



In partnership with



GUIDE TO BUILDING THE PERFECT LMS FOR YOUR ORGANIZATION

**TEAM LEAD, PROFESSIONAL
& PROJECT SERVICES, CCDHB**

We are living - and working - in unprecedented times. Never before has the working world changed so much in so little time.

As Microsoft's CEO Satya Nadella memorably stated: "We've seen two years' worth of digital transformation in two months."

While predicting what will happen from one week to the next is proving nigh-on impossible, one thing we can be certain of is continuing change and further transformation.

We are already seeing the traditional 9-5 working day being replaced by a more diverse and flexible workforce comprising remote employees, freelancers, casual workers and people with multiple jobs. With the rise of the gig economy and the use of zero-hour contracts, organizations around the world are suddenly facing a very different type of work environment.



This poses several challenges for organizations. On top of practical, job-related concerns, there is also the issue of learning - and now it's not just a case of training people to do their jobs, but training them to do their jobs differently, and to be flexible and adaptable as the world continues to change.

So what does this look like? We're already seeing a shift towards social learning, collaborative technologies and remote delivery of learning and communications. This brings both challenges and opportunities for learning professionals trying to support their people. Crucially, getting your learning management system right can spell the difference between success and failing to thrive in the new learning world.



THE LEARNING CHALLENGES **FACING ORGANIZATIONS TODAY**

In times of such rapid and unprecedented change, organizations must be quick to adapt or risk extinction. These turbulent times are having a massive impact on organizations of all sizes and structures across all sectors - from retailers adapting to online purchasing patterns to healthcare organizations seeking to support a growing array of complex health conditions.

Over the years, Totara has been used to address virtually every learning challenge going. Some of the recurring learning and development challenges faced by organizations worldwide include:

- Regulatory compliance
- Rapid onboarding and orientation of new employees
- Comprehensive product knowledge and sales training
- Training and performance support for new systems, operating procedures and workflows
- Culture change initiatives and leadership development
- Learning in the flow of work
- Adaptive learning experiences to meet diverse needs
- Reducing the cost of learning delivery and raising the effectiveness of learning transfer
- Boosting engagement rates with learning and development opportunities
- Extending learning support outside the organization to meet the needs of resellers, contractors and even customers
- Bringing global workforces together



Of course, any one of these challenges is daunting enough on its own, but organizations are often facing several of these challenges at once. In all instances having the right technology infrastructure in place is essential. Now, there are hundreds of learning management systems on the market, but finding one that matches your needs is another challenge in itself. So when you're faced with a "shopping list" of technical and learning requirements and so many potential solutions, where do you start?

THE LMS FITTING ROOM

Virtually everyone knows the feeling of trying on an item of off-the-rack clothing in a store and thinking *"It fits fine, but it's not perfect."* Maybe the sleeves are a little too long, or it's a bit tight across the shoulders, or the waist is too big. Then we're left with several options: we put it back and walk away, we buy it and hope someone can tailor it to fit us better or we buy it and attempt our own workarounds - maybe it'll look better with a belt? Maybe you can roll the hems up?

But none of these "fixes" are ideal. Walking away leaves us without the item, giving a pre-made item to a tailor can be incredibly expensive and they may struggle to work with the existing garment, and our own quick-fixes are usually temporary, and don't allow us to get the most out of the item - when you take that belt off, it's still an ill-fitting garment.



So what's the alternative?

Opting for a tailored garment straight off the bat ensures that you're getting something that is constructed to fit you. The tailor will have full access to the pattern, and the expertise to know how to turn your requirements into a piece that fits perfectly.

It's the same with learning management systems. While you may opt for an off-the-shelf, proprietary solution, it will very rarely suit all of your needs straight out of the box. This means that you have to change your processes or learning program to make it fit the technology, or you commission expensive customizations - which may not even be an option with closed, proprietary software.

More than ever, it's important to prioritize flexibility, and an LMS that can be adapted to fit your content, audience, organizational structure and, well, anything else that is required to meet your specific business needs.

WHAT DO ORGANIZATIONS LOOK FOR IN AN LMS?

Over the years, [Totara has collected hundreds of customer stories](#), and we've spotted some common themes in the reasons organizations give for seeking a new LMS.

The need to upscale rapidly is a huge priority for many organizations. Those on legacy systems either organically outgrow their existing LMS, or a change such as a merger or acquisition means that they suddenly need to find a way to support thousands more learners.





Larger organizations in particular tend to have complex learning requirements, requiring custom solutions. An off-the-shelf, proprietary LMS is unlikely to have the flexibility they need to create a suitable solution, and having grappled with workarounds and painstaking adaptations, these organizations are ready to find a system that can be easily customized to their needs.

91%
of organizations use at least
one LMS. 8% use more than three.¹

Changes in learning strategy are another significant driver. Switching from face-to-face training, implementing e-learning for the first time, or even introducing a formal learning program for the first time are all important reasons to procure an LMS. Or, for organizations who are already experienced in online learning delivery, they may realize that their needs have outgrown the traditional, course-focused LMS, and they need a system to support videos, webinars, gamification, social learning and more.

For many businesses, the need to extend learning outside their own organization drives the need for a new LMS. An extended enterprise LMS may be used by franchisees, freelancers, casual workers, vendors, partner organizations

or even the general public, which brings with it a whole host of new requirements, including the ability to rapidly upscale, the ability to separate learners into separate groups and audiences and increased security and data protection.

The LMS is also being adopted in the developing world, which often brings with it practical challenges around technology and connectivity. Delivering content to learners in poorly connected areas or those with unstable internet connections can be tricky, so this requires learning management systems with the flexibility to support offline access to learning and the ability to save progress and activity completions until it is possible to send the data back to the central system.

¹ Learning Technology 2019, Brandon Hall Group



WHAT LMS CHALLENGES DO REAL ORGANIZATIONS FACE?

The American Society of Anesthesiologists (ASA) needed a way to support anesthesiologists in obtaining the medical certifications needed to maintain their license to practice medicine. With multiple specialties in anesthesiology and differing rules by state, ASA members needed a way to easily stay up to date with their latest certifications.

ASA needed a way to maximize access to learning for its members, along with supporting easy organization of certifications according to specialty, state and the learners' rules. They also needed to fit learning around anesthesiologists' busy schedules (they often work 12-16 hour days), as well as needing to accommodate restricted networks and poor mobile signal in hospitals.



[Read customer story →](#)

Yamaha Motor Europe was using spreadsheets and a simple LMS to manage all of their learners and content. While this LMS fulfilled their needs initially, it was lagging behind the rest of the market and Yamaha's own needs.

Separately, they also needed a way to synchronize and centralize all of the training content itself. Yamaha's products are the same in each country, but the same content was often being produced multiple times for different countries, leading to a massive duplication of efforts. Moving all training development to a single central platform would enable Yamaha to save time and money, and create a consistent, multi-language learning experience across Europe.



[Read customer story →](#)





INFLEXIBLE EXPENSIVE

UNATTRACTIVE COMPLICATED

OUTDATED BORING RIGID

LIMITING BUSY RESTRICTIVE

INACCESSIBLE INEFFICIENT

POOR CONNECTIVITY

HOW DO WE SOLVE THESE CHALLENGES WITH AN LMS?

Questions to ask before choosing your next LMS

Choosing a new LMS is undeniably an intimidating prospect for many organizations. It's easy to see why so many L&D teams get fatigued by the process and simply opt for a system that's "good enough." But "good enough" generally means a whole lot of compromise, and shoehorning learning requirements into an LMS that isn't fit for purpose.

And of course, the system itself is only half of the story. It's also essential that you select the right LMS partner to help you get it up and running. Feel free to shop around - you will quickly find that all vendors have different specialties, collaboration styles and

areas of expertise, and what works for one organization may not work for yours.

Totara's Senior Partner Success Manager, Meredith Henson, has put together a list of essential questions to ask your vendor before making any commitments to a new LMS. These cover everything from visual design to hosting and implementation.



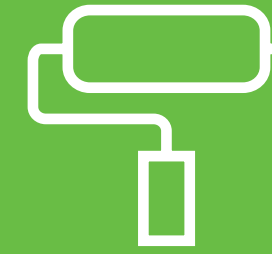


IMPLEMENTATION

When you're procuring a new LMS, you need to know how the implementation process will work. Each learning technology partner will have a different approach, so asking these questions will help you understand if they're the right fit.

- How will you gather and capture our requirements?
- What are your data protection and IT security policies?
- Do you have the resources to undertake this work?
- Can you guarantee that you can meet our milestones?
- How will we keep up to date with your progress?
- How will we migrate any existing data?
- What are your QA processes?
- How will we log and track issues we find?
- What help and technical documentation will you provide?
- What do you need from us for a successful project?
- What are our mutually agreed measures for success?

[*Find more implementation questions →*](#)



VISUAL DESIGN

The look and feel of your LMS is a vital way to cement your brand and to show your learners what they can expect from your system. Whether it's an informal, exploratory experience or a structured, formal program, these questions will help you get the visual design right.

- What does the scope for this project look like?
- How are our design requirements captured?
- Do we need to provide any design assets or will you create these?
- How many rounds of design edits are included?
- What accessibility standards will we work to?
- Which browsers and devices will be compatible with this work?
- What are your testing processes?
- Will there be a UX review?
- Will the theme or design be easy to maintain across system upgrades?

