



How Online Courses Australia increased revenue 5x with Docebo

CASE STUDY



"I would hands down recommend Docebo for a business of any size... if you've got any kind of eCommerce business, it's going to deliver what you need."

Cheryl Quang,

Founder and CEO, Online Courses Australia,
Wandr, Learning Lounge

5x

licensing revenue

**From 40%
to 60%**

engagement rate improvement

**From 20%
to 33%**

completion rate improvement

SOLUTION

Docebo Learn LMS

- Easily create and upload your own content
- Flexible, customizable platform
- Intuitive interface and simple backend experience
- Built-in eCommerce and subscription features

Customer

Online Courses Australia

Online Courses Australia (OCA) is a global online learning platform with 200+ short online courses and micro-credentials.

Cheryl Quang is the CEO and founder of Online Courses Australia and their B2B licensing subsidiary, Learning Lounge.

Challenge

Finding an LMS with easy B2B white label solutions

Online Courses Australia (OCA) is one of the fastest growing businesses in Australia right now, on track to double turnover again this year.

Until recently, OCA was using Moodle to deliver courses to learners. But as the company grew, Moodle's limited feature set was holding it back. Customizations were time-intensive, expensive, and hard to maintain. The platform had no eCommerce or subscription features, which made it impossible for OCA to upsell courses within the LMS.

OCA also had plans to expand their licensing division. They needed a high-performance LMS they could quickly customize to offer white label solutions for their B2B clients, which was impossible with Moodle.

When CEO Cheryl Quang began her search for a solution, only one LMS offered all of the features OCA needed to continue their fast-paced growth: Docebo.



“I’ve been in online education for 10 years. I searched for a while, and I couldn’t find anything that could really do everything that I was looking for. Docebo was the only LMS that had all of the features we wanted. It was a pretty easy decision.”



Solution

Creating white label courses in minutes with Docebo

With Docebo, OCA offers students a seamless enrollment experience. They can visit the OCA website, find a course, enroll and start studying within minutes, thanks to [Docebo Connect's](#) seamless integrations.

Offering online education with the speed and convenience of a traditional [ecommerce](#) product gives OCA an edge over their competition, Cheryl adds. Docebo's built-in subscription features allow OCA to easily offer upsells as part of their core product.

Most importantly, creating and managing courses for their B2B clients is much easier with Docebo. OCA can white label a new product in minutes using Docebo's [Central Repository](#) to copy and manage their content. They've successfully grown their licensing division and significantly reduced B2B customer churn.



“Not a lot of education providers think to enable education to be available like a normal retail product. But Docebo has transformed our business from that point of view.”

Result

5x licensing revenue

Since switching to Docebo, OCA has continued its meteoric growth, from offering 20 courses to well over 100.

Their B2B division has grown from a handful of clients to 20+ as well, increasing their B2B revenue **5x**.

Learners have noticed a difference too: course engagement and completion rates have gone up significantly, with a 90 NPS (net promoter score).

- Engagement rates have increased from 40% to 60%
- Course completions have increased from 20% to 33%

Cheryl estimates that Docebo's built-in features and easy user interface save OCA 30 to 40% of L&D maintenance costs — and without them, student support tickets would easily be 5x higher, too.



“The sky is the limit for us right now. There is no reason we can't quadruple revenue in the next two years. None whatsoever. The engine is built. The LX is there. Docebo has allowed us to create an education engine that's very plug-and-play and very scalable.”

docebo®

**Start selling your courses
online today.**

Schedule a Demo