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Uncover the
industry's best
kept secret
to learner
engagement

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Fast and Furious

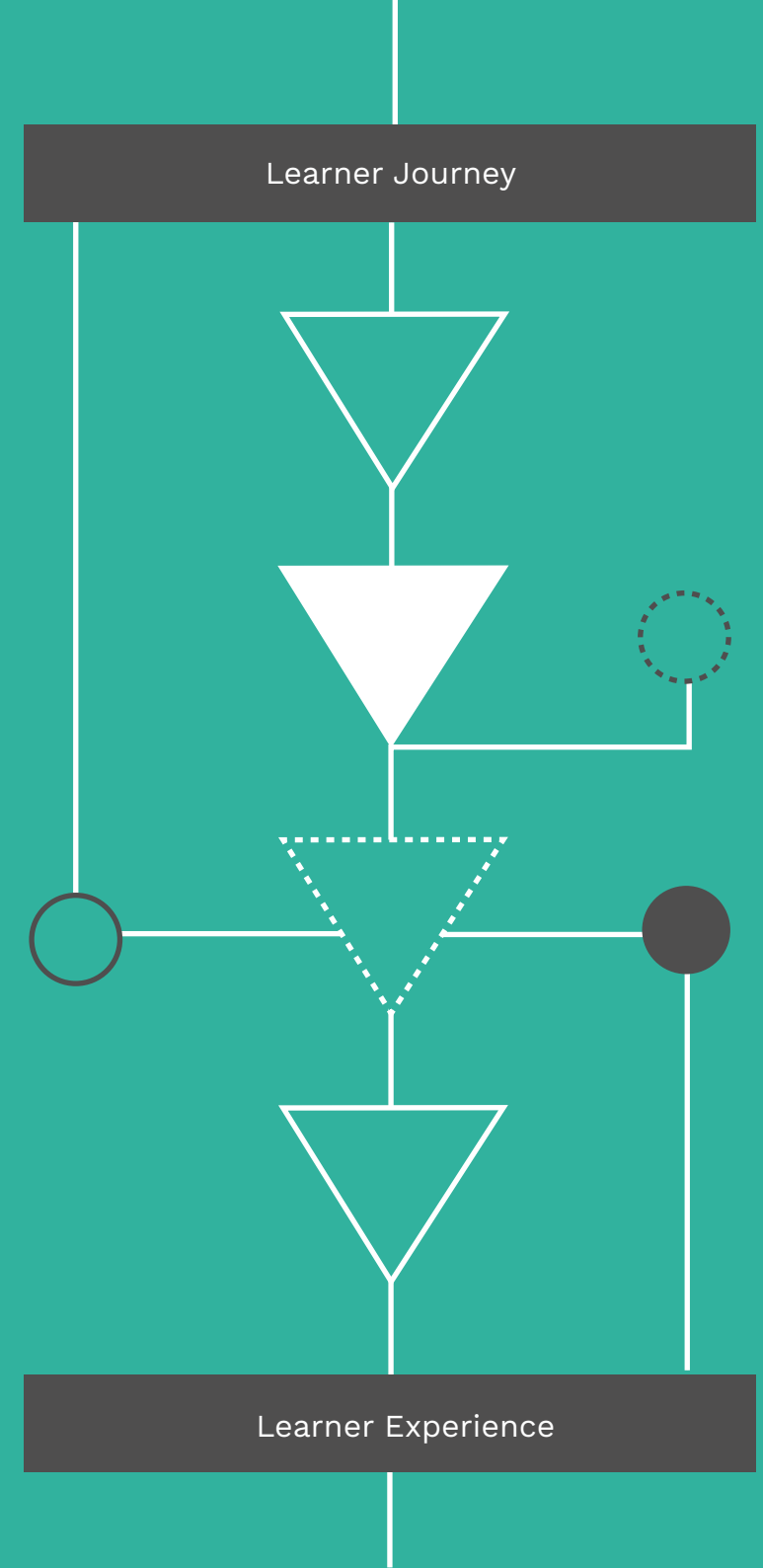
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In the last 20 years Learning Management Systems (LMS) have developed at great speed. They have become more feature rich, integrating with numerous content providers and an ever growing list of third party systems offering greater capability.