[***Find more visual design questions →***](#)





HOSTING

Hosting is an often-overlooked part of the LMS procurement and implementation process, but it's important to know where and how the LMS will be hosted. Asking these questions will help you find the right solution for your organization.

- Where will the site be hosted?
- What are the server specifications?
- What steps are in place as part of your disaster recovery process?
- What is the backup schedule?
- What type of security measures and site monitoring is in place?
- What level of availability and uptime can we expect?
- How will you support integrations and data transfer between the LMS and other systems?
- Will any security and performance testing be performed?
- What is the process and schedule around upgrades and updates?
- What type of ongoing support is provided?

Find more hosting questions [here](#) and [here](#) →



TRAINING

Even the most experienced LMS administrators and managers can benefit from training when you're launching a new LMS. Get everyone up and running as quickly as possible by ensuring you know what training opportunities are available.

- How will LMS training sessions take place?
- Will you provide dummy data for us to test the system?
- Will we need to complete any pre-training reading or activities?
- Will there be follow-up training or activities?
- What sort of training environment will be provided?
- When will training be held in the implementation process?
- Which members of our team will receive training?
- What documentation will be available?
- What equipment will we need?
- Will trainees receive certification at the end of the training?
- Will you be available for ad hoc questions if we have further questions?

Find more training questions →





SUPPORT

Securing the right level of support is essential with any new LMS. Whether it's technical issues, customization requests or bugs, these questions will help you figure out what level of support you need to keep your LMS running smoothly.

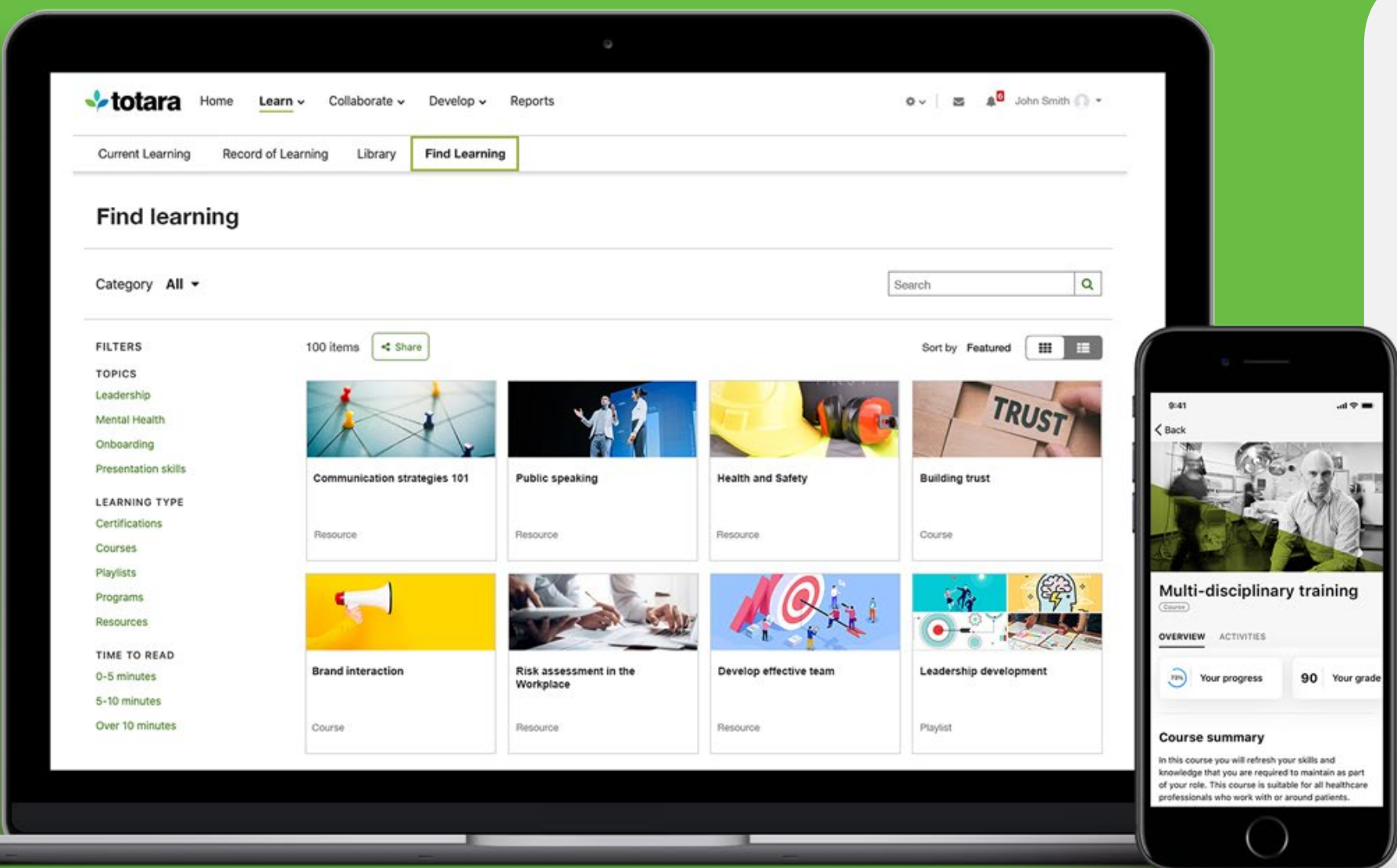
- Will there be a one-off cost or will we pay on a case-by-case basis?
- Is there a limit on the number of support requests we can make?
- Will we receive support over the phone, via email or via online chat?
- What is the scope of our support package?
- Can we change our support package partway through the contract?
- What level of service will you guarantee?
- Will support be available in business hours only or 24/7?
- How can we track support requests?

Find more support questions →



What does an LMS solution look like?

The traditional LMS often consisted of nothing more than a series of “click next” e-learning. But in reality, the modern LMS consists of so much more. Some of the features and functionality you might find in an LMS like Totara Learn include:



- [Catalog management](#)
- [Audience management](#)
- [Gamification](#)
- [Course management](#)
- Globalization
- [Social and collaborative learning](#)
- [Team management](#)
- Survey and evaluation
- [Compliance management](#)
- [Competency frameworks](#)
- [Position and organization structures](#)
- [Adaptive learning](#)
- [Quizzes and assessments](#)
- [Custom reporting](#)
- [Learning plans](#)
- E-learning and multimedia support
- Open Badges and certificates
- [Offline and virtual event management](#)
- Customizable notifications
- [GDPR compliance](#)
- Extended enterprise support
- [Personalization](#)
- Custom branding and design
- Mobile app support

ADAPTABILITY **REIGNS**

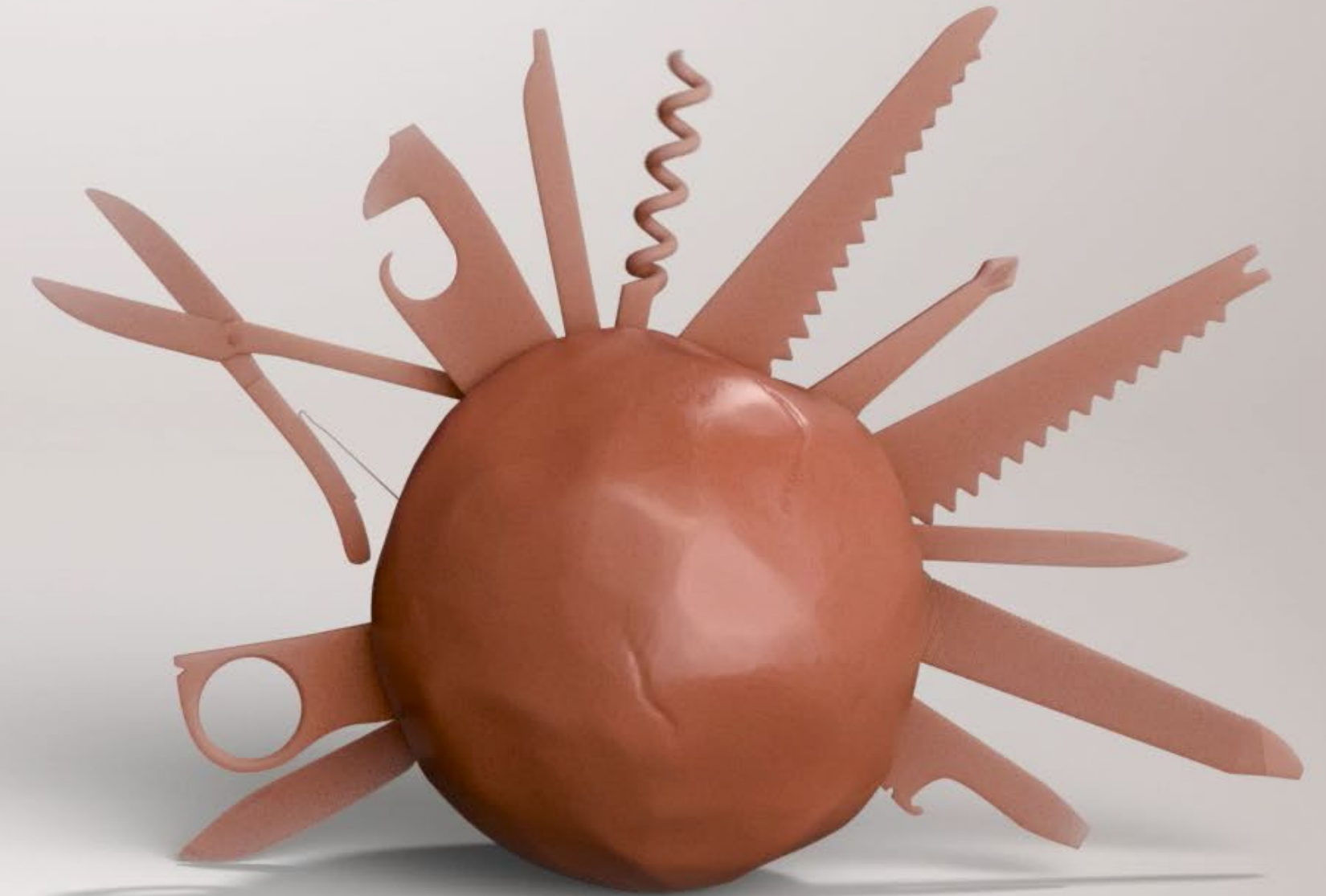
Many organizations make the error of entering into a “feature shootout” between learning management systems. If LMS #1 has more features than LMS #2, then LMS #1 will be chosen on this basis alone. But this is a mistake.

