

# 6 ways to calculate the ROI of your LMS

For many businesses, L&D is a cost center. But it doesn't have to be. When it's functioning well, a great learning plan should actually be revenue positive for your organization.

Here, we'll share tips on how to identify and demonstrate the ROI of your learning plan so you can prove that your L&D budget is money well spent.

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## New revenue generation

Your LMS can help train your people to sell more effectively and it can help customers use and understand your products and services. This achieves two things:

- ✓ **Increasing the perceived value of your business and offering.**
- ✓ **Unlocking new audiences and sales opportunities.**

So, when a new client comes in or an existing one increases their spend, look at the sales funnel to see where and how your learning program was involved. You'll often be surprised at how frequently L&D played a critical role.

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## Data maintenance costs

Cloud-based solutions have a long list of benefits, and one of the biggest is that they let businesses offload the difficult parts of data management and infrastructure.

Using a cloud-based LMS means you don't have to worry about hardware, storage, and maintenance costs for your course content.

**For companies with a lot of content, this can add up to serious cost savings.**

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## Training costs

DIY-ing your lunches or your drywall is a great way to save money. But DIY-ing your training is much more expensive than using an LMS.

**Many platforms offer [off-the-shelf content](#) you can use. But you should also think socially.**

What do people do when they want to learn a new skill? Often, they'll start with a YouTube tutorial. You can leverage your own subject matter experts the same way, creating repurposable content while also getting the benefits of social learning. Add up the total cost of producing this content yourself and you'll be amazed at how much social learning saves you.

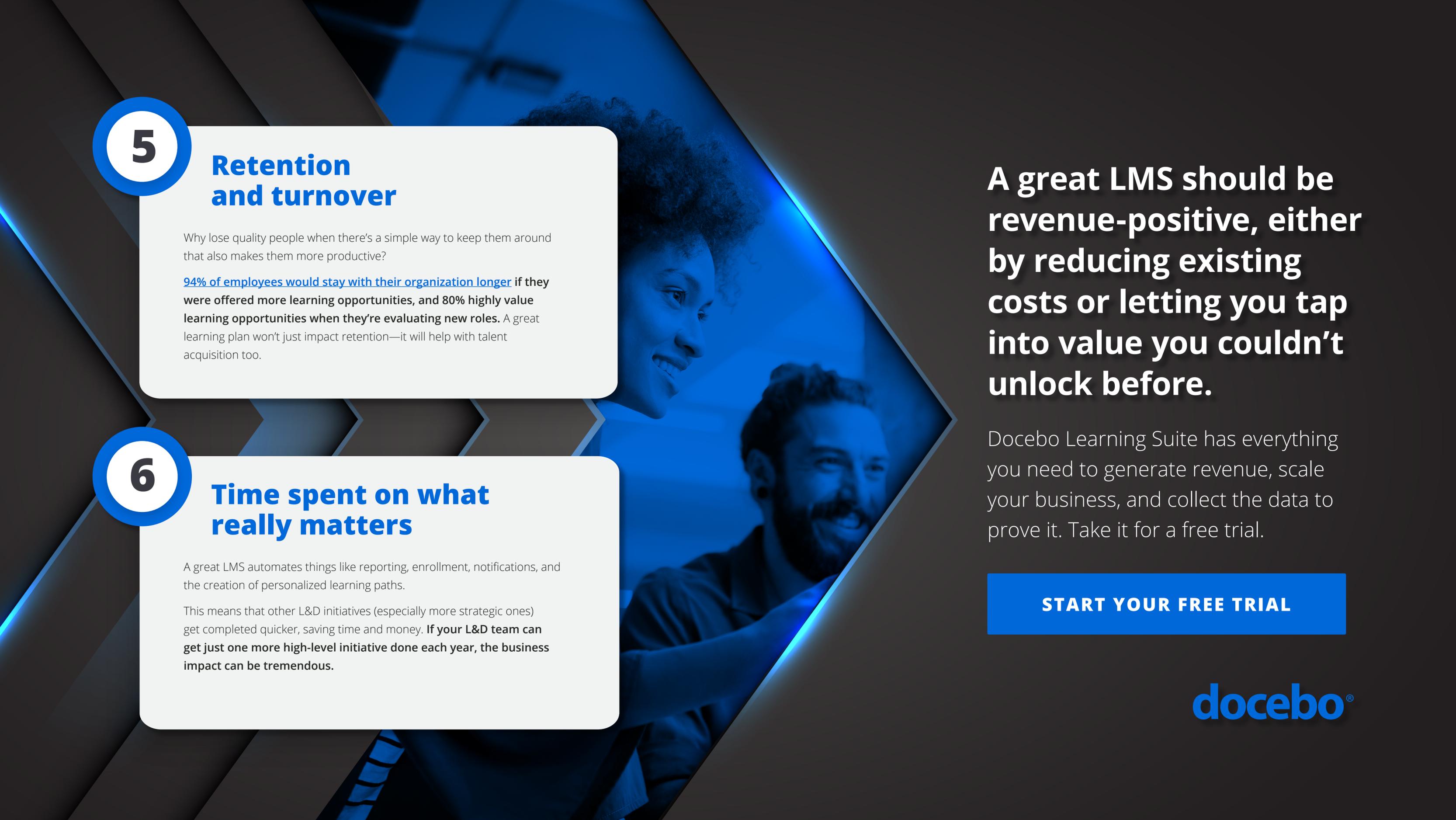
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## Engagement and productivity

Let's not sugarcoat it: when your audience has ten minutes between meetings, they probably aren't going to visit a separate learning platform and work on a course.

**Using an LMS that offers [learning in the flow of work](#), and microlearning makes learning easy to do—so people actually do it.**

This boosts engagement, course completion rates, and productivity, increasing the ROI you get on your learning content.



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## Retention and turnover

Why lose quality people when there's a simple way to keep them around that also makes them more productive?

[94% of employees would stay with their organization longer](#) if they were offered more learning opportunities, and 80% highly value learning opportunities when they're evaluating new roles. A great learning plan won't just impact retention—it will help with talent acquisition too.

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## Time spent on what really matters

A great LMS automates things like reporting, enrollment, notifications, and the creation of personalized learning paths.

This means that other L&D initiatives (especially more strategic ones) get completed quicker, saving time and money. **If your L&D team can get just one more high-level initiative done each year, the business impact can be tremendous.**

**A great LMS should be revenue-positive, either by reducing existing costs or letting you tap into value you couldn't unlock before.**

Docebo Learning Suite has everything you need to generate revenue, scale your business, and collect the data to prove it. Take it for a free trial.

**START YOUR FREE TRIAL**

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