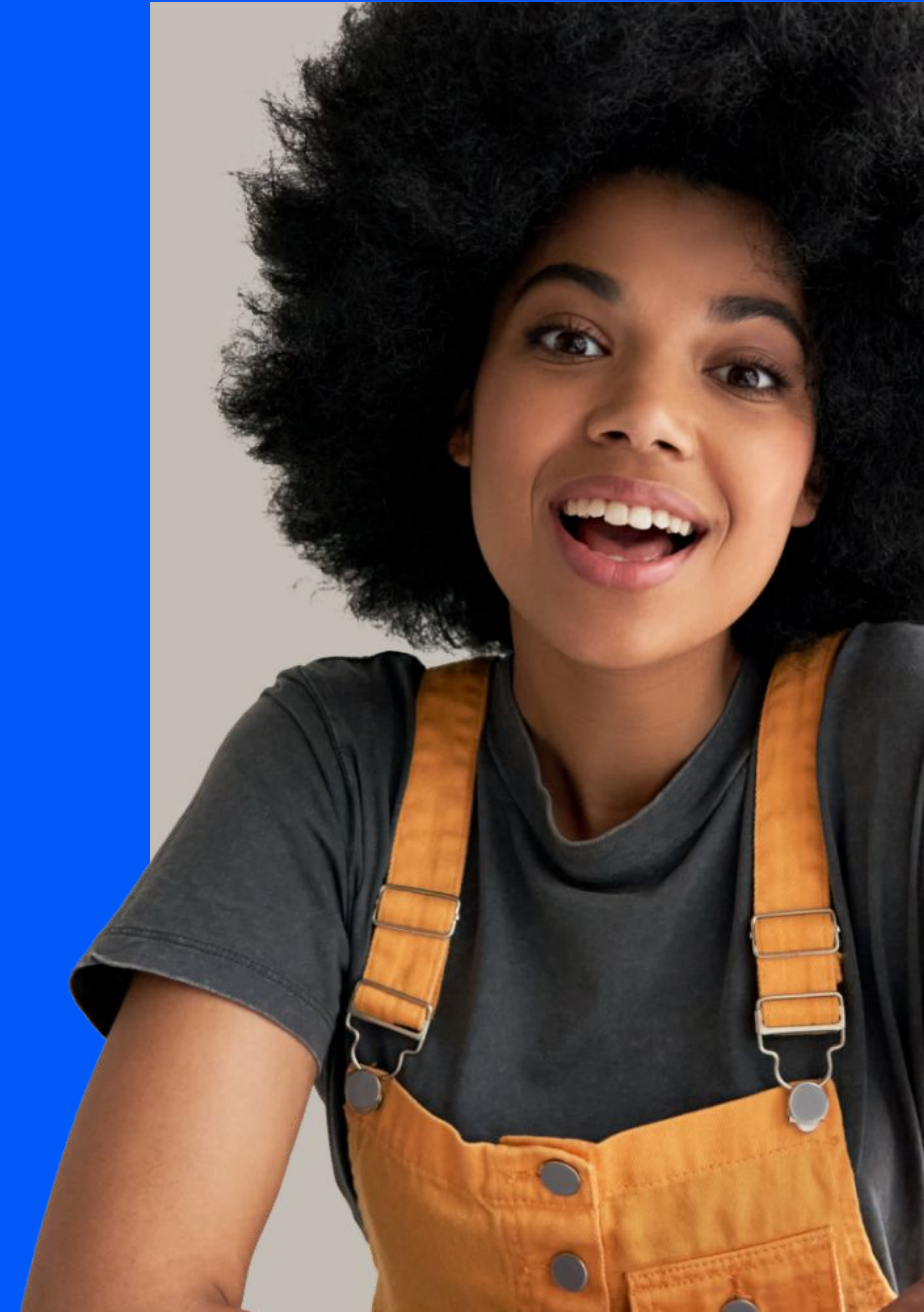


The Docebo Learning Platform

2024 Future of Learning Companion



What's inside

- The state of the learning industry
- Proving the ROI of learning
- Leading partners
- Case studies
- How to make the case for a new learning platform
- Handling common objections and stakeholder concerns





State of the industry





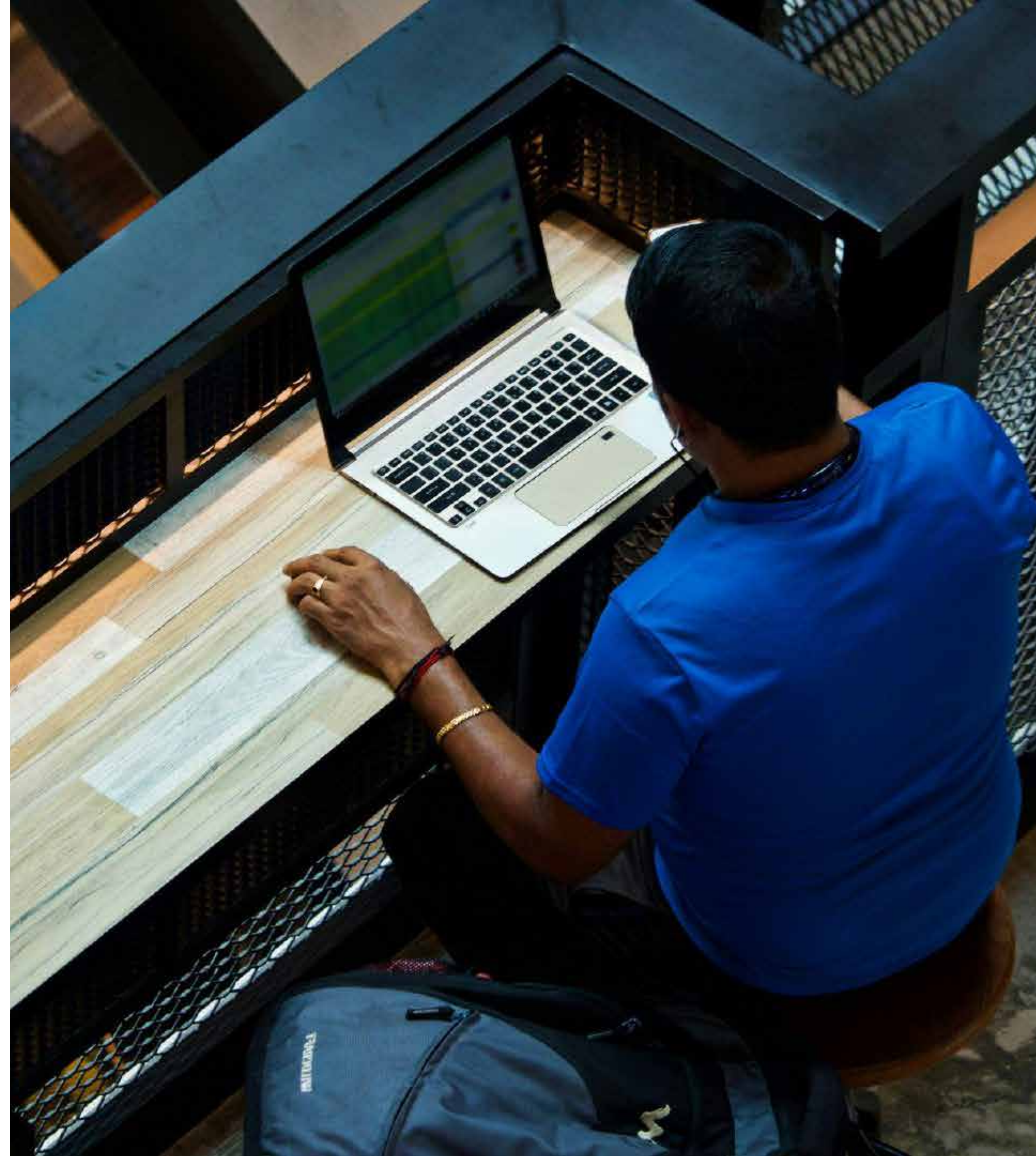
2024

**will be an inflection
point for L&D**

docebo

The two biggest barriers to business transformation are both learning related:

1. Skill gaps
2. Attracting and retaining talent



The #1

issue keeping CEOs up at night
is the talent supply chain.



We are in a skills crisis.

- Six in 10 workers will need retraining by 2027.
- Only half have access to the training they need.
- L&D has never been more important.

The last few years have been hard for L&D.

	2021	2023	Net change
'Our L&D strategy is aligned with our organizational priorities.'	77%	67%	-10%
'Leaders recognize the impact of L&D'	81%	67%	-14%
'We are clear about how L&D can drive business value'	71%	61%	-10%

L&D is positioned to solve the most pressing business challenges.

But leaders don't see it that way.

