



The  
Ultimate  
Buyer's Guide to  
**Online Learning  
Solutions**

**BIZ**  LIBRARY



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## Why Is Online Training So Important Today?

It's no secret that employee training has become a top priority among organizational leaders who strive to see their companies operating at peak performance.

Employees today recognize that going online is the fastest and most effective way to learn a wide variety of skills. That's why long, classroom training sessions are no longer the method of choice for most topics.

With continual improvements to training technology, it's easier than ever to meet your modern learners where they're at.

A training program that puts employees' needs above organizational needs already creates a competitive advantage for you, but that's not the only reason to consider online options. Compared to instructor-led training, online solutions have proven to be more effective in cost, time, administrative ease, learning transfer, and breadth of topics available.

For example, by moving away from 100% classroom safety compliance training to offering 10 out of 12 monthly training sessions online, [Conductix-Wampfler](#) **saved a total of \$106,625 annually and decreased time to develop, schedule, create, and administer training by 97%.**

What could you accomplish with that much time and money (or more!) recouped from training?

Modern training methods can be used to overcome many challenges that may be disrupting daily details or derailing the overall vision for your organization: Dealing with a dispersed workforce? Inexperienced managers? High employee turnover? Stagnant sales? Compliance infractions? These are just a few of the business challenges you can attack with the right learning solutions.

Integrating online solutions into your training program allows you to tap into the potential you know resides in your workforce. Technology that harnesses high quality, expertly delivered content is a powerful tool in the hands of your employees.

*If the question on  
your mind is,*

**“ HOW CAN I FIND A  
TRAINING SOLUTION  
THAT WILL HELP US  
ACHIEVE ALL THIS? ”**

*then you're reading  
the right guide.*

## What to Look for in an Online Learning Solution

There are tons of learning technology options out there, so we have some guidelines for how you can find the best solution for you. We're talking about a COMPLETE online learning solution here – if you want to ensure you're making a good investment, there's a lot more to consider than whether the software has the right features or not.

A complete solution for online learning in your organization should include:



An adaptable and evolving learning platform



Breadth and depth of an on-demand content library



An experienced training consultant



A dedicated partnership with a growth-oriented provider

Let's take an in-depth look at how each of these components meld together to create an exceptional learning experience.

