



# Why You Need an LXP, Not Just an LMS

## Creating Engaging Training for Company Success



### OVERVIEW

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- What is an LXP?
- The difference between LXP and LMS
- How an LXP affects retention, performance, and data
- How an LXP improves employee morale and engagement

Companies have been using learning software to train employees for many years. In an ever-increasing digital world, the need for personalized learning software has grown exponentially. In recent years, investments in learning experience platforms (LXPs) have skyrocketed as business executives recognize the importance of implementing training programs that are engaging. In order to help employees learn faster and organizations retain key talent while fostering successful, collaborative work environments, leaders are turning to LXP solutions as the most effective investment.

This white paper will address the differences between an LMS/LXP and why forward-thinking leaders are opting for an LXP as the most effective investment for building communities of engaged workers.

## What is an LXP?

A learning experience platform, or LXP, is a user-centric learning software built for businesses and consumers to learn, grow skills, discover new information, and engage with peers and leaders across the organization.



The market for LXP is growing substantially and is said to be the future of learning-based software. [According to Josh Bersin](#), globally renowned industry analyst for HR, leadership, technology, and learning and development, "this market has exploded, it's over \$300 million and growing at 50%+ per year."

An increasing number of businesses are implementing LXPs into their training programs and daily operations. Implementing an LXP can benefit training programs by making employees feel more engaged with what they're learning, each other, and their company's mission, which leads to higher information retention, and increased productivity across daily business operations.

In a business environment where more jobs are becoming virtual, an LXP can be a beneficial program to keep employees connected and feeling like they are an integral part of their team at work.

“ The LXP is the learning delivery platform of the future, and the level of investment in that platform is growing exponentially.

- Josh Bersin, industry analyst

## The Difference Between an LXP and LMS

For many years, the learning management system (LMS) was the standard software used for organizations to deliver, track, and report on employee training programs. However, today the market is trending towards the newest development in learning software; the LXP. This trend towards businesses adopting the LXP as their new learning software is due to the LXP being more customizable, more engaging, and offering a user-centric experience.

LXPs are seen as the evolution of an LMS. The LMS did many things well, such as storing and delivering online courses, administering online training, and compiling data about employee training progress. However, it failed to create an engaging learning experience that made employees want to keep coming back to the platform - hence the LXP was born.

The LXP aspires to make employees feel engaged with the learning experience, with each other, and with their employer's brand by offering a host of social and community features that develop a multi-dimensional experience. By contrast, the LMS delivers a one-way stream of information: company - employee. The expanded learning and engagement elements of an LXP creates a high-return learning experience that benefits companies and their employees in any industry.

## How Does an LXP Benefit Companies?

The market for LXPs is growing substantially with higher levels of investment in these platforms. This is due to the many benefits that businesses get by implementing an LXP within their L&D and broader people strategies. Some of the unique benefits that businesses obtain by implementing an LXP are:

- Advanced content & social tracking to manage performance
- Consistent & trackable communications across the entire business
- Increased employee performance & morale
- Social features to create peer-to-peer engagement
- Increased customer retention
- Strengthened brand alliance
- Stronger cross-functional & cross-departmental connection

### Advanced Tracking

LXPs offer advanced content and social tracking that allows business managers to track data from a variety of sources. This allows access to additional information such as learner social and core content activity, how employees learn, and the ability to assess how learners are absorbing information. Tracking this data can help companies optimize training programs to realize ROI and L&D community-building goals.

### Increased Customer Retention

Customer service is a vital part of any organization as it leads to client retention, increased profits, and the building of a stronger reputation. An LXP can support customer retention in two ways. Firstly, by serving as your customer portal where you can deliver onboarding, product training, new feature announcements and more, to build a community of clients devoted to your brand and connected with each other. Or, the LXP can deliver training, reference materials, and a best practice sharing hub for your network of CX Reps. When everyone is leveled up and learning from each other, you'll ensure a consistently high standard of service hard to achieve without an LXP.

### Increased Employee Performance

An LXP will create a successful training program that leads to better overall employee performance. LXPs encourage employees to connect and work collectively which builds team morale throughout the workplace. Studies have shown that a community of collaborative workers will boost employee performance significantly. According to a [Stanford study from 2014](#), "participants who worked collaboratively stuck at their task 64% longer than their solitary peers, whilst also reporting higher engagement levels, lower fatigue levels, and a higher success rate." This data shows why using LXP software for employee training is so successful – helping employees feel engaged within the workplace will lead to higher levels of sustained success.

### Consistent & Trackable Communications

LXPs offer a range of communication features beyond comments, likes, and shares that improve transparency, offer efficiencies for large group comms, and encourage feedback and engagement more readily than email chains. Consistent communications that encourage multi-way engagement are more likely to be read, absorbed, and acted on - especially when you can track engagement and offer easy-to-access archives for referencing purposes.



