

DEVLEARN

20th ANNIVERSARY

Session 215

Evolution of enterprise learning

Kimberly Williams

Chairperson and CEO at Absorb LMS



Evolution of enterprise learning: **strategic learning systems**

Kimberly Williams
Absorb LMS, CEO



Factors pushing corporate learning to the forefront





Key takeaway

Socioeconomic
trends

+

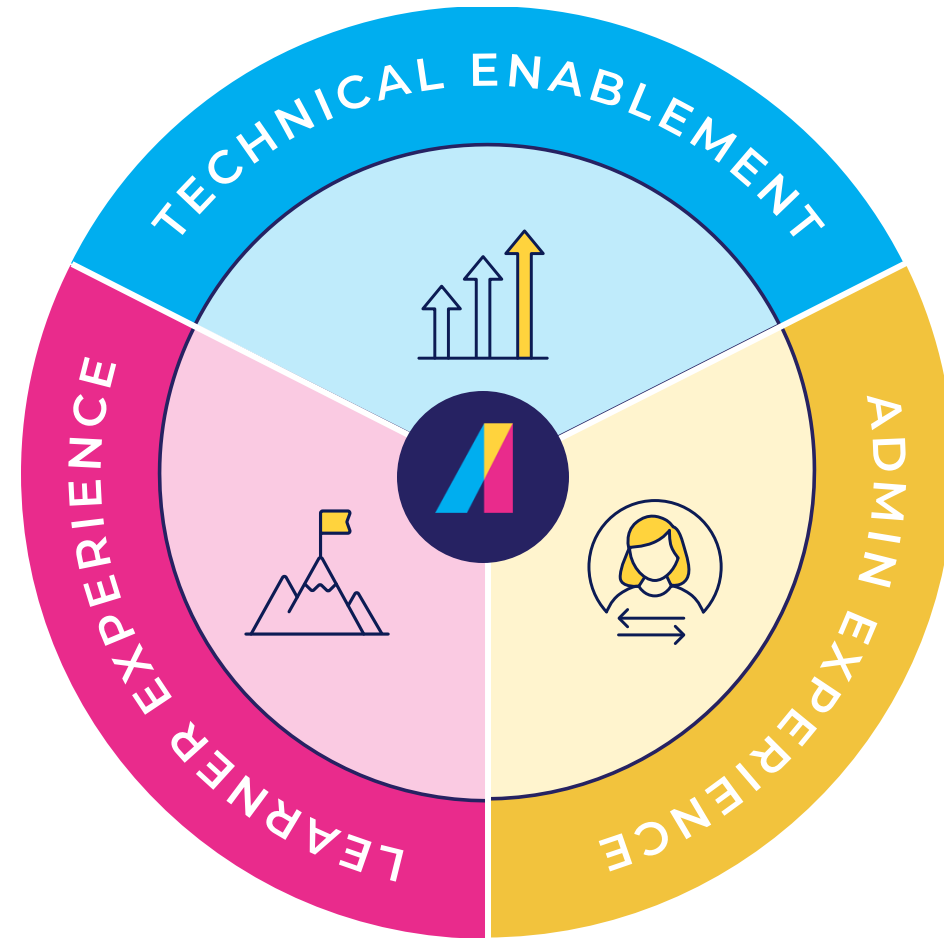
Technology
advancements

=

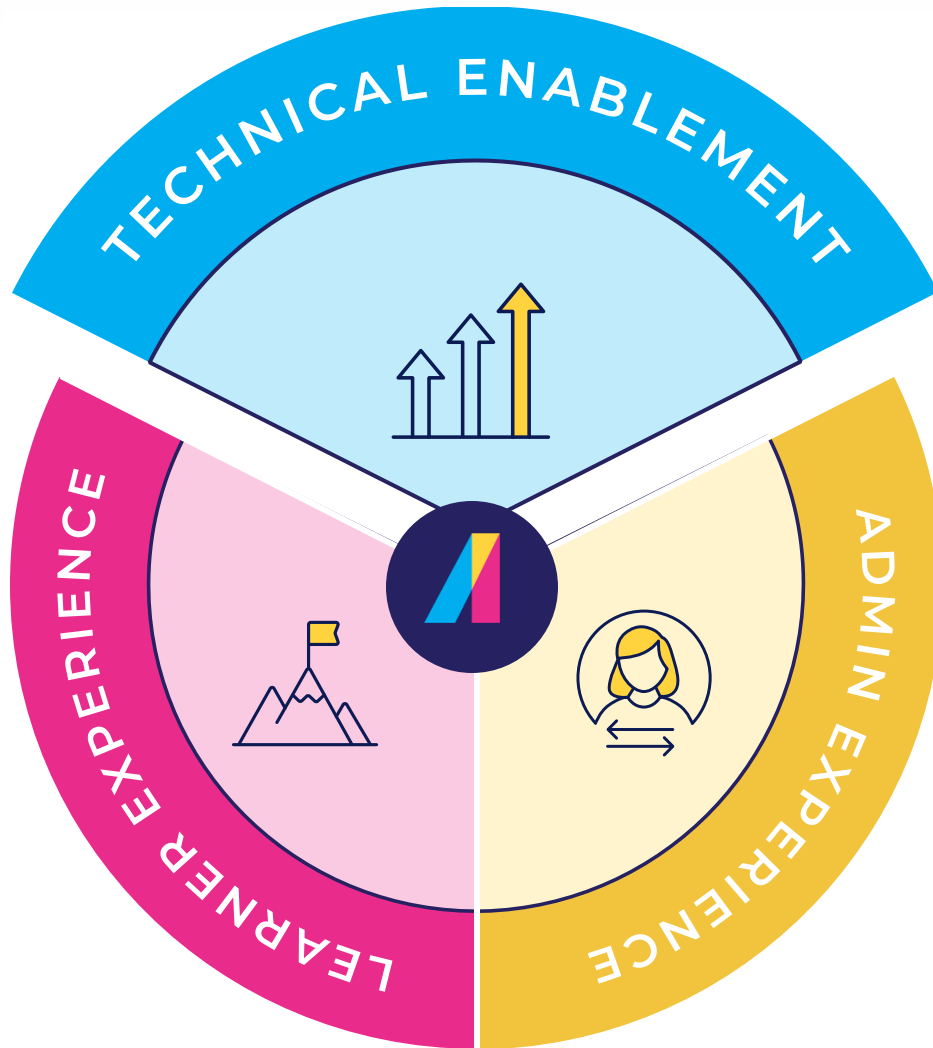
Learning is a
strategic asset for
business growth
and longevity