- Only 15% of leaders believe learning is a core part of their business strategy
- Only 15% say they give learning the high importance it deserves

For L&D practitioners, 2024 must be a year of delivering tangible results that align with the broader business strategy.

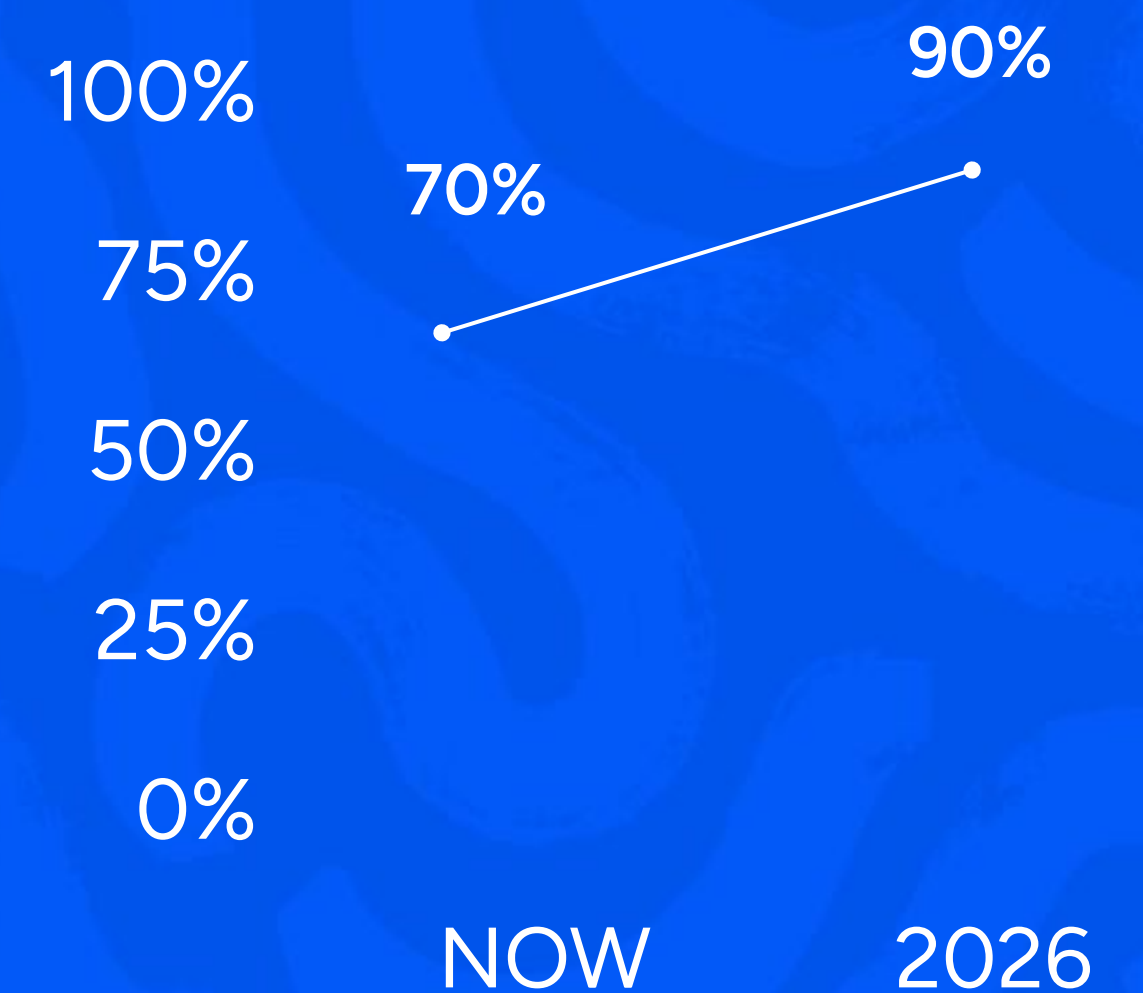
Fortunately, there are many new tools and strategies available.

The two biggest barriers to organizational transformation are both learning related¹:

1. Skill gaps
2. Attracting and retaining talent

1. World Economic Forum, *Future of Jobs Report 2023*
2. IDC *Future of Work Report 2022*

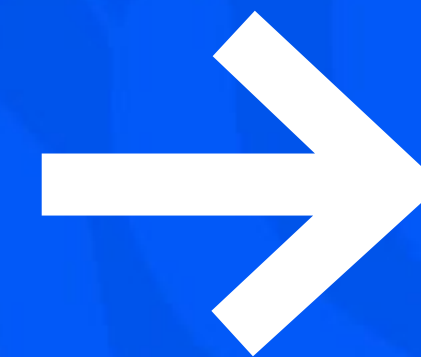
Percentage of organizations suffering from a shortage in IT skills²



Tip #2: AI is changing everything. Get up-to-speed, fast.

Most HR leaders say they will be falling behind if they don't adopt AI within the next 12-24 months¹.

Here are two things to expect



1. BCG: Transforming HR Using Generative AI, 2023

Expect massive productivity gains.

Task	Improved efficiency w/ generative AI
HR strategy and planning	10-25%
Recruiting and resourcing (incl employer branding)	25-50%
HR admin and shared services (incl onboarding)	25-50%
Learning and development (L&D)	10-25%
Performance and career management	10-25%
Employee engagement (retention management, DEI, change management)	10%
Deliver high-quality L&D video content	60%
Create a sample course	90%



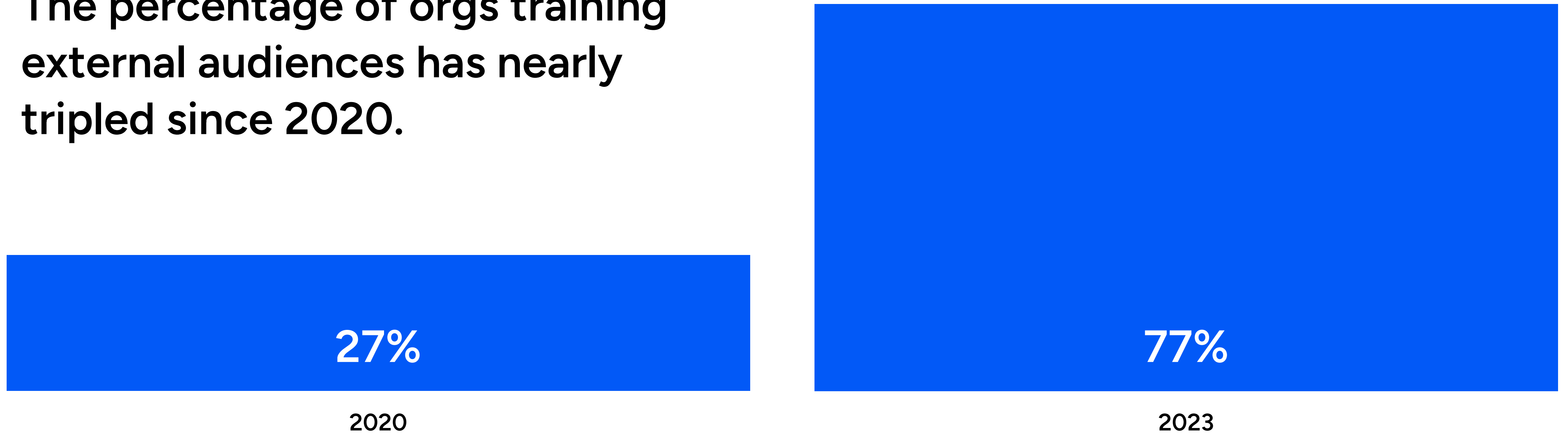
14%

Of organizations are currently using AI to help personalize their learning content.

This number is sure to grow.

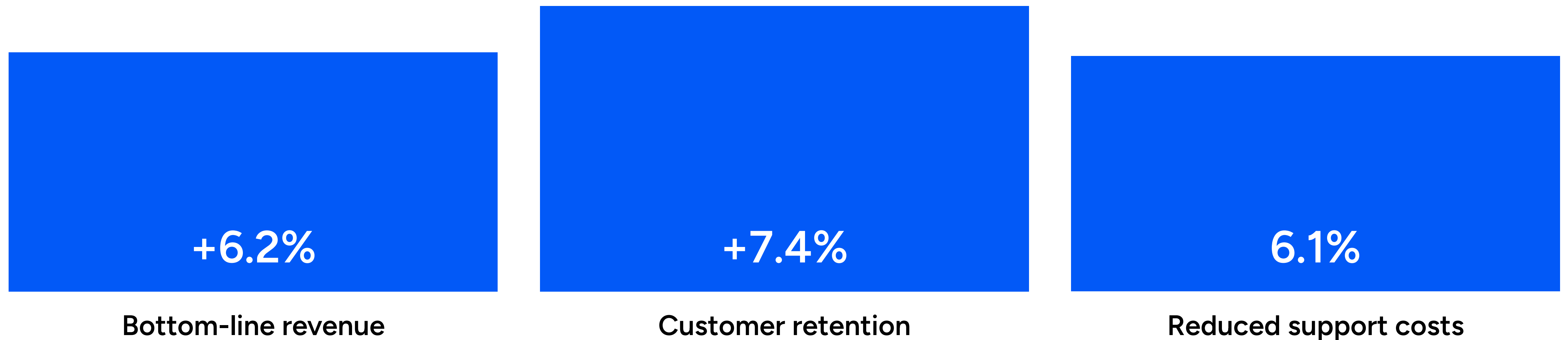
Tip #3: Learning is no longer employees only

The percentage of orgs training external audiences has nearly tripled since 2020.



