselves, and if any errors occurred, we had to fix them manually. With CYPHER Learning, that workload has been reduced by more than half. I hardly need to log into the platform to maintain it since most updates happen automatically. Now, our questions have shifted from troubleshooting access issues to inquiries about course details from potential buyers. This change has represented a significant improvement over our previous system.

Gamification and certification are the most frequently used automation in our courses. Some courses contain messages, but overall, our offerings are quite diverse. I manually build a portion of the courses using a template, which significantly reduces the time required for setup since I don't have to input all the settings individually or in a specific order. We have a Sync feature available, but not all courses can utilize it due to their unique nature. However, for our higher

education courses that are repeated each semester, I can simply duplicate the template to create new courses or sync the course from that template if there are any necessary edits. This process makes it much easier than manually editing each course individually. Currently, we have about 70 courses on the platform.

Occasionally, I encounter a setting that I believe complicates the student experience. Instead of revisiting every single course, I can edit the template directly, which then applies the changes across all relevant courses. Having this ability to make adjustments at the template level has been extremely helpful.

CYPHER Learning has significantly improved our onboarding processes and users' learning curves. With our previous platform, accessing and purchasing courses was quite difficult. Now, the process is much more automated. We offer a wide variety of courses, and users can easily search through them. It's also easier for us to generate profit since users can quickly enter the platform, purchase courses, and choose from many different options. Navigating to the professional development site has become much more straightforward as well. Instead of having to follow a complicated path on our website and click specific buttons, the site now appears seamlessly. Overall, the improvements have made it much easier for our users to utilize our platform, which is fantastic.

For learners, training time has significantly decreased. They are now automatically enrolled in an onboarding course. We have utilized the platform more effectively by creating a course that helps them understand where to make purchases and reminds them that they can place purchase orders through us, as we work with schools and school districts. This course provides all the necessary answers and directs learners to the appropriate contact person. We have only received a handful of troubleshooting inquiries regarding the courses, which were typically due to incorrect settings but were easy to resolve. Previously, we would get weekly emails from users reporting issues or asking how to do something. With CYPHER Learning, the process has become much easier; we no longer deal with those types of inquiries, allowing users to reach their destinations more quickly.

On the building side, I have been responsible for developing everything on the Learning Management System ([LMS](#)), which required me to learn many new skills.

Overall, the process was quite enjoyable. We currently don't have anyone else who has built courses on the site. I found the learning curve to be manageable, especially thanks to the training I received from the spokesperson for CYPHER. This training enabled me to navigate the system effectively. There have been a few occasions when I had to demonstrate my work to others, as we were considering having them build a course. CYPHER's flexibility is both a benefit and a challenge. While its customizability is advantageous, our additional modifications on top of their existing features have made the system somewhat complex. I have taken the time to document my processes and showcase my work. The templates provided make the tasks much easier, but there is still a lot to understand.

We collaborate with school districts to enhance skill learning. Often, we receive substantial orders from these districts that spend thousands of dollars on professional development courses. In response, we create dedicated portals within our platform specifically for training their teachers, which has proven to be very effective. Initially, we partnered with three school districts, but that number has now grown to seven. We're also seeing more school districts approaching us for professional training for their educators, indicating a positive impact. I take pride in the professional development courses we offer.

CYPHER has significantly saved us time by streamlining the troubleshooting process. Previously, we relied on a third party to help us resolve issues, which required us to transfer information back and forth. This often led to chaos, as we had to communicate the same issues multiple times. Now, with CYPHER, all the troubleshooting is handled in-house, and all necessary customizations and automation are in place. It has made everything much easier. We no longer spend valuable time each week on certifications, automation, messaging, and troubleshooting—it's truly been a game-changer for us.

We have implemented as much automation as possible. I have set up the templates, so I only need to input the content. As we progress, we have made adjustments, and our presenters are now providing content in more effective ways, which simplifies the input process since we understand the system's capabilities. On our end, we have also improved efficiency by refining what we collect from the

presenters to create the courses and by outlining the course structure from the beginning.”

## What is most valuable?

“I have found gamification and automation features very useful. The automation is particularly beneficial because it allows us to send certifications and messages automatically when purchases occur or when users log in. When a user creates an account, they are automatically enrolled in an onboarding class, which reduces the number of questions and troubleshooting.”

