Learn how the world's largest language learning publisher launches the best online learning store in record time

John Murray's

"Teach Yourself"

John Murray's "Teach Yourself", a language learning book franchise has over 60 million readers since its inception in 1938. Find out how Papertrell helped the brand adopt a unique digital approach to tap into the modern consumer

John Murray Learning are the masters of language learning and are home to books that provide the route to personal and professional success in addition to the world's largest list of language courses. Having over 500 book titles, John Murray take pride in their heritage that spreads over three centuries. They are also the largest publisher of language learning courses with over 60 million readers across geographies and top class content.

They are home to some of the most acclaimed and admired learning brands including Teach Yourself, Michel Thomas and of course, Chambers.

Understanding the need

The Teach Yourself team needed a solution to host their audio and ebooks under a single roof, the idea was to make language learning a user friendly experience. At a time when everyone is accustomed to finding everything under one click, new readers prefer speed and accessibility.

Keeping this in mind, John Murray needed to form an E market for the launch of the new series of Teach Yourself franchise.

Today's audience demand speed, accessibility and ease of use when it comes to language learning tools. The Teach Yourself team needed a solution that provided the best user experience whether the user was reading, listening or watching language learning aids. Add to this, they needed a solution that worked everywhere, on any device at any time.

And they needed it fast!

"We have the best language learning books in the worldl; but our digital learning lacked a great user experience. It was time for change.. We have a huge knowledge library, the challenge was to bring everything under one hub, where our users could easily find our knowledge products, and get the best customer experience. "

Moving out of the comfort zone!

With this tectonic shift happening in the language learning industry, John Murray is investing in digitizing their content. However, there are significant costs involved in repurposing content from print to digital. They were looking for a platform that:

a) Allows an iterative method of transitioning to digital

b) Is fast and cost effective

c) Is future proof

d) Is a turnkey, end-to-end solution.

An underlying challenge in digitization was also moving the business towards a customer centric approach. This was brand new territory with immense potential.

The goal was to seamlessly transition John Murray's loyal customer base, across all brands into common customer database that could power marketing efforts.

b) Is fast and cost effective

c) Is future proof

d) Is a turnkey, end-to-end solution.

Sarah Cole
Teach Yourself

"Papertrell has helped us innovate in a risk-free way, allowing us to focus on our core business while offering a simple platform to sell our audio, ebooks and other digital products. They are a flexible and collaborative partner who are now integral to our publishing."

An underlying challenge in digitization was also moving the business towards a customer centric approach. This was brand new territory with immense potential.

The goal was to seamlessly transition John Murray's loyal customer base, across all brands into common customer database that could power marketing efforts.
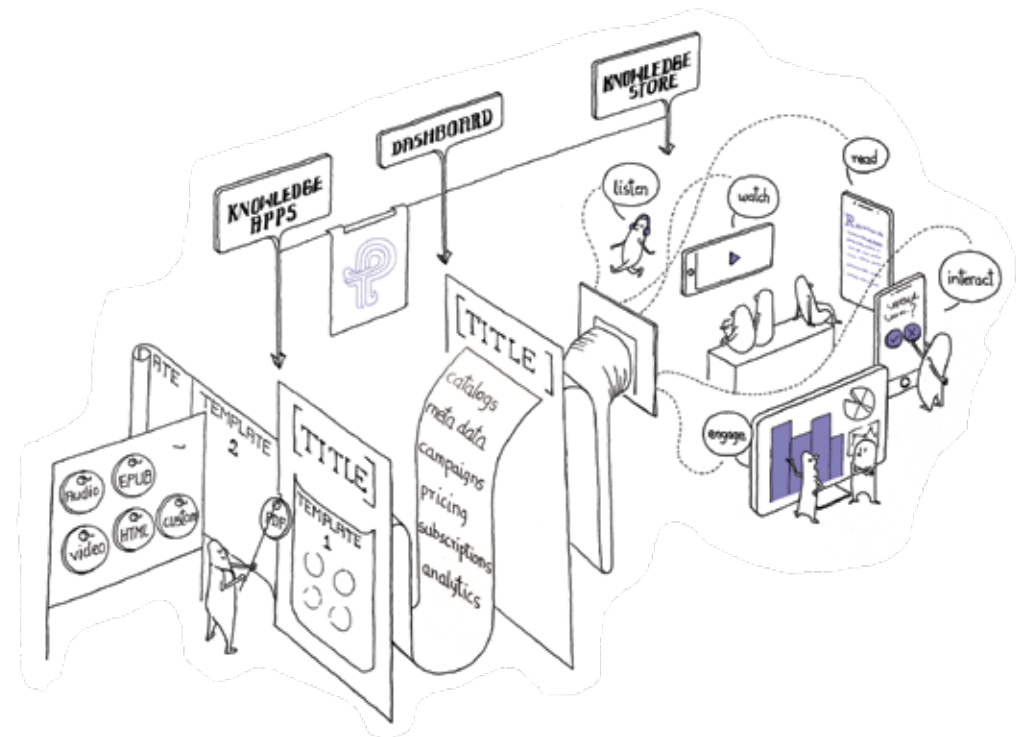
The rescue

John Murray needed an immediate solution to this persisting issue, and that's when they approached Papertrell. With a deadline that seemed impossible to meet, Papertrell easily transitioned over 500 Teach Yourself titles and learning aids to web and app based storefront in a matter of weeks.

Today learners on Teachyourself.com access various digital assets like audio aids, transcripts and lesson aids on the web and mobile. They can also purchase ebooks, audio lessons and interactive products directly from John Murray.
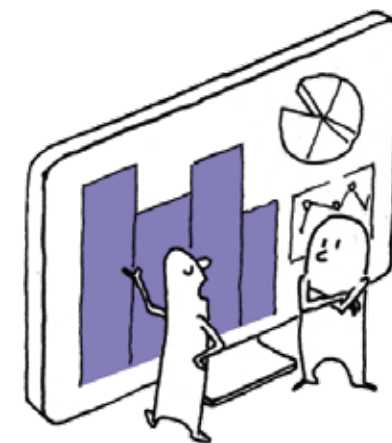
Defining success

Since launching the digital downloads section on Teachyourself.com, over **150k+ free resources have been downloaded by customers across a 100+ countries, resulting in over 100k sign ups.**

Where previously customers had to deal with cumbersome search and download of PDF and MP3 files, today they seamlessly access resources on a web or app based digital library.

Audio lessons and resources are powered by the best in class audio player with features like speed control, offline access and auto-sync, greatly enhancing the learning experience.

This is only the start as the Teach Yourself brand expands its digital footprint across all 500+ titles.

150k+ free resources have been downloaded by customers across a 100+ countries, resulting in over 100k sign ups.

REQUEST A DEMO