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8 Years and Still Growing:
Digital Spark LLC Builds for the
Long Term with Absorb LMS

Challenge

As a global provider of assessment, training and compliance solutions, Digital Spark LLC, offers clients a comprehensive way to assess risk and measure supply chain maturity for a variety of issues. Digital Spark worked with their clients to develop proprietary "measure and improve" programs that identify and address vulnerabilities discovered in the supply chains of their clients' end-users. These users range from large multinationals and NGO's, to small businesses. Digital Spark programs cover labor compliance, cybersecurity, intellectual property and trade secret protection, along with corruption prevention.

Because the corrective training is so crucial to its overall approach, Digital Spark sought a long-term relationship with a learning technology provider capable of meeting its unique requirements. The company likewise needed a partner committed to keeping technology current, delivering a hassle-free user experience, and to finding innovative ways to evaluate maturity. A quick switch to another solution was out of the question, so it had to choose wisely.

"Many LMS platforms we considered at the time were really complicated and ugly," said Pam Henry, Managing Partner at Digital Spark, LLC. "As a Mac shop, the design and overall experience mattered. Absorb seemed the obvious choice for us because we typically have an out-of-the-box, get-up-and-running expectation. Absorb was just that."

Solution

When developing the "measure and improve" programs, Digital Spark leveraged the built-in assessment tools in Absorb LMS to create custom assessment modules. These included heavy reliance on scored surveys, as well as quizzes and exams. Digital Spark also used the variety of ways Absorb LMS presents information to users.

"The thing we liked about it was that it was so straightforward and easy to learn, easy to use," said Henry. "From the admin side, it's been a godsend."

Because Digital Spark provides technology for both clients and their end users, their platform effectiveness depends on it being easy to onboard. Customer admins have praised Absorb LMS features for classroom training administration, including dealing with payment and providing instructors with more details about their rosters, locations, and last-minute communications.

These benefits, of course, extend to online learning as well. "Admins that mostly work with remote courses have had an easy time getting up to speed with sending out enrollment keys, adding deep links onto our website—all those course management types of things. It has saved us time and money."

> *I feel like we're getting great value for the money with Absorb. From hosting our courses, to transparency and stability, you just can't get what Absorb offers from most tech companies.*
>
> — Pam Henry, Managing Partner,
> Digital Spark LLC

Change Management

Absorb technology has evolved throughout the eight-year partnership with Digital Spark. To manage this change, Digital Spark relied on the steady attention of both the Absorb support team and its Client Success Manager, a specific Absorb advocate dedicated to its account. "Having our CSM, Bonnie, has been very, very helpful in making us feel like there is somebody that can smooth out the process and explain the nuances of our system to the Absorb support and development teams when needed. The way we use Absorb is atypical, so that's been great."
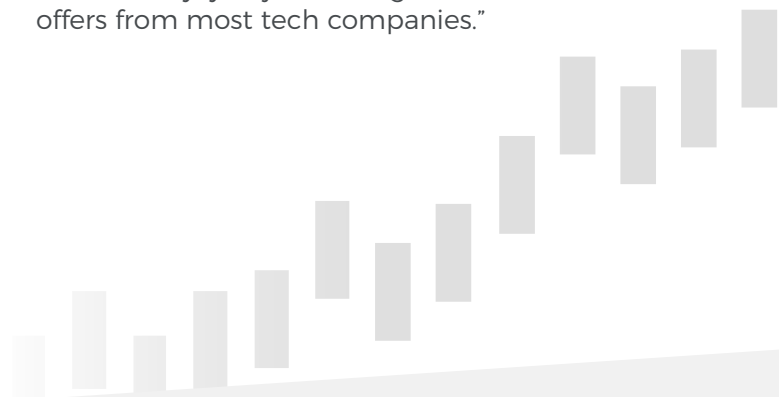
Results

"Absorb has enabled us to deliver the programs we envisioned a long time ago. And it's grown and expanded," said Henry, commenting on the over eight-year partnership with Absorb. "Digital Spark courses have been used by thousands of companies interested in improving compliance across a broad range of subject matter offerings. We've been able to adapt the program based on new audience needs because Absorb is so agile and flexible."

Customer satisfaction is a huge part of any business model, and Digital Spark is no different. Henry confirms, "We have big companies renewing their programs with us year after year—or buying new courses. That's an indicator to me that learners like what they're getting."

Having used Absorb for so long it's natural to want to reassess the partnership fit. "I do get advertisements and promotions. But every single time, I feel like we're getting great value for the money with Absorb. From hosting our courses, to transparency and stability, you just can't get what Absorb offers from most tech companies."

About Digital Spark

Digital Spark builds custom integrated solutions for global consulting firms that provide auditing, measuring, and improvement modules for their multinational clients.

www.digitalsparkllc.com

DigitalSpark

Try Absorb LMS for yourself and see the powerful customization options available.

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