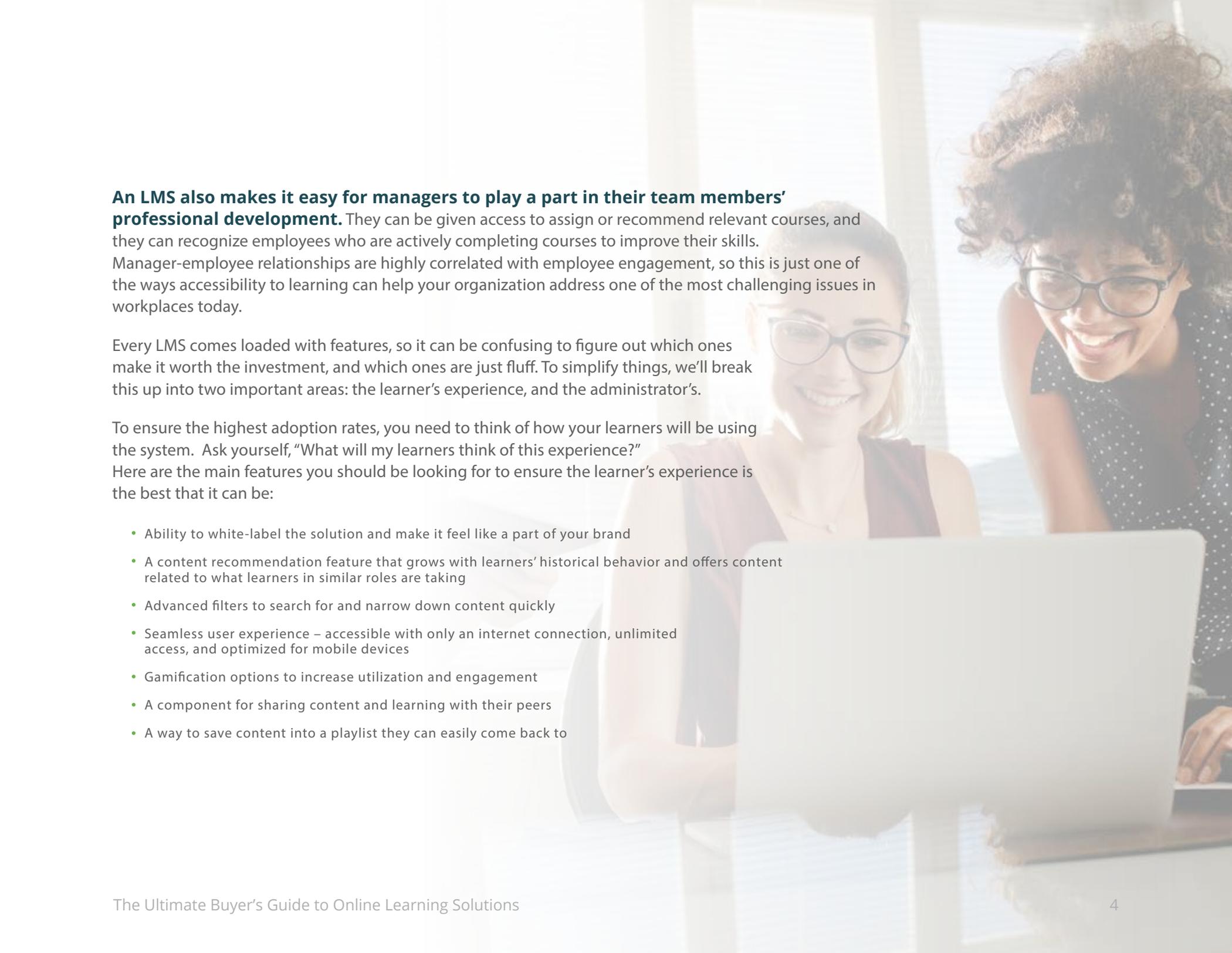
### The LMS: What It Can Do for You

A learning management system (LMS) allows you to have a central hub for all things training in your organization. With this platform, employees can access learning content anytime, anywhere. Having one online location is an easy way to create consistency with training delivery across locations.

Whether it's assigned content or a topic an employee seeks out on their own, course completions (including classroom sessions) can be tracked and viewed through easy-to-use reporting.

**Online tracking and robust reporting are a must-have for HR and L&D professionals working to demonstrate the value of training.**

With a quality LMS, you'll have highly useful metrics at your fingertips that can help you prove the impact of training in your organization. For example, seeing an increase in the number of elective course completions indicates that employees are finding value in the content and working to expand their skills. That's a win-win worth sharing with leadership!

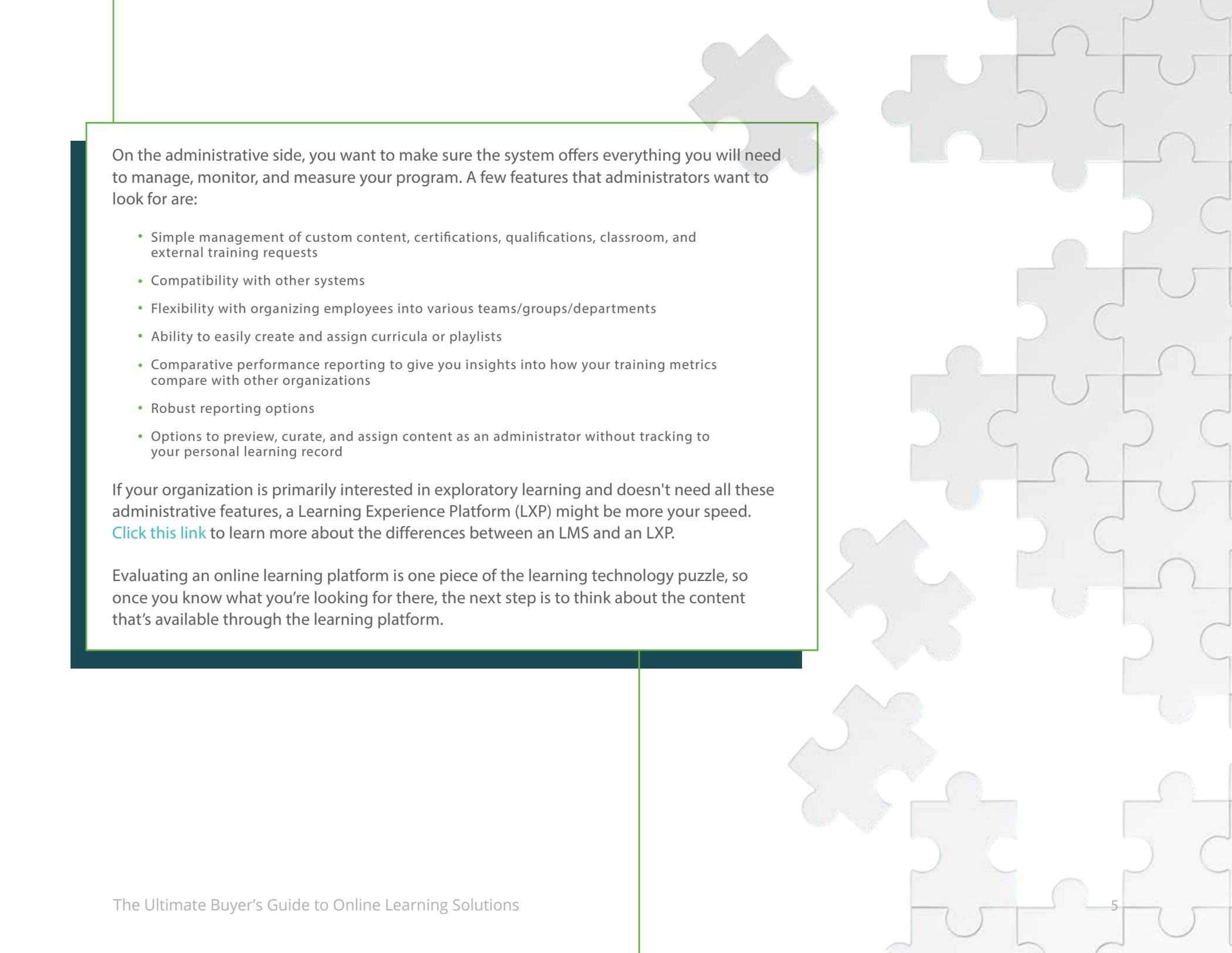
A photograph of two women in an office setting. One woman with glasses and a red top is sitting at a desk with a laptop, smiling. Another woman with glasses and a dark polka-dot top is leaning over her shoulder, also smiling and looking at the laptop screen. The background is a bright window with blinds.

