

Sofema Online Client Journey Explained – February 2026

Introduction

Sofema Online (SOL) www.sofemaonline.com – Online Regulatory & Vocational Training through our Learning Management System (LMS)

For Additional Information - Sofema Aviation Services (SAS) www.sassofia.com Classroom and Webinar – Instructor Delivered

- Note - In 2026 – 90% of activity is Online through www.sofemaonline.com

The Sofema Online (SOL) "client journey" varies depending on whether the client is an individual professional or a corporate organization.

Here are three typical examples of client journeys, detailing the touchpoints from first contact to certification:

The Individual Professional (The Self-Service Journey)

This journey is common for aviation professionals seeking a specific regulatory course (e.g., Human Factors, EASA Part 145) to maintain compliance or update their records.

- **Getting in Touch:** The client typically finds SOL through a web search, social media (LinkedIn), or the "SOL Plus" loyalty program. Initial contact is usually passive browsing the website catalog of 525+ courses.
- **Application:** The user clicks "Register" in the top right corner of www.sofemaonline.com. They must provide their full name exactly as it should appear on the certificate. An activation email is sent to verify the account.
- **Payment:** For individuals, payment is made upfront at checkout. They add the course to their cart and pay via PayPal or Credit/Debit Card. Enrollment is automatic upon payment completion.
- **On the Platform:** The user sees a Personal Dashboard. They can access the course material (slides, often with voice-over) and a "resume" feature that remembers where they last stopped.
- **Completion & Certification:** After studying, the client takes an online exam (usually requiring 75% to pass). They have three attempts. Once passed, a PDF certificate is generated automatically, which they can download and print immediately.

The Corporate Partner (The "Enroll Now – Pay Later" Journey)

This journey is for companies that need to train multiple staff members and want to streamline administration.

- **Getting in Touch:** The company contact usually emails team@sassofia.com to inquire about the Privileged Training Partner (PTP) program or group discounts.

Note the PTP Program provides a range of benefits and is a pre-requisite for ENPL however for Corporate Freedom Pass (CFP) PTP Membership is optional but highly beneficial

- **Application:** The company typically signs a PTP agreement. A "Company Account Manager" is nominated and provided with a Corporate User Account.
- **Payment:** For the "Enroll Now – Pay Later" (ENPL) model. The company does not pay at the time of enrollment. Instead, they receive a consolidated monthly invoice for all enrollments made that month. Payment is typically due within 30 days via bank transfer.

Corporate Clients – Corporate Freedom Pass

- The Client chooses a number of concurrent licenses (for example CFP 5 – CFP 7 – CFP 10 & CFP 15.) and can then self-enroll delegates who once they complete the training can then access the certificate. Thereafter to enroll additional delegates without restriction – This level of activity can bring the access cost below 4 Euro / Delegate Training Day.
- **On the Platform:** The Account Manager sees an Administrative Dashboard. They can enroll employees directly without going through a checkout process for each person. They can monitor the real-time progress of their team, see exam scores, and download certificates for all staff.
- **Certification:** Employees follow the same study/exam process as individuals, but the certificates are also accessible by the employer for compliance records.

The Career Advancement Path (The Freedom Pass/Diploma Journey)

This is for clients committed to long-term professional development, such as completing an EASA Part 145 Safety Management System Diploma.

- **Getting in Touch:** Often starts with a consultation via email or live chat to determine which Learning Path Diploma or Freedom Pass (unlimited access for a year) fits their career goals.
- **Freedom Pass:** Often involves a single annual payment or a monthly subscription model (with a minimum 6 or 12-month commitment and associated access.).

Individual Packages & Diploma's

- **Application:** Similar to the individual Freedom Pass journey, but they select a "Package" or "Diploma" which includes 10–15 courses bundled together.

- **Payment: * Diplomas:** Usually paid upfront via the website or pro-forma invoice for bank transfer.
- **On the Platform:** The user sees a structured list of all courses within their diploma. They have a longer access period (15 months for Diplomas vs. 9 months for single courses).
- **Completion & Certification:** The client must pass the exams for every course in the package.

Summary of Key Features Seen in the Platform

- **LMS Navigation:** A modern, intuitive interface (with a major update rollout scheduled for March 2026).
- **Course Content:** Interactive slides, technical documents, and sometimes "sample courses" for those who want to try before buying.
- **Post-Exam Access:** As of 2024, clients can still access course materials even after passing the exam to refresh their knowledge.
- **Support:** A dedicated LinkedIn User Group and a forum for student questions.

Example Client Journey Feedback

Journey 1: The Individual Professional

Focus: Ease of enrollment, personal dashboard utility, and immediate certification.

- **On the User Experience:** > "I gained clarity on why organizations should consistently optimize every aspect of their operation... contents in the slide are very well aligned to my expectations." — *Emily Manduku, Flight Operations Inspector.*
- **On Self-Paced Learning:**

"The course activities significantly improved my working experience... learning from different perspectives was beneficial." — *Individual Delegate, 2025.*

- **On the Support Forum:**

"If any questions occur during the studying process, our experienced trainers would be happy to support you [via the] LinkedIn User Group." — *Verified SOL User Guide Testimonial.*

Journey 2: The Corporate Partner (ENPL/PTP)

Focus: Administrative ease, "Enroll Now – Pay Later," and the Corporate Freedom Pass.

- **On the PTP Program Value:**

"After reviewing multiple providers, Sofema was the clear winner. Their portfolio is outstanding, the **Corporate Freedom Pass** is a very attractive, competitive package, and their customer service is excellent!" — *Salmi Salleh, HR Executive.*

- **On Global Acceptance & Compliance:**

"Sofema presented itself as a true one-stop shop. It's user-friendly, highly valuable for an organization our size, and we've even recommended it to our regulators." — *Derricia Salazar, Quality Assurance Manager.*

- **On Reducing Administrative "Pain":**

"I would recommend Sofema to any aviation organisation looking for a training partner to help **take away the pain of meeting regulatory obligations** and developing their people." — *Ljubiša Jokic, MCC Manager & Head of Training Center.*

Journey 3: The Career Advancement Path

Focus: Long-term commitment, Diplomas, and the Freedom Pass.

- **On Career Impact (Diplomas):**

"This Diploma has armed me to raw in the field with an open-minded approach... and create a positive impact on those who wish to take this path as a life career." — *Juma Kenneth, Aviation Professional.*

- **On Confidence & Skill Building:**

"The Diploma provided me with real experience outcomes and in-depth knowledge highlighting key business areas that **foster my confidence** and eliminate flaws in handling different tasks." — *Murtadha Hussein, Aviation Professional.*

- **On the "Freedom Pass" Versatility:**

"The 6-Month Individual Freedom Pass is recommended as the best overall value... A highly motivated individual can easily complete the CAMO Diploma, the Advanced CAMO Diploma, and several other major training packages." — *ARTSA Program Review, 2025.*

Actual Platform Feature Feedback

Focus: Practicality of the LMS and course content.

- **On Course Content:** "A lot of practical examples transferred well into the real world and were doable." — *Delegate from Austrian Airlines (Cybersecurity Course).*
- **On Material Access:** "The real-life stories were appreciated... following the examination, all delegates will be granted access to the materials." — *Zimex Aviation Ltd (Ground Operations Training).*

- **On the Instructor's Role:** "The instructor's experience enhanced my learning experience... shared lots of personal experience." — *Trans Maldivian Airways Pvt. Ltd.*