

USER GUIDE

Strategic Insights



WELCOME

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01.

Introduction

INTRODUCTION

Background

You may have recently asked a Skilljar CSM or industry connection *“How do you think my customer education program’s performance compares to other learning programs?”*

Maybe you’re wondering how market factors are influencing performance? Or maybe you’re wondering what goals you should plan to achieve next quarter?

STRATEGIC INSIGHTS CAN HELP YOU ANSWER THESE IMPORTANT QUESTIONS.

Strategic Insights compares your training program performance based on the aggregated performance of other programs like yours for three key metrics.

This User Guide will help you get the most from Strategic Insights to help demonstrate program success and inform decisions to make program improvements.

So let’s get started!

INTRODUCTION

What is Strategic Insights?

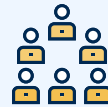
Strategic Insights is a tool to help learning professionals compare their training program performance to the aggregated performance of similar programs.

Strategic Insights metrics are an aggregation of data from all Skilljar customer training platforms. This data is used to create success standards across the industry. Strategic Insights is updated monthly and compares your organization's training to other Skilljar customers based on three cohorts:



SKILLJAR GLOBAL

The global average of all Skilljar customers



LEARNER AUDIENCE SIZE

Based on the annual number of learners. This is broken into three groups:

- ✓ Small: Under 1,000 learners
- ✓ Medium: More than 1,000 learners
- ✓ Large: More than 10,000 learners



PROGRAM AGE

Based on the time since the training program was launched. This is broken into three groups:

- ✓ Less than one year
- ✓ More than one year
- ✓ More than three years

Note: Strategic Insights only supports cohorts that contain 100 or more Skilljar customers

02.

Getting Started

GETTING STARTED

How do I access Strategic Insights?

You can access Strategic Insights from your [Skilljar Dashboard](#), by expanding the Analytics header on the left and selecting Strategic Insights.

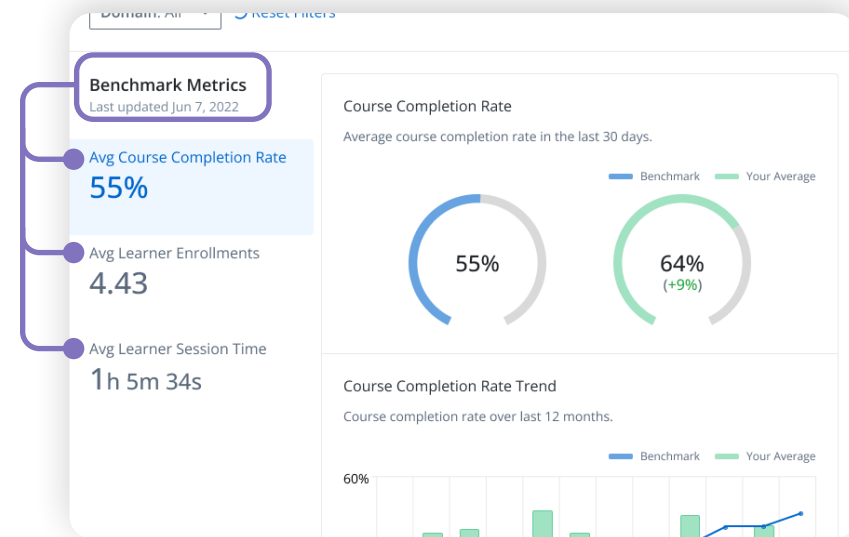
01. **WHEN YOU FIRST ACCESS** Strategic Insights, Skilljar Global will be the default view. To see the other segments, select an option in the **header dropdown** and then the **metric and size** you'd like to view.

The screenshot displays the 'Benchmark Filters' section with a dropdown menu for 'Learner Audience Size (Medium >1,000)'. Below this, the 'Benchmark Metrics' section shows three metrics: 'Avg Course Completion Rate' at 55%, 'Avg Learner Enrollments' at 4.43, and 'Avg Learner Session Time' at 1h 5m 34s. The interface includes a 'Domain: All' dropdown and a 'Reset Filters' button. A 'Learn More About Benchmarks' link is also present. The 'Learner Audience Size' dropdown is expanded, showing options for 'Small <1,000', 'Medium 1,000 - 10,000', and 'Large >10,000'. The 'Program Age' dropdown is also expanded, showing options for '<1 year', '1 - 3 years', and '>3 years'. The 'Skilljar Global' benchmark is highlighted as the overall benchmark for each metric.