To demonstrate business impact, L&D teams should double down on customer education

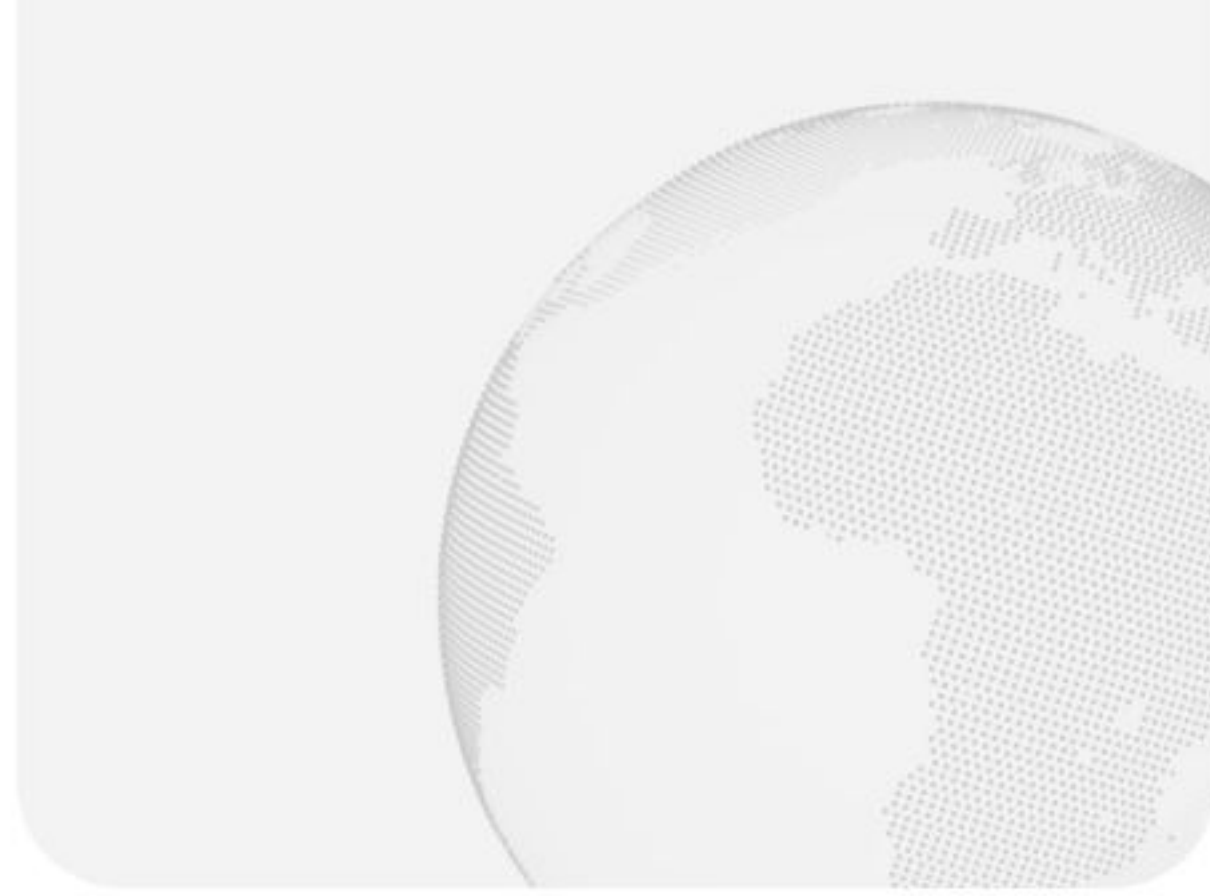
The average customer ed program achieves exceptional results



For L&D to become a strategic priority and get the attention it needs to solve pressing business challenges, two things need to happen:

1. L&D practitioners need to show the tangible business impact of learning. For tips, keep reading.
2. Business leaders need to recognize the profound impact L&D is already having on their business.

They need to realize that there is no path forward—on talent, skills, or productivity—without a robust learning program.



Proving the ROI of learning



Proving ROI is incredibly important.

Aligning learning programs to business goals is the #1 focus for L&D teams.

Despite this, the five most common success measures used by L&D teams are vanity metrics like learner satisfaction and course completions.

Only 10% of teams strongly agree that they have a process for measuring learning impact.

Four in 10 have no strategy at all.

There is no shortage of general data on learning impact:

- Two-thirds (66%) of companies expect to see ROI on skills training within one year.
- Companies that enable their frontline workers experience double the shareholder return.
- The average customer education program leads to a 6.2% increase in bottom-line revenue.

The challenge is getting specific data about the performance of your learning programs.

Even if 94% of employees are more likely to stay with their employers if they're learning, most L&D teams can't prove that their learning program is having that impact.

The main obstacle:

Most learning technology isn't built to prove ROI.

Most companies still have Level 2 platforms. Level 3 platforms are rare.

Learning platforms of the future: Optimized for business

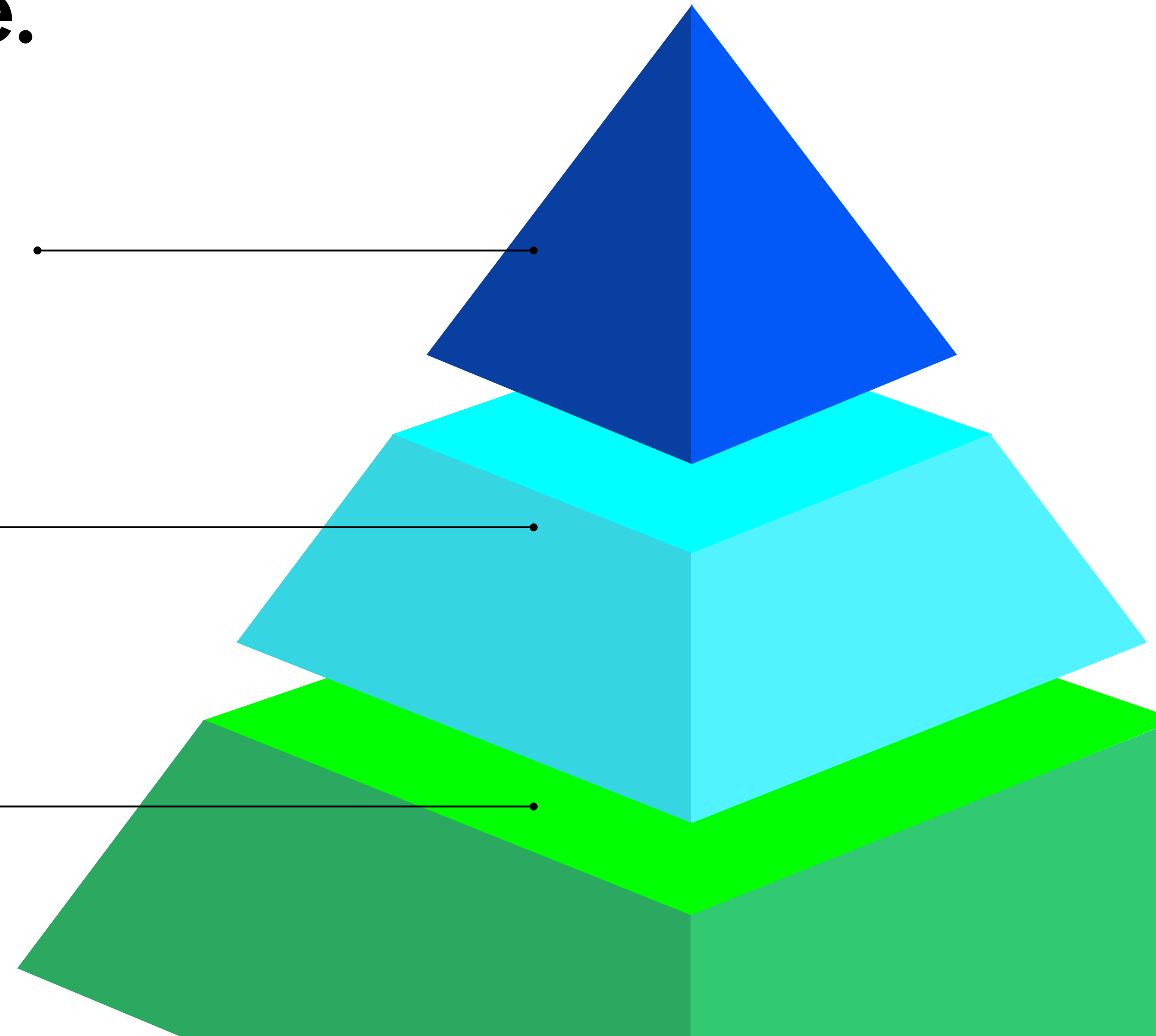
- Business impact
- ROI data

Contemporary learning platforms:
Optimized for engagement

- UX
- Social Learning
- Vanity Metrics

Legacy learning systems:
Optimized for admins

- Data entry
- Content Management



The best way to prove learning impact is to start with important KPIs your business already measures.

