

COMPARISON GUIDE

HeyLoopy vs Docebo: When Enterprise AI Doesn't Fix the Forgetting Curve

Docebo is a powerful, AI-enhanced enterprise learning platform used by 3,900+ organizations. But AI that makes course creation faster doesn't solve the fundamental problem: employees forget most of what they learn. This guide compares two different approaches to making training stick.

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 Docebo and HeyLoopy - two platforms that both leverage AI but apply it to fundamentally different problems.

Docebo is an established, AI-powered enterprise learning management system headquartered in Toronto. Founded in 2005, it serves 3,900+ organizations and 30 million learners worldwide, carrying a 4.58/5 rating on eLearningIndustry (157 reviews) and a 4.5/5 on Gartner Peer Insights (212 ratings). Its AI capabilities focus on content generation, administrative automation, personalized content discovery, and skills mapping. It excels at what a modern enterprise LMS should do: delivering courses at global scale with less manual overhead.

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 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 use AI meaningfully. The difference is where the AI is aimed: **Docebo uses AI to improve course delivery. HeyLoopy uses AI to improve 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 uses AI to create better courses that employees still forget, what has the AI actually solved?

Docebo: Platform Profile

4.58/5

eLearningIndustry rating (157 reviews)

4.5/5

Gartner Peer Insights rating (212 ratings)

3,900+

Organizations, 30M learners worldwide

What It Is

Docebo is an AI-powered enterprise learning management system designed to make learning continuous, measurable, and scalable. Founded in 2005 and headquartered in Toronto, it supports employees, partners, customers, and franchisees from a single platform. The company focuses on mid-sized to large organizations across industries including software, financial services, manufacturing, retail, and telecommunications.

Core Strengths

- **AI-powered content creation:** Generative AI builds courses in 15+ languages. Access to 20,000+ licensable courses eliminates the need to start from scratch.
- **Administrative automation:** AI handles enrollments, assignments, workflows, and skills tagging. This reduces the manual burden that slows down large-scale training programs.
- **Multi-audience management:** Employees, partners, customers, and franchisees all supported from a single platform with unique branding per audience. Gartner reviewers rate Service & Support at 4.4/5.
- **Enterprise analytics:** Goes beyond completion tracking to connect learning metrics with business outcomes. Skills-based capabilities help leaders identify readiness and gaps. Gartner reviewers rate Product Capabilities at 4.3/5.
- **Global scale:** Supports complex organizational structures, multiple languages, and extended enterprise programs. Standards support includes AICC, SCORM 1.2, SCORM 2004, and xAPI/Tin Can.
- **Flow-of-work integrations:** Embeds into Salesforce, Microsoft Teams, and hundreds of other tools. Mobile app supports learning on the go.

Known Limitations

Based on Gartner Peer Insights reviews and industry analysis:

- **Deployment complexity:** Gartner reviewers rate Integration & Deployment at 4.2/5 - the lowest of the four Gartner dimensions. Enterprise-grade configuration takes time.
- **Opaque pricing:** Docebo does not publish pricing. Enterprise contracts require sales conversations, making it difficult to budget or compare before committing to the evaluation process.
- **Course-based delivery model:** Despite AI enhancements, the fundamental delivery model remains course-centric. Learning paths are still sequences of modules completed in sessions.
- **No spaced repetition:** No built-in mechanism for reinforcing training content over time. Once a course is completed, the platform has no systematic way to prevent knowledge decay.
- **No AI coaching from your documents:** Docebo's AI helps admins build and manage courses. It doesn't create an on-demand AI coach from your training materials that employees can query for instant answers.

Pricing

Docebo uses custom enterprise pricing. No public pricing tiers are available. Prospective buyers must engage with sales to receive a quote. Content library licensing and extended enterprise configurations carry additional costs.

The Fundamental Gap: Better Courses vs. Better Retention

Docebo and HeyLoopy both use AI, but they apply it to different problems. Docebo's AI makes it faster to create courses, easier to manage enrollments, and smarter to discover content.

HeyLoopy's AI generates training from your documents, delivers it through spaced repetition, and provides an always-available coach from your 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 AI-generated, 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 AI paradox

Using AI to create courses faster without addressing retention is like using AI to write emails faster without checking whether anyone reads them. The efficiency gain is real, but it doesn't solve the underlying problem. Docebo's AI makes it easier to produce training content. HeyLoopy's AI makes it harder to forget training content. These are fundamentally different value propositions.