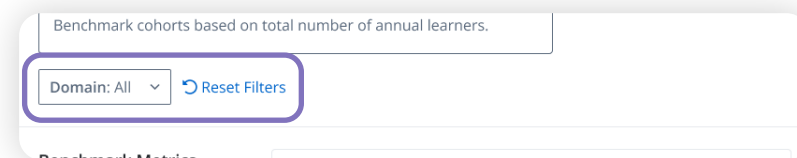
GETTING STARTED

How do I access Strategic Insights?

02. **YOU CAN VIEW THREE KEY METRICS** in Strategic Insights to help evaluate your program: Avg. Course Completion Rate, Avg. Learner Enrollments, and Avg. Learner Session Time. Your result for each metric will appear alongside the industry benchmark for that metric. The second number in parenthesis is the difference in percentage points between your average and the benchmark.



03. **YOU CAN VIEW METRICS** across your organization as a **whole** or **filter** by specific domains by selecting the **Domains** dropdown, and then the **Domain Name(s)** of your choice. To go back to the default view, select **Reset Filters**.



03.

Strategic Insights Metrics

STRATEGIC INSIGHTS METRICS

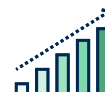
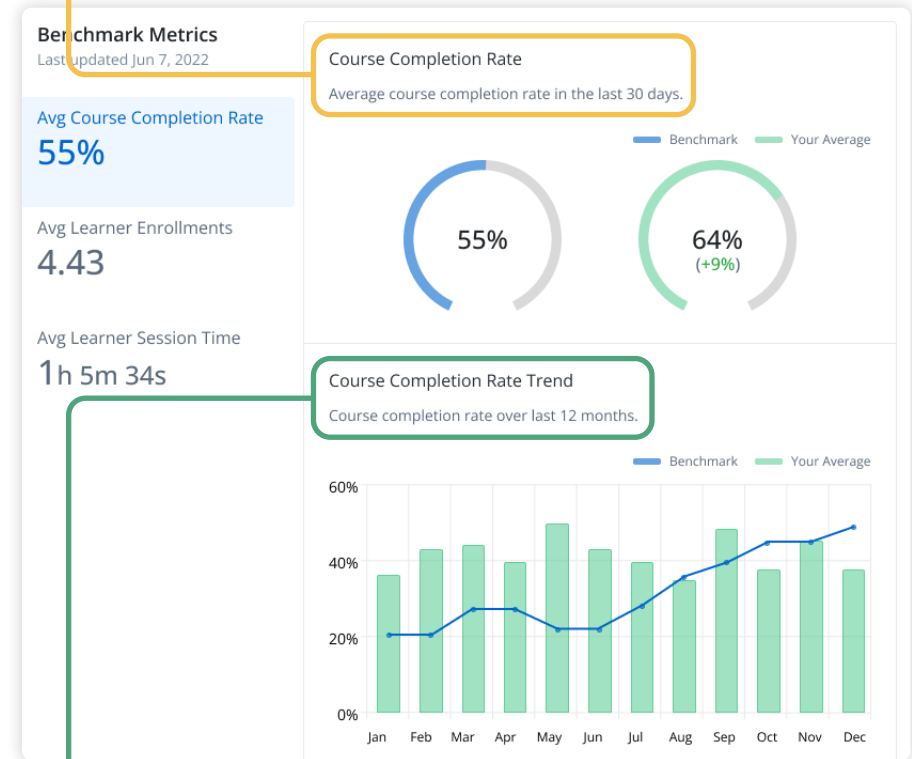
Completion Rate

This measures how many learners have completed a course within either 30 days or one year within enrollment.



COURSE COMPLETION RATE

This is your average 30-day completion rate as of today. The circle on the left is the industry benchmark percentage; the circle on the right represents your percentage. The second number in parentheses is your percentage change within the last year.



