



How Ellucian uses Docebo Learn Data to guide strategic decision-making

CASE STUDY



“For anybody working with Docebo reports, having Learn Data is like having the keys to the kingdom. You get to go behind the scenes. You can go in and pull out the reports you want yourself. And that’s been worth every penny.”

Shawn Dinnocenti

Learning Technology Administrator,
Ellucian

Customer

Ellucian

[Ellucian](#) is a cloud-based software provider that helps higher education institutions with professional solutions to create a connected campus. Designed for universities of all sizes, the platform provides solutions for departments such as finance, IT, student services, human resources, recruiting, and admissions.

Shawn Dinnocenti is the Learning Technology Administrator at Ellucian.

RESULTS

3,000+

employees can access learning data and reports

130+ hours

of manual report-building saved each year

SOLUTION

Docebo Learn Data

- Integrate your learning data into any ecosystem
- Complete access to your learning data and KPIs
- Demonstrate that learning is a strategic investment

Challenge

Accessing the learning data they need to run their business

As an enterprise software provider for higher education with over 3,000 employees, Ellucian generates a lot of data.

Having access to all of that data—including learning data from Docebo Learning Platform—is critical for the company's strategic decision-making and success.

But integrating the data from their learning system with other sources, like Salesforce, was tricky. Ellucian needed a way to efficiently deliver customized reports to multiple departments by combining learning data with other business data to make data-driven decisions.

Learning Technology Administrator Shawn Dinnocenti would pull information from Docebo and combine that learning data with information from other sources to create reports in their CRM, so that other teams and departments who needed access to the information could find it.

Ellucian needed more flexible, automated access to all their learning data, so that they could integrate it with other sources of data into a single system, create the visual reporting they wanted, and easily correlate that data with other business data.



“We wanted more data to run our business. And training is part of the business, even if people don’t always think about it that way. The reports that were in Docebo were really good, but they didn’t provide us with the whole picture, and no one outside of the learning team could access them.”



Solution

Centralizing their data in their existing BI with Docebo Learn Data

With Docebo Learn Data powered by Snowflake data warehouse technology, Ellucian can add all their learning data into the central repository: their existing BI and data ecosystem.

Ellucian created their own reports within Snowflake using the raw data that they were able to extract with Learn Data. From there, they were able to customize different visuals and tables and add those to dashboards designed for different users.

Now, their Docebo learning data is combined with insights from Gainsight and Salesforce to Tableau, so that multiple business units can access visual data reports instantly.

Ellucian uses Docebo for different purposes, including partner training, customer enablement, and internal training. For each of these, having centralized data and clear course reporting has given the company valuable insights that have driven business decision-making.

Partner Training

As a software company, Ellucian works with implementation partners who install and maintain their software. With Docebo Learn Data, Ellucian can track partner learning progress to ensure that partners have the proper training they need to interact with Ellucian's customers. They can easily see how many partners are enrolling and completing courses each month, and they can track individual partners' progress at a glance: the partner dashboard turns from white to purple as they progress through the learning plants and earn electronic badges.



The easy access to this data gives Ellucian a 360 view of their partners, which helps them make better data-driven decisions. Understanding which partners are ready to represent them in front of customers helps maximize partner revenue, and seeing which partners haven't taken the training yet allows them to intervene and offer those partners additional support.

Customer Enablement

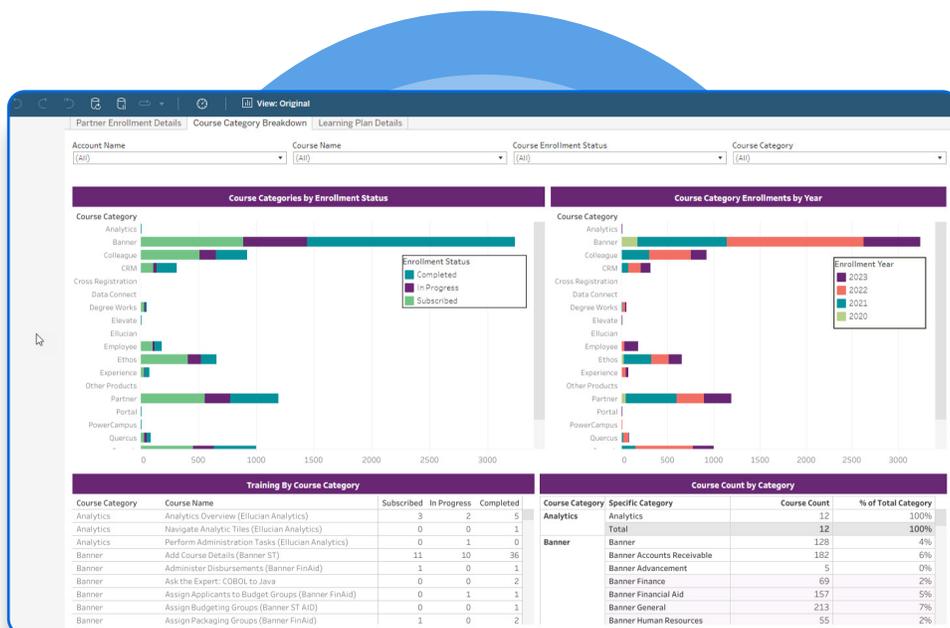
With Learn Data, Ellucian employees can see which customers are taking courses and how that learning is progressing directly in their BI tool.

With Learn Data, Ellucian can make data-driven decisions around customer enablement and identify things like which courses are most popular, which ones have more employee participants than customers (and are therefore less lucrative), and which instructors are leading each type of course.

Ellucian even has a report for the IT teams that spin up hands-on learning environments for each class. With Learn Data, the IT teams can access the class rosters report and build just the number of training environments needed for each class, saving money by only building environments that are needed.

