Choose the right learning suite to grow your people and business

docebo®

Contents

Ever wondered what makes a learning suite so sweet? Here's the answer:

Many learning systems are just a single tool or piece of software focused on a handful of things like content publishing or user management. This is like an artist carrying around one brush and three colors of paint; it's enough to get the job done, but it's far from comprehensive.

A learning suite is like an entire art studio, with everything you could ever need to be a professional. Oils and acrylics, canvases, tons of brushes, frames of every size, and business tools like a filing system to keep track of customers, suppliers, collaborators, and prospects.

Just like the right tools can make the difference between a starving artist and a renowned one, a great learning suite is the difference between your learning programs being 'ok' and having a measurable impact on your business and people.

So don't settle for a couple brushes and a tube of paint. Look for the features and functionality we'll cover next.

Consolidation + integration

One of the most important integrations is Salesforce. Most sales teams live in Salesforce, so leaving the platform carries a high cost in attention and revenue.

When you integrate your learning suite with Salesforce, you can embed learning experiences directly into the platform, helping your sales team learn in the flow of work. The data gets integrated too, letting you see which learning resources get used by your top performers.

Wouldn't it be awesome if Netflix, Disney+, AppleTV, Prime Video, HBO, and all the other streaming platforms merged into one service? There'd only be one bill to pay and one place to go when you wanted to watch something.

Corporate learning is the same. You don't want to have to jump between lots of different systems; you want one tool that covers the entire learning lifecycle, from content creation to program delivery to measuring learning's impact on your business.

This means you should look for a platform that does everything you need, as well as one that seamlessly integrates with your existing systems, like Salesforce, Zoom, Shopify, Teams, and hundreds of others. Some of these integrations are simple, like connecting your LMS to your calendar. But once you've experienced how much they simplify day-to-day tasks, you'll never look back. After all, context switching is the death of productivity.
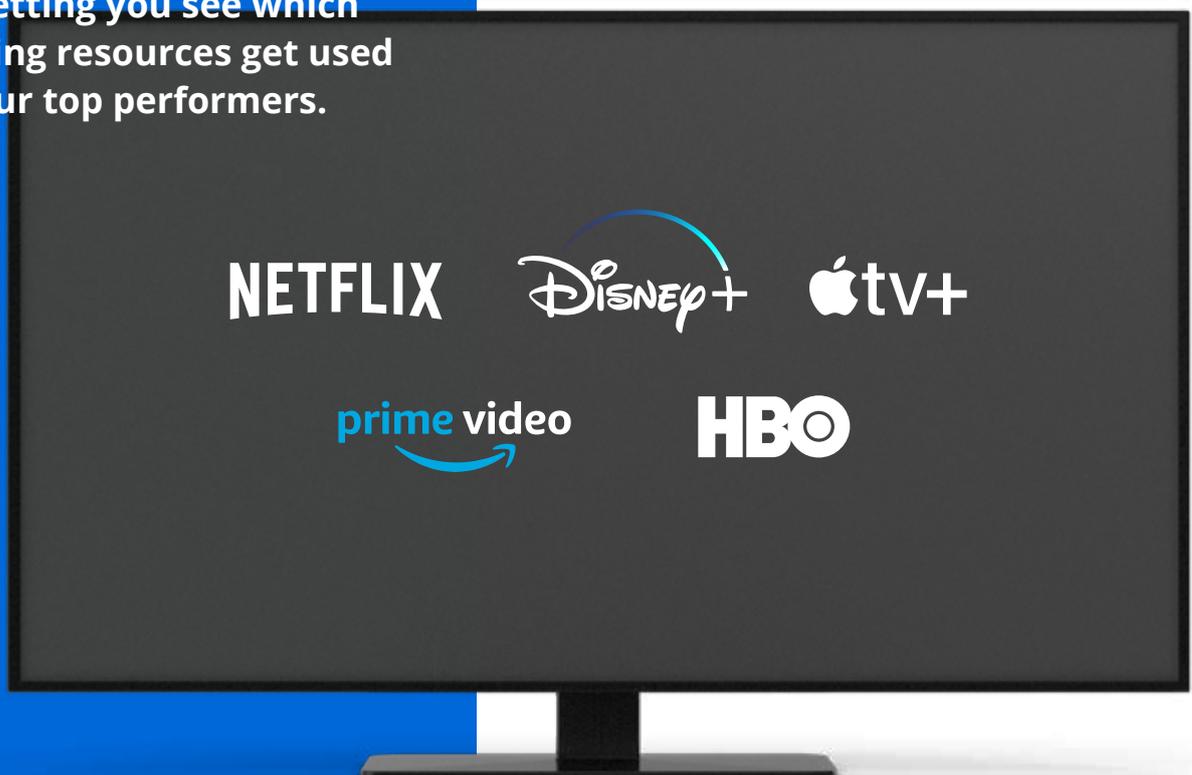
Only 10% of learning happens in formal situations like instructor-led courses. The rest happens organically, on-the-job and through interactions with colleagues.