LMS #1 may have many more features, but LMS #2 may be a more flexible solution. If your LMS is adaptable, scalable and based on open technology, suddenly the number of features available out of the box matters a whole lot less. Anything you want, you can build yourself to your exact specifications, and not fit your learning into a restrictive LMS.

For instance, LMS #1 may allow you to manage 10 types of learner group out of the box, while LMS #2 only has five group types available in the core product.



However, with LMS #1, you are restricted to these 10 specific preset group types, which may not suit your organization’s structure. With the more flexible LMS #2, you can work with developers to build your own additional group types, which better reflect your organization’s infrastructure and teams.



So, instead of comparing learning management systems in terms of features and functionality, we should be comparing the level of flexibility available to us. Just because one set of features suit our needs today, what’s to say they will still be suitable in a year?



HOW TO...

Over the last decade, we have seen organizations of all sizes in all industries create a range of LMS solutions to address their learning challenges. There are countless articles online offering up generic advice to help with these issues, but we have the evidence from hundreds of real businesses about what really works. We've drawn from our extensive collection of customer stories to come up with the most effective, innovative LMS solutions for some of the most common learning challenges...

How to... *manage compliance*

The UK's National Health Service (NHS) is the largest and oldest single-payer healthcare system in the world. As with all healthcare organizations, compliance is the number one priority for all learning teams, ensuring appropriate patient safety, confidentiality and care standards are maintained at all times.

Totara Partner Think Learning works extensively with NHS departments, specializing in improving compliance standards. By integrating the LMS with the NHS's HR system, the electronic staff record (ESR), they can better track and monitor compliance across the organization with real-time data accuracy.



Clear compliance reporting and dashboards flags overdue compliance activities to managers and employees, ensuring it is completed faster, and the paper-based nurse revalidation process has been replicated in Totara Learn for easier e-portfolio creation.



[Read customer story →](#)



How to... onboard new starters

Like many retail organizations, Smyths Toys hires seasonal employees to cope with the busy winter season. With around 2,000 new employees hired across 200 stores each year, it is essential that new starters can hit the ground running to give every customer a great customer experience.

Enovation created a custom theme to match Smyths Toys' branding, helping new employees feel like part of the organization from the very start of their employment. The onboarding process was also made more efficient with new employee registration forms set to be validated against required fields to minimize mistakes. Employees then receive standardized, consistent training via the LMS to ensure that every customer benefits from the unique Smyths Toys experience.

The screenshot shows the Smyths Toys Academy LMS dashboard. At the top, there is a search bar for courses, a notification bell, and a user profile for 'Learner User'. The main navigation bar includes 'Dashboard', 'My Learning', 'My Reports', and 'Find Learning'. A large banner image of a smiling woman in a store is featured, with a 'WELCOME!' message and a brief introduction to the academy. On the right side of the banner, there are vertical labels for 'Compliance Training' and 'Systems Training'. Below the banner, the dashboard is divided into two main sections: 'NAVIGATION' and 'RECENT LEARNING'. The 'RECENT LEARNING' section displays a list of courses with progress bars: 'ROI Induction' (0%), 'Customer Credit Cards left/found in Store' (100%), 'Dealing with Armed Robbery - Staff Member' (0%), 'Health and Safety' (10%), and 'Internal Privacy Standard' (0%). A link for 'All My Courses' is located at the bottom of this section.



[Read customer story →](#)



How to... deliver product training

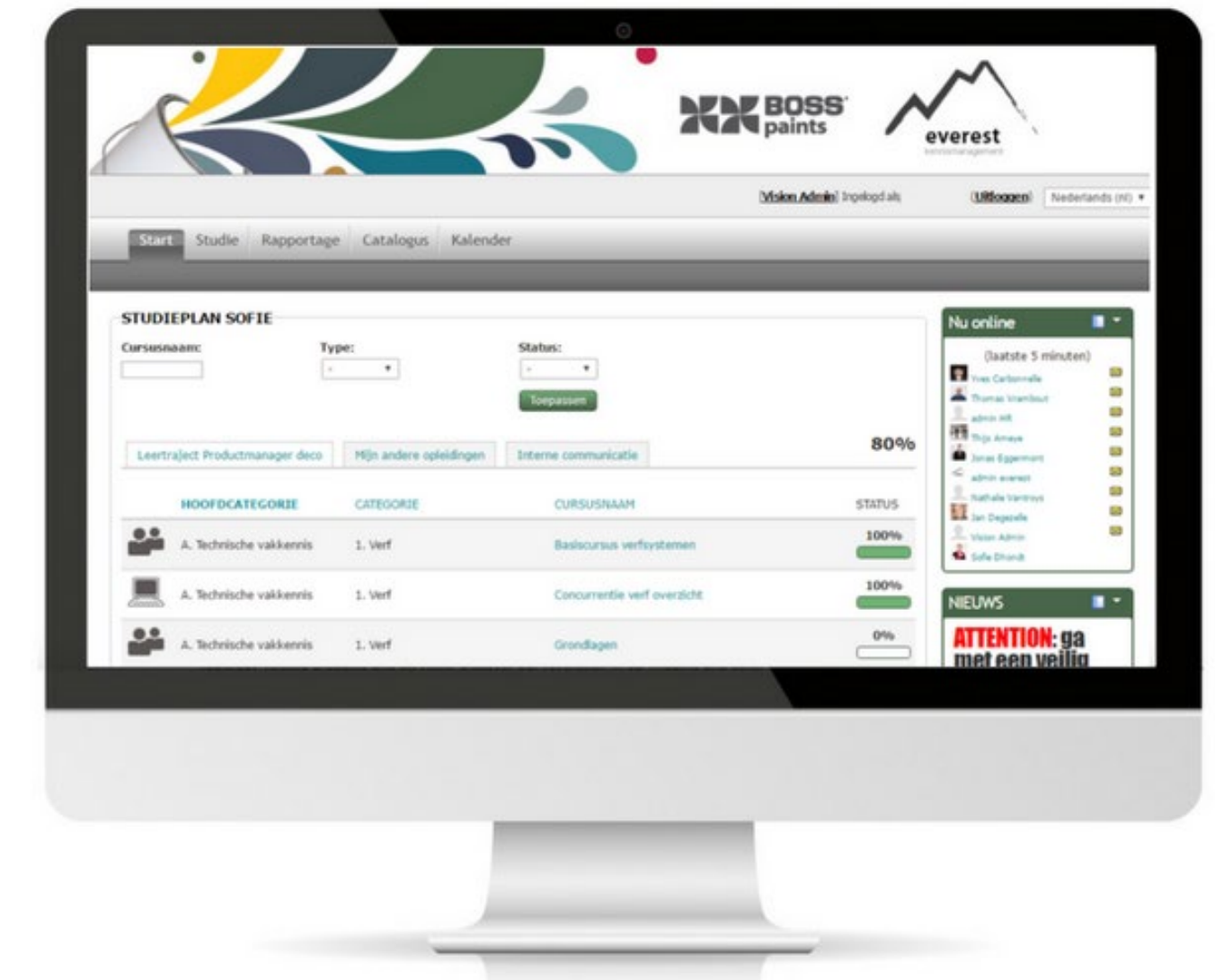
Following a customer survey, Belgian paint manufacturer and distributor BOSS paints discovered that customers choose them over their larger, multinational competitors because of employees' expertise and deep product knowledge. Knowing that product expertise keeps customers coming back time and time again, BOSS paints wanted to find a way to deliver high-quality technical product training to employees across 60 stores.

Deloitte Learning Solutions helped BOSS paints develop 200 learning activities, comprising e-learning modules, face-to-face seminars, workshops, quizzes, videos and tests,

to help all sales staff develop a deep technical understanding of their products. These were based on initial tests to understand employees' starting knowledge of the products. They also assigned courses and competencies to each job role using Totara Learn's organizational chart, ensuring the right employees learned about the right products. The introduction of Totara Learn allowed BOSS paints to more than double completions of their product training courses.



