

COMPARISON GUIDE

# HeyLoopy vs 360Learning: When Collaboration Doesn't Fix Retention

360Learning pioneered collaborative course creation and is the highest-rated platform on eLearningIndustry. But better authoring doesn't mean better retention. This guide compares two fundamentally different approaches to making training stick.

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## Executive Summary

This comparison guide is written for training leaders, L&D professionals, and operations managers evaluating learning platforms for their teams. It presents an honest, data-driven comparison of 360Learning and HeyLoopy - two platforms that approach corporate training from fundamentally different angles.

**360Learning** is a collaborative learning platform that combines LMS and LXP capabilities. Founded in 2013 and backed by \$240M in funding, it serves 2,500+ companies including Safran, Cognizant, and Duolingo. It carries the highest rating on eLearningIndustry (4.84/5, 276 reviews) and a 4.5/5 on Gartner Peer Insights (123 reviews). Its core innovation is letting subject-matter experts co-create training content, removing the L&D bottleneck and keeping courses relevant.

**HeyLoopy** is an AI-powered micro-learning platform designed around a different premise: that the goal of training isn't creation or completion - it's retention. Rather than hosting courses (however well-authored), HeyLoopy generates personalized daily micro-lessons from your existing documents, uses spaced repetition to combat the forgetting curve, and provides an AI coach that answers employee questions directly from your institutional knowledge base.

Both platforms have legitimate strengths. The right choice depends on what you're optimizing for: **better content creation** or **lasting knowledge retention**.

### The core question

Organizations spend an average of \$1,280 per employee per year on training (ATD 2022). Without reinforcement, learners forget 70% of new material within a week. If your platform makes it easier to create training that employees still forget, have you actually solved the problem?

# 360Learning: Platform Profile

**4.84/5**

eLearningIndustry rating (276 reviews)

**4.5/5**

Gartner Peer Insights rating (123 reviews)

**2,500+**

Companies including Safran, Cognizant, Duolingo

## What It Is

360Learning is an AI-powered collaborative learning platform that combines LMS and LXP capabilities. Founded in 2013 and headquartered in Paris, it has raised \$240M in funding. Its tagline - "the platform combining LMS & LXP to scale skills development" - reflects its dual focus on structured course delivery and social, peer-driven learning.

## Core Strengths

- **Collaborative authoring:** SMEs co-create courses directly, bypassing the traditional L&D bottleneck. This is 360Learning's signature capability and a genuine differentiator in the LMS market.
- **Peer learning and social features:** Discussion forums, reactions, upvotes, and feedback loops create a community around training content. Gartner reviewers consistently highlight this as a top strength.
- **Skills mapping and gap analysis:** Built-in tools help identify workforce skill gaps. Academies allow internal experts to lead focused learning communities on specific domains.
- **AI authoring tools:** AI assists course creation, helping SMEs build content faster. Paired with collaborative workflows, this accelerates time-to-publish.
- **Enterprise integrations:** Deep HRIS connections (SAP, Workday), content library integrations (LinkedIn Learning, Udemy), and SCORM 1.1/1.2/2004 support.
- **Strong support:** Gartner Peer Insights rates Service & Support at 4.7/5, Capabilities at 4.5/5, and Evaluation & Contracting at 4.6/5.

## Gartner Peer Insights Breakdown

- **Review distribution:** 74 five-star, 48 four-star, 1 three-star (out of 123 reviews)
- **Top industries:** IT Services (31), Banking (13), Education (9), Healthcare (9)
- **Company sizes:** Primarily mid-market (\$50M-\$1B revenue, 61 reviews)
- **Geographic spread:** EMEA (55), APAC (35), North America (32)

## **Pricing**

360Learning uses subscription-based pricing starting at \$8/user/month. A free trial is available. Enterprise pricing varies based on feature requirements and deployment size.

# The Fundamental Gap: Better Creation vs. Better Retention

360Learning solved a real problem: traditional L&D teams are bottlenecks. By letting SMEs create courses collaboratively, they dramatically reduced time-to-publish and improved content relevance. That's a meaningful innovation.

But collaborative authoring addresses the **input** side of training. It makes better courses faster. It doesn't change what happens **after** the course is delivered.

HeyLoopy addresses the **output** side. It doesn't care who authored the content or how. It focuses on whether employees retain what they learned - days, weeks, and months after the training event.

## What cognitive science tells us

**The forgetting curve** (Ebbinghaus, replicated extensively): Without reinforcement, learners forget approximately 70% of new material within one week and 90% within one month. This applies regardless of content quality. A brilliantly designed course is forgotten at the same rate as a mediocre one if there's no reinforcement.

**Spaced repetition** produces 200%+ better long-term retention than massed practice (cramming or one-time delivery). This is one of the most replicated findings in cognitive psychology.

**Active recall** - retrieving information from memory rather than re-reading it - strengthens neural pathways and produces stronger, more durable learning than passive review.

**Micro-learning** (5-10 minute sessions) produces equivalent or better comprehension than longer sessions while dramatically reducing time away from productive work.

