

# Sparking Educational Success

*How EA Achieved a 763% Revenue Increase and 108% Growth in Course Sales*

## OVERVIEW

The Electrical Association (EA) supports electrical contractors, engineers, and their employees by offering education, workforce development, lobbying, and industry resources.

The Electrical Association supports electrical contractors, engineers, and their employees by providing essential training, workforce development, and safety certifications.

## PROBLEM

Before implementing TopClass LMS, EA faced challenges delivering its self-paced learning programs efficiently. Their previous LMS lacked intuitive functionality and required staff to spend significant time managing course enrollments and progress tracking. Members often had to wait up to two business days to access courses after purchase, leading to frustration and inefficiency.

Additionally, the lack of modern features such as bundling and automation limited the scalability of their learning offerings. Staff resources were heavily strained, and the association was unable to fully meet the needs of its members who relied on professional development to maintain certifications and licenses.

## AT A GLANCE



### INDUSTRY

Electrical Trade Association

### SOLUTIONS

iMIS, TopClass

### MEMBER SIZE

370+ member companies

### WEBSITE

[www.electricalassociation.com](http://www.electricalassociation.com)

### PARTNER



“ *We’ve seen a huge improvement in our training programs. The ability to bundle courses and offer instant access through TopClass has transformed how we deliver education to our members.* ”

- Director of Education at the Electrical Association

## THE IMPACT



763%

**Increase in Self-Paced  
Course Revenue**



108%

**Increase in  
Course Sales**



**Countless Staff  
Hours Saved**



**Instant Course Access  
& Single Sign-On**

## SOLUTION

The Electrical Association implemented TopClass and, within two years, achieved a 108% increase in course sales. This success was further enhanced by the ability to bundle pre-existing courses into certification packages tailored to member needs. Thanks to TopClass' seamless integration with iMIS, members now enjoy immediate access to courses after purchase and a streamlined single sign-on experience, improving overall learner satisfaction and saving EA staff time.

- ✓ **Seamless Integration:** Automated course enrollment, a single sign-on (SSO), and easy progress tracking are possible with the iMIS integration.
- ✓ **Improved User Interface:** Customizable branding makes TopClass feel like an extension of the association's website, enhancing trust, user experience, and usability.
- ✓ **Enhanced Course Bundling Options:** The ability to combine multiple courses into comprehensive programs for certification bundles has increased member convenience.
- ✓ **Advanced Reporting:** Detailed tracking and reporting to meet Department of Labor requirements and ensure compliance.

*“ TopClass is incredibly user-friendly, both for our members and staff. It's saved us hours of work and allowed us to focus on growing our programs instead of managing manual processes. ”*

- Director of Education at the Electrical Association