



Your **LMS** metrics playbook

Stay ahead of the curve. Why
tracking the right metrics matters.

Are you **struggling** to prove the value of your training programs?

If you're responsible for conducting training or managing online learning programs, you know how challenging it can be to show the tangible impact of your initiatives. Establishing clear goals and tracking meaningful metrics is essential to the success of any learning program. Before launching a program, it's crucial to understand which metrics you should track, can track today, and which you can realistically measure. This helps achieve desired outcomes and demonstrates the value of your programs to senior leadership.

One of the biggest challenges faced by L&D and training professionals is proving the value of their programs and tools, especially when the fiscal year ends and the CFO is scrutinizing expenses. **To ensure the continuation and growth of your initiatives, you must show tangible results that align with business objectives.** This guide will help you set up your programs for success by identifying key metrics to track and offering tips on how to effectively gather and report data.

Why setting goals is crucial for tracking business outcomes

- **Align learning with business goals:**

Clear goals ensure that your learning programs align with strategic business objectives.

- **Measure impact:**

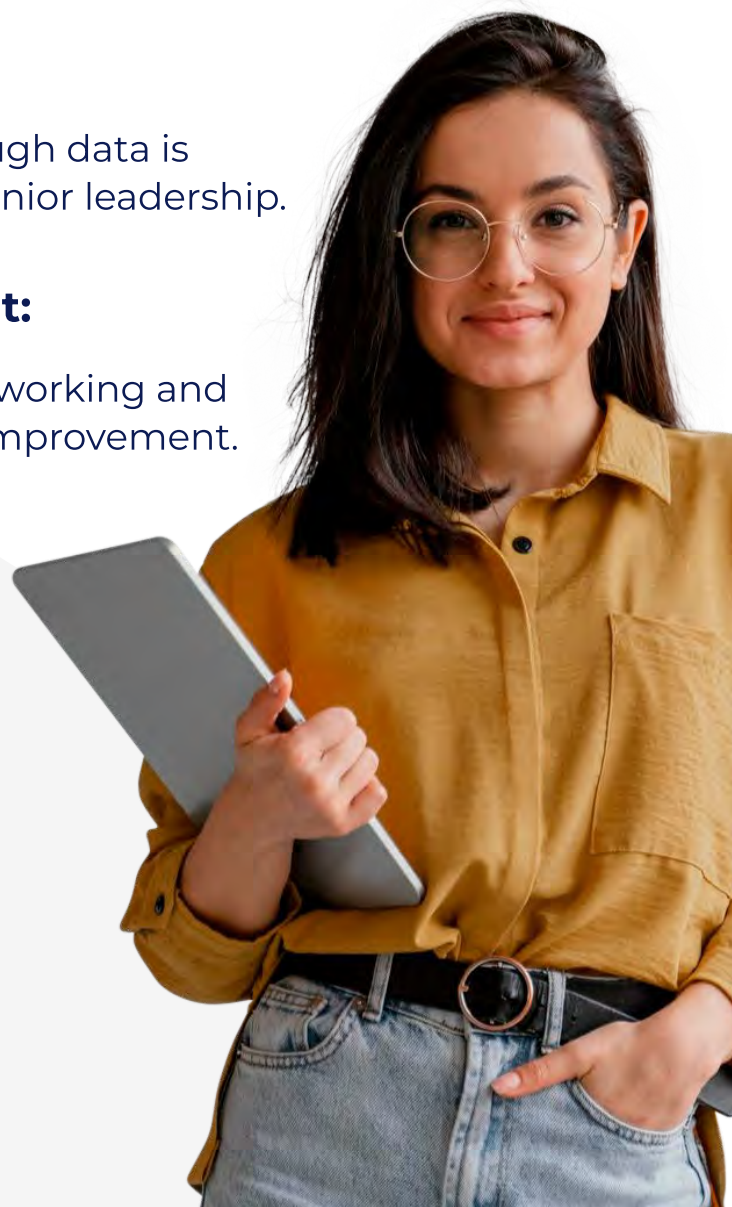
Tracking the right metrics helps measure the actual impact of your programs.

- **Prove value:**

Demonstrating program value through data is essential for securing buy-in from senior leadership.

- **Identify areas for improvement:**

Metrics provide insights into what's working and what isn't, allowing for continuous improvement.



Key metrics to track for internal programs

Employee retention rate

- **Why it matters:**

High retention rates indicate that employees feel valued and supported, which can be a direct result of effective training programs.

- **Real world example:**

Meet Alex, an HR manager. His goal is to increase employee retention by 10%. By comparing retention rates before and after implementing a new training program and conducting exit surveys, Alex can determine if the training influenced employees to stay.

