



CASE STUDY

Hubspot

HubSpot is a global provider of business-to-business (B2B) software for inbound marketing, sales, and customer service. Founded in 2006, HubSpot helps tens of thousands of customers all over the world use their marketing, sales, and customer success products to grow their businesses.



Background

With an LMS in place and a number of key mandatory training courses in use across the business, HubSpot was looking for better visualization of learning analytics than the LMS could provide. They wanted to offer managers a more summarized dashboard of learning success as opposed to a granular report on training activity. The solution needed to have analytics features that would give them correlations between completions of a course and success within a knowledge check or final assignment in order to allow the organization to better measure the impact of their training activities.



Solution

In order to meet this need, HubSpot worked with Learning Pool to introduce its Learning Record Store (LRS), Learning Locker. The LRS allows organizations to recognize experience data from a number of different sources and HubSpot connected platforms such as Workday and Survey Monkey, as well as their LMS. xAPI statements from these platforms are stored in the LRS and the L&D team are able to build dashboards that give stakeholders full visibility around enrolments and completions, allowing them to see comparisons in an easier, more visual way than the LMS reporting offers.

They have been able to create dashboards tailored to the needs of their C-suite executives to show the progress of certain learning to which they have an interest. These views are broken down by using the filtered links option, allowing them to create around 50 unique links which can be filtered by region, department and location etc.

In time, HubSpot hope to be able to provide this birds-eye view for complete learning programs using the journeys feature, which will allow them to monitor employee progress through certain checkpoints.



Results

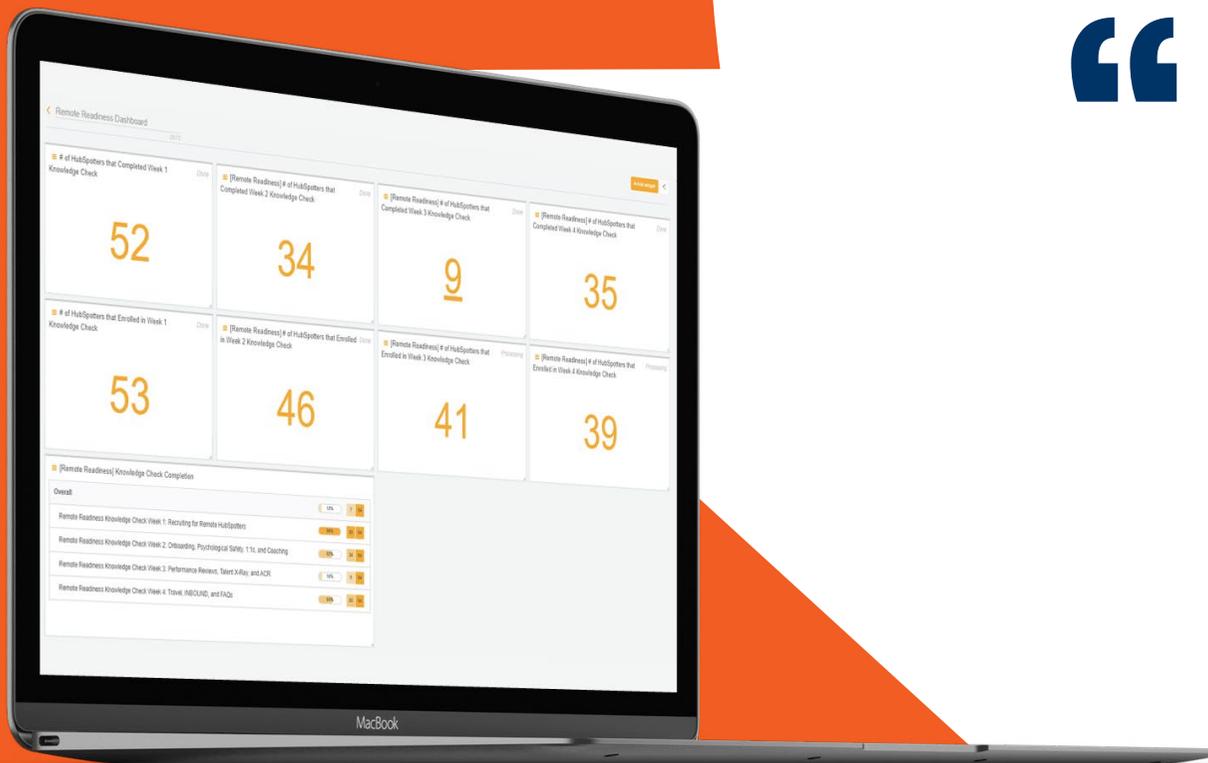
For HubSpot, the LRS has given them the ability to better analyze training activity and give stakeholders greater insight into the impact of the L&D team.

As the information being displayed is less granular than what the LMS provides it has been much easier to digest. This ability to show data visually has been a key benefit for the L&D team as the department does not have specific data analysts within it.

The ultimate goal for the L&D team is to connect their training programs to performance so they will look to create a bi-directional sync between the LMS and the LRS to help personalize the use of training and ensure that success within a role is linked to training activity.

Hasti Mehta, Senior Learning and Development Operations Specialist at HubSpot commented:

“ Learning Pool really guided us through the implementation of the LRS and helped us to identify ways to collect and pull through the right data to make the results impactful for our stakeholders. They also helped us to connect our HR system to ensure this information is consolidated so we can run more detailed analysis and offer more data filters. We received excellent support through the Learning Pool support portal and hand holding from our dedicated Learning Consultant has been a major factor in the success of the system.





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