COURSE COMPLETION RATE TREND

This bar chart shows the course completion rate by each month and provides a picture of the trend over the last year. The blue line represents the industry percentage; the green bars represent your monthly percentages. You can see the exact numbers for each month by hovering your mouse over each bar.

STRATEGIC INSIGHTS METRICS

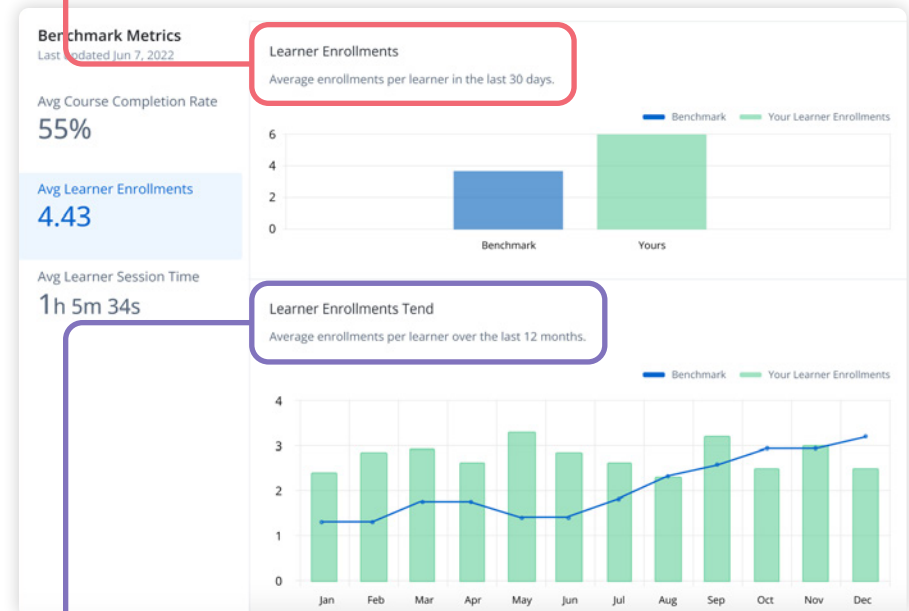
Enrollments Per Learner

This is the average number of enrollments per learner over the last 30 days and one year. Use these metrics to create an understanding of how many courses learners typically enroll in. Depending on the results, you may want to take action on increasing program engagement to see greater enrollment numbers.



LEARNER ENROLLMENTS

This chart shows the average enrollments per learner today compared to the industry benchmark over the last 30 days. The blue bar on the left is the industry benchmark percentage; the green bar on the right represents your percentage. You can see the exact numbers for each month by hovering your mouse over each bar.



LEARNER ENROLLMENTS TREND

This bar chart shows the average number of enrollments per learner by each month and provides a picture of the trend over the last year. The blue line represents the industry average; the green bars represent your monthly average enrollments per learner. You can see the exact numbers for each month by hovering your mouse over each bar.

STRATEGIC INSIGHTS METRICS

Learner Session Time

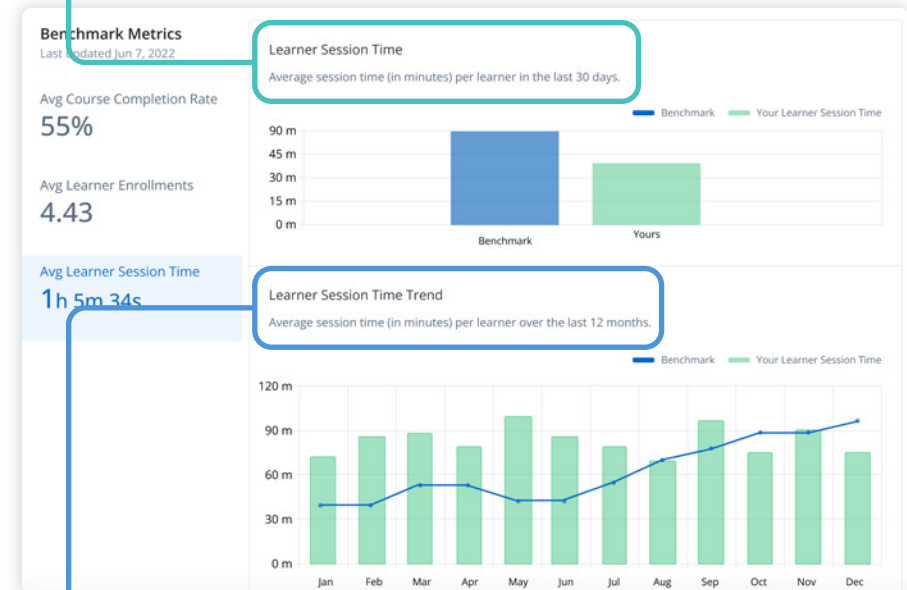
This is the average session time per learner over the last 30 days and one year, measured in hours and minutes. This metric can be used to see how much time learners spend consuming training content.

