ELEARNINGNEWS ARTICLE

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The future calls for integrating LMS

4 reasons why it will be increasingly important to integrate LMS with other software

Working with different software can create a lot of extra work for your team ... wouldn't it be better to manage everything centrally? The best way to do this is through a Training Management System (TMS). But with what other systems can it be integrated and how?

1. LMS and report

In the eLearning field, it is essential to have data on the activity of your LMS. You can integrate your LMS with your reporting system to easily compare your eLearning data with other company data.

Here are some data you can get from the LMS reports that will help you in the analysis of the training:

- How many students did you attend?
- How many students have attended a lesson?
- What are the feedback ratings?
- What is the completion rate of the training?
- What are the evaluation statistics?
- What are the assessments divided by class or by teacher?

2. E-commerce courses and LMS

Training management systems that integrate with your website will allow you to sell your online courses and make online payments in a single operation: you can easily sell eLearning courses through your website. Selling courses from your TMS, whether it is eLearning courses, classroom or blended, will be exactly the same thing and will allow you to manage everything automatically: if you make changes to the course catalogue in your TMS the information will be updated in real time on the site.

3. LMS and sales system

If you offer different training solutions that can be requested by different means (e-commerce, telephone or e-mail), it is essential to have a single centralized system where all sales data can be stored. This will allow you to track all transactions and simplify the transfer of data useful for reporting.

4. LMS and CRM

As mentioned, it is essential to keep track of everything and this also includes the contact details of customers, suppliers, employees. If all information is centralized, everyone will know where to look when they look for data. Furthermore, there will only be one place where details can be edited (this way you will be sure to always use the updated data).
Every time a customer buys from you through your website, all data will be automatically reported in the CRM and stored as new contacts. If these customers make additional purchases in the future, their card will be updated and you will find all the information available in one place.

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