ELEARNINGNEWS ARTICLE

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LMS in SMEs

3 tips to maximize the results of an LMS in SMEs.

Although small and medium-sized enterprises are characterized by a limited number of employees, this does not mean to sacrifice the results and the level of business productivity. With the right mix of planning and organization, you can guarantee your company a level of productivity that has nothing to envy to larger companies.

How to get the most without hiring new employees?

1. Have clear processes

Even in a small company it is useful and necessary to have processes that are defined centrally, clear and available to everyone. In addition to being fundamental for transferring the know-how to new recruits, we must consider that if we rely too much on the knowledge of one or two members of the staff, problems of functioning of the company could arise, in their absence.

To make sure processes are accurate, let each department write their own. Then decide where to store them so that they are easily accessible to everyone in the company and easy to update.

2. Use software

If employees spend a lot of time on routine tasks, they spend less time on their specialized activities.
To cope with this unnecessary waste of energy you can use software to automate some of their work.

Here are some examples of software features that might be useful for the team:

- **Email marketing software** - an email marketing software can simplify the life of your team, allowing them to plan e-mails to be sent in advance, set up automatic and personalized e-mails according to content, recipients and date / sending time.
- **Survey software** - to understand your customers' point of view, it is essential to use tools that allow you to easily create surveys and analyse their data.
- **Training Management Software** - If you need to manage administrative tasks within your training company, Learning Management Software (LMS) could be the answer to all your problems. What can an LMS do? Produce reports, automate sending e-mails, archive training data ...

3. Train the team

Training is increasingly important for today's workers, both from a motivational standpoint and from an employee's performance.

A great way to enable employees to learn continuously, without impacting too much on working time, is doing it in eLearning. Your staff will have the opportunity to be trained every time they have free time, without being absent from work for whole days.

E-learning allows you to customize your training plans for each employee, asking them what kind of learning path they are interested in.

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