Metrics impacted by learning

Employees

- Skill acquisition
- Engagement
- Productivity
- Ramp time
- Retention rates
- Quota attainment

Customers

- Renewal rates
- Average spend
- Customer acquisition cost (CAC)
- NPS
- Support tickets

Partners

- Sales performance
- Ramp time
- Customer awareness of products/services

(Hint: If you have a customer education program, start with metrics in the 'Customers' column. Those are the metrics your business is most likely to have data on.)

Prove learning impact easily with natural experiments.

Learning is powerful. But not everyone in the audience will engage with it. For example, even the best customer education programs only reach about 53% of customers. The same is true for employee and partner learning offerings.

This creates a natural experiment. You can compare customers, employees, or partners who do engage with training against those who don't engage with training.

This will demonstrate just how much learning is impacting your audience—and the KPIs you care about.

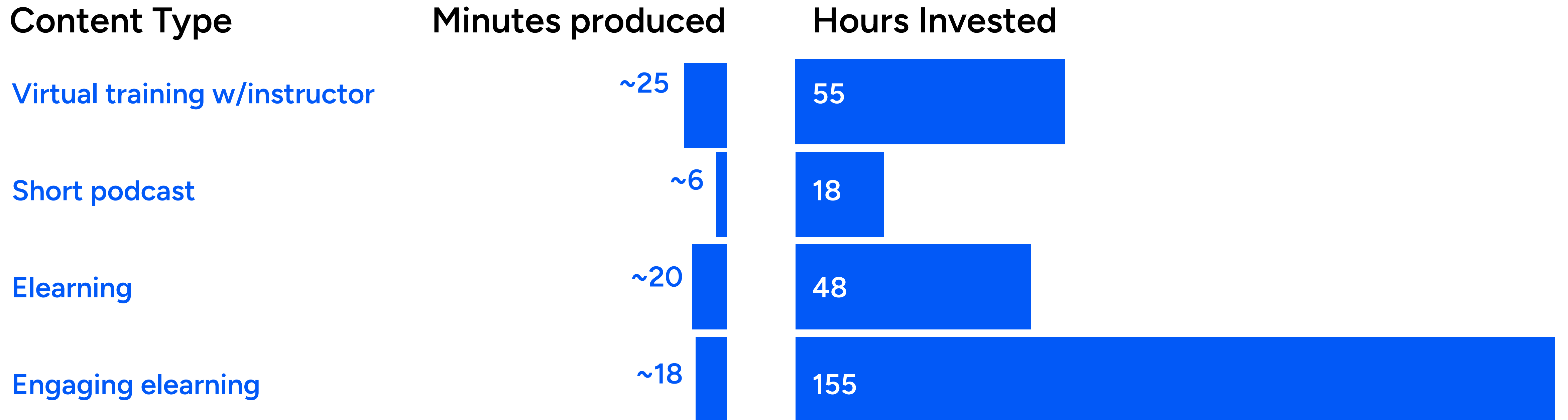
For more detail on how to use (and even create) natural experiments, read the full guide on [The ROI of Learning](#) (included in this toolkit).

Only ¼ of orgs use next-gen learning technologies. But they get incredible results.



The best learning platforms have content libraries and generative AI to save you lots of time:

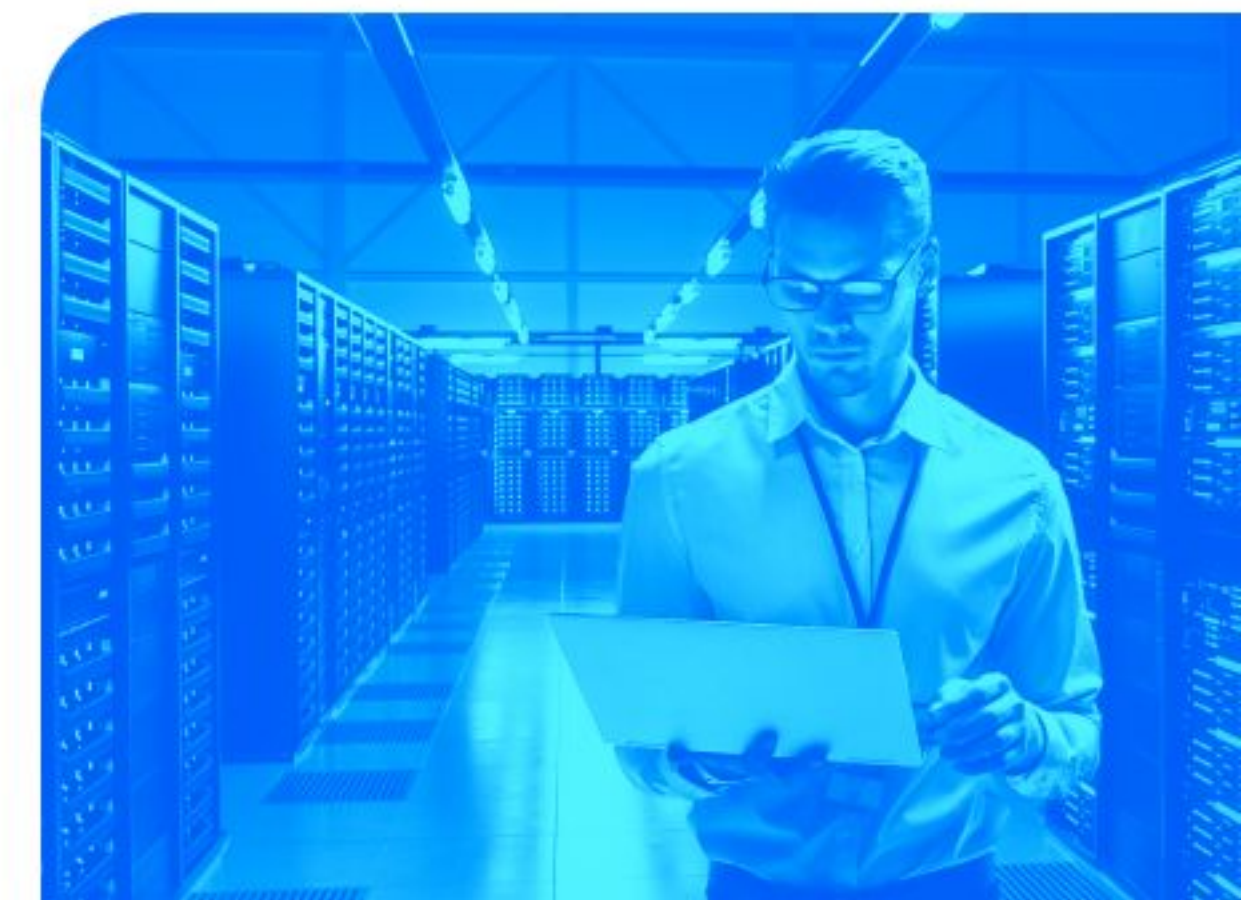
Building content is extremely resource intensive



Tl;dr?

- The #1 focus for L&D teams is aligning learning to business goals.
- It doesn't take a magic wand ✨. It just takes good technology and a fresh approach.
- Don't start with L&D data and then look for business data to support it. (You'll probably be disappointed.)
- Start with important data you already collect—like quota attainment or customer renewals—and then look at the learning data. This is the easy way to discover learning impact.

Leading providers





Top Corporate Learning Management Systems

(Based on unbiased data from G2*)

1. Docebo
2. Paylocity
3. Absorb LMS
4. Rippling
5. Seismic Learning

*G2 uses an advanced algorithm to rate products based on a combination of user scores and other variables. You can read more about it [here](#).

