

COMPARISON GUIDE

HeyLoopy vs Bridge: When Skills Mapping Doesn't Ensure Retention

Bridge is a respected skills-focused learning and performance platform. But identifying skills gaps doesn't guarantee your team retains the training meant to close them. This guide compares two fundamentally different approaches to corporate training.

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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 Bridge and HeyLoopy - two platforms that approach corporate training from fundamentally different angles.

Bridge is an established learning and performance platform built around skills-based workforce development. Founded in 2008 and now part of Learning Technologies Group (LTG), it carries a 4.51/5 rating on eLearningIndustry (26 reviews) and a 4.6/5 on Gartner Peer Insights (13 reviews). Its standout feature is a 32,000-skill database with AI-powered gap analysis, combined with an LMS and performance management tools in a single platform.

HeyLoopy is an AI-powered micro-learning platform designed around a different premise: that the goal of training isn't skills mapping or completion - it's retention. Rather than hosting static courses, 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: **skills taxonomy and workforce planning** 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 maps skills gaps but delivers training that doesn't stick, are you closing those gaps or just documenting them?

Bridge: Platform Profile

4.51/5

eLearningIndustry rating (26 reviews)

4.6/5

Gartner Peer Insights rating (13 reviews)

32K+

Skills in database aligned with job market data

What It Is

Bridge is a cloud-based learning and performance platform designed for organizations that want to connect skills development with workforce planning. Founded in 2008 and part of Learning Technologies Group (LTG), it unifies an LMS, performance management, and skills intelligence tools in a single system. Its target audience includes learning, workforce development, and HR teams at mid-size to large organizations across healthcare, financial services, higher education, hospitality, and construction.

Core Strengths

- **Skills database and gap analysis:** A library of 32,000+ skills aligned with job market data. Build a skills taxonomy, assess coverage across your org, and identify gaps using AI-powered analysis.
- **Unified learning and performance:** Combines LMS, performance reviews, career conversations, and 1:1 meeting tools. Gartner reviewers highlight the integrated "Careers" and "Teams" sections for a 360-degree view of employee progress.
- **Clean learner experience:** Gartner reviewers describe a "slick interface" with personalized learning libraries, course recommendations, and training reminders. Mobile app supports deskless workers offline.
- **Broad standards support:** SCORM 1.1, 1.2, 2004, xAPI/Tin Can, and AICC compatibility. Integrations with ADP, BambooHR, Okta, Slack, LinkedIn Learning, and Zapier.
- **Flexible use cases:** Supports onboarding, compliance, customer training, workforce development, extended enterprise, and association learning from a single account.
- **Scalability:** Gartner reviewers note Bridge is "scalable and customizable based on the size of your organization."

Known Limitations

Based on Gartner Peer Insights reviews and industry analysis:

- **Shallow reporting and analytics:** Gartner reviewers flag reporting as a weakness, noting it lacks depth for advanced analysis needs.
- **Limited customization options:** Organizations with specific branding or workflow requirements may find the platform constrained.
- **Basic assessment tools:** Quizzes and assessments don't provide the depth needed for rigorous knowledge verification over time.
- **Limited integration depth:** While Bridge connects with many tools, the depth of those integrations can be surface-level.
- **No built-in gamification:** Unlike some competitors, Bridge lacks native gamification features like badges, leaderboards, or points systems.
- **No AI coaching:** Lacks an AI layer that can answer employee questions from training materials or generate content from existing documentation.

Pricing

Bridge uses a subscription-based pricing model, typically structured around per-user, per-month fees with different tiers based on features and organization size. Custom pricing is available for enterprise needs. Additional modules (performance management, skills intelligence) may be offered as optional add-ons.

The Fundamental Gap: Skills Mapping vs. Knowledge Retention

Bridge's approach starts from a compelling premise: if you can map your workforce's skills, you can close the gaps with targeted training. The 32,000-skill database and AI-powered gap analysis make this promise tangible and measurable.

But there's a critical assumption embedded in this model: that delivering training to close a skills gap actually works. The evidence suggests otherwise.

HeyLoopy is built around a different model: generate training from your documents, deliver it in daily micro-sessions, reinforce it with spaced repetition, and verify retention over time. This model optimizes for **knowledge that sticks**, not just skills that are cataloged.

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 targeted to a skills gap, 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 skills mapping paradox

A platform that identifies skills gaps and then delivers training employees forget within a week hasn't closed the gap - it has only documented it. The real cost isn't the platform subscription. It's the productive hours consumed by training that doesn't produce lasting knowledge, applied to gaps that remain open despite being "addressed."

