talent lms

Key Performance Indicators for eLearning

1. VOLUME METRICS

Number of Users

How many users are registered in your portal? And how many of them are active or inactive on average and at any given period?

High rates of inactivity can indicate a lack of interest from your learners' behalf, that you should address by providing them appropriate motivation, and by increasing your training engagement levels (e.g. by employing gamification strategies).

Training Time

How much time was spent for training? Which is the average training time per learner? How does it break down per course?

These KPIs (combined with completion metrics) will tell you which courses your users found more engaging and easy to complete, or on the contrary, which courses are time-consuming and difficult to follow and might benefit from a revamp of their content.

2. USERS' BEHAVIOR METRICS

Sign-up Rate

How many users have signed-up within a period of time? How do these data compare to a previous time period? What is the overall trend?

Tracking your sign-ups is especially important if you are selling courses online. Such KPIs can tell you how effective your latest promotion or ad-campaign was, point to some serious competitor emerging, or highlight the kind of courses that you need to focus on.

Login Rate

How many users have logged in this month? How does this compare to last month or last year?

The frequency of the logins in a specific time period will help you evaluate attendance and retention rates. For example, if a user hasn't logged in after an X amount of time, you may need to reach out to them (e.g. send a reminder) or perhaps you need to improve the onboarding experience or the material on offer.

3. LEARNERS' PERFORMANCE METRICS

Users' Course Status

Are your users studying or slacking? And how hard? In how many of the available courses has the user enrolled to? How many of the assigned courses has the user started and completed?

This can help you find your most engaged users (and best customers, if you're into commercial eLearning), as well as some that you might need to reach out to.

Course Completion Rate

A course completion rate informs you about how many learners have enrolled to a specific course, and how many of them have progressed, completed or failed. You can analyze those KPIs and measure additional metrics like the average time to completion, as well as the completion

rate per unit of time. These KPIs will show you which are your most popular (and unpopular) courses, which are especially hard or take a long time to complete, and how far your learners are in their overall training.

Test Pass Rate

Test results are a staple metric in traditional learning, yet still extremely valuable in eLearning, as it is the most common way to evaluate your learners' performance. The most relevant KPIs regarding Tests are:

PASS / FAIL RATE

How do your learners perform when taking your new test? How many learners pass some test? Is it overly hard or too easy?

A high fail rate may be an indicator of a problematic course that your instructor might need to redesign. Conversely, a high pass rate may indicate that the Tests (and perhaps the whole course) is not challenging the learners enough, and might be beneath their skill level.

AVERAGE TEST SCORE

Are the test scores achieved by your users compatible with the skills or compliance training levels you want them to be at?

In many circumstances, having users barely passing a test still incurs risks for the organization, and might point that the training material is poorly understood.

NUMBER OF EXECUTIONS

How many times does the average user need to take a test in order to succeed? Do they repeat the course before coming back to re-take test?

Like the other Test-related KPIs we've mentioned, this can help you put a number on the difficulty of your tests (or the actual skills of your learners compared to what the test demands).

Gamification Metrics

How many points, badges or levels do the learners acquire? How does this affect their learning behavior and performance?

Analyzing gamification metrics and comparing them (for the same users) with learner performance metrics will give you insight into the effectiveness of your gamification strategy, and enable you to tweak it for maximum engagement.

Certification Metrics

If you are into the commercial eLearning space and are selling certification courses, the certification related KPIs (like number of certificates awarded, re-certifications, etc.) is an important business metric for you. Certification expiration metrics and projections, for example, will help you optimize for repeat business and incentivize users to repeat a course and extend their certifications. In corporate learning certifications and their assorted KPIs are a convenient way to follow your compliance and mandatory training as a higher level unit (as opposed to having to track the individual courses needed for a certificate).

Competency Increase Rate

Your LMS should be able to give you a breakdown of your employees' newly acquired Skills based on their Course completions and Test results. You will also need to combine your regular productivity metrics and business performance indicators with your eLearning KPIs in order to come up with the real world Competency Increase Rate KPIs. When combining those data sources, search for correlations between course completions / skills acquisition and productivity (e.g. completion of a Sales Techniques Course statistics compared to the sales volume for those employees).

4. ENGAGEMENT METRICS

User Satisfaction Rate

Don't be afraid to ask for your users' feedback on all aspects of your training program, including course design, content, and instruc-

tor performance. That said, there's no need to use overly complex measurements for this, a simple "satisfaction" scale from 1 to 5 will do the job just fine.

⚝ Course rating

Many commercial LMS platforms will allow users to vote a course on a scale, e.g. from 1 to 5, and have an average score visible for potential users who want to have a quick overview of the course before a sign up or a purchase. The same, along with the more generic User Satisfaction Rate KPIs are a great way to understand how users perceive your Courses.

🗒 Survey Results

You can leverage Surveys to go beyond simple scalar measurements, and ask users for their qualitative opinion of your training program. Looking out for patterns (e.g. common complaints) in their responses will help you identify possible critical issues.

5. COST SAVING METRICS

Commute Hours Metric

By comparing the hours that your learners would have had to commute to some classroom (and the hours that they would have been confined there), against the flexible at-your-own-pace schedule of online learning you can get an estimate of how many commute hours are saved on average.

Training Savings Metric

To get a quick idea about the cost savings from eLearning, you can add up the costs for your online training program such as:
- Subscription price/user
- Content licenses fee
- Instructor's salary
- Cost of Instructional Design and Implementation

Then, compare them to the costs of traditional classroom training, such as:
- Instructor's salary
- Commute expenses
- Training materials
- Classroom rent or opportunity cost

While also taking in mind factors like:
- Average length of one session (in days)
- Average number of learners/session

🖩 ROI (Return-on-Investment)

This is probably the ultimate metric to monetarily interpret your Learning Management System's success. What you need to factor in:
- Training Savings metrics (as described above)
- Saved commute hours (also above)
- Lifelong expense of your LMS solution (TCO)
- Overall productivity and revenue increase
- Other factors specific to your business and training model.

Pour them in a spreadsheet and tweak them to taste and according to your industry and business goals.