All this data helps Ellucian identify which courses generate revenue and which ones don't, which helps them make strategic decisions, including which courses to keep, cancel, and advertise more broadly.

Sales Reps can also use customer learning engagement data to inform contract renewal conversations, and Ellucian Customer Success Managers can combine that data with help center inquiries to see which customers need additional support, and what customer training gaps Ellucian can fill with additional learning materials.



Employee Training

Ellucian has combined the Docebo data with employee engagement survey data, exit survey data, and general employee data, which helps them spot patterns within the organization and gives them a better understanding of the impact training has on company performance overall.

This data also helps them understand areas that employees are most interested in, and where potential skill gaps are.

The screenshot displays a 'Learning Plan Details' report. At the top, there are filters for Account Name, User Type, Learning Plan Name, Course Categories, Status, and Enrollment Date. Below these filters, two summary boxes show 'Learning Plan Users' (238) and 'Learning Plan Enrollment' (576). The main part of the report is a table with the following columns: User Name, Account Name, User Type, Learning Plan Name, Course Categories, Enrollment Date, Status, Completion Date, and Completion %.

User Name	Account Name	User Type	Learning Plan Name	Course Categories	Enrollment Date	Status	Completion Date	Completion %
Partner Users			BHA Partner Enablement Plan (Banner)	Banner; Ethos; Experience; Partner	7/5/2022	In Progress	Null	0%
Channel Partners			CSM Accreditation Pathway (Ellucian)	Partner	2/22/2021	Completed	3/1/2021	100%
			Ellucian Analyst Partner Enablement Plan for Banner	Banner; Partner	3/22/2022	In Progress	Null	33%
			Ellucian Consultant Partner Enablement Plan for Banner	Banner; Ethos; Experience; Partner	3/20/2022	In Progress	Null	15%
Partner Users			Partner Ethos Integration Learning Plan	Ethos; Partner	4/25/2022	Subscribed	Null	0%
Partner Users			CSM Accreditation Pathway (Ellucian)	Partner	3/11/2021	Completed	3/12/2021	100%
Partner Users			CSM Accreditation Pathway (Ellucian)	Partner	3/3/2021	Subscribed	Null	0%
Partner Users			Partner Ethos Integration Learning Plan	Ethos; Partner	4/29/2022	In Progress	Null	29%
Partner Users			Partner Ethos Integration Learning Plan	Ethos; Partner	9/21/2021	Subscribed	Null	0%
Partner Users			CSM Accreditation Pathway (Ellucian)	Partner	3/2/2021	Completed	3/16/2021	100%
Channel Partners			Accounts Receivable Office Learning Plan (Banner AR)	Banner	10/29/2021	In Progress	Null	8%
			Admissions Officer Learning Plan (Banner ST)	Banner	11/1/2021	Completed	11/2/2021	100%
			Application Processor Learning Plan (Recruit)	Recruit	11/10/2021	In Progress	Null	0%
Channel Partners			Human Resources Specialist Learning Plan (Banner HR)	Banner	6/27/2022	In Progress	Null	13%
			Human Resources Specialist Learning Plan (Colleague HR)	Colleague	6/27/2022	In Progress	Null	0%
			Manage Payroll Learning Plan (Banner HR)	Banner	9/14/2021	In Progress	Null	33%
			Partner Ethos Integration Learning Plan	Ethos; Partner	10/22/2021	In Progress	Null	43%
Partner Users			CSM Accreditation Pathway (Ellucian)	Partner	2/17/2021	Completed	2/18/2021	100%
Partner Users			SPN - Ellucian Partner Network Learning Plan	Employee; Partner; Training Support	5/31/2023	In Progress	Null	17%
Partner Users			Partner Ethos Integration Learning Plan	Ethos; Partner	6/30/2021	Subscribed	Null	0%
Partner Users			Application Processor Learning Plan (Banner FinAid)	Banner	9/1/2022	In Progress	Null	6%
			Financial Aid Manager Learning Plan (Banner FinAid)	Banner	4/14/2023	In Progress	Null	33%
			Manage Period Based Budgeting Learning Plan (Banner)	Banner	4/21/2023	In Progress	Null	0%
Channel Partners			Accounts Receivable Office Learning Plan (Banner AR)	Banner	5/18/2021	In Progress	Null	0%
Channel Partners			Ethos Integration Foundation Learning Plan	Ethos; Experience	7/18/2023	In Progress	Null	17%
Partner Users			AWS Learning Plan 1 - Ellucian Products	Banner; Colleague; Employee; Partner	3/17/2023	Subscribed	Null	0%

For any use case, Ellucian's data is easy to access, visually appealing, and comprehensive, thanks to Docebo Learn Data.



“Docebo Learn Data allows us to see all of our learning data where we want to see it, and it allows us to combine that with other business data in a very visual way. It takes our reporting from good to great.”

Result

Managing their business with better data

Now that Ellucian can easily combine learning data with data from different sources into a single place, the company leadership can use L&D data for better strategic decision-making. Having all of this data in one environment also helps them blend and enrich data, leading to even more data-driven decisions in the future.

All of the reports that Shawn built and distributed each morning are now generated and shared automatically, saving her half an hour of her day — over 130 hours each year. She can use that time on the more strategic aspects of her job, like creating testing plans for learning platform upgrades.

With Learn Data, Ellucian has also been able to see revenue trends and track which courses are most profitable to increase their ROI from Docebo.

Ellucian has only been using Learn Data for a short time, but as their usage evolves, they are excited to be able to correlate more data and see what they can accomplish next.



“I’m really thrilled with the Learn Data platform because it allows us to go from looking at course enrollment data to being able to manage our business by using that data to make decisions. That’s what excites me the most.”

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**Use your learning data to
grow your business with
Docebo Learn Data.**

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