

A hand is shown holding a magnifying glass with a yellow frame. The background is a solid red color. The magnifying glass is positioned over the text.

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Meta○Capability

# Case study: CIHT

## Challenge

CIHT wanted to create a platform to sell training courses to their members.

They have no IT team or expertise and were in danger of trying to “push” courses rather than get members engaged and creating a demand for a learning platform.

They also did not know how to create a business case for this development.

## Solution

We took time to understand CIHT in detail and then designed and developed their members CPD and learning platform (CIHT Learn) from scratch with them.

In parallel we created their business plan which enabled the trustees to sign off on the development.

## Impact

CIHT Learn is now the central CPD and learning platform for the transportation and highways industry. CIHT launched many courses that are now actively used by their members which has in turn increased member retention.



## Summary of work:

- Strategy
- Business Modelling
- Product design
- Product build
- Product launch

# Case study: Chartered Institution of Highways & Transportation– Product design