- **Tips:**

Compare retention rates before and after implementing training programs. Conduct exit surveys to understand if training influenced their decision to stay.

- **How to execute:**

Collaborate with your HR department to access retention data. If you lack resources, start with anonymized surveys and exit interviews to gather insights.



Customer churn rate

- **Why it matters:**

Reducing churn is crucial for business growth. Training can help customers better understand and use your products, leading to higher satisfaction and loyalty.

- **Real world example:**

Sarah, a customer success manager, aims to reduce customer churn by 20%. She tracks churn rates before and after implementing a comprehensive training program and surveys customers to assess how the training impacted their experience.

- **Tips:**

Track customer churn rates pre- and post-training. Survey customers to assess how training impacted their experience with your product.

- **How to execute:**

Work with your customer success team to get churn data. Use tools like CRM systems to track churn rates. If resources are limited, use simple survey tools to gather customer feedback.

Sales growth

- **Why it matters:**

Training programs can enhance sales skills and product knowledge, leading to increased sales.

- **Real world example:**

Meet John, a sales director. His goal is to boost sales by 15%. By measuring sales performance before and after training sessions and monitoring the correlation between training attendance and sales growth, John can see the impact of training on sales.

- **Tips:**

Measure sales performance before and after training sessions. Monitor the correlation between training attendance and sales growth.

- **How to execute:**

Coordinate with the sales department to get sales performance data. If direct access is challenging, request regular reports or summaries from the sales team.



Product usage rates

- **Why it matters:**

Increased product usage indicates that customers are finding value in your products, often due to effective training.

- **Real world example:**

Emma, a product manager, wants to increase product usage by 25%. She tracks usage metrics through product analytics and surveys users on their confidence and proficiency with the product post-training to see the impact.

- **Tips:**

Track usage metrics through your product analytics. Survey users on their confidence and proficiency with the product post-training.

- **How to execute:**

Use analytics tools integrated with your product to monitor usage rates. Collaborate with the product team to get access. If resources are limited, consider using user interviews to gather qualitative data.

Support ticket volume

- **Why it matters:**

A decrease in support tickets can indicate that customers are more knowledgeable and able to resolve issues independently, thanks to training.

- **Real world example:**

Dolly, a customer enablement specialist, needs to reduce support tickets by 15%. She monitors support ticket volumes before and after training sessions and analyzes the types of issues reported to identify knowledge gaps.

- **How to execute:**

Partner with the support team to get ticket data. Use helpdesk software to track and analyze trends. If direct data access is a problem, schedule regular check-ins with the support team to discuss trends.

- **Pro tip:**

Ticket tactics: Monitor support ticket volumes before and after training sessions. Analyze the types of issues being reported to identify knowledge gaps.



First touch resolution rate

- **Why it matters:**

Higher first touch resolution rates suggest that customer support teams are better equipped to resolve issues quickly.

- **Real world example:**

Mike, a support team leader, aims to improve first touch resolution rates by 10%. He tracks resolution rates before and after training programs and collects feedback from support staff on the effectiveness of training.

- **Tips:**

Track resolution rates before and after training programs. Collect feedback from support staff on the effectiveness of training.

- **How to execute:**

Collaborate with the support team to track first touch resolution rates. Use feedback forms to gather staff insights. If resources are limited, prioritize the most common issues and focus training on those areas.



Time to competency

- **Why it matters:**

Faster time to competency means employees or customers can start contributing value sooner.

- **Real world example:**

Lisa, a training coordinator, wants to decrease time to competency by 20%. She defines clear competency milestones, tracks the time it takes for learners to achieve them, and uses assessments and performance reviews to gauge competency.

- **Tips:**

Define clear competency milestones and track the time it takes for learners to achieve them. Use assessments and performance reviews to gauge competency.

- **How to execute:**

Set up clear learning paths with milestones in your LMS. Use assessments to measure progress. If formal assessments are not possible, gather feedback from managers on employee progress.



NPS/CSAT scores

- **Why it matters:**

High Net Promoter Scores (NPS) and Customer Satisfaction Scores (CSAT) indicate positive customer experiences, often influenced by effective training.

- **Real world example:**

Rachel, a customer success manager, aims to improve NPS/CSAT scores by 15%. She surveys customers to gather NPS and CSAT scores pre- and post-training and analyzes feedback to understand the training's impact on customer satisfaction.

- **Tips:**

Survey customers to gather NPS and CSAT scores pre- and post-training. Analyze feedback to understand the training's impact on customer satisfaction.

