

ANALYZED ACCORDING TO: **Top 20 LMS Software**  
 based on **CUSTOMER EXPERIENCE**

**Top 20**  
**Customer Experience**  
 Provided by  
 Learning Management Systems  
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**METHODOLOGY**

This Top 20 LMS list has been planned following a holistic approach based on input from actual users who were willing to share their experience with the LMS. The research has been verified one by one by a learning industry expert.  
 The order of appearance is a function of the following metrics:  
**Customer Satisfaction (CSAT Score)** measures the degree of customer happiness with a particular product, service or interaction.  
**Customer Effort (CEF Score)** quantifies the amount of effort required to get customer support from the LMS vendor.  
**Customer Expectation (CEX Score)** measures the gap between customer expectations and service received by the LMS vendor.  
 All of the above metrics are calculated based on a 5-step Likert scale from Strongly Disagree to Strongly Agree.  
 Our methodology was developed in collaboration with Dr. Paragpratik Jadhav who is a scientific collaborator of eLearning Industry INC and UX expert.

