

# **Corporate Learning Management Software Category**



## Corporate Learning Management Software Category

A Corporate Learning Management System (LMS) helps a company to organize all its training materials. It can therefore be compared to a corporate intranet. These solutions focus on information storage, distribution, and sharing. For instance, if you make a video course on how to market your firm's products, each video can be made part of a standard learning track. The LMS can guide users throughout the track and help to evaluate their learning.

A Corporate LMS can also offer useful information such as calling scripts, customer success playbooks, product details, and more. In short, the platform provides a centralized location to store info and helps the enterprise focus on learning and development.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

## CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

## COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2022



SUMMER 2022

Corporate Learning  
Management Software  
Category

**TOP PERFORMERS**



69

Total Customer References

VIEW ALL REFERENCES

ABOUT ELEAP



eLeaP is a top-10 cloud learning management system that centralizes all your online training and development in one platform. eLeaP™ Learning Management System is a complete, secure, web-based training and learning solution that employs a simple user interface. This way both technical and non-technical training managers can easily create, manage, and track interactive training courses and e-learning programs for all levels of users. The eLeaP™ LMS and Training Software System is designed to fit any organization size. With it you will have the sophistication favored by big companies. Yet, you can enjoy the flexibility, simplicity and customization of a system that will not overwhelm or financially drain smaller organizations.

Featured Testimonials

“We tested many systems. Our business team is most satisfied with this [eLeaP] solution. Thanks again for your great support.”



WEI ZHANG  
MANAGER, DIZAL PHARMA

“eLeaP by far had the most options for the complexity of our business model.”



HARLENE DOANE  
COO, DEALERSTRONG

“We are having a lot of positive feedback about our new LMS. It is so exciting to have such great results from our employees. Recently we received a suggestion from a supervisor for Winterwood. She requested access to see her employee activity results for the team of managers she supervises and eLeaP had this feature right there.”



ARIANE BUTCHER  
CORPORATE TRAINER, WINTERWOOD INC.

“Spectacularly awesome! Thanks – I uber really mucho appreciate eLeaP.”



WILLIS BUTCHER  
DIRECTOR OF TRAINING, HALOZYME THERAPEUTICS

TRUSTED BY