**An LMS also makes it easy for managers to play a part in their team members' professional development.** They can be given access to assign or recommend relevant courses, and they can recognize employees who are actively completing courses to improve their skills. Manager-employee relationships are highly correlated with employee engagement, so this is just one of the ways accessibility to learning can help your organization address one of the most challenging issues in workplaces today.

Every LMS comes loaded with features, so it can be confusing to figure out which ones make it worth the investment, and which ones are just fluff. To simplify things, we'll break this up into two important areas: the learner's experience, and the administrator's.

To ensure the highest adoption rates, you need to think of how your learners will be using the system. Ask yourself, "What will my learners think of this experience?" Here are the main features you should be looking for to ensure the learner's experience is the best that it can be:

- Ability to white-label the solution and make it feel like a part of your brand
- A content recommendation feature that grows with learners' historical behavior and offers content related to what learners in similar roles are taking
- Advanced filters to search for and narrow down content quickly
- Seamless user experience – accessible with only an internet connection, unlimited access, and optimized for mobile devices
- Gamification options to increase utilization and engagement
- A component for sharing content and learning with their peers
- A way to save content into a playlist they can easily come back to



On the administrative side, you want to make sure the system offers everything you will need to manage, monitor, and measure your program. A few features that administrators want to look for are:

- Simple management of custom content, certifications, qualifications, classroom, and external training requests
- Compatibility with other systems
- Flexibility with organizing employees into various teams/groups/departments
- Ability to easily create and assign curricula or playlists
- Comparative performance reporting to give you insights into how your training metrics compare with other organizations
- Robust reporting options
- Options to preview, curate, and assign content as an administrator without tracking to your personal learning record

If your organization is primarily interested in exploratory learning and doesn't need all these administrative features, a Learning Experience Platform (LXP) might be more your speed. [Click this link](#) to learn more about the differences between an LMS and an LXP.

Evaluating an online learning platform is one piece of the learning technology puzzle, so once you know what you're looking for there, the next step is to think about the content that's available through the learning platform.

## Behind the Curtain of a Quality Content Library

A complete online learning solution means not having to choose between great learning platform features or great learning content – your organization deserves both!

