absorb

How the Absorb LMS App for Salesforce Helped LeaderQuest Cut Costs & Improve User Experience

CUSTOMER

LeaderQuest helps tomorrow's workforce develop their skills and gain the certifications they need to excel in their chosen careers. They specialize in IT career training and certification for a wide variety of jobs.

CHALLENGE

- Current LMS lacked functionality such as a learner portal
- Expensive LMS solution with paywalls restricting some features
- No CRM-LMS integration

SOLUTION

- Customized LMS with streamlined user and admin portals
- Comprehensive front-end learner portal
- Early access to the Absorb LMS App for Salesforce
- 24/7 customer support
- New functionality added to Absorb LMS to anticipate client needs on an ongoing basis

RESULTS

- Increased lead capture & enrollment efficiency
- Ability to browse targeted course catalog, deploy training, and enroll in courses without leaving Salesforce
- More functionality for a fraction of the cost

Challenge

An LMS lacking critical features

LeaderQuest's mission is to offer exceptional educational experiences to their clients. To accomplish that goal, they rely heavily on a comprehensive Learning Management System (LMS) to deliver training courses that are second to none. They also rely on Customer Relationship Management (CRM) software to find and cultivate new leads and perform other critical functions.

But in 2017, LeaderQuest had a problem—their LMS was lacking in many essential features.

"We had reached a point with the current version of our existing LMS where we needed expensive upgrades to achieve the same capabilities that Absorb already offers," explains Don Taylor, product manager at LeaderQuest. "It lacked a lot of the features we wanted, such as a learner portal. It was frustrating."

Getting the functionality they needed out of their LMS would mean a steep price increase on an already expensive piece of software.

"We thought we were getting a decent value," Don admits. "Then we found out that to get the features we needed, we would need to upgrade—effectively doubling the cost of our LMS. We'd also need to upgrade our CRM, doubling the cost of that too. Cost was a big concern."

While their existing LMS version was integrated with Salesforce, the lack of a client-facing portal and the lack of automated client communications limited the effectiveness of the overall solution.

"We rely on Salesforce to manage our sales process, our leads, and opportunities, our contact records, reporting on sales, and so on," Don says. "We needed a cost-effective learning platform that integrates with Salesforce, and that offers a user-friendly portal for our learner clients. We wanted insights, such as which courses a contact had taken or should take based on what their career objectives were."

LeaderQuest was on the hunt for a new LMS solution that could solve all of these pain points. So, when Absorb released a beta version of its new Absorb LMS App for Salesforce, making the switch to Absorb was a no-brainer.

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>
> — Don Taylor, Product Manager

Solution

A powerful LMS, seamlessly integrated with Salesforce

Don was responsible for implementing the overall Absorb LMS application and the associated Absorb LMS App for Salesforce. LeaderQuest was one of the app's earliest adopters, and their input was vital to fine-tuning the app.

"We knew there was a risk in being one of the first users of the app," Don says. "We were willing to take that risk as long as we received good support. And we have—we've received very good support."

As an Absorb LMS App for Salesforce user, Don had access to both the regular technical support team as well as a

dedicated specialist who would help him understand and implement the app within the context of his needs.

"The Absorb technical support team has been outstanding. I'm always treated professionally, the response time is good, and they always have creative ideas about how to solve unique situations I find myself in. I can't say enough good things about the support," Don elaborates.

Even in its early form, the Absorb LMS App for Salesforce has solved many of the issues LeaderQuest was previously experiencing. Now, when Salesforce gathers user insights, this data is immediately available and actionable thanks to the app.

"We use Salesforce to find out information about our leads, such as their career interests and their training interests. If their needs align with what we offer, we put together a training program proposal for them. If everything looks good, they're enrolled in the courses they sign up for," Don explains.

"The Absorb LMS App for Salesforce lets us do all of that from one central hub. For example, we can click on a button called 'Enroll in Training" directly from the Salesforce contact record. That button brings up a list of Absorb courses, along with all the sessions that are available. Or we can do the same thing from the Absorb admin interface. There's a lot of flexibility," he adds.

Absorb has also streamlined the user experience, by making it easy for clients to sign up for courses, view certificates they've earned, and plan which courses they need for their chosen career paths.

"The learner portal lets users find information on individual courses, certificates they need, LeaderQuest as a whole, and our support in terms of career services. It's been great— both for us and our clients," Don says.

Absorb has made the user experience far better—which ultimately helps LeaderQuest fulfill their main objective: improving the lives of their clients.

"LeaderQuest prides itself on not just selling training, but doing everything we can to line our clients up with jobs in their respective industries. Absorb helps us deliver on that promise," Don smiles.

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>
> — **LeaderQuest**

Results

Streamlines UX and more actionable insights

Although Don is still in the process of implementing Absorb, he knows that the new LMS will drastically improve efficiency for the entire LeaderQuest team.

"Even though Absorb LMS is feature-rich, it's easy to use—you don't need any programming knowledge or technical experience," Don says. "The whole platform is powerful, cost-effective, and easy to learn."

While Don's not sure exactly how much time and energy Absorb LMS will save the LeaderQuest team, he does know that it will streamline their day-to-day operations and decrease their reliance on third-party apps.

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> — LeaderQuest

"We used to need a third-party solution to get course evaluations from clients. Absorb has that feature built in," Don recalls. "We also spent hours every week manually creating class enrollment emails. Now, we have direct-to-user email capability, and we can send enrollment emails and reminders straight from Absorb."

The Salesforce integration means that LeaderQuest is able to pull out and use more actionable insights than ever before.

"Absorb LMS allows us to deliver better training experiences to our clients, and, thanks to the Salesforce integration, a streamlined approach to lead management and course enrollment," Don says. "It's going to help us improve our sales process, streamline the back-end office processes, and improve efficiency at an organizational level."

And from both a user and admin experience point of view, Absorb has enhanced LeaderQuest's ability to deliver training courses to its clients.

"The administrator's interface is intuitive and efficient, and the learner portal that our clients will see is very nicely designed and laid out," Don remarks. "We're expecting glowing reviews of that whole experience."

Absorb LMS has exceeded Don's expectations. Now, he's looking forward to the full release of their app—as well as other future improvements.

"Absorb is always improving and the support team is excellent at keeping you up to speed," Don points out.

"We intend to take full advantage of the e-commerce capability in a subsequent phase of our overall Absorb rollout," he adds. "I'm looking forward to our continued partnership."

Learn how Absorb LMS can work for your business at www.absorblms.com/demo

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