## What needs improvement?

“The primary area for improvement is the reporting between courses and eCommerce, which currently use two separate reporting styles. Information can be accessed within the courses themselves, as well as through eCommerce orders; however, these reports are separate, causing difficulties in our analysis. We need to ascertain not only the title of the course and the total revenue generated but also the timing of purchases and the identities of the purchasers. Additionally, we require the SKU associated with each course and the corresponding purchase reports. Integration between these systems would be highly beneficial since we utilize both.

Regarding integration, we have implemented the [Zoom](#) integration; however, it does not connect with our eCommerce and accounting systems. The platform appears to be more tailored for HR training or school district purchases rather than individual consumer transactions. eCommerce integration is crucial for our needs, as we use NAV and Perfion within West Music Company. Unfortunately, it does not connect to these systems, although it does integrate with the Stripe platform. Moreover, it does not connect to HubSpot, our [CRM](#) platform, which requires us to

enter data manually due to its compatibility with a different type of business than what CYPHER typically accommodates. CYPHER is usually designed for schools.”

## **For how long have I used the solution?**

“We launched it in June last year after starting to explore it in November of that year. It has been over a year since then.”

## **What do I think about the stability of the solution?**

“I cannot recall any stability-related issues. In our previous system, we encountered many issues, but I do not remember experiencing lagging or similar problems with CYPHER Learning.”

## **How are customer service and support?**

“They respond quickly, usually within 24 hours, and provide solutions within 36 hours. Overall, their responsiveness is commendable. Since our platform is different from what they're used to, some clarification was necessary. However, they offered a solution or an alternative path for our needs about ninety percent of the time.

I would rate their service a nine out of ten. The only reason it's not a perfect score is that there were some limitations on the platform regarding the specific tasks we were trying to accomplish. Aside from that, they effectively resolved nearly everything for us.”

## Which solution did I use previously and why did I switch?

“Previously, we used a [WordPress](#) plugin and had to manually input each course and its duplicates for different seasons. Certificates, grades, and courses required manual input and editing. CYPHER automated much of this, reducing the need for troubleshooting and enhancing our efficiency significantly.”

## How was the initial setup?

“The setup process was mixed for me. I found it relatively easy because I started from the beginning and spent several hours learning the platform. I went through the process of adding sample courses and ensured we set everything up correctly on the first try. Thanks to the time I invested in learning, troubleshooting various issues, and submitting numerous support tickets, the entire experience has been smooth. I now find it easy to understand how to create courses.

CYPHER is highly customizable, which means there are many options to explore. Initially, it was a bit overwhelming to navigate through everything they offer. I am very hands-on and can learn quickly when I can physically engage with the material. However, for someone new to the platform, there is a lot to grasp in order to fully understand how it works. I make an effort to document my processes to explain what I am doing, but for anyone unfamiliar with my work, it could still be quite complex despite my documentation.

CYPHER handles all maintenance, including any updates related to content. The system itself is fully managed by them, which is great because it relieves us of that responsibility. Whenever I encounter an error that I don't understand, I simply submit a ticket, and they take care of it, which is fantastic.”

## **What about the implementation team?**

“We had a trainer named Helen who guided us in the beginning. Afterwards, we had support from Jeremy, who assisted us when we needed help from a specific person. Most of the time, I would start by submitting a ticket to see if someone could assist me. If I didn't get the help I needed, we would reach out to either Helen or Jeremy. Occasionally, they would inform us that they were already working on an update and would need a couple of months to complete it. Overall, they have a strong development team.”

## **What's my experience with pricing, setup cost, and licensing?**

“I did not negotiate the pricing, but from what I gathered, it was a significant purchase for us at West Music. We recognize its value and potential for growth, making it worthwhile. ”

## **What other advice do I have?**

“I would rate CYPHER Learning an eight out of ten, primarily due to integration issues. If it were more seamlessly integrated with our eCommerce and accounting systems, it would be perfect. Currently, we have to manually input each order into our system, which is not ideal. Aside from that, it is a great platform. It is highly customizable and easy to work with.”





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