



LMS Customer Satisfaction 2007

*Industry Analysis of the Customer Experience
with Learning Management Systems*

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About This Study

We published our first LMS Customer Satisfaction report in 2005. This report is the second in our series. In this section, we explain the goals and methodology of the study. We think it is very important for readers to understand the motivation for the study in order to get the most from the results.

The Need for Customer Satisfaction Information



KEY POINT

Approximately 40 percent of U.S. businesses are using an LMS; among large enterprises, this figure nearly doubles.

The learning management systems (LMS) market is in a phase of early maturity. Approximately 40 percent of U.S. businesses are using an LMS¹; among large enterprises, this figure nearly doubles. While many small and midsize companies are selecting their first LMS, a significant number of large enterprises are consolidating disparate systems.

Whether selecting a departmental LMS or enterprise-wide system, customers face a dizzying array of vendors and implementation options. How can organizations select the right solution?

One of the most valuable sources of information is customer satisfaction data. Customer satisfaction information has been proven to be one of the most valuable ways buyers can evaluate vendors. For vendors, such information is vital to their business planning by helping them to focus on the appropriate product and service improvements, and new offerings.

It is in this environment that we set out to do our second study of LMS customer satisfaction. The results are a detailed, unbiased and actionable² understanding of the marketplace.

¹ For more information, *The Corporate Learning Factbook® 2007: Statistics, Benchmarks and Analysis of the U.S. Corporate Training Market*, Bersin & Associates / Karen O'Leonard, February 2007. Available to research members at www.elearningresearch.com or for purchase at www.bersin.com/factbook.

² "Actionable information" provides data that can be used to make specific business decisions. Actionable information is specific, consistent and credible.

Not a Contest or Ranking

Despite the natural tendency to ask, “Which vendor won?” – we want to emphasize that there are no “winners” or “losers.” There is no “best” learning management system and there is no “worst” LMS; each has its particular strengths and weaknesses. We provide results for a number of different ratings categories, including:

- Ease of use;
- Ease of ownership;
- Content and systems integration; and,
- Vendor service and support.

Moreover, the “perfect” LMS for one company may be entirely unsuitable for another company since different customers have different requirements. Therefore, we provide analyses based on customer needs, such as the:

- Type of implementation (hosted versus installed);
- Size and complexity of the implementation; and,
- Annual cost³ to operate the system.

These analyses are designed to present results in a way that buyers and vendors can use.



KEY POINT

The “perfect” LMS for one company may be entirely unsuitable for another company since different customers have different requirements.

Study Methodology

This study was performed as an independent and unbiased project by Bersin & Associates, with participation from 13 LMS vendors. No vendor contributed any funding; the project was fully funded by us. The following outlines the process.

- In early November 2006, Bersin & Associates and a third-party market research firm emailed invitations to more than 1,500 individuals to participate in a web-based satisfaction survey. The vast majority of the contacts were provided by the LMS vendors; a small number were

³ “Annual cost” includes any license, hosting, service and support, and upgrade fees incurred in the operation and maintenance of the system.