

COMPARISON GUIDE

# HeyLoopy vs iSpring Learn: When Authoring Tools Don't Solve Retention

iSpring Learn is a well-rated learning platform with deep roots in PowerPoint-to-eLearning authoring. But converting slides into polished courses doesn't guarantee your team retains the training. 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 iSpring Learn and HeyLoopy - two platforms that approach corporate training from fundamentally different angles.

**iSpring Learn** is an established learning management system from iSpring Solutions, founded in 2001 and headquartered in Alexandria, Virginia. It carries a 4.71/5 rating on eLearningIndustry (53 reviews) and a 4.6/5 on Gartner Peer Insights (7 ratings). Its core strength lies in the tight integration with iSpring Suite, a PowerPoint-based authoring tool that lets organizations convert existing slide decks into SCORM-compliant eLearning content. It excels at what an authoring-centric LMS does: creating polished courses, organizing learning paths, and tracking completions.

**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 have legitimate strengths. The right choice depends on what you're optimizing for: **polished content authoring and delivery** 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 easy to create beautiful courses but doesn't address retention, what are you actually buying?

# iSpring Learn: Platform Profile

**4.71/5**

eLearningIndustry rating (53 reviews)

**4.6/5**

Gartner Peer Insights rating (7 ratings)

**2001**

Founded - over two decades in eLearning

## What It Is

iSpring Learn is a cloud-based learning management system designed to close skill gaps across the entire employee lifecycle, from onboarding to continuous growth. Its signature differentiator is integration with iSpring Suite, a PowerPoint-based authoring tool that converts slide decks into interactive eLearning content. The platform serves non-profits, public administrations, and small-to-medium businesses across industries including automotive, healthcare, IT, manufacturing, and retail.

## Core Strengths

- **PowerPoint-to-SCORM authoring:** The iSpring Suite integration lets SMEs turn existing presentations into interactive courses without learning specialized authoring software. Gartner reviewers praise the "course editor simplicity."
- **Comprehensive standards support:** SCORM 1.2, SCORM 2004 (3rd and 4th editions) ensure compatibility with existing courseware and cross-platform portability.
- **Structured learning paths:** Administrators can build development plans and onboarding tracks that guide employees step-by-step through required training with automated assignments.
- **Built-in Knowledge Base:** A searchable reference library with smart search and flexible access controls keeps documentation alongside formal training content.
- **Robust reporting:** Real-time dashboards and analytics give managers visibility into progress and skill gaps. Gartner reviewers highlight the "robust reporting tools that allow you to really assess user learning."
- **Multi-language support:** Available in 12 languages including Arabic, Japanese, Korean, and Chinese for global deployments.

## Known Limitations

Based on Gartner Peer Insights reviews and industry analysis:

- **Limited advanced features:** Reviewers note iSpring "didn't have much of the fancy features many of the older LMS systems do," trading depth for simplicity.
- **Integration gaps:** Reviewers express a "preference for more default integration options" and note room for "integrating their existing authoring tool more seamlessly."
- **Authoring dependency:** The platform's value proposition is tightly coupled with iSpring Suite. Organizations not working in PowerPoint get less benefit from the ecosystem.
- **No AI coaching:** Lacks an AI layer that can answer employee questions from training materials or generate content from existing documentation.
- **Limited retention tools:** No built-in spaced repetition, adaptive review scheduling, or knowledge reinforcement beyond quizzes at end of course.

## Pricing

iSpring Learn offers subscription-based pricing. The iSpring Suite authoring tool is a separate purchase, which means organizations need to budget for both the LMS and the authoring tool to access the full ecosystem. Enterprise pricing is available for larger deployments.

# The Fundamental Gap: Authoring vs. Retention

iSpring Learn is built around an authoring-centric model: create polished content from PowerPoint, package it as SCORM, assign it to learners, and track who completed it. This model optimizes for **content quality and delivery efficiency**.

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 retention**.

The distinction matters because these two models 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 beautifully authored, 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 authoring paradox

Investing in polished course authoring tools doesn't change the underlying learning science. A beautifully designed slide-based course is still a one-time passive experience. The real cost isn't the authoring tool license - it's the productive hours consumed by training that looks professional but doesn't produce lasting knowledge.

