

Course Merchant Powers Excel University

In five years Course Merchant
has processed over



24,000 enrollments for over



12,000 students in over



140 countries for Excel University.

Here's the story of how this
happened in the words of this
Course Merchant client himself.



THE CHALLENGE

Jeff Lenning

is the founder and CEO of Excel University, a leading online source of Excel Training. It is a go-to-resource for CPAs (Certified Public Accountants) and other professionals who seek to unlock efficiency gains in their workflows through mastery of Excel's many powerful features.

Jeff started out his training career with onsite, face-to-face classes. These went well, but he wanted a faster way to help more people. So he decided to change his delivery model to online so that he could reach learners anywhere, anytime.

At first, he used the built-in manual enrollment method in his LMS and processed payments via PayPal. This proved to be cumbersome for both the student and for Jeff. He also suspected that many prospective students got confused during this enrollment process and just gave up. He wanted to provide an easier way for prospective students to browse the course catalog and enroll.



Jeff Lenning, CPA CITP

Jeff Lenning, CPA
Founder and CEO, Excel University
Microsoft Excel MVP
Microsoft Certified Trainer

Seeking a better solution

He began to look around for a system that could take payments and enroll learners onto courses instantly. He got in touch with Course Merchant, and the rest is history: growth, profitability and success for Jeff's Excel training venture.

Course Merchant worked with Jeff to move from a fractured, multi-system payment and enrollment process to an online storefront catalog with intuitive eCommerce flows and the ability to pick-and-mix courses into single orders – just like shopping on the best-known eCommerce websites. As soon as payments are processed the students receive confirmation emails and single-click links into the LMS, where they arrive already logged in and ready to start learning.

Jeff says,

“When the enrollment process was too difficult, I knew I was losing students. It was basically the ease of the student's ability to enroll him or herself that sold me on Course Merchant. Since they could display my list of courses in a familiar eCommerce environment, it was easy for students to shop and buy. Plus, students could begin training immediately because Course Merchant created the user account and course enrollments in my LMS automatically. That improved efficiency and sales.”



The “Extra” Features

“And I remember during the welcome tutorial, Course Merchant talked about the ability to offer voucher codes. I didn’t think I’d ever really need that, so I didn’t pay that much attention.

They also mentioned a Group Enrollment feature where a training coordinator can manage his or her own licenses and assign them to students on demand. Didn’t think I’d need that either.

As it turns out, Course Merchant knew I would need them at some point because I use those features every day and they are extremely helpful.

So, I’m glad Course Merchant created this platform, because they knew what they were doing and predicted what I’d need as my business grew.”

I'm an Individual

If you're an individual looking to take an online Excel training course, you are in the right place. The session are on-demand, so you can register and gain access to the content immediately. Click to learn more and to view a sample week.

[Click Here!](#)

I'm a Training Coordinator

If you are a training coordinator, we offer group enrolment discounts into our on-demand sessions, or, we can set up a private session for your group. Click to learn more about group options.

[Click Here!](#)

This is how Jeff uses the multi-seat license management feature on his Course Merchant store.

“The Course Merchant platform is really stable and fast, and the reports work well. Tech support always get straight back to my queries.”

“Other things I like?” says Jeff. “Well, first of all, the ability to set the enrollment period is very useful. Sometimes I might set a course for 30 days, and sometimes 365, so the ability to override my LMS’s default enrollment period was really useful. And the ability to create groups of courses is so important. For example, a student buys one store product but that enrolls the student into multiple courses in the LMS. I didn't foresee myself needing that, but I use that all the time.”

“The way the system adds to an existing enrollment period is brilliant. In other words, let’s say someone has a course that expires on December 31st. If they go in and re-enroll for another year, it actually adds 365 to their current expiration date or today’s date, whichever is later. And that programming insight is brilliant because that's exactly the way that I would want it to work and it’s exactly the way that it does work.”



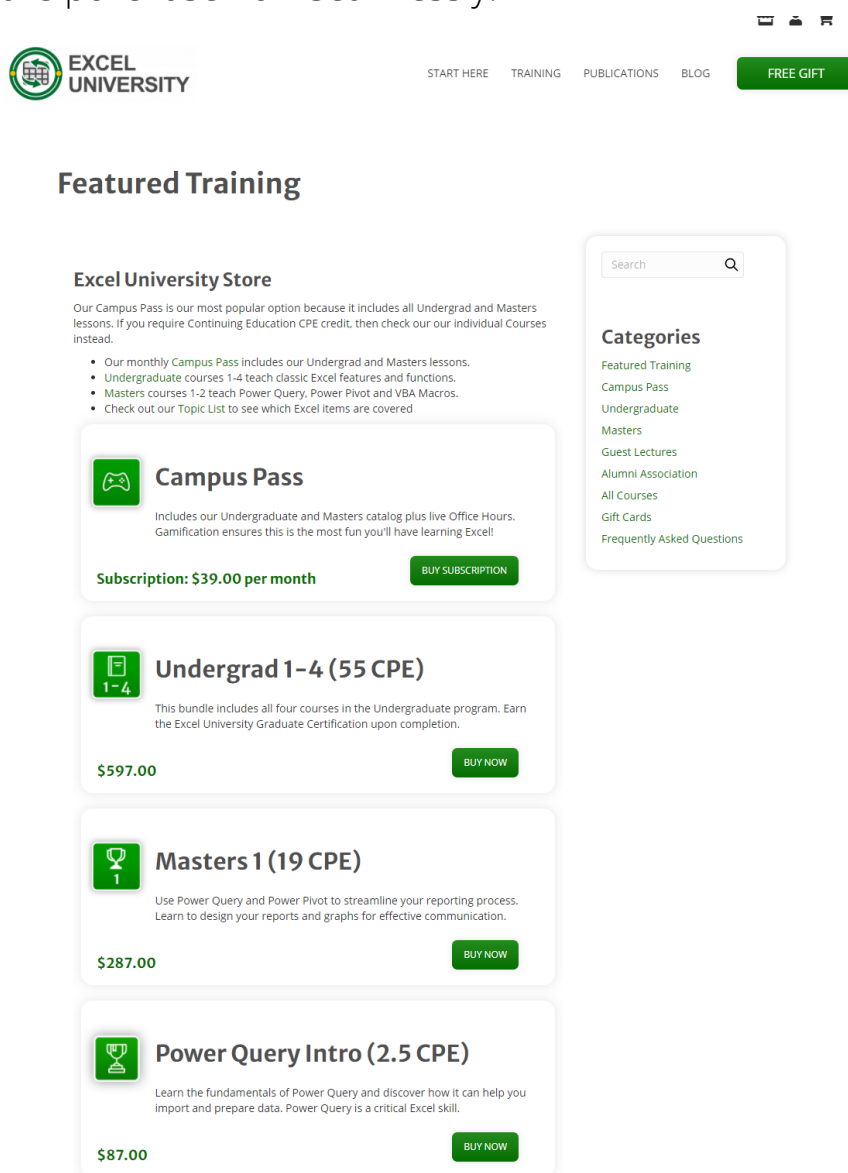
“I use the flexible voucher system a lot. I didn't realize the importance of vouchers initially. I can create vouchers that are restricted based on date, quantity, course, or category. I can issue percentage or amount vouchers. And this flexibility handles all of my promotion needs. I can create voucher codes for conferences I speak at or to help celebrate Spreadsheet Day (yes, it’s a real thing).”