### The collaboration paradox

Collaborative authoring improves content quality. But content quality and retention are different problems. A peer-created course delivered once is still delivered once. The forgetting curve doesn't care whether the course was built by an instructional designer, an AI, or a team of SMEs. Retention requires reinforcement - and that's an architectural problem, not an authoring problem.

# Feature-by-Feature Comparison

| Dimension                     | 360Learning  | HeyLoopy   |
|-------------------------------|--|--|
| <b>Learning approach</b>      | Collaborative course creation with peer learning                 | AI-generated daily micro-lessons with spaced repetition                    |
| <b>Content creation</b>       | SMEs co-create with AI authoring tools                           | Upload documents; AI generates training automatically                      |
| <b>Retention method</b>       | Discussion forums, quizzes, peer engagement                      | Spaced repetition + active recall, adaptive per learner                    |
| <b>AI capabilities</b>        | AI-assisted course authoring and content suggestions             | AI coach from your knowledge base, content generation, adaptive difficulty |
| <b>Learner time</b>           | Full course sessions with social learning components             | 5-10 min daily micro-sessions  |
| <b>Admin time</b>             | Reduced by SME collaboration, but still requires course building | Upload docs once; AI handles ongoing training delivery                     |
| <b>Knowledge verification</b> | Completion tracking, quizzes, peer feedback                      | Continuous mastery assessment with gap identification                      |
| <b>On-demand help</b>         | Discussion forums and peer responses                             | AI coach answers questions from your institutional knowledge               |
| <b>Skills management</b>      | Skills mapping with gap analysis and Academies                   | AI-identified knowledge gaps with targeted reinforcement                   |
| <b>Social learning</b>        | Built-in forums, reactions, expert communities                   | Focused on individual retention; complements social tools                  |
| <b>Standards</b>              | SCORM 1.1/1.2/2004, HRIS integrations                            | API-first; integrates with existing LMS as a complement                    |
| <b>Best for</b>               | Organizations with SMEs ready to co-create and maintain courses  | Teams that need training to produce lasting, verifiable knowledge          |

# The Retention Argument

HeyLoopy's approach is built on three proven learning science principles that collaborative course platforms don't implement at the delivery level:

## 1. Spaced Repetition

Instead of delivering all training in one session, HeyLoopy spaces content over time. Key concepts reappear at scientifically-optimized intervals - just before the learner would forget them. This transforms the forgetting curve from an enemy into an advantage: each retrieval strengthens the memory further.

## 2. Active Recall

Rather than asking learners to re-read or re-watch content, HeyLoopy requires them to retrieve answers from memory. This is harder than passive review, but it produces dramatically stronger retention. Every interaction is an assessment and a learning event simultaneously.

## 3. AI-Powered Personalization

The AI adapts to each learner's performance. Topics they've mastered appear less frequently. Topics where they struggle get more reinforcement. This means two employees working with the same training materials will have different daily experiences - each optimized for their specific knowledge gaps.

### Collaborative LMS (360Learning)

- SMEs build a great course
- Learners complete it with peer discussion
- Pass a quiz, earn a certificate
- Discussion thread goes quiet
- Forget 70% within a week
- Re-take when content is updated

### AI Micro-Learning (HeyLoopy)

- Upload docs, AI builds training
- 5-10 min daily sessions
- Active recall on every interaction
- Spaced repetition prevents forgetting
- AI adapts to individual gaps
- Continuous mastery verification

### Collaboration and retention are complementary

360Learning's collaborative authoring and HeyLoopy's retention engine solve different problems. Better courses don't automatically produce better recall. The question is whether your organization's

primary bottleneck is content creation or knowledge retention. For most teams, the answer is retention - and no amount of peer discussion changes the forgetting curve.

# Three Scenarios: How Each Platform Handles Real Training Challenges

## Scenario 1: New Employee Onboarding

**With 360Learning:** Your experienced team members co-create onboarding courses, adding real-world context and tips that traditional L&D teams might miss. New hires complete the courses, participate in discussion forums, and ask questions to peers. The content is relevant and well-crafted. Two weeks later, the new hire is still asking colleagues the same questions - not because the course was bad, but because one-time delivery doesn't produce lasting recall.

**With HeyLoopy:** You upload your onboarding documents (handbook, SOPs, product guides). The AI generates a personalized training program. The new hire receives 5-10 minute daily sessions starting day one, covering the same material over 2-3 weeks with spaced repetition. They're productive from day one (sessions are short enough to allow real work), and the knowledge sticks because it's reinforced over time. When they have questions, the AI coach answers from your actual documentation.

## Scenario 2: Product Knowledge for Customer-Facing Teams

**With 360Learning:** Product managers and top sales reps co-create training on new features. The collaborative approach ensures accuracy and real-world relevance. But the sales team completes the course once, and by the next product update, they're relying on cheat sheets again. Meanwhile, the SMEs who built the last course are too busy to update it for the new release.

**With HeyLoopy:** You update your product documentation. The AI automatically incorporates new material into daily training sessions. The team is drilled on current product knowledge continuously. When a prospect asks a question, the AI coach provides the answer instantly - no searching through modules or waiting for a peer to respond in a forum.

