

## The 7 LMS integrations that will improve your business

*What additions to the learning management system can help you achieve your business objectives?*

With the rapid spread of technology into business processes, an LMS should no longer be designed as a stand-alone system, but as part of a larger **digital business ecosystem**.

Each company uses different software to capture data, manage performance and make decisions. If the LMS does not integrate with other business systems, you risk losing critical data and not using the LMS to its full potential.

### The benefits of an integrated LMS

Every software used in the company contains important data. Having the training management platform dialogue with other company applications allows you to:

When integrating the LMS with other software, you only need to enter the data once. At that point, each system will be automatically updated, ensuring consistency of information within the organisation and reducing the time dedicated to data entry and updating.

#### Obtain a complete reporting system

An integrated LMS not only provides a comprehensive view of training information, but also correlates learning data with the performance of individuals and the company. In this way, you will have a complete overview of your staff, partners and customers.

#### Create personalised training courses

Linking training to performance makes it possible to assess the performance of each resource or department and create personalised learning pathways according to the specific training gaps of individuals or company objectives.

#### Simplify business processes

An integrated LMS allows you to create workflows and automate many of the platform's manual management tasks.

### The best integrations you should look for in a LMS

Most learning management systems have a myriad of possible integrations that fit different objectives. Below you will find the **7 LMS integrations** which, more than the others, we recommend you evaluate for your company.

#### 1. LMS and HR management integration

Integrating your LMS with the personnel management system allows you to have a **unique archive of your employees' data**. Information such as jobs, skills and training will be easily updated, without having to re-enter the same data across multiple platforms.

In addition, you will make it easier for new recruits to enter their profiles: their profiles will be automatically added to the LMS and enrolled in the **onboarding** courses provided for them.

For more information on the advantages of integrating the LMS into the HR management system, read also "[\*\*How and why to connect your LMS to HR management\*\*](#)".

## 2. LMS and CRM integration

Integrating customer management software with the online training system allows you to analyse the connection between training actions and results. For example, if you have **customer education** programs in place, you can quickly see if trained clients are buying more or opening fewer support tickets.

But that's not all. You can manage customised online training plans for sales and customer service staff based on conversion rates or customer satisfaction levels.

## 3. LMS and CMS integration

A CMS (Content Management System) is an editor tool that allows you to create and **manage websites**. Integration with a content management system allows you to **create courses and promote them** from a single tool. This means that any updates you make to the LMS (e.g. price or educational programme changes) will automatically be reflected on your website.

## 4. LMS integration and eCommerce

If you plan to sell your courses online, integration with eCommerce is essential. It facilitates the administrator's management and analysis activities. For example, you can **manage direct enrolments via the site** and ensure that, as soon as a student buys a course, the system generates enrolment on the LMS without the intervention of any administrator, reducing the margins of error in data entry. You can also set unique **price models** and discounts linked to the classification of users (for example, by classifying them according to the purchases they make).

Finally, you will get **advanced statistics** to measure the effectiveness of your courses, as well as valuable information on more (or less) profitable courses.

## 5. LMS integration and videoconferencing systems

Videoconferencing is one of the most effective ways to do online training by hosting live events and increasing the **active participation of trainees**. Integrating the videoconferencing system allows you to create live events, upload them to the LMS library and access all the analysis tools included in your training management system: statistics, automatic notifications, attendance monitoring, access tracking, questionnaires, etc.

## 6. LMS integration and collaboration tools

Integrating a LMS with collaboration tools (such as shared calendars, messaging, project management, etc.) allows you to save time and maintain open communication. Developers and administrators can **collaborate** to review content, create new online training resources and provide immediate feedback.

## 7. LMS and social media integration

Integrating your LMS to social media gives you new opportunities to communicate with users and **promote your courses**, even using your students' support. For example, users who complete a course can use social media integration to share their achievements on their feeds (LinkedIn, Twitter or Facebook). Each time a student shares a milestone with their followers, **awareness of your brand** and interest in your training offer increases.

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