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KPI cheat sheet

What are KPIs in eLearning?

To measure how effective your training is, you'll need the right set of KPIs or Key Performance Indicators. In eLearning, KPIs can give you valuable insight into your learners' progress and the overall success of your training program. By keeping track of them with TalentLMS's Reports and Infographics, you can make informed decisions about improving your training.

Why are KPIs so important?

KPIs allow you to cut through redundant data and reach the core of your training program's performance. Once you start tracking your training KPIs, you'll be able to:

- **Implement learners' training feedback faster**

- **Discover ways to innovate and expand your training**

- **Create a more focused, engaging learning experience**

- **Empower learners to gain skills and retain knowledge more effectively**

- **Allocate your resources better and make the most out of your training budget**

1. Volume metrics

Number of users

How many users are registered on your portal? How many of them are active or inactive at any given time period?

High rates of user inactivity can indicate your learners' lack of interest in the training content. You can address this by enabling gamification features on your portal, sending automated reminders, and periodically reviewing, updating, and expanding your courses.

Number of courses

How many courses are available to your learners?

Ensuring that your learners always have access to fresh, up-to-date courses is pivotal for engaging training. And focusing on a small number of mandatory courses may not be enough to keep your learners engaged. Whether you're focused on compliance, onboarding, or role-specific training, aim to create and curate a healthy variety of courses for your learners.

2. User engagement metrics
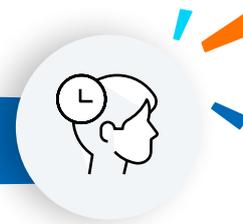
User login rate

How many users have logged into your portal within a period of time? How does it compare to the past periods?

The number of times your users logged in to the portal over the past weeks or months indicates how engaged they are in training. This KPI is worth keeping in mind because it'll inform you of whether you need to reach out to specific users with reminders to log back in and continue their training or whether you need to make adjustments or updates to your courses.

User sign-up rate

How many users have signed up to your portal within a period of time?

Keeping track of your sign-up rates is a good indicator of how successful you are at promoting your training in case you are using your portal to sell courses or if you offer non-mandatory training. Likewise, it's a great way to gauge how curious your users are about your training and how many of them signed up for eLearning over the past few weeks or months.

Course participation

How many learners have started a course?

Knowing how many users started at least one course on your portal shows how many learners have adopted your eLearning program. Discovering specific users who haven't started a single course will give you the information you need to reach out to them with reminders to get started soon.

Course engagement

How many learners have completed at least one course?

Completing at least one course indicates that your learners have begun actively using your portal. Ideally, you'll want the course participation and engagement KPIs to align so that your learners are fully engaged with the training program.

Course progress

What's your learners' average course progress?

This KPI indicates how much of a course your learners have completed on average in percentages. Course progress rate will show you the pace at which your learners are completing their training. If courses are getting completed too fast, their content might be too easy and need a bit of tweaking, like adding tests to gauge learners' progress.

Survey course rating

How satisfied are your learners with your course?

Surveys are a great post-training mechanism for gathering information on your learners' satisfaction. With TalentLMS, you can create surveys within courses to gather feedback and quantitative data via a Likert scale, which you can then export and analyze. Or, you can enable the course rating feature to allow learners to rate courses on your portal.

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3. Learner performance metrics

Course completion rate

What's your learners' average course completion rate?

Course completion rate is useful for determining the overall engagement of your learners with the currently available courses. Knowing how many learners haven't started or passed a course compared to how many learners you've assigned it to will give you the insight you need to steer your training program in the right direction. Helpful course completion rates to keep track of include:

Not started **In progress** **Not passed** **Completed**

Test pass rate

Are your learners successfully completing tests? What's their average test score?

Tests are a great way to measure how well learners have performed in their eLearning. Low test scores and high "not passed" percentages indicate that your tests are either too difficult or that your learners had trouble understanding the course material. KPIs you should track in terms of test pass rates include:

Attempted **Passed** **Not Passed** **Average score**

Training time

How much time have learners spent training per course?

Training time will help you understand which courses take the most time to complete. This can inform you on how you can expand certain courses with more materials and make specific courses shorter, as well as where your learners' training focus truly lies.

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4. Training gamification metrics

Learner points/badges

How many points and badges have your learners earned?

Gamification makes eLearning more engaging over extended periods of time. Enable learners to gain points and badges for various activities on your portal. Combined with leaderboards, gamification is a great way to inspire healthy competition among learners and entice them to return for training more regularly.

Learner levels

How many levels have your learners earned?

Levels are a great way to keep track of your learners' progress over time. Furthermore, you can set certain courses to only be available upon reaching specific levels. That way, learners get a sense of progression and accomplishment from their eLearning while also gradually gaining access to exciting new courses.

Certification metrics

How many certificates have your learners earned?

It's useful to keep track of this KPI for compliance and other forms of mandatory training, such as seasonal certification/re-certification. Rewarding learners with certificates is also an important part of eLearning. It's an extra incentive for users to do their best when engaging with your courses, and as a KPI, it's a convenient way to track how many learners gained certificates (or how many users completed your courses).

5. Saving metrics

Commute metrics

How many commute hours have your learners saved compared to traditional training?

Traditional training implies that learners and instructors commute to a certain location (class-room, workplace, etc.) for training. Avoiding commute allows you to dedicate that time to optimize your training instead. With this KPI, you can compare the commute hours your learners need to arrive at and leave from a location against the on-demand nature of eLearning. For example, two hours spent commuting could instead be spent training. This KPI also ties in with the environmental impact KPI of harmful CO_2 emissions per learner over time.

Training savings metrics

What costs have you saved with eLearning compared to traditional training?

Traditional training is more logistically demanding than eLearning. By tracking this KPI, you'll have a good idea of your online training program's costs. While TalentLMS's Infographics will provide you with a savings estimate, you can calculate it further by tracking:

Subscription cost per user   **Content license fees**   **Instructor's salary**

Comparing these KPIs with the costs of traditional training will provide you with an accurate breakdown of your savings:

Commute expenses   **Training material expenses**   **Classroom rest or opportunity cost**

While also taking into account factors such as:

Average session length (in days)   **Average learner/session number**

Successful training starts with the right KPIs

With the right KPIs, you can transform your training from good to great. Use them to find areas for improvement and proactively address your learners' needs to enrich their training experience. Review the KPIs in this document and track them on your TalentLMS portal. Focus on the ones that suit your organization's overall training goals, and you'll have a much easier time measuring the success of your training program.