

NPS INSIGHTS FOR LEARNING MANAGEMENT SYSTEMS

Derived from capturing L&D perspectives through rigorous surveys and thorough analysis, Training Industry research offers data-backed insights and best practices for corporate training professionals.



Net promoter score (NPS) measures customer **loyalty and satisfaction** by asking how likely respondents are to **recommend a product or service**. It provides a score from -100 to +100 based on 1-10 scale ratings, offering insights into the effectiveness of programs or platforms.

NPS is calculated using **individual scores** on a 1-10 scale:

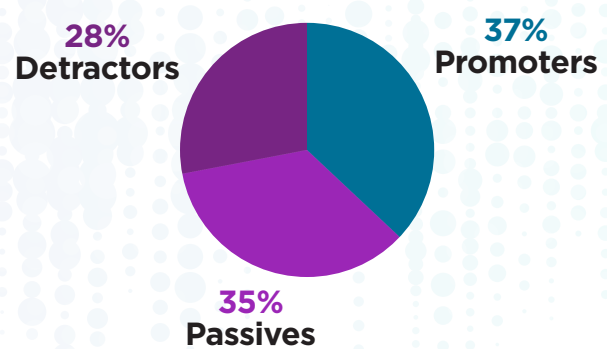
- **Promoters (9-10)**
- **Passives (7-8)**
- **Detractors (1-6)**

But what does it look like when we're talking about the **learning management system (LMS)** inside an organization's L&D operations? An LMS is a specialized platform that training organizations use to register, track and monitor activity in the training function.

Based on ratings from **over 500** learning leaders, the average NPS for organizations' LMSs as of early 2025 was

8.6

This translates to:



This overall NPS of 8.6 does not necessarily look the same across organizations.

Average LMS NPS by Company Size:



Under 1K employees: 20.1



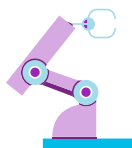
Over 1K employees: -4.2

Smaller organizations report an LMS NPS nearly 25 points higher than larger organizations.

Average LMS NPS by Industry:



Technology: 29.8



Manufacturing: 14.8



Government: -16.7



Banking/Finance: 3.8



Health Care/Medical: -15.9



Durable Goods/Wholesale: 10.5

The LMS NPS in the technology sector is over 45 points higher than in government.

This data shows that **LMS NPS scores vary by company size and industry**, highlighting each segment's **unique challenges and strengths**. These benchmarks help L&D leaders evaluate the effectiveness of their own LMS, ensuring employee training programs are **optimized for impact**.