



SCALABLE

sales training.

Litmus Unleashes Untethered Sales Training with Absorb LMS

CUSTOMER EXPERIENCE STORY



INDUSTRY

Technology

USE CASE

Internal Learners

SOLUTION

Absorb LMS with Absorb Create LI.

Litmus provides an all-in-one email marketing solution to organizations around the world. The company helps more than 700,000 marketers quickly build, preview, test and track email campaigns all within one centralized application. Users love the seamless production process, increased collaboration and scalability that Litmus offers them.

Litmus is in a high-growth phase and is growing rapidly, by roughly 40% each year. With a dispersed and remote sales team, the company needed a fast and flexible training solution that would enable their sales team and accelerate business growth.

LMS Requirements:



Ease of use for learners and administrators

Absorb LMS features an intuitive design that makes online learning as simple as logging on and getting started—no previous LMS experience required.



Save time—and money—while scaling training

Absorb LMS Smart Administration and automation features take the work out of delivering, tracking and reporting on training.



Build and publish online courses from within the LMS

Absorb Create LI is an integrated course authoring tool for Absorb LMS, enabling L&D teams to quickly create engaging, interactive learning experiences as they're needed.



Establish a single source of truth for learner data

Absorb LMS automatically keeps records up to date, reducing human error and mitigating compliance and legal risk.



Deliver both self-guided and instructor-led training

Absorb LMS is built to give organizations a full spectrum learning experience that fuels learning everywhere—whether learners are on the job or on the go.



Provide 24/7 support to accommodate growing learner bases

Absorb Support is available 24/7—every day of the year—and is managed 100% in-house, so the high quality of service never waivers.

Why Absorb?

Prior to joining Litmus, Bill Petersen—the company's head of sales enablement—had used Absorb LMS at two other organizations. He says recommending it as Litmus's learning platform was a no-brainer.

"I first used Absorb LMS several years ago and what stood out most was the people and hands-on support," Petersen said. "I asked a lot of questions and the support team made sure they understood what I needed. Knowing there's someone who has your back and makes time to listen is important to me, and that's why I keep coming back to Absorb."

Litmus was also drawn to Absorb LMS for its user-friendly interface and how simple it is for both administrators and learners to use.



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— Bill Petersen, Litmus

Customer Experience:

Litmus's salespeople are busy and have limited time to spend on training. Before tapping Absorb LMS, the company hosted one-hour live training sessions on Zoom each week. Sales staff had to put their work on hold to attend the mandatory sessions—it wasn't convenient.

Absorb LMS now provides Litmus's sales team with the tools, skills and flexibility they need to be successful. Instead of sitting down for a live session every week, salespeople can train and revisit courses whenever they want. The company has created weekly learning paths to track who's completed training. While it's only been a few months, Petersen says that completion rates have already increased by 5%. Litmus is also using Absorb Create LI—the integrated course authoring tool for Absorb LMS—to make its own training content to boost product knowledge, competitive product knowledge and more.

Absorb LMS also supports the company's three-week onboarding bootcamp. In addition to in-person training, Litmus now has an entire set of online courses dedicated to new members of the sales team. The blended approach ensures that training stays consistent and can scale with the company's growth.

According to Petersen, Absorb LMS's interface and learner experience are a hit: "We've had very positive feedback from our sales team and no concerns about usability or how to use the platform," he said. "Our leadership team likes it too—I'll often receive requests from sales leadership to add resources or files to Absorb LMS. It's helped sales training become a more collaborative initiative across all our departments."

What's Next:

Petersen says that Litmus's business is growing fast and they need to be ready. The company is looking to expand Absorb LMS across other departments; and eventually, develop a full onboarding program and learning paths to support other teams and new members, including those joining Litmus after a recent acquisition.

See how Absorb can empower your organization

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