

COMPARISON GUIDE

HeyLoopy vs Absorb LMS: When AI Serves Admins, Not Learners

Absorb LMS is a highly rated, AI-powered learning management system. But their AI automates administration, not learning itself. This guide compares two fundamentally different approaches to applying AI in corporate training.

April 2026 • 10 pages



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 Absorb LMS and HeyLoopy - two platforms that both leverage AI but apply it to fundamentally different parts of the training process.

Absorb LMS is an established, AI-powered learning management system trusted by over 3,500 organizations. It carries a 4.78/5 rating on eLearningIndustry (138 reviews) and a 4.6/5 on Gartner Peer Insights (333 reviews). Its "Intelligent Assist" feature uses AI to automate administrative workflows, generate course outlines, and personalize learning paths. Absorb excels at making training administration efficient, with 24/7 in-house support and a 94% CSAT score.

HeyLoopy is an AI-powered micro-learning platform designed around a different premise: that the goal of training isn't completion - it's retention. Rather than using AI to automate the back office, HeyLoopy uses AI to generate personalized daily micro-lessons from your existing documents, applies spaced repetition to combat the forgetting curve, and provides an AI coach that answers employee questions directly from your institutional knowledge base.

Both platforms use AI. The difference is **where** they apply it: Absorb applies AI to **administration**. HeyLoopy applies AI to **learning and 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 uses AI to make delivery more efficient but doesn't address retention, are you automating waste?

Absorb LMS: Platform Profile

4.78/5

eLearningIndustry rating (138 reviews)

4.6/5

Gartner Peer Insights rating (333 reviews)

3,500+

Organizations using Absorb LMS

What It Is

Absorb LMS is an AI-powered learning management system designed to support employees, partners, and customers. It simplifies training administration and provides learners with access to the resources they need to develop knowledge and skills. Its administrative tools reduce manual effort, and built-in reporting and analytics provide visibility into learner progress and program outcomes.

Core Strengths

- **Intelligent Assist (AI):** Automates workflow tasks, enrollment rules, and reporting. Can generate course outlines from AI prompts, reducing setup time for administrators.
- **Enterprise-grade support:** 24/7 in-house support with a 94% CSAT score. Gartner reviewers consistently praise the responsiveness and quality of the support team.
- **Personalized learning paths:** AI technology aligns learner preferences with organizational needs, delivering customized experiences without burdening administrators.
- **Flexible deployment:** Supports employee onboarding, partner training, customer education, and compliance from a single platform across industries.
- **Robust API:** Reviewers highlight the ability to "expand usability via their API" and integrate with HCM systems for a connected learning ecosystem.
- **User experience:** Gartner reviewers note the platform is "user-friendly" and accessible for "non-technical staff." Implementation receives positive marks.

Known Limitations

Based on Gartner Peer Insights reviews and industry analysis:

- **Extended onboarding:** Gartner reviewers note that onboarding takes "about 5 months." While setup is thorough, it represents a significant time investment before value is realized.
- **Enrollment complexity:** Reviewers flag that "enrollment process remains time consuming" despite Intelligent Assist automation in other areas.

- **Generalized content:** The platform has "limited industry-specific content" and is described as "generalized" - organizations with specialized needs may need to build extensively.
- **Content creation challenges:** While AI can generate outlines, reviewers note "basic content creation functionality" in the authoring tools.
- **No AI coaching for learners:** Intelligent Assist serves administrators. There is no AI layer that answers employee questions from training materials or institutional knowledge.
- **No retention science:** No built-in spaced repetition, adaptive review scheduling, or active recall mechanisms. AI personalization adjusts paths, not reinforcement.

Pricing

Absorb LMS uses custom, quote-based pricing. The eLearningIndustry listing notes "Contact us for pricing." Enterprise deployments are priced based on user count and feature requirements. No public pricing tiers or free plans are available.

The Fundamental Gap: AI for Admin vs. AI for Learning

Both Absorb LMS and HeyLoopy use artificial intelligence. But they apply it to solve fundamentally different problems.

Absorb's AI (Intelligent Assist) focuses on the administrative side of training: automating enrollment, generating course outlines, personalizing learning paths, and streamlining reporting. This makes L&D teams more efficient at delivering and managing courses.

HeyLoopy's AI focuses on the learner side: generating training content from documents, delivering personalized micro-lessons, applying spaced repetition to prevent forgetting, and providing an AI coach that answers questions from your institutional knowledge base.

The distinction matters because these two applications of AI produce measurably different outcomes.

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. A single training session, no matter how well designed or how efficiently administered, cannot overcome this.

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 automation paradox

Making it faster and easier to deliver training that employees forget doesn't reduce waste - it accelerates it. AI that serves the admin dashboard without addressing the learner's memory is optimizing the wrong variable. The real cost isn't the hours your L&D team spends on administration. It's the productive hours consumed by training that doesn't produce lasting knowledge.