Think about it: In your own life, what do you do when you want to learn something new?

Social learning

1 **ASK A FRIEND OR COLLEAGUE**

2 **LOOK FOR A VIDEO TUTORIAL** *USUALLY ON YOUTUBE*

3 **ENROLL IN A FORMAL COURSE**

GAMIFICATION

Gamification builds on social learning, adding an extra layer of engagement. It makes learning fun and encourages people through points, badges, leaderboards, and achievements. Many platforms even let you share these badges on LinkedIn.

You can also use challenges, leaderboards, and rewards to create some friendly competition, which can take engagement and user experience to the next level.

Usually #1 or #2, right? This is why social learning is so effective: It empowers people to learn the way they want. A great learning suite lets users upload their own content on the topics they're experts on, all while learning from others and being part of a community. Just like YouTube.

Social features like 'Ask-an-expert' help your audiences learn from their most successful peers, rather than from a generic course. This is incredibly useful, and it strengthens the social bonds between teams.

Personalization and automation are two HUGE opportunities for any business. They save time and money and they create better experiences for everyone—including the busy admins who get to skip repetitive, manual tasks.

AI-powered personalization and automation

It's easy to be a victim of inertia, especially with self-directed learning. There are so many things you could learn. How are you ever supposed to choose?

But think about how Spotify does it: You never feel like you're working to discover new music. It just happens. The perfect suggestions get served to you, automatically. That's personalization done right.

A great learning suite does the same thing. It analyzes a person's role, behavior, and preferences, and then it serves them the perfect course to keep them excited and stimulate their growth. These recommendations are always being automatically refined by AI.

Personalization might seem simple: "Just recommend the content a person would like." But recommendation algorithms are incredibly complex and powerful.

For companies like Spotify, Facebook, Netflix, YouTube, and TikTok, the recommendation algorithm is one of their single most valuable assets. Entire teams of people work full-time to refine it.

So if you find a learning suite with AI-powered recommendations, stop and take notice.

It's hard to remember, but we used to pay every one of our bills manually, individually, every single month. It was literally the worst.

Kids these days don't know how good they have it. And it's because automation is a powerful thing. It makes your life easier without you even noticing.

You'll want to find a learning suite that uses this power. Automation can simplify repetitive tasks like user activation, registration, content tagging, enrollment…and any other activities commonly used to treat insomnia. This frees up time for the L&D team to do real, strategic work.
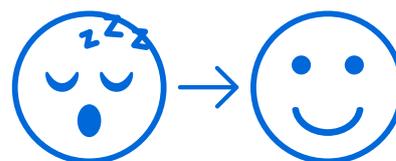
Learning isn't just for employees. A great learning suite is equipped for the fact that many organizations also train their customers and partners, and each of these audiences has different needs.