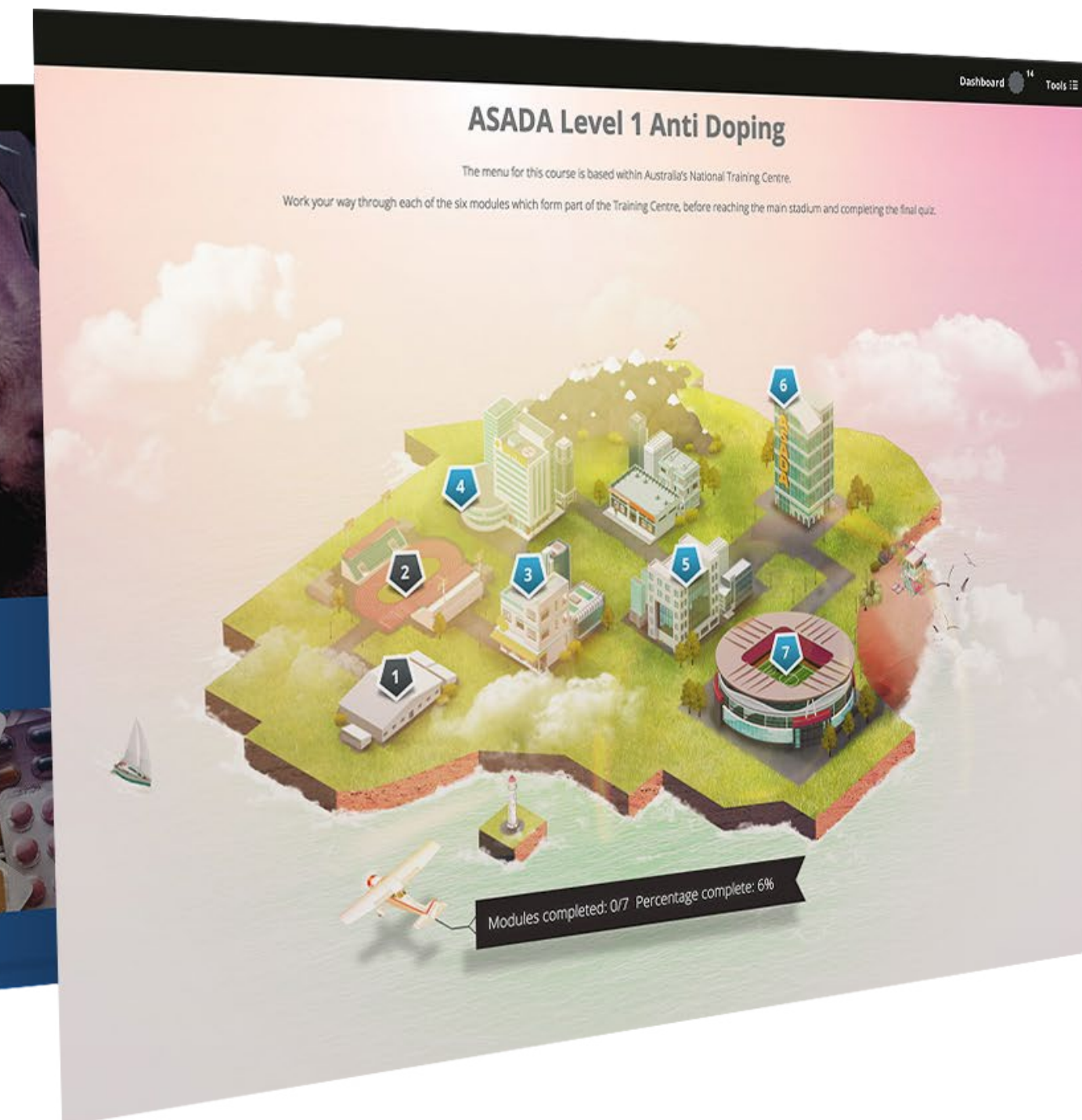
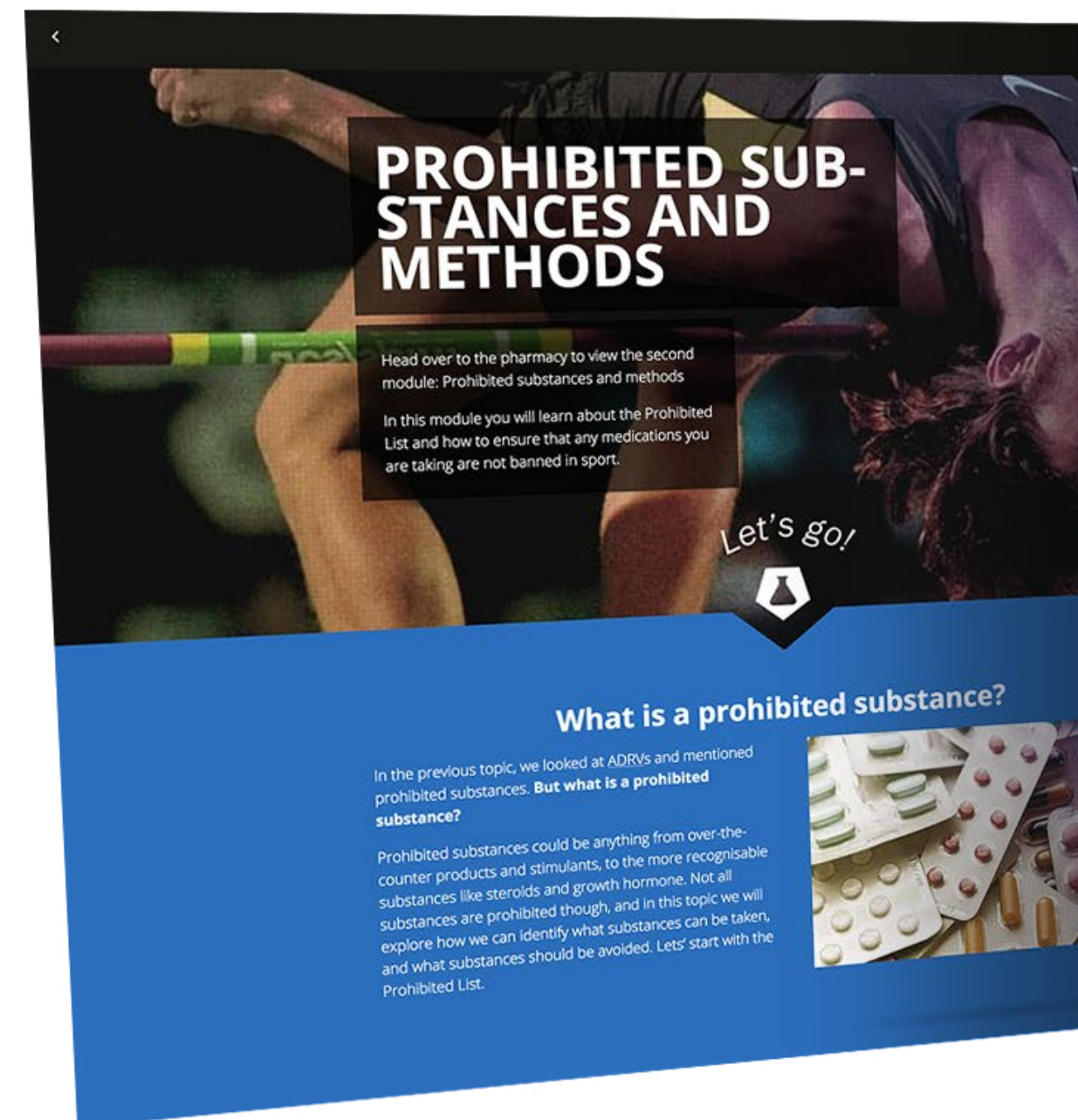
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How to... change behavior

The LMS often sits at the heart of behavior change campaigns - particularly in not-for-profit organizations. For instance, the Australian Sports Anti-Doping Authority (ASADA) needed a way to improve the integrity of Australian sports, following several high-profile doping cases.

ASADA worked with Kineo to create an LMS that would educate athletes about doping, with competition built into the learning program to appeal to the athletes' competitive nature. Open Badges were also available to those completing the course, allowing athletes to prove completion to other professional sporting organizations. ASADA knew that a course alone would not be enough to change behavior, so they made the LMS the hub of a wide range of resources. 92% of learners said that they learned something new as a result of accessing ASADA's LMS.



Australian Government
Australian Sports Anti-Doping Authority

[Read customer story →](#)

