



# Searchmetrics

## Searchmetrics increases Customer and Employee Engagement with SAP Litmos LMS

Search and content optimization today are table stakes for any company seeking to grow and maintain an online presence. Keeping track of all the changes Google and other search platforms make can be time consuming and frustrating, though, without outside help.

That's where Searchmetrics, the world's largest search and content optimization platform comes in. With more than 250 billion points updated regularly to identify new trends and keywords in the industry, Searchmetrics provides customers with the tools to gain a competitive advantage and to help them identify new business opportunities by acting as a pathfinder to engaging content and providing insights into what others in the industry are doing well.

In addition to making online certification available for customers, Searchmetrics identified a gap in its internal communications structure, where employees weren't able to effectively and efficiently access a library of information that pertains to their role and organization. The company was using shared documents that weren't very interactive. It identified a need for a central hub of information. Not only did they need an [LMS](#) for training but they wanted a central depository that everyone in their company would have access to.

Searchmetrics uses Litmos to certify its customers online. Internally, each department uses it to train and onboard employees. Litmos integrates with many different applications, and has helped increase [productivity](#) and engagement throughout Searchmetrics' four offices around the world. In addition to improved communications with customers, collaboration and communication has improved internally among departments. Thanks to an easy learn curve with the Litmos software, employees were able to adopt best practices quickly.

“ We've been able to build out an online education program really fast, and have been able to get department buy-in by keeping things simple,” states Paul Bongers, Director of Sales US East. “Litmos has found a place in our company where everyone knows it and respects it.”

Searchmetrics is looking forward to growing with Litmos.

### Key Results:

Trained Users

Department Managers learned how to use Litmos within 10 minutes.

Stronger Bond

Searchmetrics now has a stronger bond with their customers due to the certification process implemented via Litmos LMS.