MapleLMS

US based leading **Association** enhanced and managed the training outreach to their globally located internal teams and external stakeholders, **by integrating their Salesforce with MapleLMS**

salesforce

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Organized more than **700+ events** in more than **50+ US cities**, our client is famous for conducting global poverty alleviation movement consisting more than **20 million** members. A giant platform for independent and regional organizations providing wide range of healthcare services, educational & vocational training services, for underprivileged communities.

Business Challenges

Our client had a legacy Learning Management System which wasn't compatible with the installed Sales CRM and other Third-party applications. Hence, our client wanted an enhanced Learning & Development platform for the sales, partners, members, volunteers, and donors' team by integrating Salesforce with training platform, globally. Once we evaluated the entire system, interviewed the managers and stakeholders, we identified **the following challenges** that were being faced:

01

Administering user data from one location:
Our client wasn't able to access the Salesforce & LMS data in sync, resulting in duplicate records, errors, and loss of key information. They wanted to administer user data in a unified two-way integration by Signing into the Salesforce without having the need to toggle between swapping.

02

Device Limitation:
The training platform used, wasn't Mobile friendly and was internet dependent. Limiting our client's avenues to reach out to a larger audience globally.

03

Weak System:
The legacy learning platform wasn't able to handle the intricate operational structure in a cost-effective manner. Creating problems for the client to split training courses & lessons for several groups, branches, and skill set. They were not able to cater the diversified learning needs at multiple geographical locations.

04

Poor compatibility with Multimedia tools:
Our client wanted to run effective communication and advocacy campaigns to globally dispersed volunteers, social activists, member organizations, etc. These were awareness and training campaigns for stakeholders about programs, prevailing issues, etc. These campaigns were in form of live video briefings, chart and graphs presentations, audio, etc. and most of these were not supported by the existing system.

05

Inadequate Reporting & Tracking:
It was a daunting task for client to look for the patterns like tracking learner's records, validating learners for assigning fresh training courses, devising a career progression path for internal staff and members' teams. Client wanted to access training records and track performances and provide valuable feedback in Salesforce.

Solution Offered

We implemented MapleLMS integration with Salesforce to improve L&D solutions for volunteers, members, social activists, donors, etc. Our top-notch solutions supported our client after integrating MapleLMS with Salesforce in several ways:

01 Limitless Prospects

Client is now able to handle complex chain of commands & operational structure. Integration with MapleLMS helped to distinct the training lessons and courses for various branches, factions, classes, expertise & user types. Auto role-based enrollment is now possible.

02 Scalability & Reduced Dollars Spent

With MapleLMS integration, organization now achieves scalability & cost- effectiveness when imparting trainings via an eLearning platform. It was a perfect fit when contemplating for client's tight budget operations. Leading selling points described above saved each penny spent.

03 Simplified Administrative Operations

After integration, organization was able to seamlessly manage the fresh hiring by automating employee trainings & orientation programs with the help of MapleLMS.

04 Learner Data Synchronization

MapleLMS integration automatically synchronized data between Salesforce & training platform like, personalized information, professional performances, enrolments, etc. Client was able to view entire training records within the Salesforce software.

05 Ease of Access with Single Sign-on

We helped our client by easy accessibility of LMS features and records with a single tab on their website and granting learners to enroll in the courses, view & access trainings, utilize social learning tools, and directly sign in with a simple click without even switching to another platform.

Automatic Enrollment 06

Organization now attains the capability to enroll learners automatically in Salesforce as per their roles. HR, L&D teams, and Managers can easily view registrations & course completions for assigned trainings, along with learner performance graph, reviews, and grades.

07 Training Recommendation Engine

Powered by AI, MapleLMS recommended courses & trainings directly in Salesforce to internal staff, volunteers, members, partners, etc. based on their prior trainings, course performance & competencies data.

Centralized Data 08

Accessibility became easy for the client, as managing both Salesforce & training data simultaneously is now simpler than earlier. Client was able to handle the record system from a centralized location without swapping systems.

The Result

The solution offered, provided the following benefits to our client after integration:

1 MapleLMS successfully integrated with Salesforce that enhanced overall performance graph by 25.7%.

2 To be specific, Centralized data repository system saved client's time to handle and monitor individual accounts from one location.

3 Training recommendation engine assisted the client, which resulted in an enhanced ROI for the organization. The member & employee attrition rate fell by 28.91%.

4 Single Sign-on (SSO) enabled client to save their time & effortlessly administer the platform without swapping.

5 MapleLMS have connectors & interfaces for almost all available third-party multimedia tools. This enabled our client to reach out to wider audience, heightened performance, increase in donations, global branding, etc.