

Technomedia Training leader in LMS Customer Satisfaction Study (Apr 17)

Montreal — April 17

Technomedia Training Inc., a Canadian provider of Web-based talent management and human capital development solutions, reaffirmed its position as a best-in-class learning management system (LMS) vendor by ranking as leader or co-leader in all 20 measurement categories of Bersin & Associates recently published study, "2007 LMS Customer Satisfaction: An Industry Analysis of the Customer Experience with Learning Management Systems."

The study analyzes input from administrators, training managers and executives on their individual LMS system implementation on many indicators, including: overall satisfaction; ease of use, integration and ownership; service and support; and overall capability.

Thirteen LMS vendors were analyzed by market segment, type of system (hosted versus installed) and annual operating cost.

The LMS study will help LMS buyers and vendors understand the factors that lead to successful and unsuccessful LMS solutions.

In the study, Technomedia received high marks from customers in every category within the emerging market segment.

Technomedia was the customer satisfaction leader or co-leader in:

- Ease of use for learners
- System integration
- Configuration and customization
- Out-of-the box functionality
- Reporting capabilities
- All the business partnerships and tools areas

"We are pleased to hear that our clients find value in the solutions we create," said Marcel Messier, Technomedia Training Inc. president and chief operating officer. "This LMS satisfaction study underscores Technomedia's position as an industry leader in providing Web-based human capital management and development solutions. Sweeping all 20 measures in the emerging market segment puts us in a solid position to expand our footprint in the market."

In the analysis of hosted LMS systems, Technomedia was also rated by customers as a customer satisfaction leader or co-leader for almost every category.

According to the study, Technomedia's talent management functionality — its ability to provide fully integrated HR and learning processes including performance, competency, recruitment, career management, succession planning and LMS — is one of the system's strong points and positions the company to capture a greater share of the LMS market, given the increased focus buyers are placing on integrated talent management solutions.

"This study shows that Technomedia's LMS solutions have been well received by users. Today's buyers are looking for flexible, robust and integrated solutions," said Josh Bersin, CEO, founder and president of Bersin & Associates. "As an emerging player, Technomedia is capitalizing on these strengths as it grows the company."