In this fast paced world of development, one of the most important aspects of an LMS, the learner experience (LX) is often overlooked.

If you've got an LMS with poor LX, it doesn't matter how many features or integrations the platform has, engagement levels will be low and return on investment limited.

In this Ebook you'll discover why a good LX is the secret to achieving great engagement levels and maximising return on learning investment.



The Experience Barrier



A great LX is fundamental to learner engagement but what exactly is it?

In simple terms, LX is the experience that a learner has when they interact with an LMS.

To boil that down to its purist form, this means how easy it is for a learner to complete a task. This could be anything from reviewing learning progress, starting or booking a course.

If your learners can complete their tasks quickly and easily, there will be a subtle sense of delight as they realise it was actually a very painless process.

If your learners find your LMS a delight to use then they will be happier to re-engage with it and regularly return for more learning.



83% say a seamless experience across all devices is very important ¹

95% of people agreed with the statement "good user experience just makes sense" ²

88% of users would not return because they are disappointed and frustrated with your site ³

User experience is one of the most critical drivers behind systems change 44% see this as a critical driver– the highest rating of any of the drivers behind changing systems ⁴



Lost trust, credibility and getting all the blame.

There are many LMS solutions with a poor LX experience and learners find it hard to complete tasks.

An example could be a simple mandatory training course but the learner can't find the course. When they do find it they can't figure out how to access and complete it.

These types of experience result in learners quickly losing trust in an LMS and it rapidly loses credibility.

If learners are struggling to use the system then there are potentially thousands of hours lost every day as users try, but fail to find and access courses. This has a hugely detrimental impact on the operational inefficiency of an organisation and adversely affects learning return on investment.



Learner Reality



The Learner Perspective



As a learning & development (L&D) leader you will most likely be set a challenging objective such as ‘creating a culture of continuous learning and development in line with strategic business plans’.

That’s no easy task and like most L&D professionals you’ll look to an LMS to support achieving that goal.

All too often, LMS solutions support L&D objectives, but not enough thought has been given to learner experience.

Whilst you want an LMS that helps you to achieve your L&D goals, employees want a system that will help them to do their job as efficiently as possible. Particularly when it comes to work-based training,

they just want to be able to complete tasks as quickly and as easily as possible so they can get back to their day job.

If the basics can’t be delivered through your chosen LMS to the entire learner population then ‘creating a culture of continuous learning’ will become much harder, if not impossible to deliver.

Putting yourself in your learners’ shoes is essential to deliver a learner-centric experience.

If your learners find the LMS easy to use and can complete tasks, anywhere, anytime and on a device of their choice, then you have a much greater chance of getting them to re-engage.



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97%

of respondents cite “ease of use”
as the main factor in selecting
enterprise applications