Feature-by-Feature Comparison

Dimension	Bridge	HeyLoopy
Learning approach	Course-based modules with skills mapping overlay	AI-generated daily micro-lessons with spaced repetition
Content creation	Manual course building, SCORM import, content partnerships	Upload documents; AI generates training automatically
Retention method	Quiz at end of module, completion certificates	Spaced repetition + active recall, adaptive per learner
AI capabilities	Skills gap analysis, course recommendations	AI coach from your knowledge base, content generation, adaptive difficulty
Skills intelligence	32,000-skill database, gap analysis, taxonomy builder	Continuous mastery assessment reveals real knowledge gaps
Learner time	30-90 min sessions per module	5-10 min daily micro-sessions
Admin time	Course building + skills taxonomy setup and maintenance	Upload docs once; AI handles ongoing training delivery
Knowledge verification	Completion tracking + basic quizzes	Continuous mastery assessment with gap identification
On-demand help	Search course library manually	AI coach answers questions from your institutional knowledge
Performance management	Built-in reviews, 1:1s, career conversations	Focused on training retention; integrates with existing HR tools
Standards	SCORM 1.1/1.2/2004, xAPI, AICC	API-first; integrates with existing LMS as a complement
Best for	Orgs focused on skills taxonomy and workforce planning	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 - including those with skills mapping - 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

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.

Skills-Based LMS (Bridge)

- Map skills gaps across your org
- Assign targeted courses to close gaps
- Employees complete modules once
- Pass a quiz at the end
- Forget 70% within a week
- Skills gap "closed" on paper only

AI Micro-Learning (HeyLoopy)

- 5-10 min daily sessions
- Active recall on every interaction
- Spaced repetition prevents forgetting
- AI adapts to individual gaps
- Continuous mastery verification
- Knowledge gaps actually close over time

Three Scenarios: How Each Platform Handles Real Training Challenges

Scenario 1: New Employee Onboarding

With Bridge: You map the skills required for the role using the 32,000-skill database. You build or assign onboarding courses aligned to those skills. The new hire completes them in their first week - typically several hours of modules across multiple topics. They get completion certificates and the skills gap dashboard shows progress. Two weeks later, they're still asking colleagues the same questions the training covered.

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 Bridge: You create product training modules when new features launch and tag them to relevant skills in your taxonomy. The sales team completes them and the skills dashboard updates. 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 updated.

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 Bridge: Compliance skills are mapped in the taxonomy and annual training is assigned. Employees click through familiar slides, pass the quiz, and the skills dashboard shows compliance coverage. Between annual refreshers, policy knowledge degrades. If there's an audit or incident, you have completion records and skills data 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.

Pricing Analysis

Bridge Pricing

- **Subscription model:** Per-user, per-month pricing with tiered plans based on features and organization size
- **Modular pricing:** LMS, performance management, and skills intelligence may be priced as separate modules
- **Enterprise:** Custom pricing for larger deployments with additional integrations
- **Content partnerships:** Third-party content (LinkedIn Learning, etc.) available through integrations at additional cost

Hidden Costs to Consider

The subscription price is only part of the total cost of ownership. With any skills-based LMS, factor in:

- **Skills taxonomy setup:** Building and maintaining a skills framework takes significant HR and L&D time. Even with 32,000 pre-built skills, mapping them to your specific roles and teams is a project in itself.
- **Content creation time:** Someone has to build every course. Identifying gaps is only valuable if you have the content to close them. For a 100-person company, initial course development can consume 40-80 hours of SME time.
- **Maintenance overhead:** Courses need updating when processes, products, or policies change. Skills taxonomies need revision as roles evolve. Both require ongoing investment.
- **Module add-on costs:** The full Bridge experience (LMS + performance + skills) may require purchasing multiple modules, each at additional cost.
- **Ineffective training cost:** If 70% of training is forgotten within a week, 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. No skills taxonomy to build or maintain. No courses to create. The platform identifies knowledge gaps through continuous assessment and closes them through spaced repetition - all from documents you already have.

The real ROI question

The most cost-effective training platform isn't the one with the most impressive skills dashboard - it's the one that produces the most knowledge per dollar spent. If your platform requires weeks of taxonomy setup and course creation, then delivers 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 LMS - including Bridge.

HeyLoopy complements your LMS

- **Keep your existing courses:** If you've invested in SCORM content, instructor-led training, or video libraries, those remain in your LMS.
- **Keep your skills data:** Bridge's skills taxonomy and gap analysis remain valuable for workforce planning. Use HeyLoopy to ensure the training delivered against those gaps actually sticks.
- **Add retention to existing training:** Feed the same content into HeyLoopy to generate reinforcement sessions. Employees complete the course in Bridge, 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 Bridge if:

- Your primary goal is building a skills taxonomy across your workforce
- You need integrated performance management with 1:1s and career conversations
- You have dedicated L&D staff to build courses and maintain the skills framework
- Your org values workforce planning dashboards for leadership visibility
- Compliance requires completion certificates, not verified knowledge
- You need SCORM/xAPI/AICC compatibility for existing courseware

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 value AI-powered personalization that adapts to each learner

Consider both if:

- You value Bridge's skills intelligence for workforce planning but want training that actually produces retention
- Some training (instructor-led, video) stays in Bridge 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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