Let's look at the top three*.

Choose Paylocity if:

- You want an HRMS.
- Onboarding is your primary learning use case.
- A dedicated learning platform is a relatively low priority and you are still working on foundational HR.

Choose a different partner if:

- you want to train external audiences.
- You're looking for an LMS first.
- You want a dedicated learning platform.

Choose Docebo if:

- You want to be able to create courses with AI.
- You train multiple distinct audiences and want to deliver personalized experiences.
- You care about social learning.
- You want to integrate your learning platform with other SaaS tools your business uses.
- You value B2B or B2C ecommerce capabilities.
- You value a mobile app.

Choose a different partner if:

- Your learning audience is small.
- You only have a single learning use case.

Choose Absorb if:

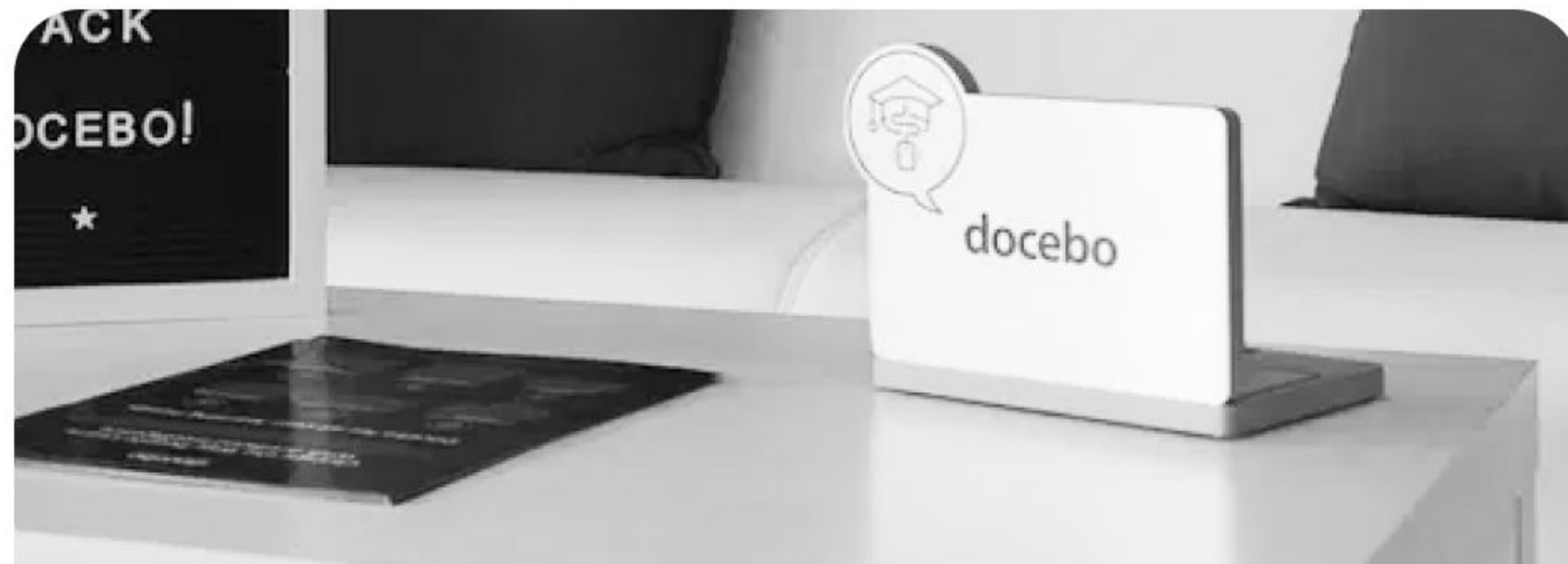
- You want a robust authoring tool.
- You are implementing your first LMS and require an extremely fast launch.
- Tests and assessments are important to you.

Choose a different partner if:

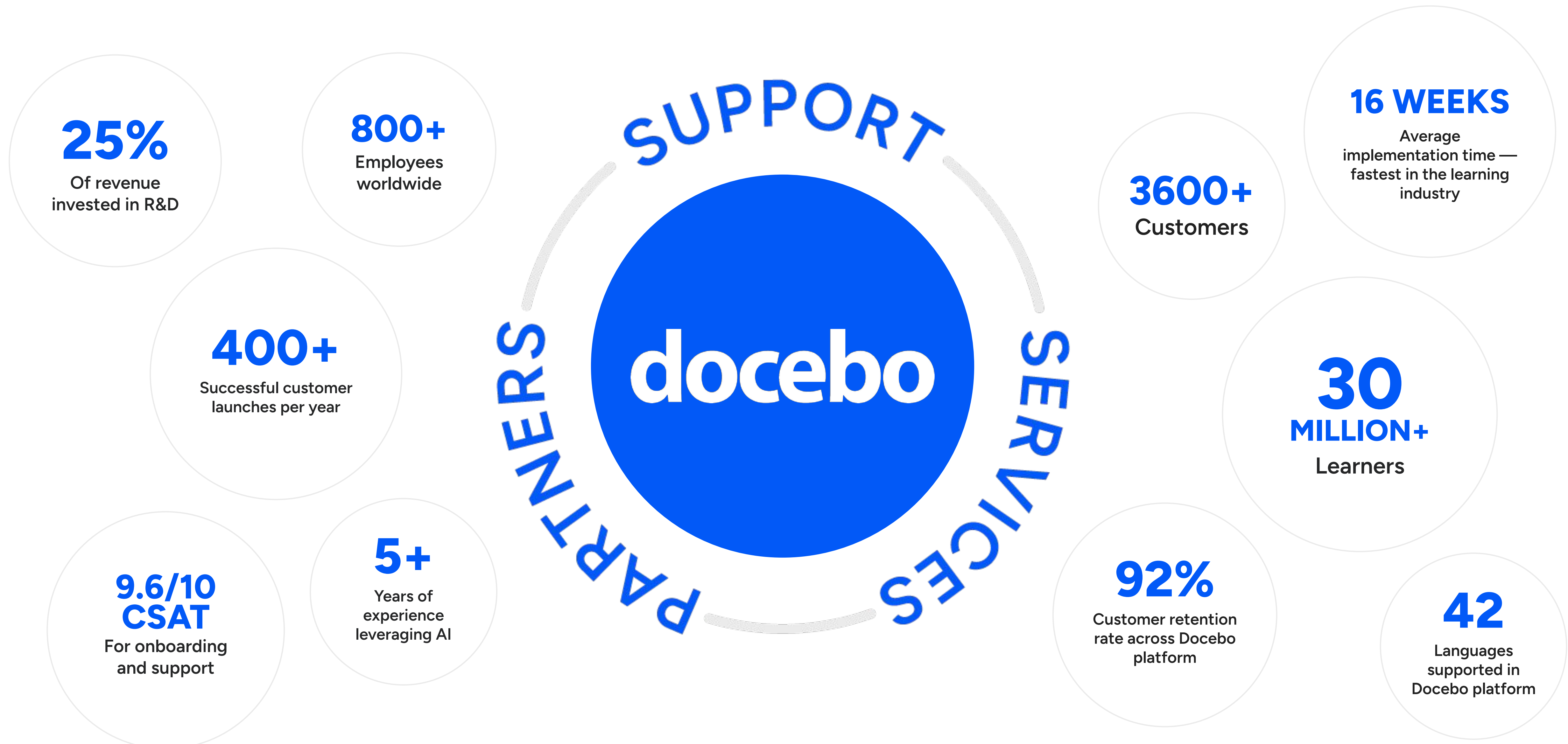
- You care about generative AI.
- You value the ability to learn anywhere (mobile app).
- White labeling and creating branded experiences is important to you.
- You have a complex software ecosystem and integrations are important.

*Comparisons are based on publicly-available information and the [2023 Talented Learning Commercial Learning Systems Market Report](#).

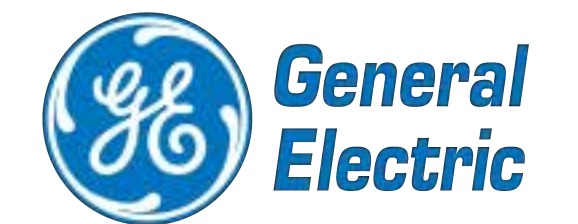
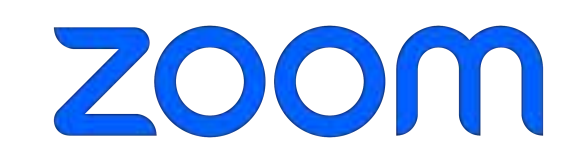
About Docebo



The world's most powerful learning platform



Leaders learn with Docebo



Your partner in learning

Common Challenges

- Adoption and engagement
- Scaling to new audiences
- Tech complexity and integration
- Unlocking learning potential
- An insatiable content appetite
- Proving the impact of learning

How Docebo helps

- Engage learners
- Scale seamlessly
- Optimize your tech stack
- Build a culture of learning
- Curate content and build with AI
- Prove impact with data



World-class learning, built for business

Deliver scalable, personalized learning
across every audience and use case.