6

71%

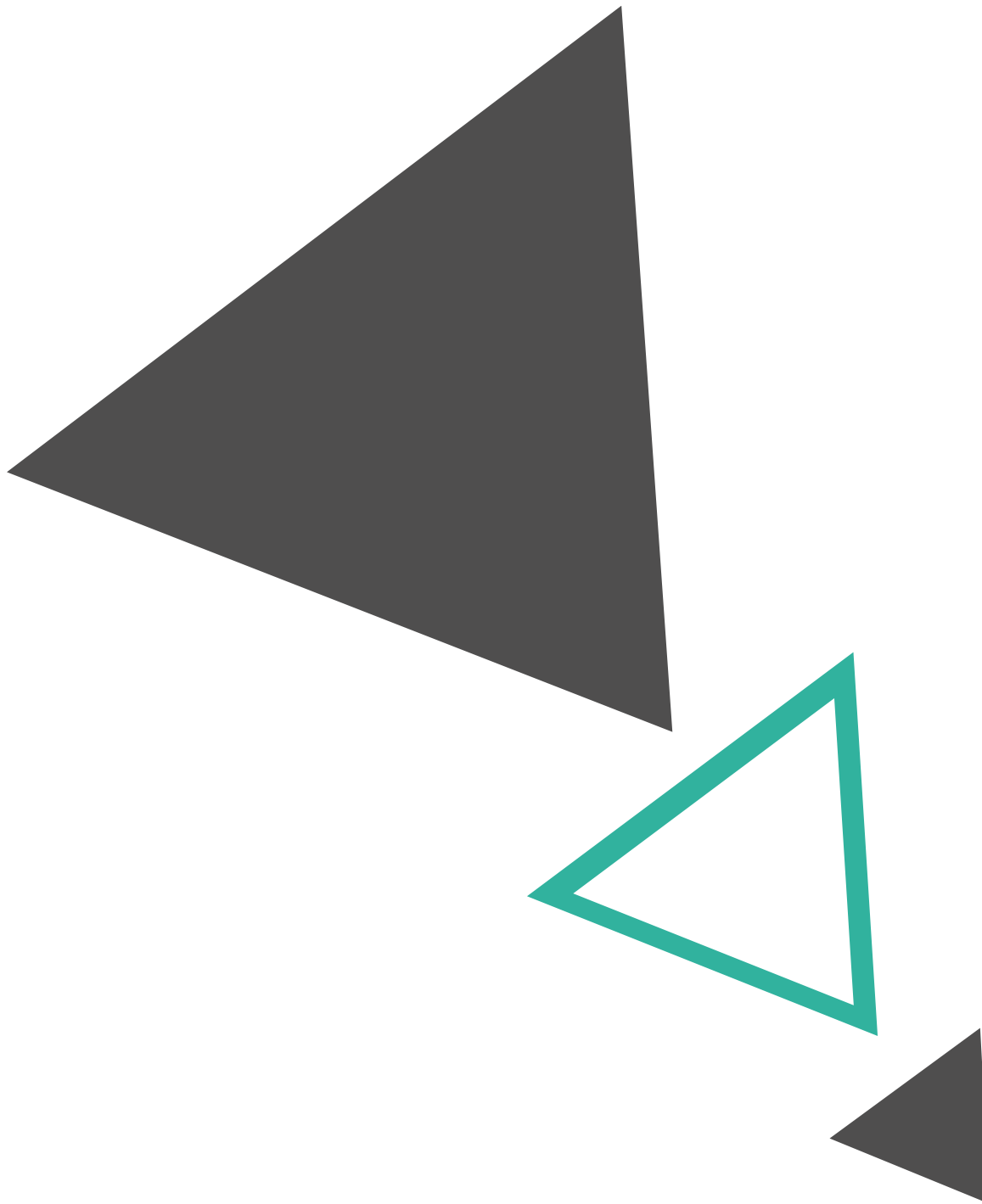
of publishers say well-formed
mobile content boost engagement

7

48%

of users say they feel frustrated
and annoyed when on sites that
are poorly optimised

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**Boost
your
Learner
Engagement** +



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The secret to great learner engagement

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There's a good reason why LX is the learning industry's best kept secret to engagement because many software providers don't have a dedicated LX team and their product offering actually delivers a below par experience, let alone an exceptional one.

Delivering an exceptional learner experience and driving learner engagement is not easy. It requires an LMS provider who responds to change in how its software looks, feels and functions.

A big part of delivering a great LX is to make sure any task is simple to complete. This doesn't mean that the tasks themselves have been simplified. It means the user experience and user interface designers have worked hard to make things easy.

+ Unlocking Learner Potential +

A great LX removes all the barriers to accessing learning, making things as easy as possible, allowing learners to explore more than their mandatory training.

It's the sum of all these parts that delivers an LMS experience that learners will enjoy, trust and see as a credible solution that will help them in their role and support their development.

