ServiceRocket's LMS Empowers Software Education Teams To Connect Learning and NPS

ServiceRocket
Best Advance in Learning Management
Technology for External Training
March 2018

Company Background

Company At-a-Glance	
Headquarters	Palo Alto, CA, USA
Year Founded	2001
Revenue	< $50 Million
Employees	250
Global Scale	Offices in Kuala Lumpur, Palo Alto, Santiago, Sydney
Customers/Output, etc.	Key customers include Chef, Atlassian, Cloudera, MuleSoft, Docker, Puppet, Looker, Gainsight, NGINX, and Sauce Labs. Services: Learning Management System, integrations, app development and managed training services.
Industry	Technology & Software
Website	www.learndot.com

Value Proposition

Learndot by ServiceRocket is a learning management platform designed specifically for fast-growing software companies that need to help customers learn how to use their software and achieve desired outcomes. Learndot empowers software companies to address the following business needs:

- **Generate revenue for client's education offerings.** Fast-growing software companies use Learndot to run an education business that generates revenue streams from non-product sales and contributes to overall company growth.

- **Flexible, configurable, customizable LMS.** Learndot allows customers to both integrate Learndot with other systems in the organization and connect various learning technologies that customer education teams already use. For example, a customer education team may use virtual classrooms, assessment tools, authoring tools, and business intelligence services. Learndot is also configurable to empower LMS administrators to create fields that allow them to customize what data can be collected and analyzed from customers.

- **Highly engaging learner experience.** Learndot is fully integrated into a software company's website in a white-labeled way so students have a seamless experience discovering and completing training courses.

Client Testimonial: Chef

Chef is the leader in Continuous Automation software and one of the founders of the DevOps movement. Chef works with more than a thousand of the most innovative companies around the world to deliver their vision of digital transformation, providing the practices and platform to deliver software at speed.

Chef has achieved the following outcomes using Learndot:

1. **Created new revenue streams**. By launching certification programs.
2. **Reduced administrative time.** Instructor's course administrative time cut by 30% through simplified scheduling, resource management and attendance tracking.
3. **Increased student retention.** With targeted skill pathways based on skill-level.

Product or Program Innovation

In 2017, Learndot added three advanced functionalities that empower customer education teams to use data to better understand their business and make better decisions. All advances tie back to Learndot's platform design.

- **1.** Learndot customers can connect Learndot to Gainsight (customer-success tool that measures customer health) and Salesforce (a leading CRM) to show the link between education activity and business results. In other words, customer education teams can now answer the question, "Do customers who compete our training have higher product adoption, higher NPS/customer satisfaction scores, and/or renew product subscriptions at higher rates. This functionality is critical for education teams to show the contribution training is making on business outcomes.

- **2.** Learndot's custom fields allow customer education teams to create custom fields that empower the education teams to collect information from customers.
  - Software companies have unique needs, thus, they need to ability to customize what they want to show and collect from customers. This information could include anything from learning-style preferences to food-choice selection for in-person training to submitting course assignments and satisfaction scores.

- **3.** Make data beautiful and meaningful with customizable data visualizations to help customer education teams tell better stories with the information. Learndot customers can create easy-to-read reports and dashboards that allow users to drill in and keep exploring. Reports can be shared from any device.

Unique Differentiators

Learndot is unique and differs from competing products in two ways:

1. Learndot is designed specifically for the needs of fast-growing software companies that have two key business needs:

   o Generate revenue from education services, and run education as a for-profit enterprise.

   o Help customers maximize product usage, achieve desired outcomes using the software, and renew and up-sell customers on the product subscriptions.

2. Learndot is a learning platform that allows education teams to build, connect, and integrate applications to the LMS. The platform design empowers customer education teams to:

   o Choose almost any learning technology they already use and connect it to Learndot. Assessment tools, virtual classroom tools, business intelligence, CRM, etc.

   o Use custom fields to customize data points that the LMS administrator wants to collect. The LMS administrator has the power to decide what data to connect in the system.

