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8 reasons why adopting an LMS in the enterprise fails

How can you prevent the implementation of an eLearning platform in your company from turning into a failure? Discover the most common pitfalls to avoid

Trends in the eLearning industry confirm that more and more companies are using LMS systems to manage and deliver **corporate training**. From SMBs to multinational corporations, more and more companies have faced the challenges of properly integrating the eLearning platform into their business processes, systems, and infrastructure.

Indeed, the adoption of a new LMS is a task that should not be underestimated. Even when you find a technology solution that lives up to your expectations, there are a variety of obstacles that can slow or complicate that implementation.

According to 2016 Gartner research, **up to 75 percent of technology projects fail**, but the reasons for failure often have little to do with the software itself.
In this article, we will look at some of the main **reasons why LMS implementations fail** and provide you with information to help you avoid making the same mistakes in your company.

1. Lack of a strategy

It is important to remember that an eLearning platform is simply a tool: it is not the ultimate solution to the problems your company may have regarding internal training. This means that even if you choose the most comprehensive LMS, you cannot expect to take advantage of its benefits without having established an implementation strategy.

Make sure your strategy includes variables such as:

- **Understanding your audience** - To implement a learning management system that works, you will need to understand the characteristics and needs of your employees, assessing their needs and technological abilities well.
- **Identifying Goals and KPIs** - Starting a project without having clear and measurable goals results in an inevitable waste of economic resources. First, then, get clear on your goals. What are you trying to achieve? Then, identify the metrics you will need to measure to ensure you have achieved them.

2. Poor project management

The lack of a **project manager or team leader to coordinate the different phases of the platform implementation** is one of the main reasons why LMS adoption fails.
So make sure that the team that will be in charge of the project includes at least:

- a team leader to coordinate the process
- a project manager to oversee goals and deadlines
- a contact person in the Training department who will ensure that the training content is useful, relevant, and in line with internal training needs
- one or more IT specialists who will oversee the technical aspects of platform configuration (not necessary if you opt for a **cloud-based LMS**.

3. Lack of communication

The entire process of adopting an eLearning platform requires extensive **communication between you, your LMS provider, and the rest of your company.** If you do not communicate properly, you will sabotage your chances of successful implementation.

To prevent this from happening:

- clearly communicate your goals to your eLearning vendor.
- ensure that everyone who will influence how your LMS is implemented or used is involved in the various stages of the process
- take into account feedback and input from employees involved in the project
- listen to department heads, as they have a clearer idea of what the training needs and goals are
- ensure that the launch of the platform is preceded by an internal information campaign with which to engage and stimulate the interest of your employees

4. Compatibility issues

Another major critical issue related to the introduction of a new eLearning platform concerns **compatibility with other systems in use in the company**, such as CRM or other HR management systems.
On the other hand, if you are already using an eLearning platform and want to replace it, migrating existing data and learning content could prove to be a problematic issue. So make sure your new LMS is compatible with your current tools. It should also support your preferred content formats.

5. Choosing a complicated platform

The purpose of an LMS is to simplify enterprise training management and enable employees to complete assigned training easily and intuitively.
If you have a cluttered and complicated LMS, your employees will not want to log into the platform. The solution? Request a demo of the platform to **evaluate its interface and ease of use**.

6. Absence of a change management strategy

Introducing new software into the company can frustrate both managers and employees. Our advice, therefore, is to try to anticipate any possible complaints or objections. How? Through a **change management strategy**: be sure to involve management and maintain clear and transparent communication at all stages of the process.

7. Poor learning content

LMS adoption always runs the risk of failure if the learning content is not attractive enough to your employees.
You can have the best system on the market and still fail to properly implement an LMS in your training program if the **quality of the courses is poor**. In this case, it might help you to choose a platform with a library of content developed by eLearning professionals.

8. Inadequate IT support

After-sales service is critical to the success of an LMS implementation, especially for new users. When purchasing an LMS, there are two user groups to consider. One is the employee who uses the platform to enjoy the courses and the other is the user who uses the administration functions of the platform.

So make sure that your vendor is able to provide **appropriate and qualified IT support**.

Read also:

- **Complete guide to choosing an eLearning platform**
- **How to prepare your company to use an LMS**

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