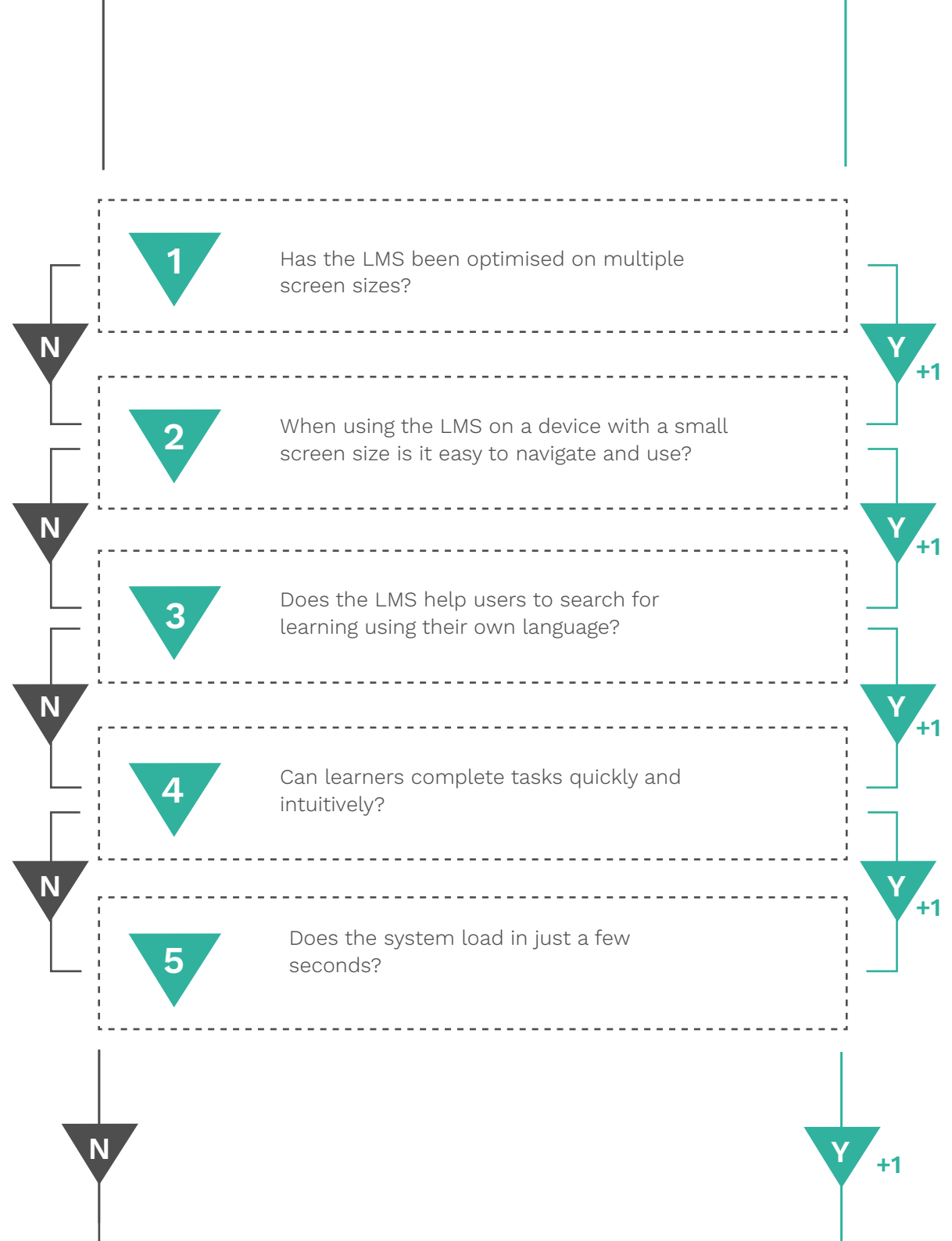
A brilliant learner experience underpins all your learning and development objectives. It's the experience that will get your learners onside and embracing your e-learning plans and it's a great learner experience that is the key to driving repeat engagement and achieving a culture of continuous learning and development.

So the next time you're considering investing in a new LMS system don't forget to think about your learners and the experience the LMS will deliver to them. Even better why not ask your preferred LMS vendor if they'll come to site and conduct usability testing with your learner population to ensure the LMS is as easy to use?

It's important that you have complete confidence that your chosen LMS will support your learners and deliver an exceptional experience. This is fundamental to wider L&D business objectives as you will require your learners to want to continually re-engage with the LMS to develop. If your learners can't use the LMS, you will struggle to achieve your learning objectives.