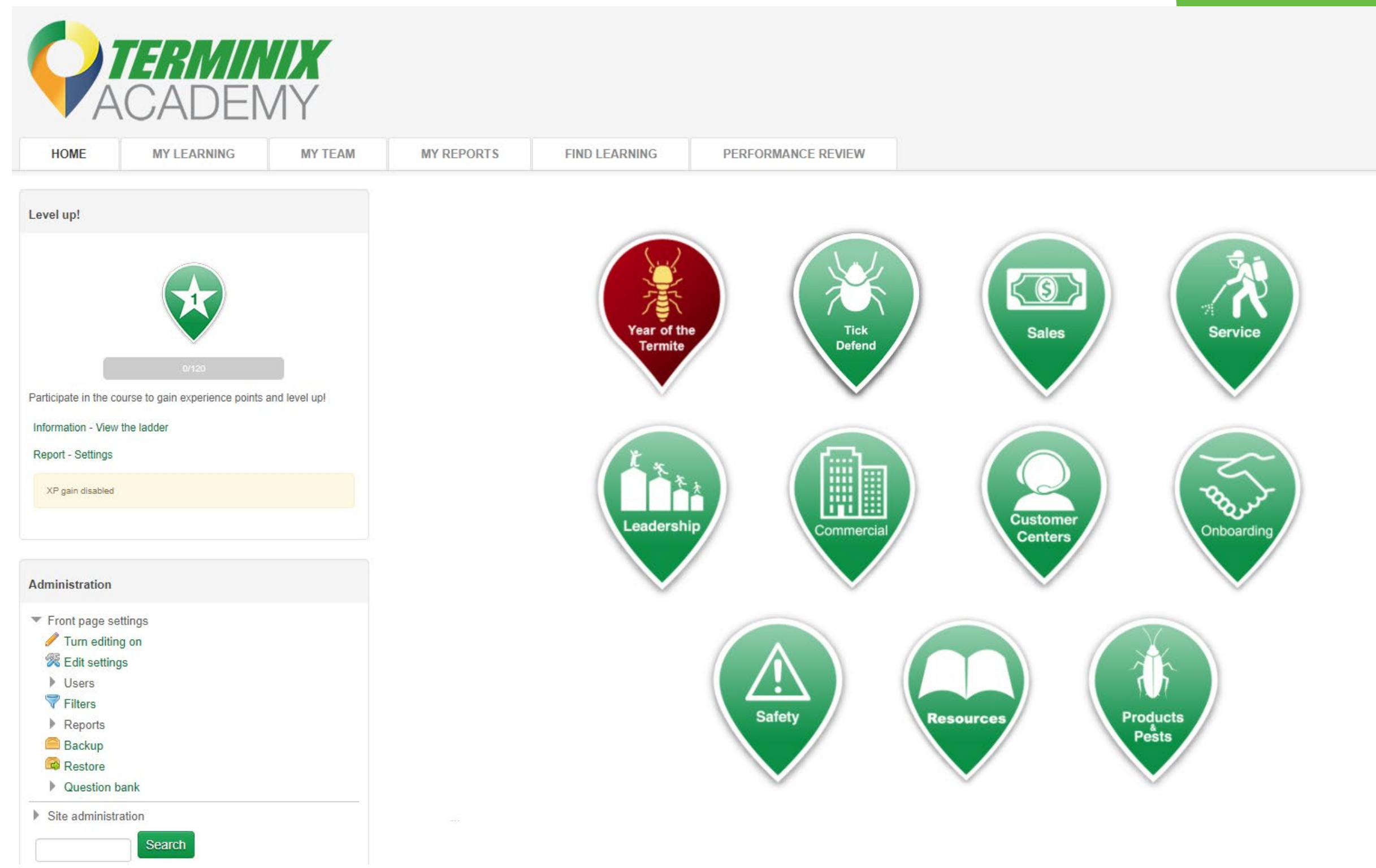


How to...

provide learning in the flow of work

Pest control firm Terminix has thousands of employees worldwide, but they were struggling with staff retention. Their previous LMS lacked the flexibility to allow them to make the necessary changes to their learning program to help retain more employees, and they knew that they needed a new solution that would allow them to approach their employees, many of whom would be unfamiliar with learning platforms, in a more targeted way.

Terminix joined forces with Moonami to create a mobile-friendly LMS that would enable employees to access learning in the flow of work. This bite-sized mobile content, including short videos, checklists and job aid resources, was available to employees when they were working on-site, meaning they could perform their jobs better.



Around 15 paper-based forms were moved onto the LMS, making them more easily available to employees and reducing the time spent on these time-consuming tasks.

TERMINIX®

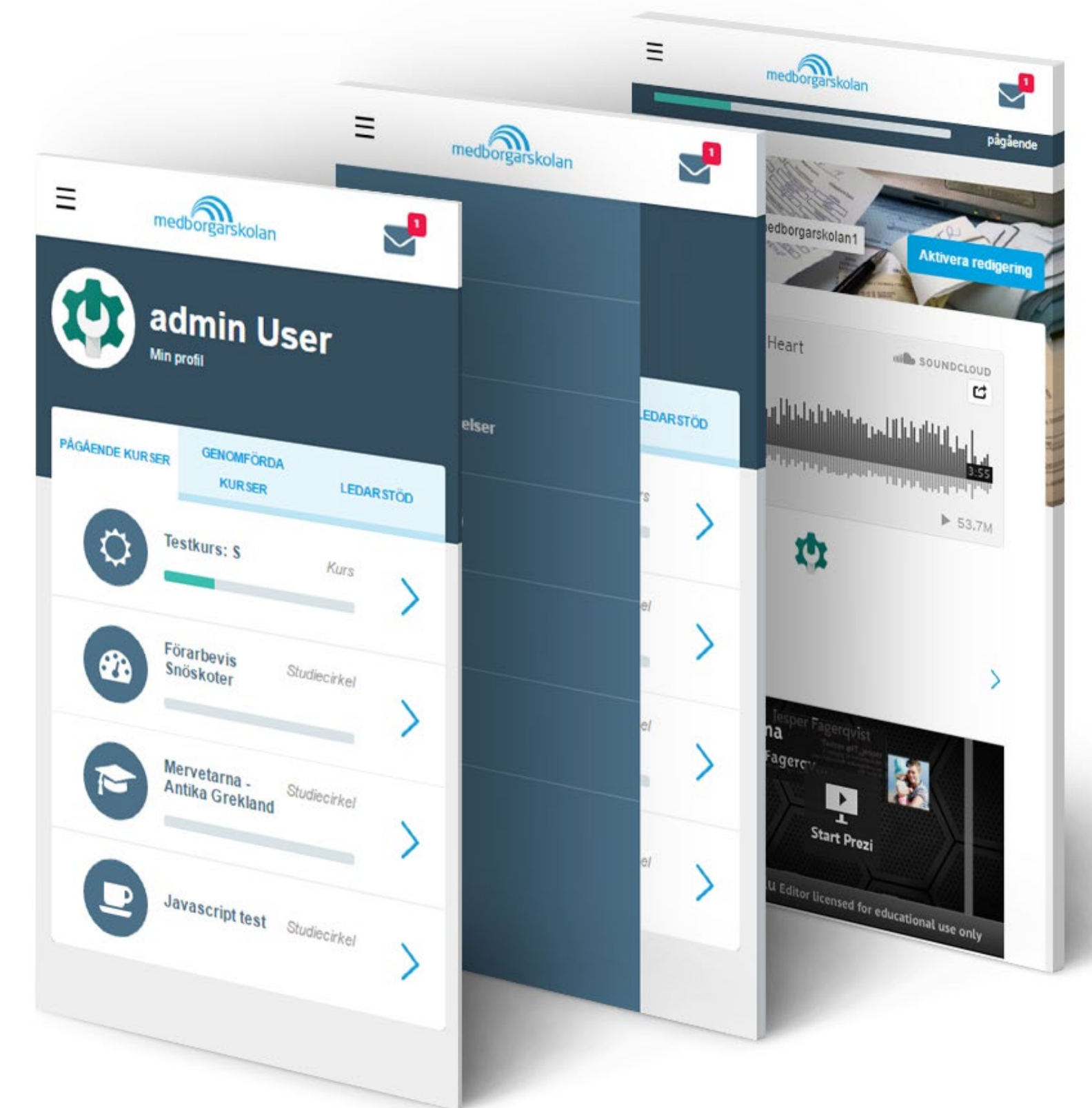
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How to... *manage diverse learning needs*

Diverse audiences provide a complex challenge for organizations. Swedish study organization Medborgarskolan provides courses and cultural activities which are open to absolutely everyone in Sweden. With their courses reaching 150,000 people across Sweden a year, it was vital that there was something for everyone in the LMS.

Medborgarskolan chose to work with Xtractor, who helped them integrate Totara Learn with their administration system. This helps reduce the workload for administrators by duplicating user data across the systems. The LMS was also set up to facilitate the easy cloning of courses, which are often copied 20-30 times for learners in different regions. Course leaders also have the freedom to build their own courses in the LMS with support from Medborgarskolan, allowing for the rapid creation of highly targeted, specialist content for a diverse audience.