“Course Merchant is also able to help with my custom development needs”, says Jeff. “I needed a recurring billing solution for a subscription product. Rather than use one of the built-in payment gateways, I asked Course Merchant’s developers to build a solution that used a specialized payment gateway called Recurly. Your staff were helpful and built it exactly as I needed ... and it works beautifully.”

The Setup Process

"The Setup process was really smooth. I was adequately trained on the system and sent a formal admin document. I was queried about my courses and a couple of sample courses were set up. I remember being impressed that the staging environment came up quickly. And overall, I was able to go live far faster than I expected."

"The design match was seamless and customers didn't feel themselves in a strange environment when it came to the eCommerce checkout. Course Merchant matched their store design to my website design perfectly. I'm sure that it helps reduce shopping cart abandonment and people just clicking away. The system guides customers along the purchase flow seamlessly."



The screenshot displays the Excel University Store interface. At the top, the Excel University logo is on the left, and navigation links for 'START HERE', 'TRAINING', 'PUBLICATIONS', and 'BLOG' are in the center. A green 'FREE GIFT' button is on the right. Below the navigation bar is a 'Featured Training' section. On the left, the 'Excel University Store' header is followed by a description of the 'Campus Pass' and a bulleted list of features. Below this are four course cards: 'Campus Pass' (subscription), 'Undergrad 1-4 (55 CPE)' (\$597.00), 'Masters 1 (19 CPE)' (\$287.00), and 'Power Query Intro (2.5 CPE)' (\$87.00). Each card includes a description and a 'BUY NOW' button. On the right, a sidebar contains a search bar and a 'Categories' list with links to 'Featured Training', 'Campus Pass', 'Undergraduate', 'Masters', 'Guest Lectures', 'Alumni Association', 'All Courses', 'Gift Cards', and 'Frequently Asked Questions'.

Excel University Store

Our Campus Pass is our most popular option because it includes all Undergrad and Masters lessons. If you require Continuing Education CPE credit, then check out our Individual Courses instead.

- Our monthly Campus Pass includes our Undergrad and Masters lessons.
- Undergraduate courses 1-4 teach classic Excel features and functions.
- Masters courses 1-2 teach Power Query, Power Pivot and VBA Macros.
- Check out our Topic List to see which Excel items are covered

Campus Pass

Includes our Undergraduate and Masters catalog plus live Office Hours. Gamification ensures this is the most fun you'll have learning Excel!

Subscription: \$39.00 per month [BUY SUBSCRIPTION](#)

Undergrad 1-4 (55 CPE)

This bundle includes all four courses in the Undergraduate program. Earn the Excel University Graduate Certification upon completion.

\$597.00 [BUY NOW](#)

Masters 1 (19 CPE)

Use Power Query and Power Pivot to streamline your reporting process. Learn to design your reports and graphs for effective communication.

\$287.00 [BUY NOW](#)

Power Query Intro (2.5 CPE)

Learn the fundamentals of Power Query and discover how it can help you import and prepare data. Power Query is a critical Excel skill.

\$87.00 [BUY NOW](#)

Categories

- Featured Training
- Campus Pass
- Undergraduate
- Masters
- Guest Lectures
- Alumni Association
- All Courses
- Gift Cards
- Frequently Asked Questions

The Course Merchant store is design-matched to Excel University's website for a seamless user experience

Excel University is structured as its name suggests. The curriculum is divided into Undergraduate and Master's courses. They also offer Guest Lectures and an Alumni Association to support students going forward. Course Merchant powers the online course catalog and all the eCommerce, and allows Excel University the utmost in flexibility for purchases and enrollments.

With a mix of individual students and groups of students from companies and institutions, Jeff's school is able to manage enrollments on a single-seat or multi-seat basis, with an array of incentives for customers to buy now including time-limited discounting, voucher codes linked to promotions and discounting based on membership of organizations. It is also possible for customers to pay by invoice and have an administrator enroll the students with one click once the funds have cleared.





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