Strategic learning system



Strategic learning system



1

Learning in-the-flow /
headless capabilities

2

Robust integrations

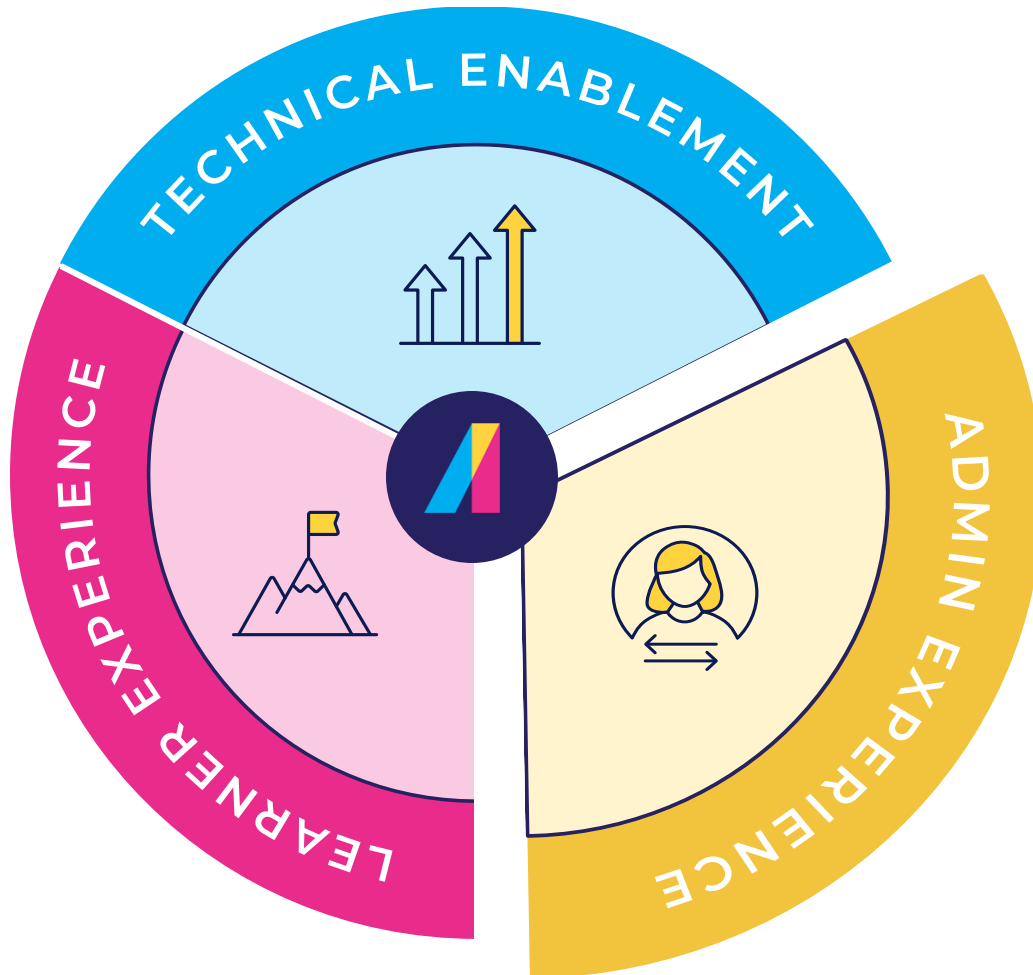
3

Business intelligence tools

4

Multi-tenant capabilities

Strategic learning system



1

Intuitive administration

2

Democratized content creation

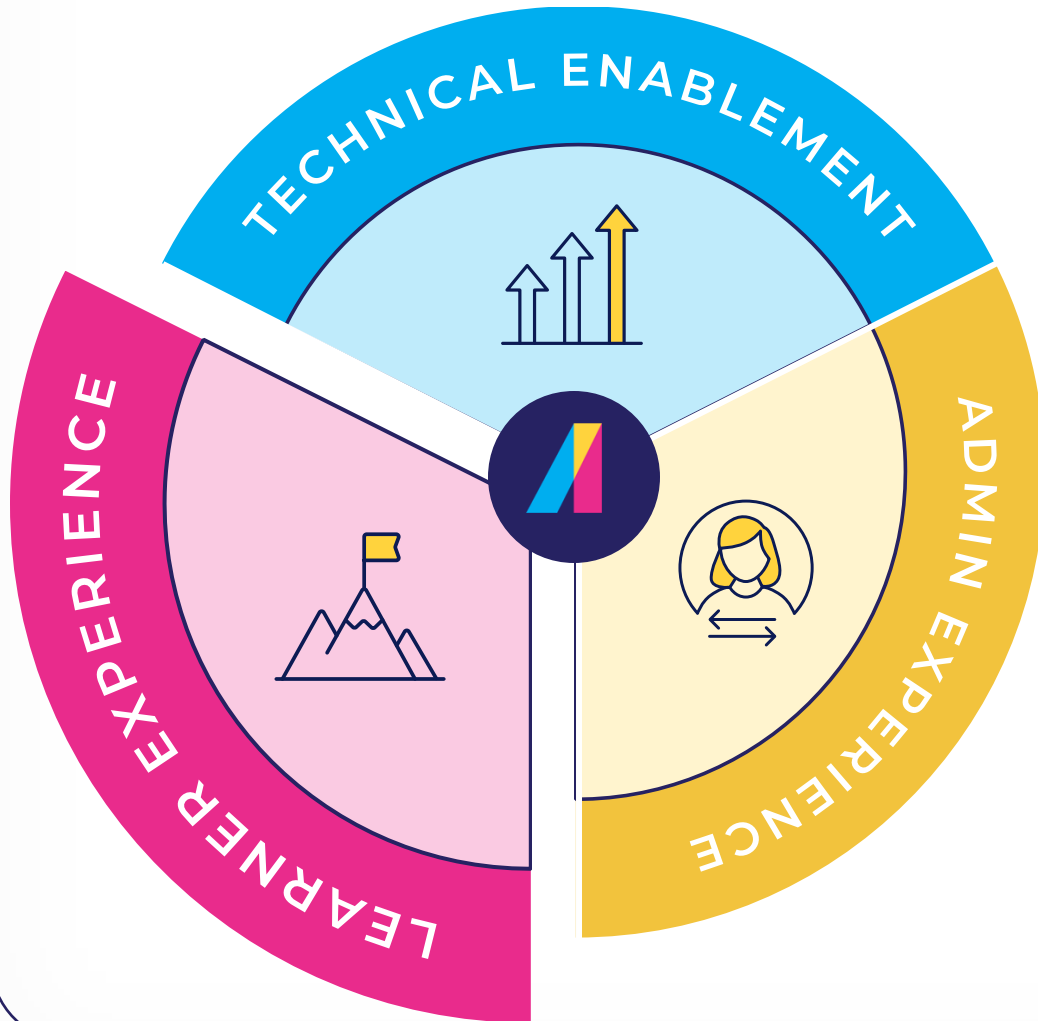
3

Limited role administration

4

Content management automation

Strategic learning system



1

Engaging learner experience

2

AI driven personalization

3

Community and collaboration

4

Tasks

5

Seamless ILT
/ self-paced integration

Strategic learning system

TECHNICAL ENABLEMENT

1

Learning in the flow / headless capabilities

2

Robust integrations

3

Business intelligence tools

4

Multi-tenant capabilities

ADMIN EXPERIENCE

1

Intuitive administration

2

Democratized content creation

3

Limited role administration

4

Content management automation

LEARNER EXPERIENCE

1

Engaging learner experience

2

AI driven personalization

3

Community and collaboration

4

Tasks

5

Seamless ILT / self-paced integration

The business outcomes **most influenced** by learning

**Increase
employee
retention,
productivity &
engagement**

**Improve
operational
efficiencies**

**Enable
growth**



**Increase employee
retention, productivity
& engagement**



Increase employee retention, productivity & engagement

01 Goal

**Reduce first
year turnover**



02 Initiative

Employee
onboarding



03 Focus

Foster
connection



Increase employee retention, productivity & engagement

01 Goal

02 Initiative

03 Focus

Decrease time to full productivity



Role specific onboarding



Product & process training



Increase employee retention, productivity & engagement

01 Goal

Improve effectiveness of talent acquisition process, e.g., first year turnover rate, % offers accepted

02 Initiative

Candidate education

03 Focus

Company basics and position career path



Increase employee retention, productivity & engagement

01 Goal

02 Initiative

03 Focus