Feature-by-Feature Comparison

Dimension	Absorb LMS	HeyLoopy
Learning approach	Course-based modules with AI-personalized paths	AI-generated daily micro-lessons with spaced repetition
Content creation	Manual building, AI-generated outlines, SCORM import	Upload documents; AI generates training automatically
Retention method	Completion tracking, quizzes, certificates	Spaced repetition + active recall, adaptive per learner
AI focus	Admin automation (Intelligent Assist), path personalization	Content generation, retention science, AI coaching for learners
Learner time	30-90 min sessions per module	5-10 min daily micro-sessions
Admin time	AI-assisted setup, but manual course building and 5-month onboarding	Upload docs once; AI handles ongoing training delivery
Knowledge verification	Completion tracking + quizzes	Continuous mastery assessment with gap identification
On-demand help	Search course library manually	AI coach answers questions from your institutional knowledge
Compliance	Certificate tracking, expiration reminders	Continuous reinforcement + verifiable mastery records
Scalability	Enterprise-grade, but content creation doesn't scale with AI	AI-generated content scales with your documentation
Support	24/7 in-house support, 94% CSAT	AI coach reduces support burden; dedicated customer success
Best for	Enterprises wanting AI-automated training administration	Teams that need training to produce lasting, verifiable knowledge

The Retention Argument

HeyLoopy's approach is built on three proven learning science principles that traditional LMS platforms - even AI-enhanced ones like Absorb - don't implement:

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 for Learning (Not Just Paths)

Absorb personalizes which courses appear in a learner's path. HeyLoopy personalizes the learning process itself. Topics a learner has mastered appear less frequently. Topics where they struggle get more reinforcement. Two employees working with the same training materials will have different daily experiences - each optimized for their specific knowledge gaps.

AI-Powered LMS (Absorb)

- AI assigns the right courses
- Complete a module once
- Pass a quiz at the end
- Receive a certificate
- Never revisit the material
- Forget 70% within a week

AI Micro-Learning (HeyLoopy)

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

Three Scenarios: How Each Platform Handles Real Training Challenges

Scenario 1: New Employee Onboarding

With Absorb LMS: Intelligent Assist automates enrollment for new hires, assigning the right courses based on role and department. The new employee works through several hours of modules in their first week. AI personalizes their learning path, but the content is still delivered once in traditional format. Two weeks later, they're asking colleagues the same questions the training was supposed to answer.

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 Absorb LMS: You create product training modules when new features launch. Intelligent Assist can generate a course outline from a prompt, but someone still builds the full course. The sales team completes it. On the next customer call, they're still referring to cheat sheets because the training was a one-time event and the product changes faster than courses can be maintained.

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 documentation.

Scenario 3: Compliance Refresher Training

With Absorb LMS: Intelligent Assist automates compliance assignment and sends expiration reminders. Employees click through familiar modules, pass the quiz, and check the box. Between annual refreshers, policy knowledge degrades. You have completion records and certificates, but not necessarily a workforce that actually knows the policies.

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 annual completion timestamps.

AI Comparison: Where Each Platform Applies Intelligence

Both platforms market AI capabilities. Here's where that AI actually works:

AI Capability	Absorb LMS	HeyLoopy
Content generation	Generates course outlines from prompts	Generates complete training from uploaded documents
Workflow automation	Intelligent Assist automates enrollment, assignments, reminders	Fully automated - upload docs, AI handles everything
Personalization	Personalizes learning paths and course recommendations	Personalizes the learning process itself - timing, difficulty, reinforcement
Retention science	Not implemented	Spaced repetition and active recall built into every session
AI coaching	Not available	AI coach answers questions from your knowledge base 24/7
Knowledge gap analysis	Completion and quiz score reporting	Continuous mastery tracking with per-topic gap identification
Primary beneficiary	Administrators and L&D managers	Learners and their long-term knowledge retention

The AI test

Ask this question of any AI-powered learning platform: does the AI primarily make things easier for the person managing training, or the person receiving it? Both are valuable, but only one directly improves whether employees remember what they learned.

Why Admin AI Alone Isn't Enough

Absorb's Intelligent Assist is genuinely useful. Automating enrollment, generating outlines, and streamlining reporting saves L&D teams real time. But consider what remains unchanged:

- Learners still consume training in a single session
- There is no mechanism to prevent the forgetting curve
- Employees still have nowhere to turn when they forget what they learned
- Knowledge verification still relies on point-in-time quizzes, not ongoing mastery measurement

AI that optimizes the delivery pipeline without addressing the retention problem is solving the easier half of the equation.

Migration and Coexistence

HeyLoopy is not a rip-and-replace proposition. Many organizations use HeyLoopy alongside their existing LMS - including Absorb.

HeyLoopy complements your LMS

- **Keep your existing courses:** If you've invested in SCORM content, instructor-led training, or video libraries, those remain in Absorb. The Intelligent Assist features you rely on keep working.
- **Add retention to existing training:** Feed the same content into HeyLoopy to generate reinforcement sessions. Employees complete the course in Absorb, then retain it through HeyLoopy's daily micro-lessons.
- **Use HeyLoopy for institutional knowledge:** SOPs, handbooks, and documentation that don't fit neatly into a "course" are ideal for HeyLoopy's document-to-training pipeline.
- **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 LMS approach
5. Expand based on data

Recommendation

Choose Absorb LMS if:

- Your priority is automating training administration at enterprise scale
- You have dedicated L&D staff to build and maintain courses
- You need extensive partner and customer education programs
- You rely on SCORM/xAPI compatibility for existing courseware
- Compliance requires completion certificates, not verified knowledge
- You value 24/7 in-house vendor support with proven CSAT scores

Choose HeyLoopy if:

- You need employees to actually remember their training
- You want to turn existing documentation into training without manual course creation
- Your team is drowning in repetitive training questions that could be automated
- You need continuous compliance readiness, not annual checkbox exercises
- You want data on what your team knows, not just what they've completed
- You want AI that serves the learner, not just the administrator

Consider both if:

- You have existing SCORM content and Absorb workflows worth preserving but want to add retention
- Some training (instructor-led, partner education) stays in Absorb while document-based knowledge moves to HeyLoopy
- You want to run a pilot comparing retention outcomes before committing fully

Next Steps

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



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