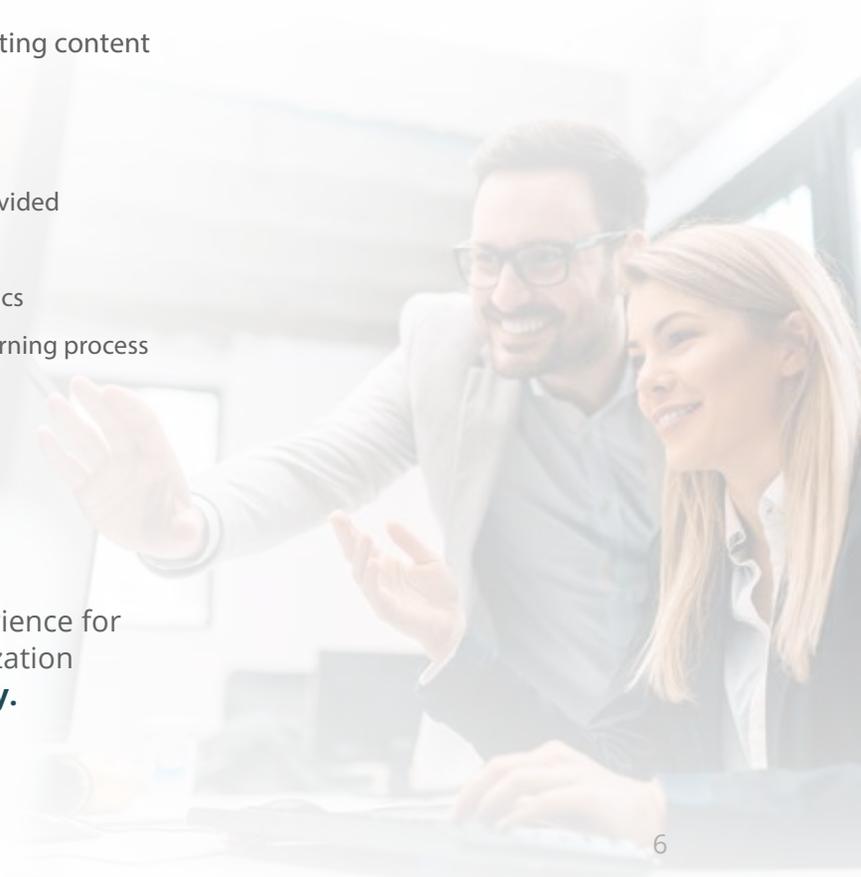
A high-quality content library is equally as important as a strong learning platform – choosing a learning platform and saying their content is just “good enough” is not going to result in success for your training initiatives. **Employees won’t engage with content that feels outdated or throws too much information at them at one time.** If they aren’t engaging, they’re not going to retain what they’ve learned, and your training will have nothing to show for the effort.

A complete training solution provider focuses on curating and producing highly engaging content, and can deliver it from their own online platform, all in one package. Why is that integration beneficial to you? It cuts down heavily on the administrative time required to keep up with content updates, and it makes the learning experience more intuitive and seamless for employees.

A content library encompasses more than what meets the eye, so when you’re evaluating content options, look for these elements to know you’re getting a solution that works:

- A library aggregated from multiple producers who are experts in their respective fields
- Commitment to a thorough curation process, ensuring only high-quality content is provided
- New content added and outdated content retired on a regular basis
- A wide range of topics, covering hard and soft skills along with mandatory training topics
- Learning reinforcements like boosters, quizzes, and support materials to extend the learning process
- A variety of formats to suit different learning preferences
- Content mapped to specific competencies
- Learning paths pre-built with content covering specific topics or skills
- 

All these elements come together to create a second-to-none learning experience for employees, but if you want a training program that truly moves your organization forward, you’ll need **a learning solution that offers more than technology.**



## True Partnership Makes a Complete Solution

Partnership is the element that separates true training solutions providers from ordinary vendors. A partner will provide you with the basic services that you'd expect from any vendor, but then they go beyond the basics by **stepping into your business challenges with you.**

On top of technology, they'll provide a dedicated consultant to help you get the most out of your investment, but also to help you **strategically develop and improve your training program as a whole.** They're available on an ongoing basis to discuss how training could help to solve some of the most daunting challenges your organization faces.

Experienced consultants have seen a wide variety of **ways that training has changed the trajectory of a business,** so they're skilled in planning solutions that you wouldn't have thought of on your own. Plus, when they're part of a team who helps people like you every day, they have the insight of every other consultant on the team to draw on.

To see your company fully embrace a continuous learning mindset, you'll need more than great technology – you'll need a partner who can help address your current challenges and **be prepared to tackle the roadblocks yet to come.**



## Is Your Vendor of Choice Growth-Oriented?

The last element you should assess with any new training technology is beneath the surface of the product itself. It's the history, mindset, and roadmap the vendor has for their own organization.



### HISTORY

Historically, have they adapted and stayed at the forefront of evolving needs for employee training?



### MINDSET

Do their vision, mission, and values reflect a growth-oriented mindset, so you know they'll continue to improve their products and services in the years to come?



