



Learning Analytics

From learning metrics and analytics to business outcomes

“The relationship between learning and analytics is often misunderstood and underutilized,” say Peter Howes and Ed Cohen in the SuccessFactors white paper titled “Learning and Analytics.” Typically, when people discuss analytics for learning, it is in terms of transactional reporting within a specific learning management system, including course completions, scores, and pass rates.

However, learning impact analysis also can provide insights into investments in training and development made by an organization. This is critically important in maintaining an engaged and sustainable workforce, and in aligning your workforce with the strategic objectives of your organization.

Learning Analytics

SuccessFactors Learning Analytics combines the analytic and reporting capabilities of SuccessFactors Workforce Analytics with learning metrics standards to deliver powerful insight to Chief Learning Officers, HR, and learning professionals who want to understand better the impact of training across their organizations.

Learning Analytics helps you understand how, where, and to whom training is delivered, and through this understanding, you can measure the efficiency of internal and external training sources and the overall impact of training experiences on employees. Learning Analytics can also help organizations pinpoint where training resources are focused and what types of course are emphasized, providing insights into the connection between training curricula and human capital strategies.

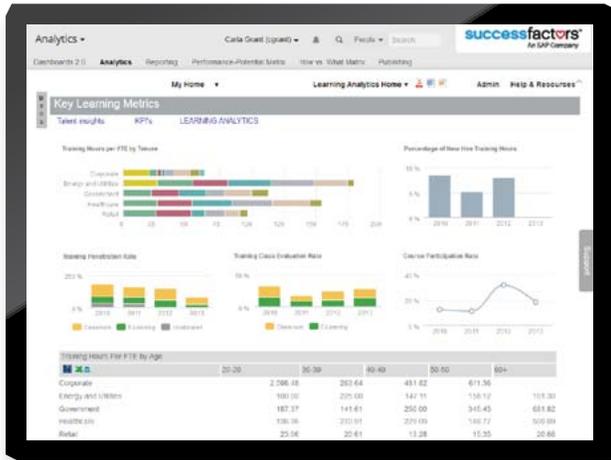
Learning Analytics addresses common learning questions that organizations seek to answer. For example:

- What course types and delivery methods generate the highest completion rates?
- Do longer-tenured employees continue to advance their knowledge, skills, and competencies via training?
- Is training disproportionately offered to, or attended by, newer employees?

Learning Analytics delivers metrics related to the volume, type, and effectiveness of the training courses provided by your organization, as well as metrics on to the mix of attendees, by organization structure, employment type, tenure, gender, or age group. Examples of metrics include: training hours per employee/event/FTE, training penetration and productivity rates, and training course cancellation and completion rates. Every measure and metric delivered with Learning Analytics comes with a clear definition and the formula for how it is calculated to ensure a standard and mutual understanding across all stakeholders. Segmenting learning metrics by employee, program, and organizational dimensions enables internal benchmarking and more precise interventions.



Example of one of many learning metrics included with SuccessFactors Learning Analytics



Interactive, real-time dashboards provide insight into learning processes

SuccessFactors Learning Analytics is available only to SuccessFactors Learning Management System (LMS) cloud customers. Companies with alternative learning management systems can get these capabilities with SuccessFactors Workforce Analytics, which is also the next step in the capability spectrum for Learning Analytics customers.

The next step up

With SuccessFactors Workforce Analytics, you can engage a broader audience across business leaders, HR, finance, sales, and operations with business metrics to really show what impact training is having across the organization. With Workforce Analytics, companies can bring together data from learning management systems with information from additional sources such as performance, compensation, succession, CRM, Financials, operations, and surveys to deliver insight into the impact of learning investments on business outcomes, to answer questions like these:

- How does the performance of employees participating in optional training programs compare to those who do not participate?
- How much did poor performers improve within a year as a result of their attending specific learning programs?
- What is the correlation between the money we spend on training our employees and our profitability?
- How have our leadership development programs impacted our productivity?

Leverage SuccessFactors Workforce Analytics with its comprehensive library of metrics across various functions and added capabilities like Headlines and Analytics Workspace to take your workforce data to a new level of analysis. As important, it provides actionable insights that can help you make confident strategic and business decisions.

Online Report Designer

SuccessFactors Foundation is a prerequisite to deploying Learning Analytics. SuccessFactors Foundation includes the Online Report Designer, a user-friendly yet advanced tool to empower learning professionals to build their own reports and analytics dashboards and share results with others.

With the Online Report Designer, you can create reports and dashboards based on real-time transactional data from your SuccessFactors LMS. You can visualize your queries in tabular list format, as pivot tables, and in a wide variety of chart styles. It enables powerful formatting of reports, including output to PDF, PowerPoint, Word, and Excel.

Scheduling and distributing reports is easy, and role-based security and permissions let you share information securely across the organization.

Dashboards built with Online Report Designer provide insight into learning processes and effectiveness across the entire organization and give you the flexibility to slice and dice through the data with a choice of relevant filters.

Power in the hands of learning professionals

Designed to meet the demands of today's HR and learning professionals, Learning Analytics and the Online Report Designer capabilities in SuccessFactors help to accelerate business execution by delivering the right information just in time.

Learning Analytics helps you create business cases based on hard data from your training programs, and it confirms why investing in a particular program helps the company execute on its strategy and deliver ROI through authoritative insight.

About SuccessFactors, an SAP Company

SuccessFactors is the leading provider of cloud-based HCM software, which delivers business results through solutions that are complete, beautiful, and flexible enough to start anywhere and go everywhere. SuccessFactors' customers represent organizations of all sizes across a wide range of industries. With more than 20 million subscribers globally, we strive to delight our customers by delivering innovative solutions, content and analytics, process expertise, and best practices insights from across our broad and diverse customer base. SuccessFactors solutions are supported by a global partner ecosystem and the experience and commitment of SAP.



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