## Scenario 3: Compliance Refresher Training

**With 360Learning:** Compliance experts create engaging, discussion-rich training modules. Employees complete them and discuss edge cases in forums. This produces better understanding during the training event. But between refresher cycles, policy knowledge degrades at the same rate as any other training. During an audit, you have completion records and forum participation logs, but not necessarily a workforce that can recall specific policies on demand.

**With HeyLoopy:** Compliance policies are reinforced daily in small doses. The AI identifies which employees have gaps in specific policy areas and increases reinforcement for those topics. When

regulators ask for evidence of training, you show continuous engagement data and per-employee mastery scores - not just completion timestamps and discussion thread activity.

# Pricing Analysis

## 360Learning Pricing

- **Subscription model:** Starting at \$8/user/month
- **Free trial:** Available for evaluation
- **Enterprise tiers:** Custom pricing based on features and deployment size
- **Content integrations:** LinkedIn Learning, Udemy, and other library connections may carry additional licensing costs

## Hidden Costs to Consider

The subscription price is only part of the total cost of ownership. With any collaborative learning platform, factor in:


- **SME time investment:** Collaborative authoring depends on subject-matter experts volunteering hours to create and review courses. For a 100-person company, initial course development can consume 40-80 hours of SME time - time those experts aren't spending on their primary roles.
- **Maintenance overhead:** Courses need updating when processes, products, or policies change. The collaborative model means SMEs are on the hook for maintenance, not just initial creation.
- **Content library licensing:** Integrations with LinkedIn Learning, Udemy, and other content providers may require separate subscription fees beyond the 360Learning platform cost.
- **Ineffective training cost:** If 70% of training is forgotten within a week - regardless of how collaboratively it was built - the real cost is the wasted productive time, not the platform fee.

## HeyLoopy's Value Proposition

HeyLoopy eliminates the content creation bottleneck entirely. Upload your existing documents - handbooks, SOPs, product guides, policy manuals - and the AI generates training automatically. This eliminates the largest hidden cost of any learning platform: the time spent building and maintaining courses, whether that time comes from L&D teams or from SMEs pulled away from their primary roles.

### The real ROI question

The most cost-effective platform isn't the one with the lowest per-user fee - it's the one that produces the most knowledge per dollar spent. If your \$8/user/month platform requires dozens of



SME hours for course creation and produces training that's largely forgotten, the actual cost per retained knowledge unit is significantly higher than a platform that generates training automatically and ensures retention through proven cognitive science.

# Migration and Coexistence

HeyLoopy is not a rip-and-replace proposition. Many organizations use HeyLoopy alongside their existing learning platforms - including 360Learning.

## HeyLoopy complements your collaborative LMS

- **Keep your collaborative courses:** If you've invested in SME-created content and built active learning communities, those remain in 360Learning. The social learning and peer engagement features are valuable for what they do.
- **Add retention to existing training:** Feed the same content into HeyLoopy to generate reinforcement sessions. Employees complete the collaborative course in 360Learning, then retain it through HeyLoopy's daily micro-lessons.
- **Use HeyLoopy for document-based knowledge:** SOPs, handbooks, product specs, and policy manuals that don't require collaborative authoring are ideal for HeyLoopy's document-to-training pipeline. Not everything needs a discussion forum.
- **Free up your SMEs:** Instead of asking experts to build courses for every training need, reserve collaborative authoring for high-value topics where peer discussion adds real value. Let HeyLoopy handle the rest from documentation.
- **Gradual transition:** Start with one use case (e.g., onboarding) and expand based on results. No big-bang migration required.

## Getting Started

1. Identify one training area where retention matters most (onboarding, compliance, product knowledge)
2. Upload the relevant documentation to HeyLoopy
3. AI generates a training program in minutes
4. Pilot with a single team and measure knowledge retention vs. your existing approach
5. Expand based on data

# Recommendation

## Choose 360Learning if:

- You have SMEs available to co-create and maintain courses
- Social learning and peer discussion are central to your training culture
- Your organization values community-driven knowledge sharing
- You need deep HRIS integrations with SAP or Workday
- SCORM compliance for existing courseware is a hard requirement
- Your training challenges are primarily about content creation speed

## Choose HeyLoopy if:

- You need employees to actually remember their training
- You want to turn existing documentation into training without manual course creation
- Your SMEs are too busy to build and maintain courses
- You need continuous compliance readiness, not periodic refresher events
- You want data on what your team knows, not just what they've completed
- You value AI-powered personalization that adapts to each learner

## Consider both if:

- Some training needs benefit from collaborative authoring and peer discussion, while others just need documentation turned into retained knowledge
- You want 360Learning for high-value collaborative courses and HeyLoopy for retention reinforcement and document-based training
- You want to run a pilot comparing retention outcomes before committing fully

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## Next Steps

Ready to see how HeyLoopy handles your training content? Start a free trial at [app.heyloopy.com/signup](https://app.heyloopy.com/signup) - upload a document and see AI-generated training in minutes. No credit card required.



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