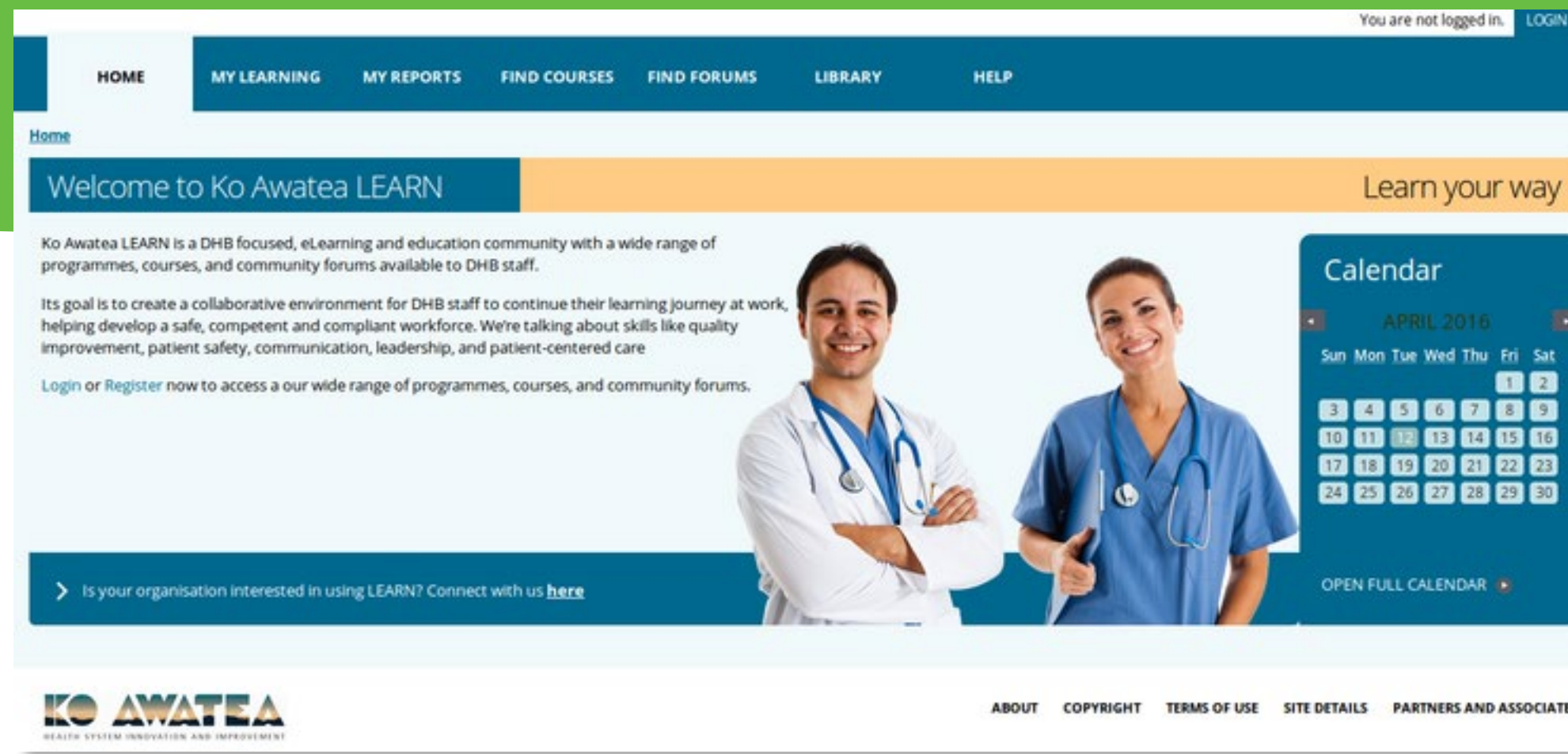
[*Read customer story*](#) →



How to... reduce the cost of learning

Every learning team has been asked at one time or another to deliver “more for less.” But the LMS is often the biggest investment in the entire learning strategy, so switching systems can be a great way to cut costs.

As a healthcare organization under pressure to keep learning cost effective, Ko Awatea and Counties Manukau District Health Board (CMDHB) decided to create a new LMS to break down silos and reduce the cost of learning.



Ko Awatea and CMDHB partnered with Catalyst to create a large-scale LMS to connect district health boards across New Zealand while reducing duplication of efforts and spending. Courses can also be duplicated and modified directly within the system, making it less expensive and time-consuming to produce training content. Breaking down silos with a national e-learning network helps save up to \$270,000 NZD a year, making this cohesive approach 10-20x cheaper than the previous method of training.



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How to... boost engagement

***“You can lead a horse to water,
but you can’t make it drink.”***

The same is true of an LMS. Scientific research organization Envigo discovered that just 1% of its employees were using its previous LMS, comprising short video clips and book summaries, and they knew that something needed to change to improve engagement and learning outcomes.

Engage in Learning created a new Totara Learn solution in just 10 weeks, allowing Envigo to hit the ground running with a more engaging system. They made use of the multi-language functionality to provide learning in employees’ native languages, and the LMS gave learners

The screenshot shows the Envigo Learn LMS interface. At the top left is the Envigo Learn logo. To the right is a search bar with the text 'Enter keyword' and a 'Search' button. Below the search bar is a navigation menu with links for 'My learning', 'My team', 'My reports', 'Find learning', 'What's on', and 'eLibrary'. The main content area is divided into several sections. On the left, there are four boxes: 'ADMINISTRATION', 'UPCOMING EVENTS', 'LATEST NEWS', and 'ENVIGO LEARN ELIBRARY'. The 'ENVIGO LEARN ELIBRARY' box contains a link to 'Envigo Learn eLibrary'. On the right, there is a 'Welcome to Envigo Learn' heading followed by a paragraph of text. Below this text are three circular icons: the first shows three people with an upward arrow, labeled 'Management development'; the second shows a head with a brain and a checkmark, labeled 'Health and safety, compliance'; the third shows a person with an upward arrow, labeled 'Personal effectiveness'.

access to Engage in Learning’s own e-learning content catalog for a more varied learning experience. Different parts of the business are creating their own learning areas on the LMS for more targeted learning, and a new ebook library has proved particularly popular. Creating dummy email accounts for employees without email addresses has enabled many more employees to access the LMS, meaning engagement has increased to 45%.

+++
ENVIGO
[Read customer story →](#)

How to... extend learning outside the organization

More and more organizations are recognizing the benefits of extended enterprise learning, including the Tourism Office of Buenos Aires. They needed to train travel agencies around the world with the knowledge and the tools to efficiently attract more travelers to Buenos Aires.

Kineo designed and implemented a responsive online learning solution based on Totara Learn that could be accessed anytime, anywhere and from any device. Interactive e-learning content is available in English, Spanish and Portuguese, catering to the needs of a diverse global audience. Learners receive a badge for each completed module, and once all six modules are completed, they earn an official BA Expert badge that boosts their prestige as a travel agent. The Tourism Office can then generate reports based on location, completed modules and more for a clear overview of all learning activity worldwide.



[Read customer story →](#)



How to... bring global workforces together

We are increasingly working as part of large global teams, and for all the benefits this brings, it also presents learning teams with a unique set of challenges. Tourism New Zealand has salespeople in 28 markets worldwide, making a stellar online learning experience essential to the success of their learning program, and, in turn, their sales.

Tourism New Zealand chose to work with Catalyst to create learning in nine languages. After logging into the LMS, learners are presented with personalized content in their chosen language. This was managed with 185 user audiences, 50 dashboards and 100 different certifications available to learners. Market managers have access to

100% PURE NEW ZEALAND SPECIALIST PROGRAMME

Catalyst Administrator
You are logged in as Sarah Reed

My Dashboard

How to Sell Walking & Hiking in New Zealand

If you are launching this module for the first time it may take a minute to load.

Launch this module

This module is best viewed in Chrome and Internet Explorer, if viewing it in Firefox then it is recommended that you install Flash. We do not recommend you view this module on a mobile device.

Resources

[How to use these modules \(PDF\)](#)

Print Version

[Download a print version of the module](#)

comprehensive reports for an overview of learning activities in their region, along with the ability to compare performance with other regions for friendly competition with their global colleagues.



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WHAT TO AVOID

If you've asked all the right questions and prioritized flexibility, scalability and customizability when choosing an LMS, you should be on the right track. But what if you don't? Let's consider what might happen if you don't choose wisely...



ALMOST TWO-THIRDS

of organizations have had an LMS for over three years. ²



The L&D team at retail organization Check Retail are told to find a new LMS to support a growing course catalog.

They sign a five-year contract for a proprietary LMS. A year into the contract, Check Retail merges with Bargain Stores, which is a much larger organization with a complex hierarchy. Their LMS does not support the new organizational structure, and as it's a proprietary system they cannot create their own solution.

They end up commissioning lots of expensive workarounds from their vendor which aren't really fit for purpose. The next year, they undergo a company restructure.

The workaround solutions are now outdated - and with three years left to go on their contract, they must decide whether they commission even more expensive workarounds or just continue to make do with an LMS that no longer supports their needs...

² Learning Technology 2019, Brandon Hall Group



CONSIDER **INTEGRATION**

In many organizations, the LMS won't function alone. It will be required to integrate with HR systems, performance management systems, payroll software and more. The LMS very rarely stands alone in an organization's technical infrastructure, which is why any successful LMS solution should be considered in the context of the rest of your technology.



Could you benefit from integrating your LMS with any of these systems?

- Learning experience platform (LXP), such as Totara Engage
- Performance management system, such as Totara Perform
- Sales platform, such as Salesforce
- Web conferencing software, such as Zoom
- Payment system, such as PayPal
- Ecommerce system, such as Shopify
- Document management system, such as SharePoint
- Content management system, such as WordPress
- HR system, such as People HR
- Customer relationship management (CRM) software, such as SugarCRM
- Marketing system, such as HubSpot
- Web applications, such as Google Apps
- Customer support system, such as Zendesk



Australian medical e-learning company Medcast needed a way to support communities of practice and social learning for medical professionals. They implemented Totara Learn with their Totara Partner Androgogic to act as the foundation for their e-learning offering. With their LMS in place, they then integrated it with several other systems, including a social learning platform, Salesforce, Adobe Connect and their own website, offering a seamless learner experience and the recognition of both formal and informal learning activities



[*Read customer story →*](#)

Water-technology experts Watts needed a way to drive a strong learning culture that would grow with their brand. Their previous LMS was not user friendly or intuitive, leaving users disengaged and unwilling to learn. When Watts partnered with Kineo to create a new Totara Learn system, they also implemented a new Motrain gamification plugin to boost motivation levels with a new “learn and earn” program. This significantly raised engagement levels and helped incentivize employee learning with desirable rewards.



[*Read customer story →*](#)

The British Dental Association needed a way to give dental professionals and hygienists easy access to professional development activities. Their Totara Learn system by Catalyst was integrated with a central database against which users could be authenticated to ensure that all users were real dental professionals. A PayPal integration then allows users to purchase additional content, from which the British Dental Association earned £600,000 in one year.



