



Learning Engagement Impact Report

Why sustained engagement is the missing link in learning performance, and how to measure it in your own organisation.

Evidence-led report

For decision makers

Swinburne proof points

EXECUTIVE SUMMARY

Most organisations already have learning content. Many already have an LMS. The harder problem is **sustained learner engagement** — the repeat participation, reinforcement and visibility that turns learning from a one-off activity into a measurable performance driver.

THE PROBLEM

Learning is delivered, but not always retained

- Learners disengage when learning is long-form, passive or disconnected from their daily routine.
- Completion can become a compliance exercise rather than a sign of capability.
- Educators and learning teams often lack real-time visibility of who is engaged, who is struggling and which topics need reinforcement.
- The cost shows up differently by segment: student attrition, unfinished CPD, repeated training, lower confidence, weak ROI evidence and poor internal advocacy.

WHY QUITCH WORKS

Engagement built into the daily routine

- **Mobile-first access** makes learning easier to fit into the day.
- **Bite-sized microlearning** supports regular reinforcement, not last-minute cramming.
- **Gamification** motivates through points, progress, leaderboards and immediate feedback.
- **AI-assisted tools** reduce the effort to create and publish content.
- **Analytics** give timely insight into engagement, understanding and cohort progress.

IMPACT PROOF

Swinburne Business School

Results after introducing Quitch into first-year, high-fail subjects where engagement and retention were critical.

19%

higher average marks for students completing three or more quizzes

35%

of failing first-year students passed after Quitch was introduced (up to)

76% / 81%

understood content better / reported high engagement

\$1.5M

saved in lost fees in year one, an estimated \$4.5M over an average degree cohort

MAKE IT MEASURABLE

What to measure in your own organisation

01 Activation

Percentage of learners who access Quitch in the first two weeks.

02 Return sessions

How often learners come back voluntarily.

03 Completion & confidence

Progress through content, quiz accuracy and self-reported readiness.

04 Retention & progression

Course continuation, CPD completion, assessment performance or compliance outcomes.

05 Efficiency

Time to publish, content reuse and reporting time saved.

Connect engagement to the outcome you already care about

A useful impact conversation links engagement data to a result the organisation is already accountable for.

Universities

Retention or progression.

Associations

CPD uptake, member value and new revenue.

Corporates

Completion, confidence, risk reduction or faster capability uplift.



YOUR NEXT STEP

Choose one learning challenge, one learner group and one measurable success indicator. Quitch can help you turn that into a practical pilot model.