### ROADMAP

Do they listen to feedback and have actionable plans for how they're addressing the needs of current clients?

Researching and asking these three questions can give you significant confidence that you're **making a sound decision for your company's current and future needs**. If you ignore this element and invest in a solution that isn't prepared to meet your changing needs, you'll be on the hunt for a new solution again very soon.

## Investing in a Complete Learning Solution Improves Business Results

There may be some business challenges you're working through which you know training can help to overcome.

Skill gaps, for instance, are a common challenge you can address by upskilling your workforce with various training methods. New managers may be another – you have people who are being promoted or hired into management positions, but they don't have all the skills they need to be successful. So, you train them!

However, strategic employee training programs can address so many more challenges than you may realize. Think about how your business could improve if you had a plan to address these issues with training:

- Inconsistencies or miscommunication across a dispersed workforce
- Lack of a succession plan and ability to develop future leaders
- Low productivity from disengaged employees
- Sales rates stagnating or slowing down
- Losing an increasing number of clients or customers to competition
- Difficulty with quickly adapting to industry changes
- Employee turnover rates increasing

When you start winning the battle against your biggest challenges, you'll see positive rate increases across the board – employee engagement and retention, customer satisfaction, productivity, and profit, to name a few.

**Providing engaging, on-demand learning opportunities allows employees at every level to turn their potential into improved performance.**

When your organization invests in learning solutions to achieve big picture goals, and also empowers employees' self-development, then you're truly on your way to becoming a learning organization with better business results.

## Choosing the Right Training Partner for Your Organization

Once you've determined a shortlist of vendors who could potentially provide you with a complete online learning solution, there are five important ways to gather information to make your final decision.

### Test Drive with a Free Demo & Trial Access

Always try out the technology before you buy it. With a free demo, you can get an idea of how easy or difficult it is to use for administrators and learners. This is a great opportunity to ask questions about specific functionality and see if the learning platform features and content quality match what your organization needs.

However, you want to ensure you get trial access so you can really test drive the system. Trial access also allows you to share login information with other leaders of your organization to help maximize buy-in.

### Assess Familiarity with Your Market

Ask about the vendor's current client markets to determine how well they'll be able to serve an organization like yours.



## Check Recognition from Major Training Publications

When you're investing in training solutions, it isn't wise to rely solely on what the vendor has to say about themselves. Recognition from reputable training publications can verify that a vendor has valuable solutions to offer. Some of the major awards to look into include:

- Training Industry Top 20 Awards
- Brandon Hall Group Excellence Awards
- Elearning! Awards
- CLO Learning in Practice Awards

## Evaluate Third-Party Reviews

Other than what you find on the vendor's website, there are several technology review sites where you can read testimonials from people who have used the solution. Make sure to actually read them though, **don't just look at star ratings**. Reviews are highly subjective, so you may see high or low ratings based on specific factors or situations that wouldn't apply to you.

## Read Client Stories

Reading client stories or watching videos of clients talking about their experiences is highly beneficial for seeing how the vendor's solutions translate into results – for training and for business overall.

Hopefully you'll be able to find stories about clients in the same industry as you, but training initiatives aren't siloed by industry, so focus on finding some relevant to your business challenges as well.

So, after assessing your shortlist of vendors through each of these avenues, there's one final question to ask:

## Is this vendor prepared to be a long-term partner in my training program's success?

If you're excited to reach the point where you can say "Yes" to that question, then we hope the guidelines we've shared are helpful in getting there!

## Get to Know BizLibrary

If you're ready to jump right in and see if BizLibrary could be the right fit for your organization, click the button to request your free demo of our online learning solutions:

REQUEST A DEMO

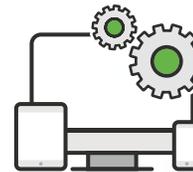
BizLibrary is a leading provider of online learning for growing organizations. Our award-winning microlearning video library engages employees of all levels, and our learning technology platforms are progressive catalysts for achievement. Partnered with our expert Client Success and Technical Support teams, clients are empowered to solve business challenges and impact change within their organizations.

To learn more, visit [www.bizlibrary.com](http://www.bizlibrary.com).

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## About Our Solutions

If you'd like to do more research on your own before doing any demos, here are a few resources to get you started:



LEARNING MANAGEMENT  
PRODUCT SHEET



PARTNERSHIP  
PRODUCT SHEET



THE BIZLIBRARY COLLECTION  
PRODUCT SHEET



LEARNING EXPERIENCE  
PLATFORM PRODUCT SHEET



LMS vs LXP  
COMPARISON