3. Link education activity with business results that show Level 3, 4, and 5 training-effectiveness metrics. An education team can show its executive team the impact that education activity (enrollments, completions, etc.) has on business results (NPS, product use, software product renewal rates, and product sales).
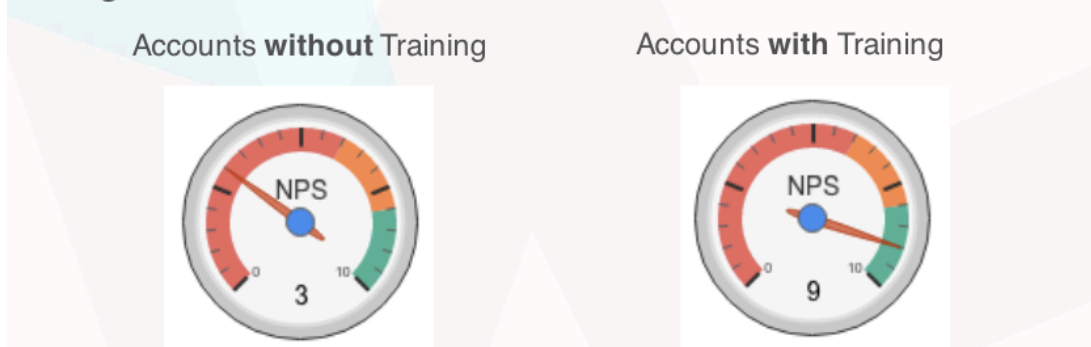
Figure 1: Sample of Apps Added to Learndot
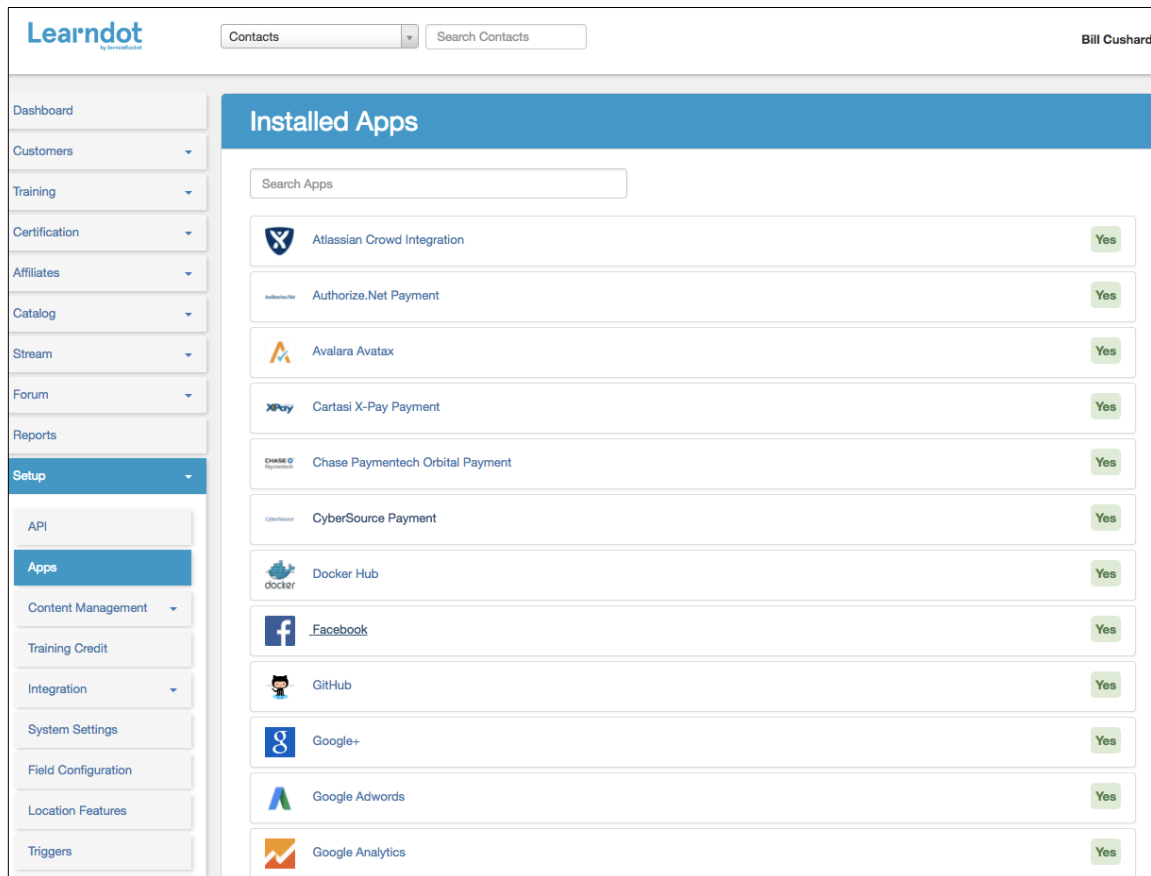
Source: ServiceRocket 2018

Figure 2: Sample Dashboard Shows the Link Between Training & NPS

Source: ServiceRocket 2018

Measurable Results

- Chef, a leader in continuous automation software and DevOps, created a new revenue stream by using Learndot to launch a certification program.

- A publically-traded Learndot customer, which specializes in helping customers connect SaaS and enterprise applications in the cloud and on-premises, needed to deliver education in a scalable way to thousands of developers all over the world. This company used Learndot to design an asynchronous, eight-week, MOOC-style course for free. These are the results:

  o The number of trained developers increased 268% year-over-year and certifications grew 191% year-over-year.

  o The completion rate is approximately 50%, which is un-heard of in popular massive open online courses.

  o This customer won an industry innovation award from the customer education association. It education team is a member of the association.

- A customer in the customer-success software space uses the Learndot platform and APIs to understand the relationship between customers who complete training and business results such as NPS scores, product usage, product renewal rates, and product revenue. The customer is able to run reports that provide the information it needs to show that customers who complete training have higher:

  o Satisfaction scores.

  o Product usage rates.

  o Product renewal rates.

About Brandon Hall Group

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