[*Read customer story →*](#)



THE RESULTS

Even the best learning programs can fail to produce the desired results if they are not underpinned by the right learning technology. But equally, the right LMS can elevate any learning program by making it easy and enjoyable to access and complete learning.



How to get great results from your LMS

All of the most successful LMS implementations we see have one thing in common: they prioritize adaptability.

Technology should never stand in the way of your learning goals, which is why organizations that choose systems that can be shaped to fit their needs are the ones who see the best results.

So, whatever learning outcomes you're hoping for, we're revealing some of the secrets of real Totara customers and find out how they achieved - or exceeded - their goals.



Saving money

In uncertain times, learning budgets are often the first to be cut and the last to be reinstated. That means that learning teams are adept at finding cost-effective learning solutions - and the LMS is a great place to start.

For the [Institute of Practitioners in Advertising](#), focusing on the **user experience** of their LMS helped them save £100,000 a year on training. This is because a simpler, more streamlined LMS dramatically reduced the volume of support enquiries received, to the extent that LMS support could be managed in-house rather than externally.

[BMI Healthcare](#) achieved cost savings of £800,000 a year by moving employees away from identical training plans, allowing them to change the frequency of some mandatory courses from annual to biannual. A **switch from face-to-face training** to the LMS has allowed them to save a huge amount of money, as they are no longer scheduling lots of expensive in-person seminars.

US-based healthcare certification organization [MedCerts](#) **consolidated two separate platforms** into a single instance of Totara Learn. Running just one LMS instead of two helped them significantly reduce the cost of training.



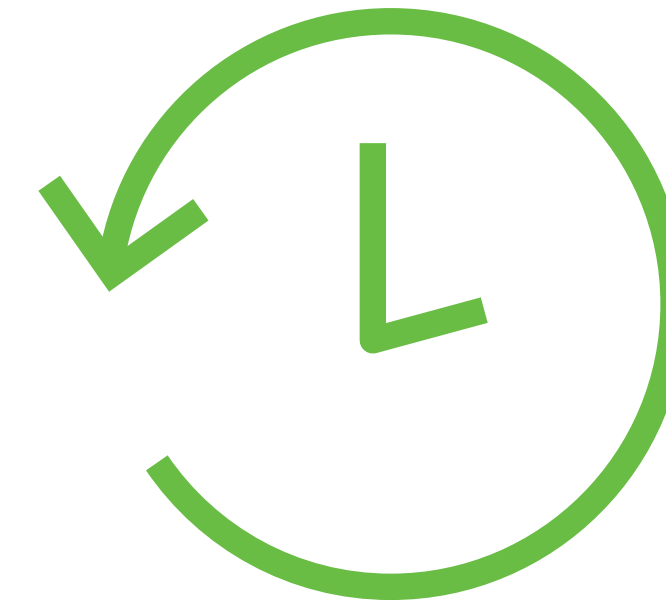
Saving time

Long, arduous training programs aren't good for anyone, which is why so many organizations are keen to reduce the time it takes to train employees. The biggest improvements are seen when organizations switch from face-to-face training to blended or fully online solutions, while tailored, personalized learning is another popular way to ensure people only learn what they need to.

Terminix opted to move many of their paper-based forms onto Totara Learn for easier and more convenient access; particularly for field-based workers. **Ditching paper in favor of the LMS** saves Terminix employees around 30 hours a month, or 360 hours a year.

Dutch retailer **DMG** slashed onboarding training by 80% when they opted to use an LMS to manage training. They cut training days from 30 to 6, giving new employees 24 extra days of in-store experience. Adopting a **blended learning program** comprising online learning and on-the-job observation and assessment has helped them more than halve the training time for each cohort of new starters.

PepsiCo were keen to improve the timeliness and consistency of their onboarding training. Providing **localized, multi-device content** online via an LMS helped them reach new starters in remote regions much faster, and allowed managers to focus on coaching and certifying in the field. This ultimately led to induction training days being halved.



Extending global reach

With a diverse global audience, language and localization will always be key considerations. What works in one market may not work in another, and providing content in learners' native languages will enable employees and managers alike to get the most value out of the LMS.

Toyota/Lexus has a diverse range of learners, and they knew that trainees and apprentices preferred to learn in their own language. They took advantage of Totara Learn's **language packs** to provide training in Spanish and English to ensure every learner got the most out of their training.

For a large multinational franchise operator like **Alshaya**, meeting the needs of employees all over the world in the retail and hospitality sectors is key. The **localized, personalized content** meant that after their LMS launched in a few select markets, employees from other regions used their own devices to access the training before it was officially available, and at its peak, the LMS attracted 11,000 new users from around the world in a single day.



Improving sales

For any organization selling goods and services, high-quality sales training will always be a priority. Whether you are selling content directly online or need to provide sales staff with the product knowledge and sales skills they need to improve sales, the right LMS configuration and training offering can make or break a sales strategy.

Face-to-face training and the “train the trainer” approach wasn’t suitable for [Leica Geosystems](#)’ global sales team, so they created a new blended learning program comprising classroom sessions and online training. **Sophisticated reporting and analytics** ensures that managers can stay on top of salespeople’s training activities, and can see what learning is impacting their sales figures. This data-driven approach to training has given salespeople the confidence to increase sales by several million euros a year.

[British Dental Association](#)’s LMS **integrated seamlessly with PayPal**, allowing dental professionals in the UK to purchase their own training content. This created a strong revenue stream for the organization, helping them sell around £600,000-worth of training content via the LMS in one year.



Increasing brand awareness

Brand awareness and familiarity is important for all consumer brands, and the same applies to organizations wishing to present themselves as experts on their subject. Opening up learning to customers or the general public in the form of an extended enterprise LMS is a great way to establish brand loyalty, and when done well it can be a powerful marketing tool that keeps people coming back to interact with your brand.

[Coty Professional Beauty](#) is proud of its strong reputation in the hair and beauty industry, and launched an LMS to encourage stylists with the knowledge and skills they needed to successfully represent the Wella brand. The quality of the content and the fact it is **available on mobile devices** in the salon has accelerated salon business growth by 9% on average, and the LMS is now the #1 marketing contributor for the brand, even ahead of their consumer website.

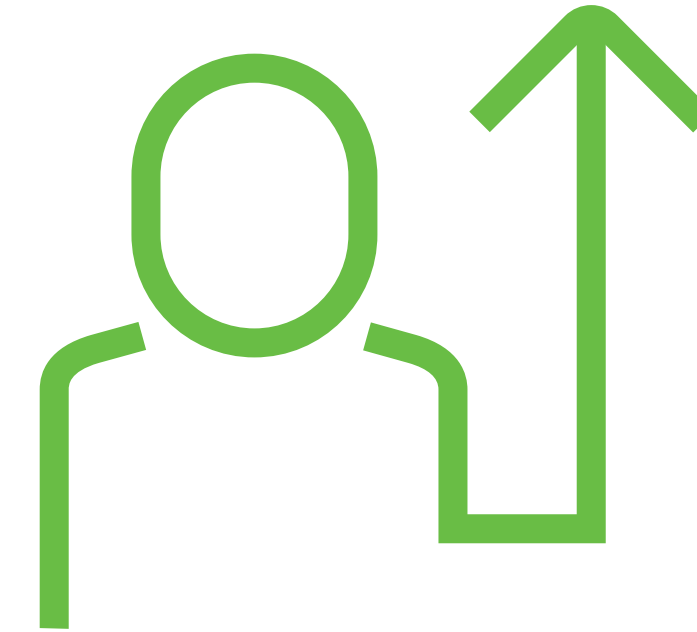
Economic insights firm [Graydon](#) created an **extended enterprise LMS** to share their expertise with customers as well as their employees. The LMS not only educated customers on financial matters, but also facilitated easier communication and interaction with customers, helping to establish brand loyalty.



Upskilling learners with formal qualifications

Offering formal qualifications to employees is a fantastic way to improve employee retention, engagement and loyalty, and it can play a key role in attracting talent to your organization. If you offer a formal training program resulting in a qualification or certification, what sort of results can you expect?

US airline [JetBlue](#) took an innovative approach to learning with the JetBlue Scholars program, which enables employees to **earn a college degree** at a fraction of the normal cost. This cost-effective self-development opportunity has paid off, with 96% of JetBlue Scholar participants saying they are committed to staying at JetBlue as a direct result of the program.



Improving compliance

Ensuring compliance is important in all industries, but it's particularly crucial in high-risk sectors such as healthcare, manufacturing and finance. Compliance training differs from organization to organization, so it's paramount that you have the flexibility to build an LMS that supports your requirements - and often, you can't afford to get it wrong.

National Ambulance UAE needed to support five learner audiences, each with different clinical grades, in completing their required compliance training within a set licensing period. They placed different audiences into their own custom two-year **certification pathways**. Totara Learn platform enabled them to tackle compliance from all angles, and health and safety compliance now sits at 98%, with average exam scores improving from 75% to 92%.

Ad hoc training records were proving problematic for **Blind Veterans UK**, so an LMS was their solution to enable them to track learning activity from one place. Employees now complete their certifications online via Totara Learn, and the system sends automated reminders to ensure that everyone knows exactly where they are in their compliance cycle. Blind Veterans UK now has a single, comprehensive source of compliance data, which will be invaluable in future audits.

Out-of-hours GP and dental provider **BARDOC** is inspected regularly by the Care Quality Commission (CQC), and implemented Totara Learn to help them prove compliance. Data was **imported from existing spreadsheets** into Totara Learn, and the LMS was ready in just three weeks ahead of BARDOC's upcoming inspection. Thanks to Totara Learn, BARDOC passed the inspection with flying colors and was found to be fully compliant.



