

ClearCo

BUYER'S GUIDE

The LMS/LXP Buyer's Guide: Power Growth Through People

Find the platform that helps your people thrive.

When you invest in new business software, you want to make the right decision — especially when that software will be used by every employee at your business, like learning and development (L&D) software.

This guide gives you a clear framework for evaluating learning management systems (LMSs) and learning experience platforms (LXPs) that deliver real results.

You'll get practical checklists, decision tools, and key questions to assess features, integrations, and vendor fit. Whether you're replacing a legacy LMS, investing in upskilling, or proving ROI on training, our Buyer's Guide helps you prioritize what drives business impact.

How to use it

Start with understanding your needs vs. wants, go into demos prepared, and build a confident shortlist. Let's make your next learning tech investment one that actually helps your people gain new skills so they — and your business — can thrive.

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Why Now Is the Time To Upgrade Your Learning Tech

Your learning platform should evolve as fast as your people do.

Companies like yours, the ones that want to grow and innovate, are feeling the pressure of skill gaps, employee expectations, and L&D technology that's not keeping up. Traditional LMS platforms are built mainly for compliance and course delivery. They often fall short when it comes to engagement, personalization, and measurable impact on the business.

If any of these roadblocks sound familiar, you're ready for a learning tech upgrade:

Skills shortages are slowing you down

70% of leaders across industries report that gaps in critical skills are holding back innovation, productivity, and growth. At the same time, job requirements are shifting faster than many learning strategies can keep up. It's hard to know what you should do to keep teams ready for what's next.

Employees expect better learning experiences

Development is now a key factor in where people choose to work and stay, especially Gen Z and Millennials. But mandatory training isn't enough to engage your people. It takes personalized, relevant, on-demand L&D to increase participation and satisfaction.

Proving ROI is still a challenge

You know learning matters, but it can be hard to show exactly how it affects performance, promotion, and retention. Only 33% of companies are measuring L&D's impact on financial outcomes, which makes it harder to defend budgets or expand successful programs.



Set the Foundation: Assess Needs & Define Success

Strong decisions start with clear goals.

Recruiting and hiring are about much more than just filling vacant positions. You need to find candidates whose skills and qualifications match what you're looking for and who are likely to stick around — and hire them as fast as possible. You also need an engaging candidate experience to help them see what's possible as an employee and drive offer acceptance and retention.

Buyer Action Items

- [ ] List your top learning and business-related goals for new tech (3–5).
- [ ] Identify your primary learner groups and how they access training today.
- [ ] Choose success metrics you will use to evaluate any LMS/LXP (3–5).
- [ ] Align with your stakeholder team on budget, timeline, and non-negotiables.



Get Specific: Must-Have Features Checklist

Features that support your strategy, not hype.

When you know what you want to achieve with new learning software, you can turn those goals into system requirements. Focus on starting with a concise list of capabilities you absolutely need on day one to support learners, L&D teams, and compliance needs, rather than a long wishlist of features.

Buyer Action Items

- [ ] Translate your top goals into feature requirements in core areas:
  - Learner experience (AI capabilities, ease of use, personalization, mobile access)
  - Content (formats supported, authoring tools, libraries)
  - Engagement (social features, reminders, gamification)
  - Analytics (dashboards, skills data, ROI reporting)
  - Technical needs (integrations, security, scalability)
- [ ] Identify your primary learner groups and how they access training today.
- [ ] Working with stakeholders, mark each requirement as “must-have” or “nice-to-have” based on your day-one priorities.
- [ ] Create a “must-haves vs. nice-to-haves” checklist to have on hand in every demo.



Choose a System: LXP vs. LMS

Match your tech to your people and priorities.

Deciding between an LMS, an LXP, or a combined solution requires understanding what each platform is designed to do and which aligns best with your L&D goals and company culture.

If compliance, tracking, and standardized training programs are your primary needs, a traditional LMS is a solid choice. It centralizes content, enforces mandatory training, and simplifies reporting for regulatory requirements.

If your focus is on personalized learning, skills development, and learner engagement, an LXP delivers a more modern, tailored experience. It aggregates content from multiple sources, uses AI to recommend learning paths, and supports social and self-directed learning.

LMS + LXP: Why Not Both?

You don't have to choose between compliance tracking and employee engagement. A comprehensive talent management system delivers both LMS structure and LXP capabilities in a single, unified platform. You can stop juggling separate tools and data siloes.

The LMS functionality handles mandatory training, certifications, and reporting, while built-in LXP features add AI recommendations, social learning, and content discovery. Everything connects seamlessly with recruiting, onboarding, performance, and succession planning, so learning is directly tied to career growth and business outcomes.

Your L&D team gets structure for compliance and flexibility for skills development, all with analytics that prove ROI. Talent management systems help smart companies meet today's demands without the complexity.

Buyer Action Items

- [ ] Decide if compliance tracking, AI-powered personalization, or both are non-negotiable for your team.
- [ ] Check how your current tools handle each (and where they fall short).
- [ ] Determine whether vendors offer LMS, LXP, or a complete talent management system.
- [ ] Add "talent ecosystem fit" to your demo scorecard.

Evaluate Vendors: 10 Questions To Ask During Demos

Ask smarter questions, make stronger choices.

Now you know your goals, needs, and system preferences. It's time to take a closer look at your options and set up software demos. Come prepared to every demo with questions that reveal true fit, value, and risks.

Here are 10 questions to get you started:

1. How long is a typical implementation process?
   Tests rollout speed and disruption
2. What are your pricing models and typical contract lengths? Are there any extra fees?
   Uncovers the total cost of ownership
3. What support channels and response times do you offer?
   Success depends on help
4. What data security measures and compliance standards do you meet?
   Non-negotiable for HR data
5. How does the system scale for user/course growth?
   Future-proofs your investment
6. What's your roadmap for features and updates?
   Shows innovation commitment
7. What content formats and customizable learning paths do you support?
   Core functionality
8. Are you part of a broader talent management ecosystem?
   Data integration power
9. What ROI analytics and metrics are available?
   Proves business impact
10. Does AI power recommendations, content, or automation?
    Modern and future-focused

Get our complete list of 31 questions to ask LMS vendors.

Read the List



Track Your Success: Monitor KPIs & Scale

Prove impact, scale success.

Turning on your new software isn't enough for a successful launch. You need to measure KPIs to prove the investment pays off and scale what works. Focus on these core metrics post-implementation:

- **Engagement:** Voluntary logins, course starts, completion rates (target: 70%+ for voluntary content)
- **Skills Impact:** Pre/post assessments, internal promotions, time-to-productivity
- **Business ROI:** Retention in trained roles, cost per hire reduction, revenue per employee
- **Learner NPS:** "How likely are you to recommend this platform?" (target: 50%+)

Review your KPIs quarterly. Compare against your baseline, adjust content and learning paths based on data, and expand to new teams. As you grow, watch for scalability signals like slower load times or support delays.

Final Buyer Action Items

- [ ] Set up a 90-day KPI dashboard with your L&D team.
- [ ] Schedule the first review meeting now.
- [ ] Set up a process for documenting wins to build internal support for scaling the new learning platform.



Your Next Learning Platform Should Solve Real Problems, Not Create New Ones.

Add ClearCo Learning to your vendor shortlist and set up a demo today. Let's build the skills foundation your business needs to thrive.

> "We're had higher completion rates for training because learning is so much more accessible... not just through e-modules, but with videos. That has been a huge benefit."
>
> Janette R.S.
>
> Senior Human Resources Business Partner

Schedule a free demo