> **The cost of acquiring a new customer is between 5x and 25x higher than the cost to retain an existing customer! Customer onboarding helps your customers get more out of your product or service—and it makes them more likely to stay.**

Onboarding and learning for every audience

For example, if you charge customers or partners for training, your learning suite needs to integrate with your e-commerce solution. Similarly, if you're growing and hiring new people, automating registration and creating personalized training plans will save you time and money. You can cut costs and improve loyalty and performance.

> **New employees who complete effective onboarding are 69% more likely to remain at their company for up to three years. However, only 66% of organizations actually provide onboarding that's effective. Oof.**

For many customers, partners, and employees, onboarding will be their first impression of your organization. Your learning suite should guarantee that you're making a good one.
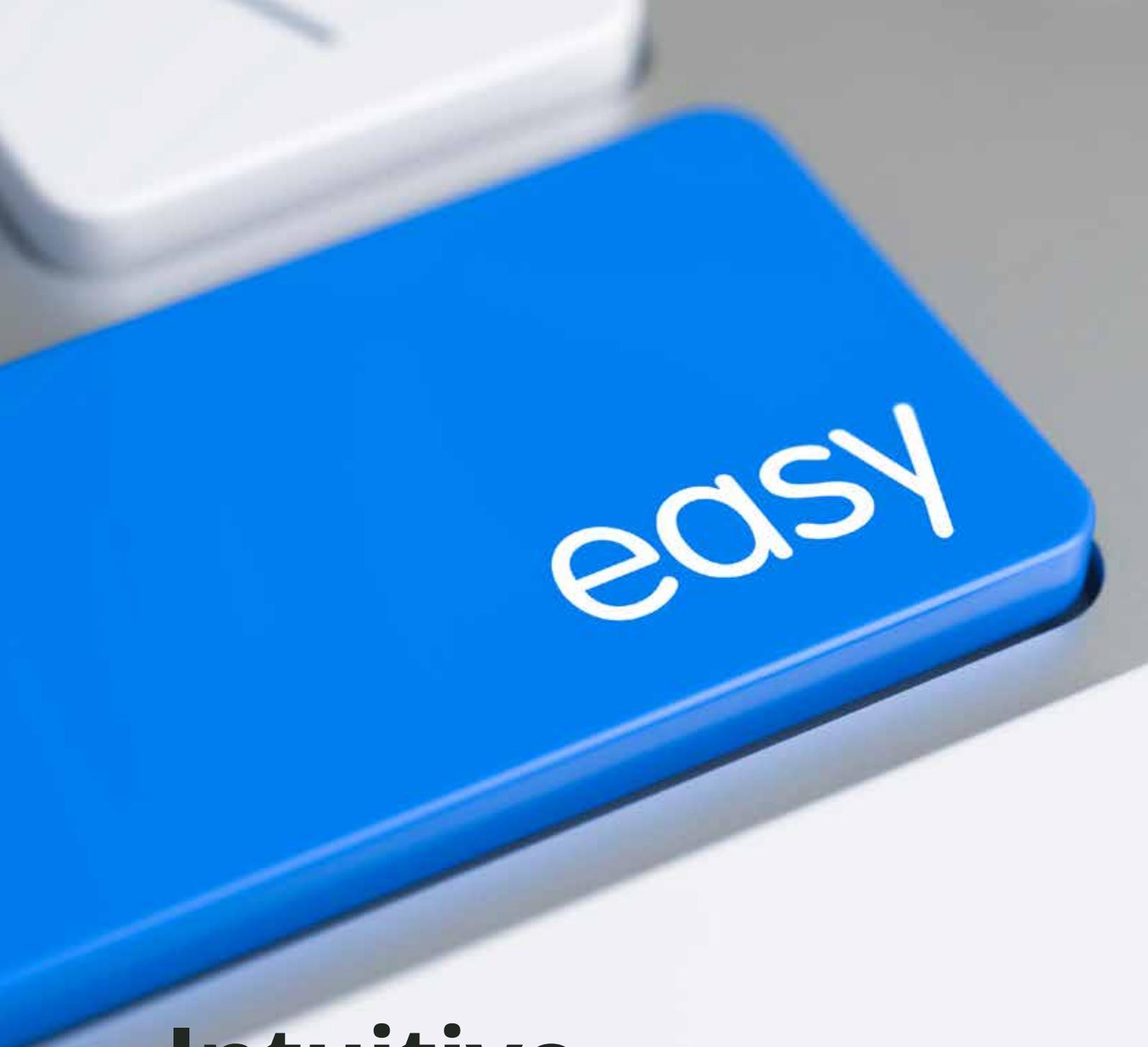
Intuitive user experience

