

GeoLearning is Overall LMS Customer Satisfaction Leader – 2007

The findings of Bersin & Associates' research study *2007 LMS Customer Satisfaction Study: An Industry Analysis of the Customer Experience with Learning Management Systems* solidified GeoLearning's position as the top-rated enterprise LMS vendor. The results mirrored the findings of Bersin's first LMS customer satisfaction study published in 2005 (results on the back of this page).

Customer Satisfaction Measure	Enterprise LMS
Overall Satisfaction	GeoLearning LEADER
Ease of Use	
Ease of Use for Learners	GeoLearning LEADER
Ease of Use for Administrators	GeoLearning LEADER
Integration	
Content Integration	GeoLearning LEADER
Integration with Internal Systems	GeoLearning OUTPERFORMER
Ease of Ownership	
Configurability & Customization <i>Ease of customization</i>	GeoLearning CO-LEADER
Technology Investment Protection <i>Ease of upgrading</i>	GeoLearning CO-LEADER
Total Solution	
Scalable to meet future needs	GeoLearning OUTPERFORMER
Provides all functionality needed out of the box	GeoLearning CO-LEADER
Reporting Capabilities	GeoLearning LEADER
Service & Support	
Customer Service	GeoLearning LEADER
Product/Technical Support	GeoLearning LEADER
Business Partnership	
Vendor understands and assists with business and training challenges	GeoLearning CO-LEADER
Customer has adequate input to product direction	GeoLearning CO-LEADER
Long-term Platform Support <i>Confidence that vendor will support product</i>	GeoLearning LEADER
Additional Tools/Capabilities	
E-Learning Content	GeoLearning LEADER
Content Management	GeoLearning LEADER
Testing/Assessment Tools	GeoLearning CO-LEADER
Content Development Tools	GeoLearning CO-LEADER

Synopsis from Bersin's 2007 LMS Customer Satisfaction Study...

"GeoLearning attained the customer satisfaction leadership or co-leadership position in most categories, including: Overall Satisfaction, Ease of Use, Ease of Ownership, Content Integration, Reporting Capabilities, Out-of-the-Box Solution, all of the customer service and business partnership areas, E-Learning Content, Content Management Capabilities, Testing/Assessment, and Content Development Tools.

GeoLearning has a strong focus on meeting customers' needs and providing a breadth of services. The company's service offerings range from traditional implementations to content development and conversion, training effectiveness consulting and change management.

GeoLearning also provides comprehensive training out-tasking and outsourcing services. This total solution approach helps GeoLearning understand its clients' learning requirements, and provide the products and services to meet a wide variety of training requirements.

2007 Definitions

Leader achieved the highest average rating for that measure in that category. **Co-Leaders** received essentially the same ratings or "tied." **Outperformers** exceeded the average satisfaction rating for that measure in that category.



GeoLearning is Overall LMS Customer Satisfaction Leader – 2005

Bersin & Associates' *LMS Customer Satisfaction Study 2005: An Industry Analysis of the Customer Experience with Learning Management Systems* identified GeoLearning as the clear customer satisfaction leader among enterprise LMS providers.

Customer Satisfaction Measure	Enterprise LMS
Overall Satisfaction with LMS Solution	GeoLearning LEADER
Solution Value <i>Meets business needs and improves productivity</i>	GeoLearning LEADER
Solution Meets Business Needs	GeoLearning LEADER
Business Partnership <i>Understands our business, responds to input on product direction</i>	GeoLearning LEADER
Ease of Use: Learners	GeoLearning LEADER
Ease of Use: Administrators	GeoLearning LEADER
Overall Ease of Use <i>Learners and administrators</i>	GeoLearning LEADER
Quality of Content Integration	GeoLearning* CO-LEADER
Ease of Customization	GeoLearning LEADER
Quality of Implementation Services	GeoLearning LEADER
Vendor Understands My Business and Training Needs	GeoLearning LEADER
Timely Response to Enhancement Requests	GeoLearning* CO-LEADER
Vendor Enables Input on Product Direction	GeoLearning LEADER
Vendor Has Long-Term Viability	GeoLearning LEADER
Ease of Ownership <i>Ease of installation, customization and upgrade</i>	GeoLearning OUTPERFORMER
Quality of Assessment Tools	GeoLearning LEADER
Quality of Reporting System	GeoLearning LEADER
Solution Increases Productivity	GeoLearning LEADER
Quality of Content Development Tools	GeoLearning OUTPERFORMER
Total Installation <i>Was installed on time, on budget, ease of installation.</i>	GeoLearning* CO-LEADER
Quality of Technical Support	GeoLearning OUTPERFORMER
Quality of Overall Customer Service	GeoLearning* CO-LEADER
Total Customer Service <i>Timeliness, quality and technical support</i>	GeoLearning* CO-LEADER
Quality of HR/ERP Integration	GeoLearning OUTPERFORMER

Please Note

These tables provide a partial view of the studies results showing the ratings for GeoLearning.

Please review the details for each study available for purchase at www.bersin.com for all vendor ratings and a detailed discussion of the each study's findings.

2005 Definitions

Leader:

Vendor received the highest ratings among their peer group in that category.

Co-Leader:

Top two vendors were rated within 3% of each other in a category.

For categories indicated by an asterisk (*) GeoLearning was the highest-scoring vendor.

OutPerformer:

Vendor rating exceeds the average for that category.