Internal Training

- Employee Onboarding
- Talent Developments
- Sales Enablement
- Frontline Workforce
- Compliance

External Training

- Customer Education
- Partner Enablement
- Member Training



A photograph of a modern building facade with large windows and blue accents. The word "docebo" is written in blue lowercase letters above a window. The image is partially obscured by a blue banner at the bottom.

docebo

Case Studies

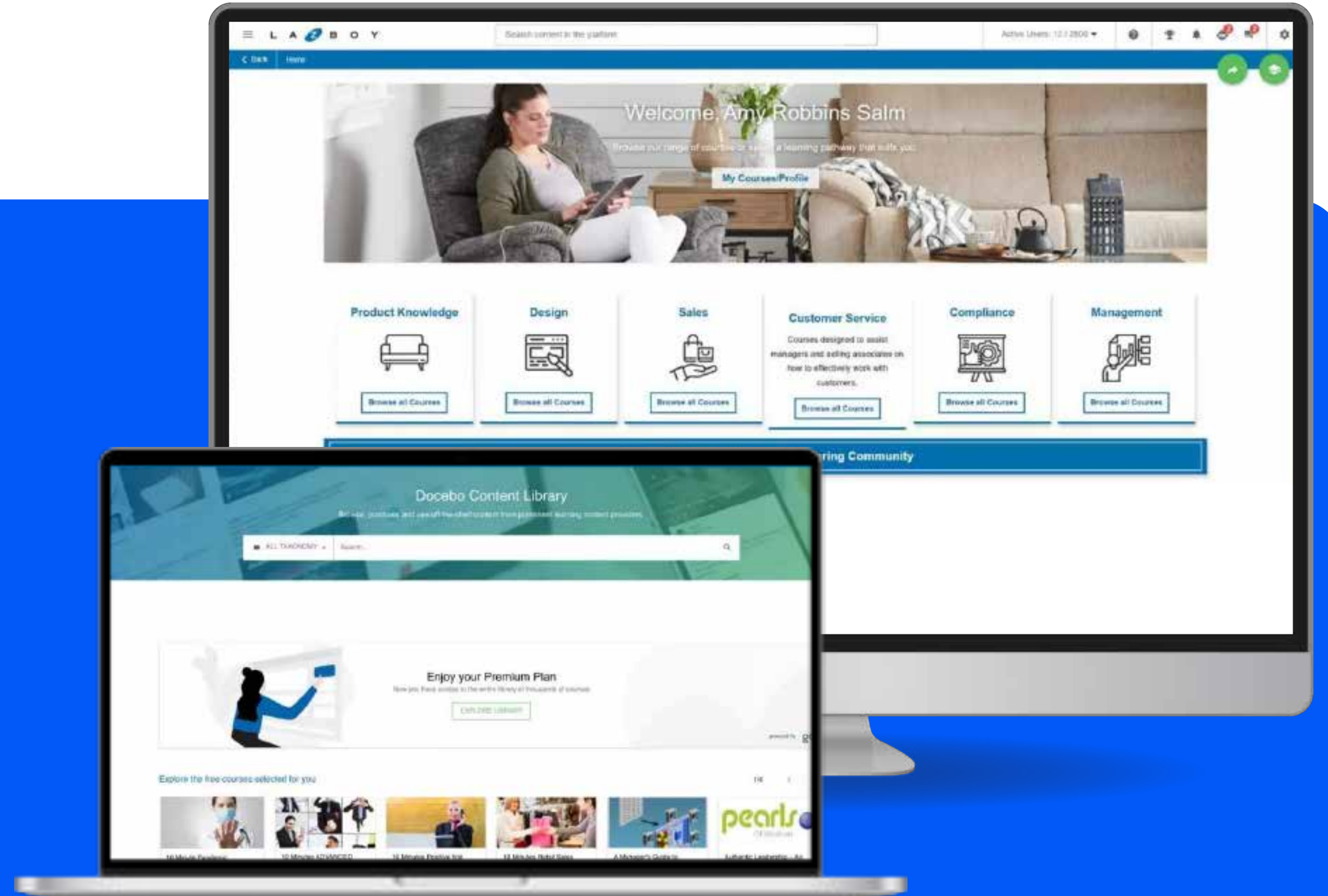


La-Z-Boy drove brand consistency and increased learner engagement using Docebo

**+85%
INCREASE**
YoY IN COURSE
COMPLETIONS

**+179%
INCREASE**
LEARNER
ENGAGEMENT

**+IMPROVED
BRANDING**
AND RESTORED
FAITH IN E-LEARNING
OFFERINGS



Thanks to Docebo, our associates can start on a Tuesday, and by the weekend they're trained and ready to be on the selling floor."