- **How to execute:**

Use survey tools to gather NPS and CSAT scores. Collaborate with the customer success team to analyze feedback. If resources are limited, prioritize key customers for detailed feedback.



Upsell and cross-sell rates

- **Why it matters:**

Training can enhance the ability of sales teams and partners to identify and act on upsell and cross-sell opportunities.

- **Real world example:**

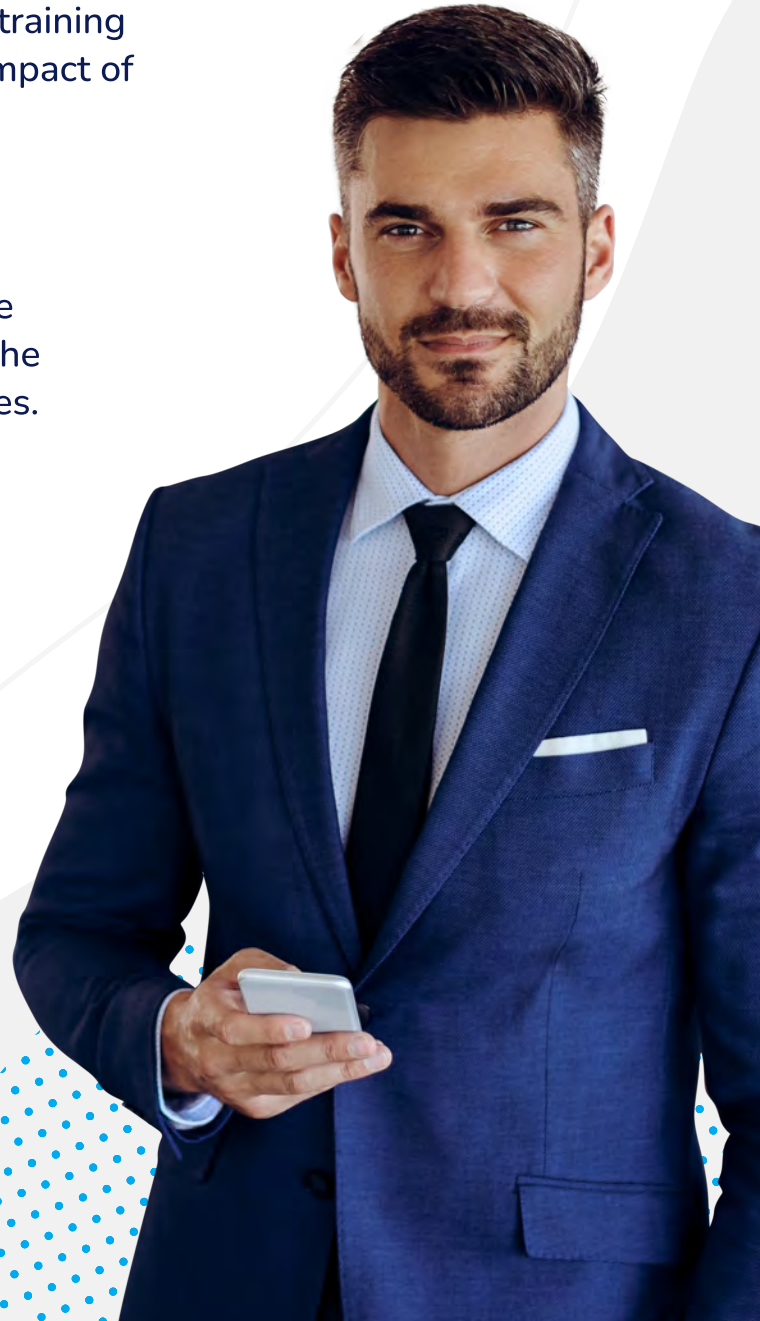
Tom, a business development manager, targets a 20% increase in upsell and cross-sell rates. He tracks these rates before and after training initiatives and measures the revenue impact of these additional sales.

- **Tips:**

Track upsell and cross-sell rates before and after training initiatives. Measure the revenue impact of these additional sales.

- **How to execute:**

Work with the sales and marketing teams to track upsell and cross-sell data. Use CRM tools to measure the impact. If access is challenging, request regular updates from the sales team.



Setting up your programs for success

Step 1: Define clear objectives: Start by setting specific, measurable, achievable, relevant, and time-bound (SMART) goals for your training programs. Align these objectives with your overall business goals to ensure that your training efforts contribute to broader organizational success.