- ➔ Look at your Session Time versus your Completion Rates. Are your learners spending time in training but not completing courses? Maybe you should consider reducing the length of courses or the number of courses to improve these metrics.



LEARNER SESSION TIME

This chart shows the average session time per learner today compared to the benchmark over the **last 30 days**. The blue bar on the left is the industry benchmark average learner session time; the green bar on the right is your average learner session time. You can see the exact numbers for each month by hovering your mouse over each bar.



LEARNER SESSION TIME TREND

This bar chart shows the average session time per learner by each month and provides a picture of the trend over the **last year**. The blue line represents the industry average; the green bars represent your percentages. You can see the exact numbers of each month by hovering your mouse over each bar.

04.

Best Practices

BEST PRACTICES

Accessing data within Strategic Insights

Setting goals or KPIs

Strategic Insights will give you a quick reference to understand the differences between your program metrics and others, to help with KPI planning and goal setting.

Benchmark Filters

Learner Audience Size (Medium >1,000)
Benchmark cohorts based on total number of an

Domain: All ↻ Reset Filters

Learner Audience Size (Medium 1,000 - 10,000) ▼

Benchmark cohorts based on total number of annual learners.

Skilljar Global
Skilljar overall benchmark.

Learner Audience Size >

Benchmark cohorts based on total number of annual learners. >

Program Age >

Benchmark cohorts based on time since launch. >

Small <1,000

Medium 1,000 - 10,000

Large >10,000

HOW DO I FILTER THE DATA?

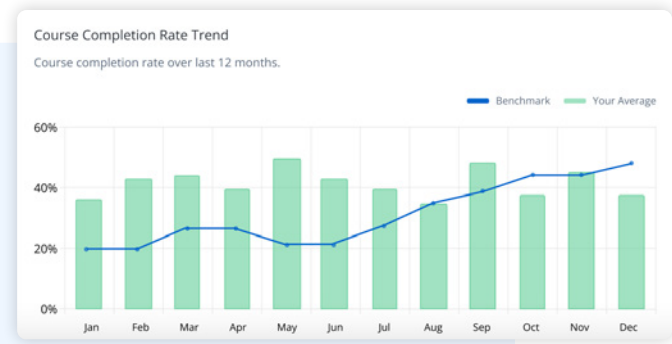
This is up to you! Questions to ask yourself as you filter the data:

- ✔ Do you want to compare your program with others like yours or against a wider set of aspirational programs?
- ✔ Do you want to benchmark your program against all Skilljar education programs?

HOW DO I READ THE TREND DATA?

The blue line represents the industry average and the green bars represent your monthly results. You can see the exact numbers for each month by hovering your mouse over each bar.

- ✔ Are there seasonality trends to your data?
- ✔ Are there considerations as to where or when you should make adjustments to your training?
- ✔ Do you need to revisit your marketing strategy for driving engagement to your program?

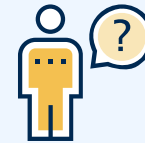


Resources



TAKE TRAINING

Watch a demo video, complete this course and find additional resources at [Skilljar Academy](#)



STILL HAVE QUESTIONS?

[Check out our Help Center article](#) on Strategic Insights or reach out to your CSM with any questions.