Amy Salm, Director of Product Knowledge Education, La-Z-Boy



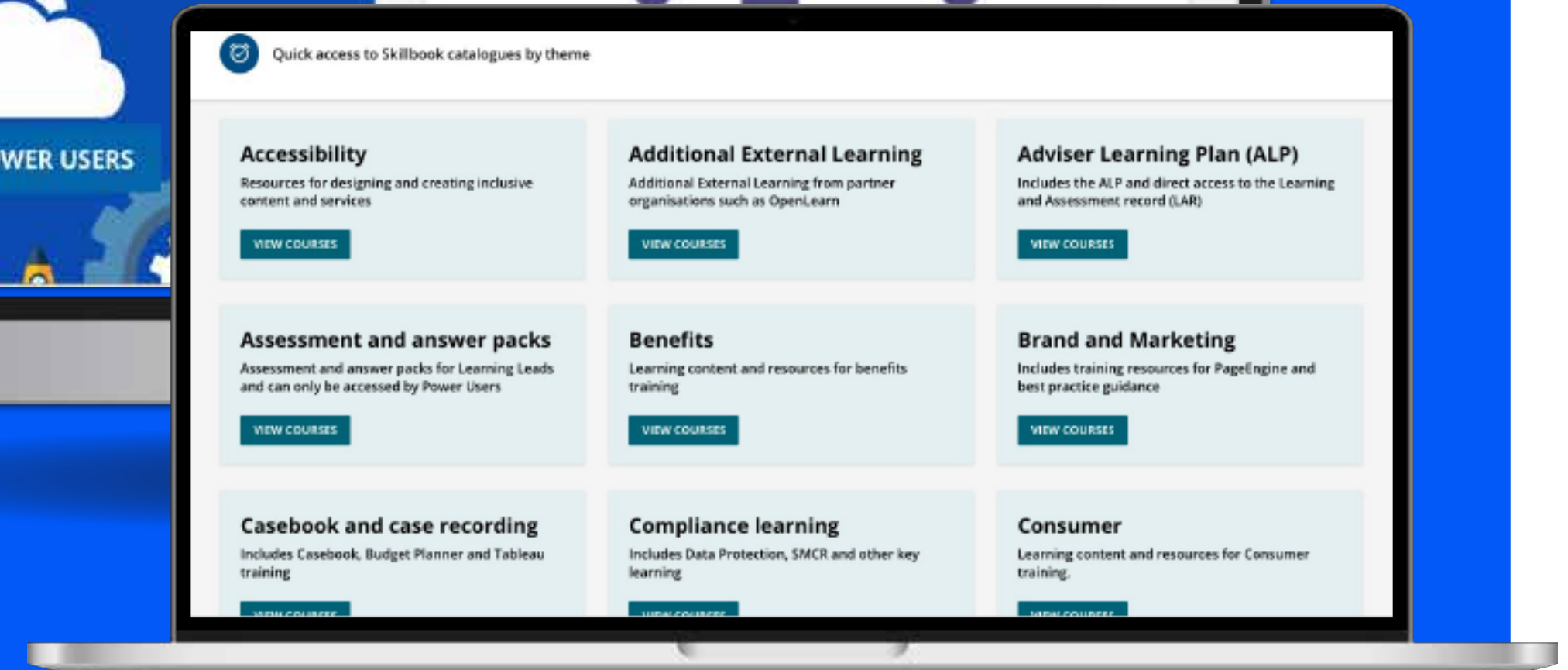
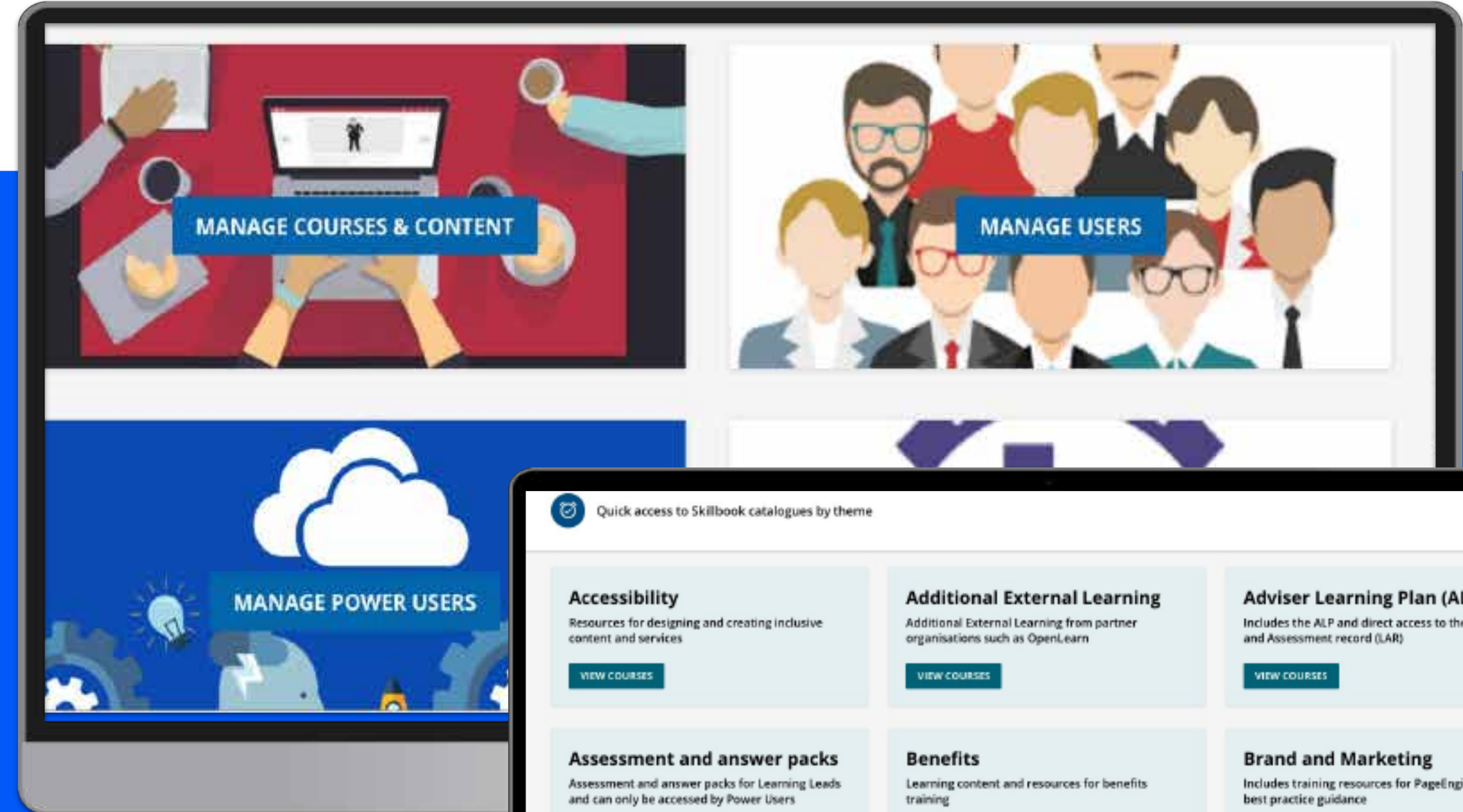


How a UK non-profit organisation digitised their training and saw engagement and savings skyrocket.

€600,000+
SAVED SINCE 2019

+121%
INCREASE IN
COMPLETIONS

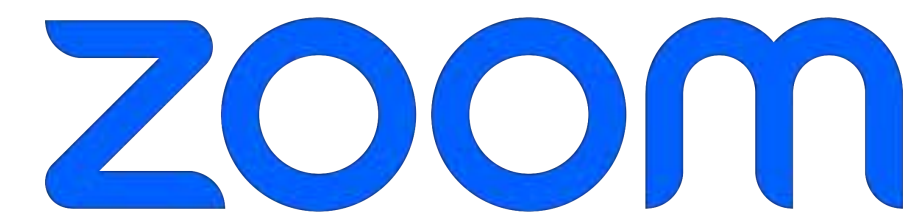
141,924+
ENROLLMENTS
SINCE 2020



We really struggled with that to be honest mainly from a usability perspective because the learning was in different places. There was no reporting in place and we were unable to track completions and see who was interacting with the learning."

Jodie Pritchard, Head of Learning, Citizens Advice





How Zoom is leveraging Docebo to engage 600,000+ learners

89,000+

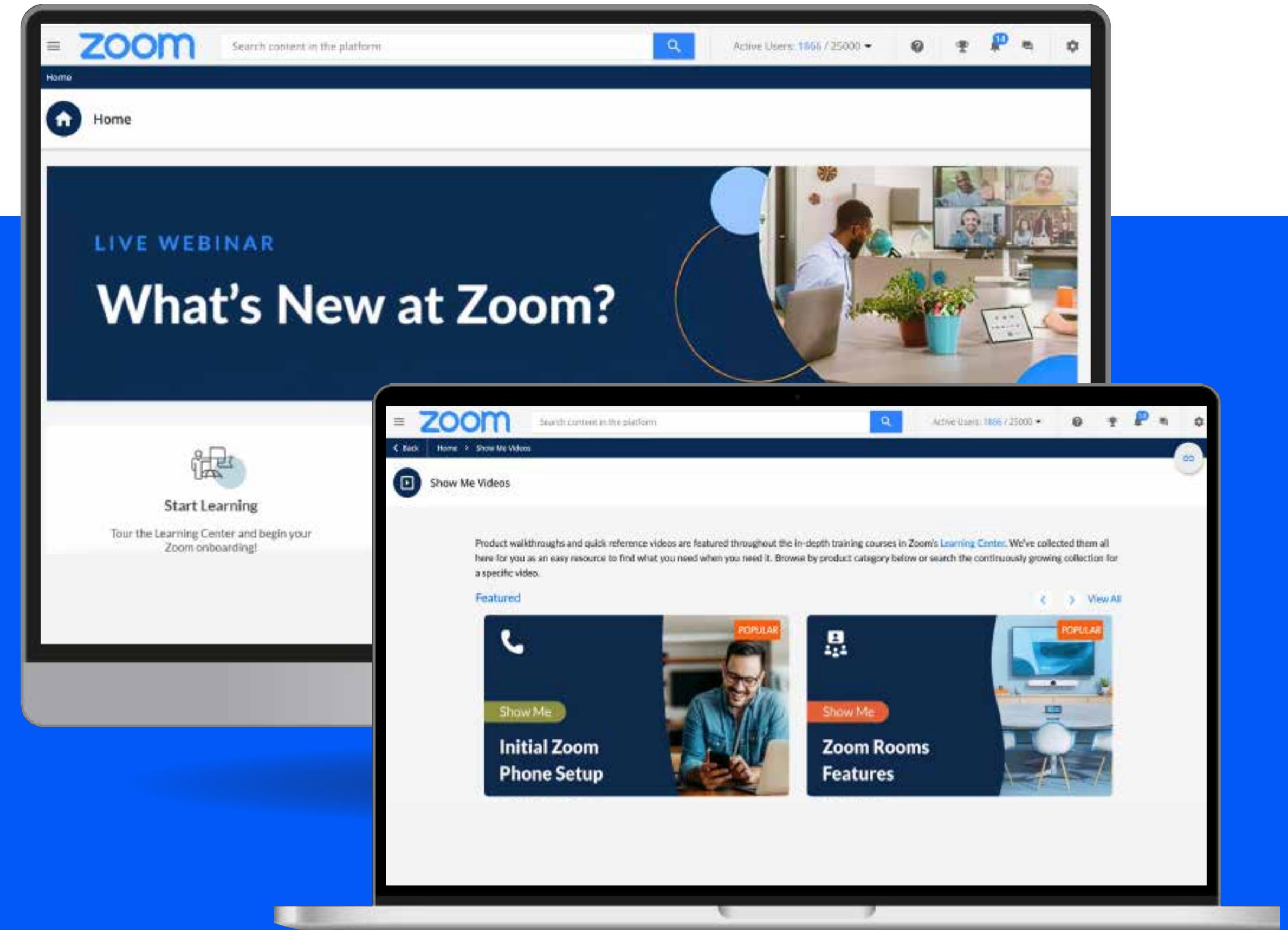
COURSE
COMPLETIONS

4.1

AVERAGE COURSE
REVIEW (OUT OF 5)

100s

OF CSM HOURS
SAVED



“We built the Learning Center to empower our customers to achieve anything imaginable on Zoom. And we’re just getting started.”

