XR and Workforce Training: Measuring ROI

XR and Workforce Training: Measuring ROI - A brief overview of the study *Developing and Testing Return on Investment Framework for Extended Reality Training Technologies*.

The market for XR technology continues to show potential. Across healthcare, manufacturing, workforce development, education, and defense industries, immersive technologies repeatedly demonstrate measurable value in training and operational environments.

However, widespread adoption remains uneven. The barrier, more often than not, isn't the technology: it's the **surrounding process**, or how organizations prepare for deployment, measure success, and support implementation once the product goes live. Successful preparation, evaluation, and implementation matter as much as the quality of the XR solution itself.

This report examines that challenge directly. XRA, along with the University of Delaware's Institute for Public Administration and the RXN Group, conducted research measuring the underdeveloped returns on investment and the conditions under which those terms can be met. The research draws from peer-reviewed and industry literature alongside interviews with organizations that are actively deploying XR training solutions. The study found that **XR technology effectively supports training, especially in high-risk or resource-limited settings**, through mechanisms like risk substitutions, learning acceleration, error cost reduction, ease of access, and capacity expansion. These mechanisms translate into organizational value such as cost savings, time efficiency, or capability growth. For organizations seeking to deploy XR solutions, understanding which value type matters most for their training context is the fastest path to identifying the mechanisms that anchor ROI determinations.

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The research revealed a consistent pattern: deployment failures were often a result of **gaps in organizational preparedness** rather than shortcomings in the technology. Insufficient staffing, unclear measurement frameworks, infrastructure limitations, content misalignment, and inconsistent implementation processes often prevented organizations from realizing the value immersive technologies can provide.

To address this, the report offers a practical framework for assessing readiness:

1. Identifying likely ROI pathways.
2. Evaluating deployment conditions before an organization commits to full implementation.
3. Developing industry benchmarks and evaluation standards
4. Deploying practitioner surveys to support long-term market maturity.

In short, *Developing and Testing Return on Investment Framework for Extended Reality Training Technologies* advocates for ongoing research tools like practitioner surveys and industry benchmarks to support market development.

Contact XRA at info@xra.org to receive a copy of the full report.