+ 9 Questions To Help You Evaluate Learner Experience +



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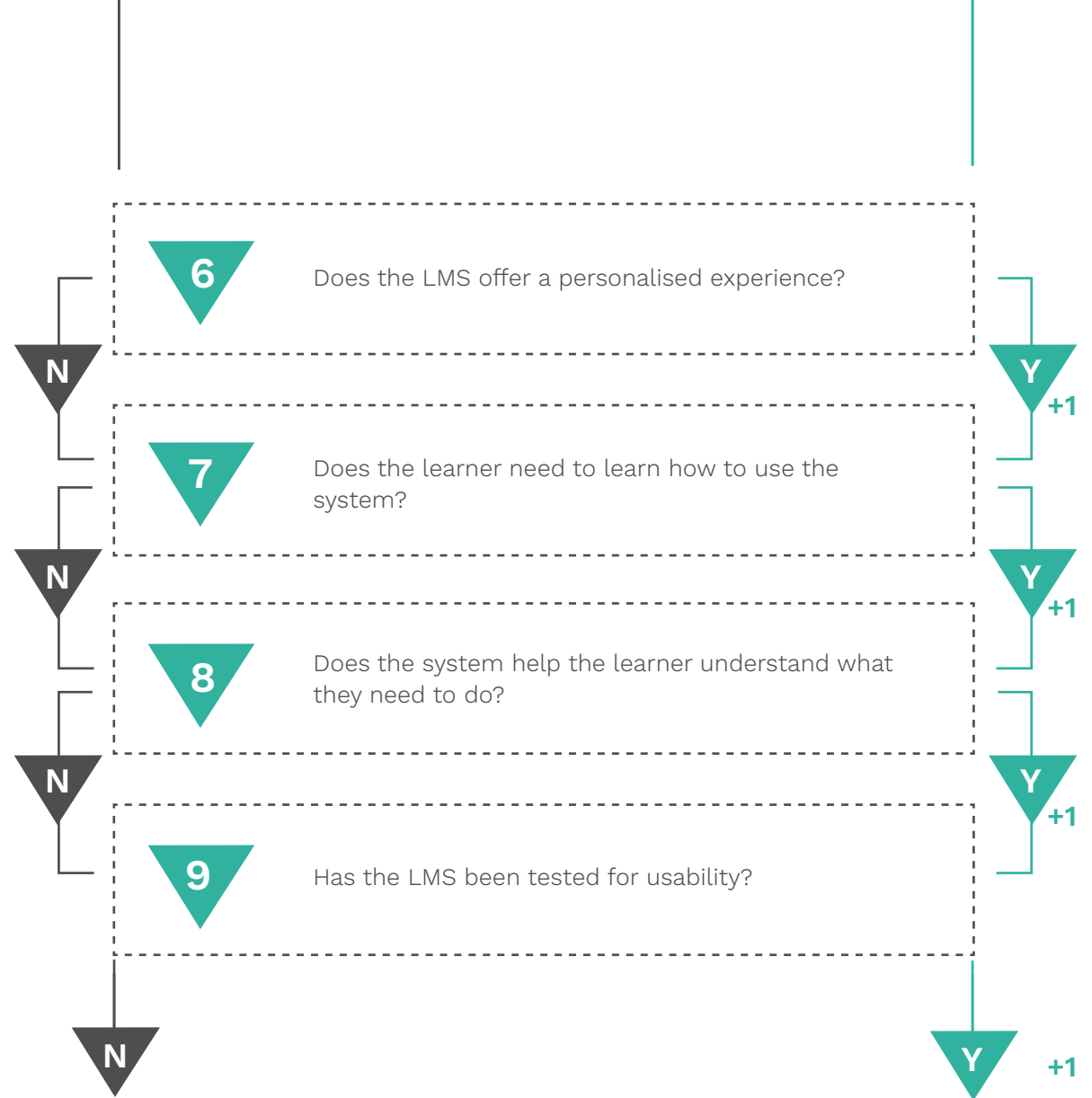
Scoring

5 and below there's room to improve your learner's experience

6 and above your LMS will most likely deliver a satisfactory learner experience

8-9 Your LMS will most likely deliver a great learner experience

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