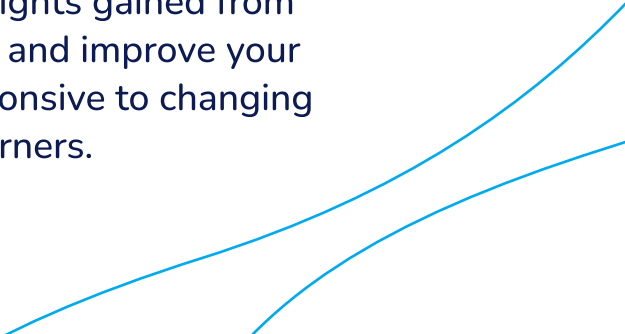
Step 2: Engage stakeholders: Involve key stakeholders from different departments to understand their needs and expectations. Establish collaborative partnerships to ensure you have access to necessary performance data and support for your initiatives.

Step 3: Choose the right tools: Select an LMS with robust analytics and reporting capabilities that can track the metrics important to your organization. Ensure that the LMS integrates seamlessly with other business systems to provide a comprehensive view of data.

Step 4: Collect baseline data: Gather data on the current state of metrics before launching your training programs. This will serve as a benchmark for measuring progress and impact.

Communicate value: Regularly report on the progress and outcomes of your training programs to senior leadership. Use data to highlight successes and areas for improvement, demonstrating the value of your initiatives.

Continuous improvement: Use the insights gained from tracking metrics to continuously refine and improve your training programs. Stay agile and responsive to changing business needs and feedback from learners.





Tracking the right metrics and setting clear goals are critical for the success of your LMS programs.

By aligning your training efforts with business objectives and demonstrating their impact through data, you can secure the support and resources needed to continue delivering value. Use this guide to help you set up your programs for success and start tracking the metrics that matter.



Checklist for tracking LMS metrics: internal programs

Before launching your program

- ☐ **Set clear goals:** Define specific, measurable, achievable, relevant, and time-bound (SMART) goals.
- ☐ **Understand metrics:** Identify which metrics you should track and which you can realistically measure.
- ☐ **Engage stakeholders:** Involve key stakeholders from different departments.
- ☐ **Baseline data:** Gather baseline data for your metrics.

Key metrics to track

- ☐ **Employee retention rate:**

Tips: Compare retention rates before and after training. Conduct exit surveys.

Execution: Collaborate with HR to access retention data. Use anonymized surveys if needed.

- ☐ **Support ticket volume:**

Tips: Monitor ticket volumes before and after training. Analyze issue types.

Execution: Partner with the support team. Use helpdesk software to track trends.

☐ **First touch resolution rate:**

Tips: Track resolution rates before and after training. Collect feedback from support staff.

Execution: Collaborate with the support team. Use feedback forms to gather insights.

☐ **Time to competency:**

Tips: Define clear competency milestones. Use assessments and performance reviews.

Execution: Set up learning paths with milestones in your LMS. Gather feedback from managers.

During the program

☐ **Collect data regularly:** Ensure data is being collected consistently and accurately.

☐ **Monitor progress:** Keep track of progress towards your goals.

After the program

☐ **Analyze results:** Compare data against baseline metrics.

☐ **Report findings:** Share results with stakeholders and senior leadership.

☐ **Continuous improvement:** Use insights to refine and improve future programs.

Checklist for tracking LMS metrics: external programs

Before launching your program

- ☐ **Set clear goals:** Define specific, measurable, achievable, relevant, and time-bound (SMART) goals.
- ☐ **Understand metrics:** Identify which metrics you should track and which you can realistically measure.
- ☐ **Engage stakeholders:** Involve key stakeholders from different departments.
- ☐ **Baseline data:** Gather baseline data for your metrics.

Key metrics to track

- ☐ **Customer churn rate:**

Tips: Track churn rates before and after training. Survey customers on training impact.

Execution: Work with the customer success team. Use CRM tools to track churn rates.

- ☐ **Sales growth:**

Tips: Measure sales performance before and after training. Monitor training attendance and sales growth correlation.

Execution: Coordinate with the sales department. Request regular reports if access is challenging.



☐ **Product usage rates:**

Tips: Track usage metrics through product analytics. Survey users on product confidence post-training.

Execution: Use analytics tools integrated with your product. Collaborate with the product team.

☐ **NPS/CSAT scores:**

Tips: Survey customers pre- and post-training. Analyze feedback to understand training impact.

Execution: Use survey tools to gather NPS and CSAT scores. Collaborate with the customer success team.

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☐ **Collect data regularly:** Ensure data is being collected consistently and accurately.

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After the program

☐ **Analyze results:** Compare data against baseline metrics.

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