Increase employee engagement by identifying less engaged employees



Employee communication



Townhalls, product announcements



Increase employee retention, productivity & engagement

01 Goal

Upskill employees to improve employee retention



02 Initiative

Upskilling education



03 Focus

Learner specific journeys



PGA TOUR Superstore's productivity & retention strategy: Summit

STEP 01

Preparation

- Data insights
- Goal setting
- Foundational focus

STEP 02

Strategy & planning

- Learning paths
- Custom LMS structure
- Vendor integration

STEP 03

Content development

- Vendor content requirements
- Interactive content
- Role-specific training



PGA TOUR Superstore's productivity & retention strategy: Summit

STEP 04

Execution

- Launch success
- In-house summit
- Cross-departmental collaboration

STEP 05

Measurement & success

- Engagement boost
- Retention and sales impact
- Enhanced vendor relationships

RESULTS

Increase in retention **30%**

Increase in \$ month following summit **28%**

Increase in revenue through savings **50%**



DISCUSSION

Outside of employee onboarding and compliance improvements, what are some of the unique strategies or activities you've implemented that have helped with your retention initiatives?



Improve operational efficiencies



Improve operational efficiencies

01 Goal

02 Initiative

03 Focus

**Decrease
reportable
incidents**



Awareness and
compliance



Micro-training,
observational
checklists,
gamification.



Improve operational efficiencies

01 Goal

Improve supplier compliance, e.g., fill rates, quality, invoice accuracy



02 Initiative

Supplier education



03 Focus

Certifications, Leaderboards, Observation Checklists



Improve operational efficiencies

01 Goal

**Drive down
support costs**



02 Initiative

Customer education



03 Focus

Deepen product
knowledge,
certifications,
collaboration



Improve operational efficiencies



Companies that implemented supplier training and compliance education saw a **30% reduction in third-party and supply chain risk.**"

- Thomson Reuters 2023 Risk and compliance report