Creating a learning culture

Delivering training is not the same as creating a thriving learning culture, which many organizations procuring an LMS recognize. With learning cultures becoming a priority in organizations of all sizes, how are learning teams using their LMS to transform their workplace into environments where learning is valued?

Mitchells & Butlers made innovative use of their Totara Learn system to drive a thriving learning culture throughout the organization. **Creating a fun character**, the feisty old lady Mable, got people talking about their learning, and made learning something to enjoy, not to endure.



Life-changing learning - but not how you think

The right LMS can make a huge real-world impact. Whether it's helping [Humanitarian Leadership Academy](#) reach humanitarians working in disaster-struck nations, [First Nations Foundation](#) supporting Indigenous Australians with the world's first digital financial literacy education program or [OurRelationships](#) helping low-income couples improve their relationships, Totara Learn is at the heart of these life-changing learning programs.

But as amazing as it is to support organizations around the world who are changing lives for the better, we're just as proud of the day-to-day results that companies experience with the right LMS in place. Whether it's welcoming new starters to your organization, giving your customers a better experience or simply keeping people informed of the latest developments in their field, a flexible, cost-effective LMS can make all the difference.

When we think about the results of our learning initiatives, we tend to think about the business impact - saving time, saving money, increasing productivity etc. But in reality, sometimes the very best results are felt by your people, including learning administrators and the learners themselves, and a great learning program can have a genuine impact on their lives.



For instance, the **Institute of Practitioners in Advertising** (IPA) chose to move their in-person exams online as part of a huge digital change program. While this has proved beneficial to the organization itself, its impact has also been felt - and appreciated - by the learners, who no longer have to travel to an exam hall, reducing their stress and anxiety and allowing them to complete their exams at home in a more comfortable environment. While the majority of the IPA's learning has now moved online, they also have the flexibility to deliver parts of the course face-to-face if they choose to do so, helping them keep the program alive.



“We wanted to build a seamless blended learning solution and increase the number of delegates rating it excellent. We can now scale up and serve clients across the globe, and it’s cheaper to carry out annual updates. We’ve had a big increase in positive feedback from the LMS and the exams, which we’re very happy about.”

INDRE DRAGUNAITE,

Head of Learning Technologies,
the Institute of Practitioners in Advertising

TAKE A LOOK AT THE IPA'S WEBINAR
to find out how they saved money,
improved learner satisfaction and
delivered certifications to thousands
of learners globally.



The Swedish Board of Agriculture significantly improved life for its LMS administrators when they moved away from their old, cumbersome training system to Totara Learn. This made it much easier for administrators to manage the recertification process for over 25,000 learners across Sweden, reducing the manual burden for administrative staff and freeing them up to focus on tasks that make a real difference.

With small changes, learning teams can make a huge impact on their people. Providing multi-language, localized content makes learning more accessible for global audiences. Integration with other tools makes it easier for learners to switch between systems without having to constantly replicate information. Moving face-to-face learning online reduces travel time and costs, and makes it more convenient for people to learn.

Less stressed, better supported employees are happier, more productive employees, which will in turn have an impact on your organization's output and culture. On both a practical and personal level, the right technology can completely transform the way people feel about learning, which can only be a positive thing for learning teams.



Prepare for anything and everything

The world is changing so quickly and unpredictably that it's virtually impossible to predict exactly what the working world of the future might look like.

However, we can make some assumptions. Firstly, working patterns and practices, particularly for traditionally office-based roles, will change. There is a **huge shift towards remote working**, and teams are becoming increasingly comfortable working together across countries and timezones. That's why we as learning professionals must put the technologies in place to support collaborative working, easy communication and working - and learning - apart, but together.

Secondly, organizations must do more to support their employees - permanent, temporary and contractors - in challenging, uncertain and often worrying times. Employers have a duty of care to their employees, and ensuring their health and wellbeing is paramount to maintaining a happy, motivated and productive workforce.

And finally, there is the challenge of staying agile when we don't know what's around the corner. We must position ourselves to be resilient and embrace change. If there was another global recession, another pandemic or a challenge affecting your entire industry, could you cope?

What we do know is that flexibility and adaptability will always be the most important things to consider when you're choosing your learning technology. Just because we can't make concrete plans, we can all assume that things will keep changing at a rapid pace, and we need to be prepared for the good of our organizations and the people in them. And learning sits at the heart of your organization's ability to adapt - and at the heart of your learning sits your learning management system. That's why it really does pay to make the right choice.



TAKE THE NEXT STEP NOW:

Upskill your workforce the way you want with the power and flexibility to deliver transformational learning.

Totara Learn, the transformational learning management system trusted by millions of learners worldwide, replaces the limitations of the traditional LMS with an adaptable and extendable enterprise solution to meet your exact requirements. Deliver your learning and compliance requirements with a powerful, cost-effective solution that adapts to the unique needs of your organization.

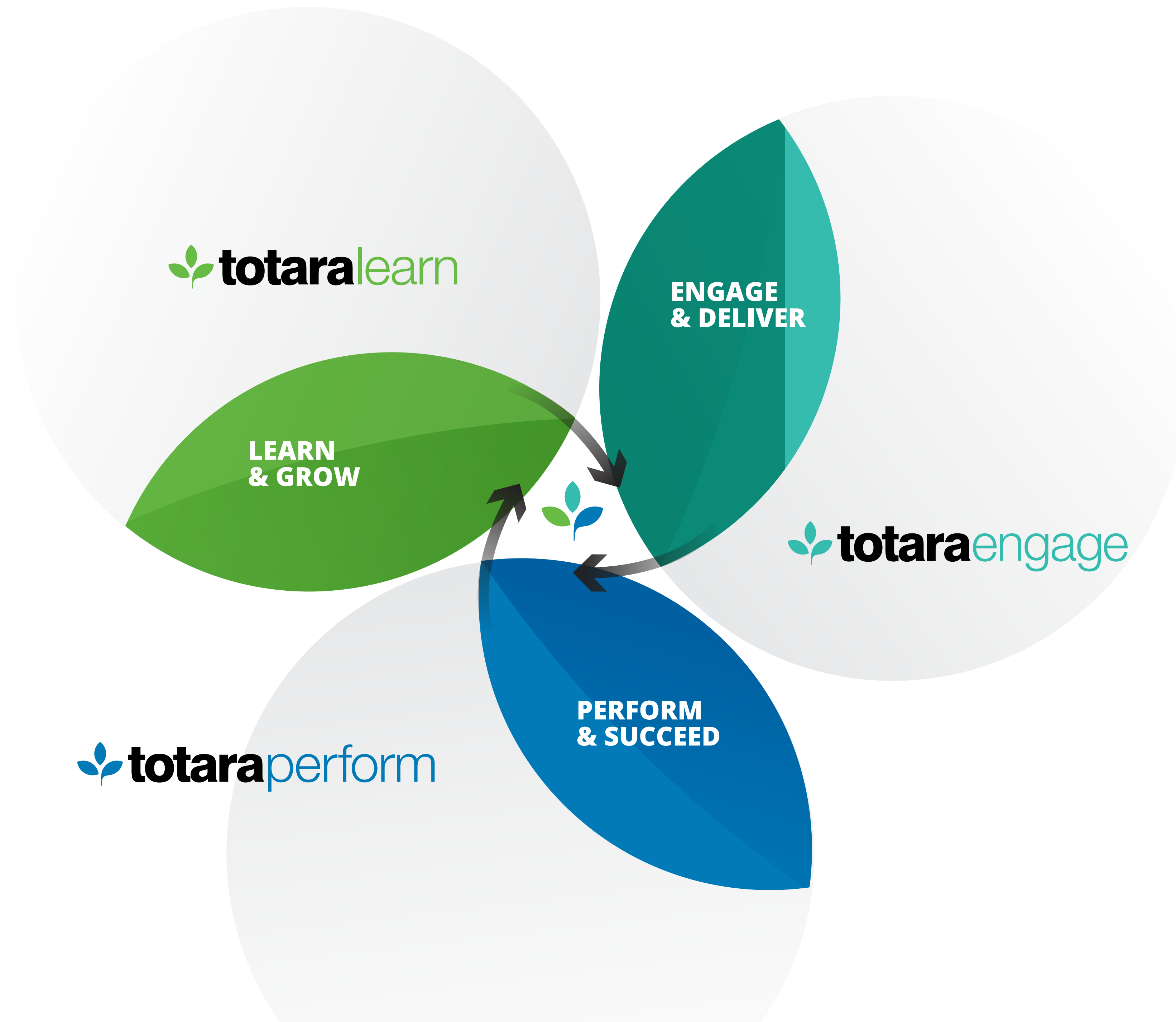


REQUEST A DEMO TODAY

to see Totara Learn in action and find out how it will help you adapt in your new world of work.

ABOUT TOTARA

Totara builds employee engagement, learning, and performance management technologies that enable large multinational corporations, government entities, and mid-market companies to deliver enterprise-level talent and workforce experiences. Totara's Talent Experience Platform unifies a transformational learning management system (LMS), a user-centric learning experience platform (LXP), and a comprehensive performance management system under a single and highly adaptable architecture. Totara's flexible architecture gives organizations the freedom to innovate, the freedom to choose, and unlocks critical resources for reinvestment into where it really counts.





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