Feature-by-Feature Comparison

Dimension	Docebo	HeyLoopy
Learning approach	AI-enhanced course-based modules: self-paced, structured paths, or instructor-led	AI-generated daily micro-lessons with spaced repetition
Content creation	Generative AI course builder in 15+ languages, 20K+ licensable courses, SCORM import	Upload documents; AI generates training automatically
Retention method	In-course assessments, completion tracking, skills mapping	Spaced repetition + active recall, adaptive per learner
AI capabilities	Content generation, admin automation, personalized discovery, skills tagging	AI coach from your knowledge base, content generation, adaptive difficulty
Learner time	30-90 min sessions per module or learning path	5-10 min daily micro-sessions
Admin time	AI-assisted but still requires course configuration, enrollment rules, path design	Upload docs once; AI handles ongoing training delivery
Knowledge verification	Completion tracking + in-course quizzes + skills mapping	Continuous mastery assessment with gap identification
On-demand help	AI-powered content discovery within course library	AI coach answers questions from your institutional knowledge
Compliance	Certificate tracking, learning paths, audit trails	Continuous reinforcement + verifiable mastery records
Scalability	Enterprise-grade: 30M learners, global multi-language, extended enterprise	AI-generated content scales with your documentation
Standards	AICC, SCORM 1.2, SCORM 2004, xAPI/Tin Can	API-first; integrates with existing LMS as a complement
Best for	Enterprises wanting AI-enhanced course delivery at global scale	Teams that need training to produce lasting, verifiable knowledge

The Retention Argument

HeyLoopy's approach is built on three proven learning science principles that course-based platforms - even AI-enhanced ones - 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.

Enterprise LMS (Docebo)

- Complete a course or learning path
- Pass in-course assessments
- Receive a certificate
- Skills mapped in the system
- Forget 70% within a week
- Re-take annually for compliance

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
- Always audit-ready, not just annually

Three Scenarios: How Each Platform Handles Real Training Challenges

Scenario 1: New Employee Onboarding

With Docebo: You use AI to generate an onboarding learning path covering company policies, tools, procedures, and role-specific knowledge. The new hire works through modules over their first week or two - typically several hours of course content. AI personalizes the content discovery experience and automates enrollment. Two weeks later, the new hire is 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 Docebo: You use AI to generate product training modules when new features launch. The sales team completes the learning path. Docebo's analytics show completion rates and skills mapping. On the next customer call, the team is still referring to cheat sheets because the training was a discrete event and the product changes faster than learning paths can be reorganized.

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 course libraries or documentation.

Scenario 3: Compliance Refresher Training

With Docebo: Annual compliance training is assigned as a structured learning path. AI ensures the right employees are enrolled and tracks completions. Employees work through familiar course content, pass the assessments, and earn certificates. Between annual refreshers, policy knowledge degrades. If there's an audit, you have completion records and skills mapping 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

Docebo Pricing

- **Custom enterprise pricing:** No public pricing available. All quotes require a sales conversation.
- **Content library licensing:** Access to 20,000+ courses carries additional cost beyond the platform subscription.
- **Extended enterprise:** Multi-audience configurations (customers, partners, franchisees) may carry additional fees.
- **Implementation services:** Enterprise deployments typically include professional services for configuration, integration, and data migration.

Hidden Costs to Consider

The platform subscription is only part of the total cost of ownership. With any enterprise LMS, factor in:

- **Implementation timeline:** Enterprise LMS deployments often take weeks or months. Gartner reviewers rate Docebo's Integration & Deployment at 4.2/5 - the lowest of its four Gartner dimensions - suggesting this remains a friction point.
- **Content creation overhead:** Even with AI-assisted course creation, someone must still configure learning paths, set enrollment rules, define skills taxonomies, and maintain course structures as your organization evolves.
- **Admin headcount:** Enterprise LMS platforms typically require dedicated administrators. The automation Docebo provides reduces this burden but doesn't eliminate it.
- **Ineffective training cost:** If 70% of training is forgotten within a week, the real cost is the wasted productive time - not the platform fee. An enterprise subscription that produces forgettable training has the highest cost of all.

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 course configuration, no learning path design, no enrollment rules. This eliminates the largest hidden cost of any LMS: the time spent building and maintaining the training infrastructure.

The real ROI question

The most cost-effective learning platform isn't the one with the most features or the lowest subscription fee - it's the one that produces the most knowledge per dollar spent. If your enterprise LMS requires months of implementation, dedicated administrators, and ongoing course maintenance, yet 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 LMS - including Docebo.

HeyLoopy complements your LMS

- **Keep your existing investment:** If you've built learning paths, licensed content libraries, or configured extended enterprise programs in Docebo, those remain in place.
- **Add retention to existing training:** Feed the same content into HeyLoopy to generate reinforcement sessions. Employees complete the course in Docebo, 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 Docebo if:

- You need a global enterprise LMS for multiple audiences and languages
- Your organization requires SCORM/AICC/xAPI compatibility for existing courseware
- You have dedicated L&D staff to manage learning paths and enrollment rules
- Your primary metric is course completions and skills mapping
- You need extended enterprise training for partners, customers, and franchisees
- Budget approval and implementation timelines are not immediate concerns

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 have existing SCORM content and enterprise training programs worth preserving but want to add retention to the mix
- Some training (instructor-led, certification programs) stays in Docebo 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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