

2021 Baker's Dozen Customer Satisfaction Ratings: **LEARNING & DEVELOPMENT**

By The Editors

HRO Today's Baker's Dozen Customer Satisfaction Ratings™ are based solely on feedback from buyers of the rated services; the ratings are not based on the opinion of the *HRO Today* staff. We collect feedback annually through an online survey which we distribute to buyers directly through our own mailing lists and indirectly through service providers. Once collected, response data for all providers with a statistically significant sample size are loaded into the *HRO Today* database for analysis.

In order to determine an overall ranking from this data, we analyze results across three subcategories: breadth of service, size of deals, and quality of service. Using a predetermined algorithm that weighs questions and categories based on importance, we calculate scores in all three subcategories as well as an overall score. These scores are the basis of the Baker's Dozen Customer Satisfaction Ratings™ and are presented in the following tables to demonstrate the relative differences among the ranked service providers.

The only influence that *HRO Today* has on the outcome of this survey is that *HRO Today* discards incomplete

surveys or surveys outside the normal distribution. This includes surveys that are too perfect as to be possible or so negative that they are spiteful and inaccurate. Otherwise, *HRO Today* has no impact on the survey outcome. While we do not claim that our methodology is the only viable ratings program available, we do vouch for its statistical validity.

The provider listing for this year's Learning & Development Baker's Dozen was derived two ways. The first is through the quality-of-service component of the Baker's Dozen methodology, producing the rankings you see below. But because *HRO Today* analysts did not feel there was sufficient sample size to rank more providers in a statistically viable fashion, we have compiled an additional list below, which we are calling "honorable mentions." This list is comprised of the companies that consistently appear across other analyst listings as among the top providers in the fragmented L&D space.

We hope the Baker's Dozen Customer Satisfaction Ratings™ provide insight into your next RFP process.

Baker's Dozen Ranking:

1. Cornerstone OnDemand

Website: www.cornerstoneondemand.com

Cornerstone OnDemand® helps organizations recruit, train, and manage their people. The company works with more than 6,300 global clients of all sizes and in all industries to help them engage their workforces and empower their people. Cornerstone OnDemand®'s computer software impacts every aspect of the employee experience, helping people to make their best work even better—which ultimately translates into greater business results.

Services:

- Learning management software
- Seamless connection between recruiting, learning, performance, and native talent management solutions
- Customized learning strategies
- Analytics and predictive insights
- Curated content

2. NIIT

Website: www.niit.com/en/learning-outsourcing/

NIIT has grown to earn the trust of many Fortune and Global 500 companies in over 40 countries over the past 36 years. NIIT's instructional designers apply award-winning design methodologies and high-end media and technology across several industries every day. NIIT's goal is to help leading companies run training like a business by maximizing the effectiveness and efficiency of training.

Services:

- Managed training services
- Content and curriculum design
- Learning administration
- Learning delivery
- Strategic sourcing and vendor management

3. Traliant

Website: www.traliant.com

Traliant is committed to delivering broadcast-quality compliance training in a format that resembles something you'd find on Hulu or Netflix. Its behavioral-based instructional design ensures people go beyond simple compliance to truly understand how to respond in actual workplace situations. Experience the top benefits that come with an engaging, integrated learning system that's built around company needs.

Services:

- e-learning platform
- Interactive videos and show-based courses
- Non-linear course navigation
- Bite-sized and snackable content
- Behavioral-based instructional design

4. VitalSmarts

Website: www.vitalsmarts.com

VitalSmarts is home to award-winning courses that enable organizations to achieve new levels of performance by changing employee behavior. Over the past 35 years, VitalSmarts studied top performers to find out what separates the best from the rest. The outcome is a research-based training methodology that focuses on teaching these best-practice behaviors to employees at all levels.

Services:

- Innovative training platform
- On-demand and live virtual training in dialogue, accountability, influence, productivity, and effectiveness
- Trainer certification program

Honorable Mentions:

American Management Association (AMA)

Website: www.amanet.org

For nearly a century, American Management Association has been transforming the way business professionals think and work. That's why a majority of Fortune 500 companies look to AMA. Its resources and expertise guide individuals and organizations forward and produce optimal business results.

Services:

- Corporate learning solutions
- In-personal classroom seminars
- Live online training
- Management certification program

BetterManager

Website: www.bettermanager.us

BetterManager offers a 100% virtual leadership development platform that is a unique combination of one-on-one coaching, group training, and technology. Its solution allows organizations to scale the best of executive leadership development to all levels of managers in all locations across the world in a manner that truly impacts day-to-day manager performance.

Services:

- One-on-one leadership coaching
- Digital content library
- Group training sessions for the executive, middle, and new manager level
- Data intelligence, including 360 assessments and an HR reporting portal

Cognician

Website: www.cognician.com

Cognician's founding belief is that people are capable of great things when their behavior is driven by meaningful conversations, great questions, powerful ideas, and deeply felt emotions. Cognician enables large organizations to activate behavior change at scale by creating personalized, data-driven digital experiences that are grounded in action, follow-through, reflection, and social engagement.

Services:

- Online platform that supports self-directed and personalized learning
- Digital coaching
- Micro-assessments and surveys
- Responsive design and adapting learning paths
- Data visualization

Honorable Mentions:

Dale Carnegie Training

Website: www.dalecarnegie.com/en

Over 100 years of proven success has made Dale Carnegie the industry leader and a true benchmark in professional training and development solutions. The Dale Carnegie experience engages learners from the initial contact through follow-up and support to reinforce key behaviors. Its methodology supports the development of skills and habits needed to sustain performance change.

Services:

- Live online skills development
- Customized client solutions
- In-person training courses

Franklin Covey

Website: www.franklincovey.com

FranklinCovey is the world leader in helping organizations achieve results that require lasting changes in human behavior, often the most difficult challenge any organization faces. When accomplished, it is also the most durable competitive advantage.

Services:

- Leadership development and training
- Productivity training
- On-demand learning
- Custom client solutions

Learning Pool

Website: learningpool.com/us/

Learning Pool delivers online learning for hundreds of organizations around the world. Its team creates content and technology solutions that engage and empower modern learners, using pioneering technology and custom content.

Services:

- Learning management system
- Learning experience platform
- Ready-made online workplace learning modules
- Custom e-learning design and build

Honorable Mentions:

Skillsoft

Website: www.skillsoft.com

With over 20 years of industry knowledge and experience, Skillsoft is the global leader in cloud-based learning. Skillsoft engages learners with interactive videos and practical simulations. Its courses are designed to allow employees to learn in ways that make sense for them.

Services:

- Artificial intelligence-driven learning experience platform
- Leadership and management skills training
- IT training and certification
- Compliance training

SweetRush

Website: www.sweetrush.com

SweetRush designs and develops successful learning solutions for organizations from start to finish based on business objectives. Regardless of size or complexity, its custom solutions impact overall business strategy.

Services:

- Business strategy consulting
- Mobile and e-learning
- Instructor-led training
- Gamification and simulations
- Video, audio, and animation