Jim Mercer, Head of Customer Success, Zoom



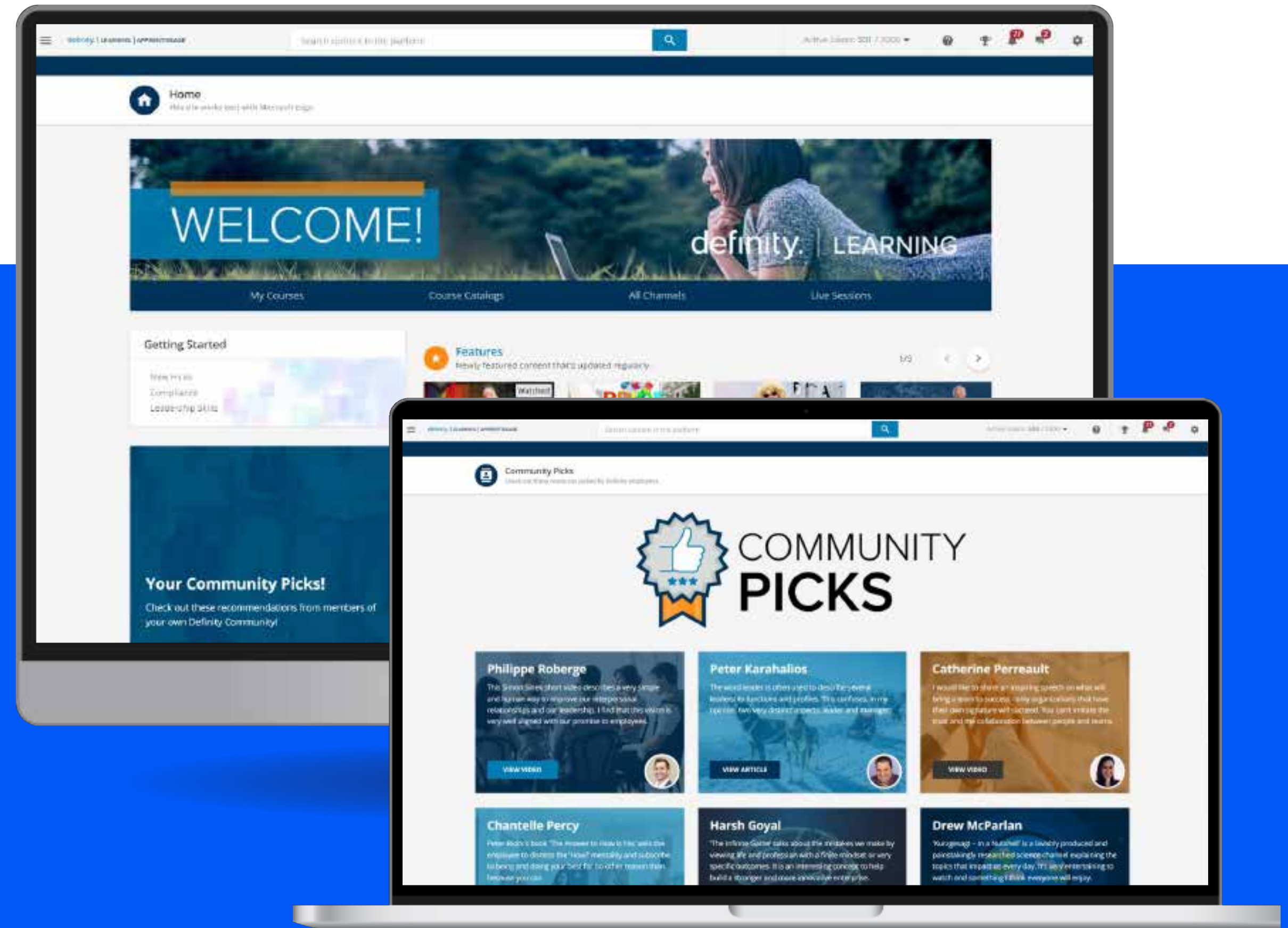
definity.

Definity increases user adoption by more than 65%

6500%+
INCREASE IN
LMS USE

100%
COMPLIANCE
ACHIEVED IN JUST
7 WEEKS

100%
OF USERS HAVE
USED THE LMS AT
LEAST ONCE



“By emphasizing simplicity, quick access to relevant content, and a strategic approach for the staggered implementation of all of the Docebo features, we saw an immediate upswing in usage and positive feedback.”

Nicole Lavigne, Manager of L&D, Definity

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How to make the case for a new learning platform



To get buy-in on upgrading your learning platform, connect learning to important business outcomes.

Use the stats in this deck and frame learning as the key to upgrading skills, delivering on your talent strategy, and improving customer and employee retention.

94%

Of employees would stay with their organization longer if they had more learning opportunities¹.

1. LinkedIn: *Workplace Learning Report 2019*





+6.2%

Improved bottom-line revenue from the average customer education program¹.

1. Forrester: *Customer Education Leads to Revenue and Retention*, 2019

Take learning seriously

- The world's best organizations are the ones that take learning most seriously.
- This isn't a coincidence. Tell that story.
- As an example, see the next slide.

AWS offers free cloud skills training
on its mission to

Educate **29,000,000** people

by 2025



Communicate that learning has evolved.

Many leaders (unfortunately) still equate L&D with vanity metrics like 'engagement' and 'course completions.'

Use the next slide to highlight the KPIs that world-class learning programs can influence.



Modern learning isn't about vanity metrics.

▲ Improve

- Skill acquisition, upskilling, reskilling
- Employee retention
- Workforce engagement
- Average customer spend
- Program and content adoption
- Employee productivity
- Sales teams' quota attainment
- Onboarding effectiveness
- NPS and customer satisfaction
- Customer retention and renewals
- Ecommerce revenue
- Partner sales performance

▼ Reduce

- Attrition
- Employee ramp time
- Customer time-to-value
- Customer churn
- Manual tasks
- Admin costs
- System and integration costs
- Compliance and regulatory risk
- Support tickets
- Content creation and licensing fees



“

“We already have a learning platform.”

Business Stakeholder

Concerned about cost and complexity

Common Objections

- Highlight that your current platform is unable to scale and is holding you back from improving your learning program
- Many people think that “New tool equals new expense.”
- Note that a new learning platform will actually improve efficiency, reduce cost, and simplify the tech stack.

“

“We don't have the bandwidth to migrate to a new tool.”

Collaborator
Is averse to change

Common Objections

- Highlight that the best learning platforms today make migration fast and simple. A few months is a reasonable estimate.
- Leading providers offer migration and implementation partnership for reasonable cost.

“

“We didn't see ROI from our last system. How will this one prove results?”

Colleague

Responsible for results

Common Objections

- Note that you can determine KPIs before you even choose a new platform and ensure the platform can measure them.
- Modern learning platforms integrate with CRMs like Salesforce and HR platforms like Workday or BambooHR and can show clear relationships between learning and metrics like sales performance and employee retention and productivity.

Stakeholder priorities

Concerns

CLO, CHRO, Director of Training

- Attract and retain key talent
- Onboard more people and make them productive in less time
- Keep up with fast growth
- Staff teams across a global company

CEO

- Improve profitability
- Innovate and differentiate from the competition
- Build and align the organization by enhancing collaboration
- Manage risk
- Attract, upskill, and retain the best talent

COO, VP of Operations

- Support organizational growth
- Manage finances and budgets
- Make business decisions based on data and statistics

VP or Director of Customer Success

- Manage customer onboarding
- Increase customer retention
- Expand revenue in accounts through cross-selling and upsell opportunities
- Encourage customer advocacy

Key benefits of improved learning technology

- Provides continuous learning and development opportunities
- Centralizes learning content and delivery
- Scale seamlessly as your business grows
- Increases collaboration among disparate teams
- Always-on learning culture (mobile learning)

- Directly impacts revenue (esp. Sales enablement and customer education)
- Improves efficiency to meet business objectives
- Increases collaboration and skills development
- Minimizes risk by maintaining compliance

- Improve employee ramp time to get to productivity faster
- Get better data on how learning impacts revenue, average deal size, customer retention, etc.
- Help fill skills gaps and increase individual and organizational performance

- Centralizes and facilitates customer onboarding programs
- Tracks customer onboarding activities to keep customers engaged and prevent churn
- Analyzes customer skills to understand areas of opportunity
- Transforms customers into advocates with ongoing engagement