## Social Features to Create Engagement

LXPs aim to be social platforms that create opportunities for an engaging workplace environment that will lead to increased employee morale and better teamwork. For virtual employees, the presence of social and communication features can be extremely beneficial for helping them feel connected to the wider organization. The same goes for connecting managers and employees across locations around the country – or even world – to build brand affinity and deliver unique customer experiences. LXPs offer enhanced engagement features such as:

- Points systems
- Likes, comments & shares
- Merits & rewards
- Enhanced user profiles
- Content curation
- Customizable pages

These are all excellent tools for keeping employees feeling engaged with their training programs and interacting with their co-workers effectively.

## Brand Alliance

Creating and maintaining employee, partner, and sales communities that are enthusiastic and dedicated to your brand is critical for differentiating yourself in the market. LXPs help generate brand alliances by creating spaces for people to connect and share their experiences and grow together alongside the business. Social features that encourage employees to share, help connect workers to the brand and feel like contributors to success – thereby driving ownership and commitment in the long term.

## Cross-Functional & Departmental Connection

LXP feature sets are designed to facilitate site exploration, content discovery, and sharing. As such, an LXP can facilitate digital water-cooler moments and cross departmental connection and recognition that support collaborative teamwork and level-up learning for all involved. When an LXP is leveraged to provide company communications, all-department updates and the public recognition of employee success, organizations will find themselves with a more transparent workplace filled with employees who know how to find SMEs and the information to answer questions themselves.

“ Participants who work collaboratively stick to tasks 64% longer, report higher engagement, lower fatigue, and a higher success rate than their solitary peers.

– Carr, Walton; *Cues of working together fuel intrinsic motivation*

## How Do LXPs Benefit Employees?

Along with benefiting a business as a whole, an LXP can also benefit employees in many different ways, leading to better employee well-being and increased loyalty to the company. Employee benefits of an LXP are:

- Improved employee morale
- Personalized & curated learning
- Increased engagement, connections & sense of belonging

All of these benefits lead to employees having higher rates of success in the workplace, a better learning experience, and more satisfaction with their jobs.

### Improved Employee Morale

Business executives are seeing an increasing need to focus on employee morale and well-being. An article from Josh Bersin Academy shows that employee well-being is more important than ever in current HR trends. [Deloitte's 2020 Human Capital Trends survey](#) stated, "of about 10,000 executives around the globe, well-being was rated as the most important issue on C-Level executives' minds." If you want to create a thriving workplace, you must keep in mind the importance of employee morale. Implementing a collaborative and engaging platform like an LXP will keep employees satisfied with their work environment and successful in their training and career growth programs.

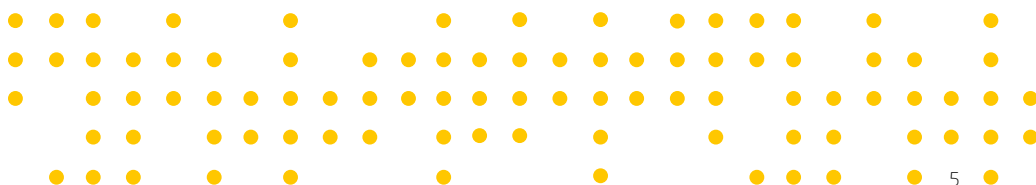
### Personalized & Curated Learning

LXP software offers intuitive AI technologies that are adaptable to learner's needs. This kind of user-centricity leads to higher success rates of a training program since it can be adapted to different learning styles and information requirements. The use of AI technology also makes a training program more efficient and allows employees to work at their own pace.

### Increased Engagement, Connections, & Sense of Belonging

Employees being engaged with their training programs benefits not only the company, but also the employees who are participating in the training program. LXP feature sets help L&D teams create engaging training programs that incorporate feedback loops, commenting, likes and sharing, and can cater to the unique learning needs of the individual.

Many basic training programs used by companies can feel monotonous and lead to employees not getting the most benefit out of the information they are learning. Implementing a training program through an LXP will lead to higher information retention, employees who have a more positive attitude about their work, and who show up ready and able to be productive.



## An LXP Will Lead to Success

Implementing an LXP will deliver tangible benefits across the board because they're robust and customizable, satisfying a wide range of business needs. Designed to look and feel like a consumer-based software, LXPs will keep employees feeling engaged with the content and the company and will lead them to retaining more information from their training programs. Employee morale and well-being will also increase throughout the workplace leading to higher levels of productivity, better customer service, and a more positive company culture. With such a myriad of employee benefits and solutions to core business challenges, it's hard not to argue for investment in such a powerful software solution as a learning experience platform.



Learn more at [wisetail.com](https://www.wisetail.com)

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