When was the last time you filled out your taxes manually instead of using an online tool like TurboTax or H&R Block? Yeah, probably never.

Technology needs to be simple. No one ever needed a training program on how to use Netflix, and no one should need one when they try to use their learning suite. Intuitive user interfaces mean more time spent learning, which leads to faster ramp-up time and tons of efficiencies.

Learning should also feel familiar. Users shouldn't have the jarring experience of moving between different platforms and content providers. Many learning solutions let you customize (or white-label) their platform and content so that when learners sign on, they're greeted by a page that looks familiar and has the usability of platforms they're already used to.

So remember: Powerful and robust doesn't have to mean difficult and complex.

Your learning suite shouldn't just help you grow; it should grow with you.

Great learning solutions are modular, so that you can easily turn on new extensions and features as soon as you need them.

This is extra important when you consider international markets. Your learning suite should simplify domain management, translation and localization, and global payment processing for e-commerce.

Scalability and globalization

When you expand into a new market, your learning should be along for the ride.

This is a big one. Ready? It should be easy for L&D teams to prove their programs are effective. Here it is, one more time: It should be easy for L&D teams to prove their programs are effective.

So why is good data so hard to come by?

Any competent learning suite must be able to prove its own ROI. It shouldn't take a data scientist to determine if your learning program is good for the business. Anyone should be able to tell, at-a-glance, how much learning is contributing to revenue, reducing training costs, and improving retention.

Measurement and reporting

Here are just a few of the metrics a solid learning suite should provide:

Course completions

Time to first sale

Most viewed materials

Reduction in customer support calls

Improved retention

Test/ assessment scores

E-commerce transaction data

User activity reports

Audit trail reports

Gamification reports (e.g., badges and contests)

External training activity reports

Top experts by answer quality

Mobile learning and responsive design

. Why would learning be any different?

Simply put, learners are more likely to engage if they can do it on-the-go. This means that your learning materials need to be available through a responsive, mobile experience.

Off-the-shelf content

It can take dozens of hours and thousands of dollars to produce a single hour of e-learning content. So with so many resources out there, why invest in reinventing something that already exists?

Great learning suites offer off-the-shelf content, sourced from the best e-learning providers from around the world. This catalog grows and evolves automatically, so your learners always have access to the most relevant and in-demand training around.

Make the right choice

There are a ton of important features and functions available in different learning suites. And the right one for you ultimately depends on your specific needs. It's a boring answer, but it's true. The important thing is to make sure that whatever learning suite you're using, it's helping your business in the following ways:

- ✔ **Improving employee retention and engagement**

- ✔ **Increasing customer loyalty and NPS**

- ✔ **Growing revenue (by improving sales and customer satisfaction)**

- ✔ **Saving time and automating dull, manual tasks**

- ✔ **Proving the value your L&D team brings with powerful and relevant data**

Of course, whatever your needs, there's one suite you should consider first:

Docebo is the world's best learning suite. We have literally every feature described in this ebook, and we can implement it easily into your business. Our learning suite is incredibly powerful and advanced, but it's also simple and easy to use.

Thousands of amazing companies love learning with Docebo, and we think you will too. So try us out for free. You won't believe how quickly you see a positive impact from leveling up your learning.

Request a demo of Docebo's learning suite to see how it can help elevate L&D.

Get a demo

docebo®