Increased training compliance has led to **fewer reportable incidents and improved operational efficiency.**"

- Manager, Golden State Water



Since transitioning to Absorb, our Customer Education department has seen over 100% growth in content catalog, active users, and course completions **resulting in a 24% reduction in support ticket volume and more efficient education efforts.**"

- Senior Customer Education Specialist, OneCause



DISCUSSION

Between decreasing reportable incidents, improving supplier compliance or driving down support costs, **which one is most important to your CFO or COO and why?**



Enable growth



Enable growth

01 Goal

Increase
product usage



02 Initiative

Customer
education



03 Focus

Product training,
collaborations



Enable growth

01 Goal

Increase new
logo sales



02 Initiative

Prospect
education



03 Focus

Product
training



Enable growth

01 Goal

Increase new
logo sales



02 Initiative

Sales/partner
education



03 Focus

Product
training



Enable growth

01 Goal

Increase thought leadership



02 Initiative

Market education
(Thought leadership)



03 Focus

Business cases,
SEO optimization



Absorb's customer education strategy: **Absorb Academy**

STEP 01

Learning & development

- Started with small projects
- Helped employees reach clients

STEP 02

Transition to CE

- Focused on urgent problems
- Reduced support tickets

STEP 03

Zendesk categorization

- Sorted tickets by type
- Identified top 10 "how to" questions



Let's discuss!

Q&A



Absorb's customer education strategy: **Absorb Academy**

STEP 04

Strategy & planning

- Launch success
- In-house summit
- Cross-departmental collaboration

STEP 05

Content development

- Engagement boost
- Retention and sales impact
- Enhanced vendor relationships

RESULTS

Increase in retention

5%

Increase in upsells

7%

Increase in sales deals won

12%



Learning strategy is **business strategy**

It starts with you!



Thank *you!*



Resource page



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