# Feature-by-Feature Comparison

Dimension	iSpring Learn	HeyLoopy
<b>Learning approach</b>	Course-based modules built from PowerPoint and SCORM content	AI-generated daily micro-lessons with spaced repetition
<b>Content creation</b>	iSpring Suite authoring (PowerPoint-based), SCORM import	Upload documents; AI generates training automatically
<b>Retention method</b>	Quiz at end of module, completion certificates	Spaced repetition + active recall, adaptive per learner
<b>AI capabilities</b>	Basic automation and reporting	AI coach from your knowledge base, content generation, adaptive difficulty
<b>Learner time</b>	30-90 min sessions per module	5-10 min daily micro-sessions
<b>Admin time</b>	PowerPoint authoring + LMS configuration and maintenance	Upload docs once; AI handles ongoing training delivery
<b>Knowledge verification</b>	Completion tracking + end-of-course quizzes	Continuous mastery assessment with gap identification
<b>On-demand help</b>	Built-in Knowledge Base with search	AI coach answers questions from your institutional knowledge
<b>Compliance</b>	Certificate tracking, learning path assignments	Continuous reinforcement + verifiable mastery records
<b>Scalability</b>	Scales with authoring effort; each course requires manual creation	AI-generated content scales with your documentation
<b>Standards</b>	SCORM 1.2, SCORM 2004 (3rd/4th edition)	API-first; integrates with existing LMS as a complement
<b>Best for</b>	Teams with PowerPoint content who want polished eLearning delivery	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 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.

### Authoring-Centric LMS (iSpring Learn)

- Build courses from PowerPoint
- Complete a polished module once
- Pass a quiz at the end
- Receive a certificate
- Never revisit the material
- Forget 70% within a week

### AI Micro-Learning (HeyLoopy)

- Upload documents once
- 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 iSpring Learn:** Your L&D team converts the employee handbook and SOPs into polished PowerPoint-based courses using iSpring Suite. New hires complete several hours of interactive modules in their first week, earning completion certificates. The content looks professional and the experience is smooth. Two weeks later, they're asking colleagues the same questions the training was supposed to answer - because a one-time course, however well authored, 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 iSpring Learn:** You create polished product training modules in iSpring Suite when new features launch. The sales team completes them. On the next customer call, they're still referring to cheat sheets because the training was a one-time event. When the product changes again, someone has to rebuild the course in PowerPoint and republish it - a cycle that never ends.

**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 iSpring Learn:** Annual compliance training is delivered through well-designed interactive modules. Employees click through familiar content, pass the quiz, and check the box. Between annual refreshers, policy knowledge degrades. If there's an audit or incident, 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.

# Pricing Analysis

## iSpring Learn Pricing

- **LMS subscription:** Tiered pricing based on number of users
- **iSpring Suite authoring tool:** Separate purchase required for PowerPoint-to-SCORM conversion
- **Enterprise pricing:** Custom pricing for larger deployments
- **Combined cost:** Organizations need both the LMS and authoring tool to access the full value proposition

## Hidden Costs to Consider

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

- **Authoring tool licenses:** iSpring Suite is a separate purchase from iSpring Learn. The full ecosystem requires budgeting for both platforms.
- **Content creation time:** Even with PowerPoint integration, someone has to design, build, and test every course. 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. Each update requires going back into the authoring tool, revising content, and republishing.
- **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 authoring tool required. No PowerPoint conversion. No course design skills needed. This eliminates the largest hidden cost of any LMS: the time spent building and maintaining courses.

### The real ROI question

The cheapest LMS isn't the one with the lowest subscription fee - it's the one that produces the most knowledge per dollar spent. If your platform requires a separate authoring tool, hours of PowerPoint



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 LMS - including iSpring Learn.

## HeyLoopy complements your LMS

- **Keep your existing courses:** If you've invested in iSpring Suite content, SCORM modules, or interactive presentations, those remain in your LMS.
- **Add retention to existing training:** Feed the same content into HeyLoopy to generate reinforcement sessions. Employees complete the course in your LMS, 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" or a PowerPoint deck 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 iSpring Learn if:

- Your team already works heavily in PowerPoint and wants to repurpose slides
- You have dedicated L&D staff to build and maintain authored courses
- SCORM 2004 compliance is a hard requirement for your organization
- Your content changes slowly and annual course updates are sufficient
- You need a built-in Knowledge Base for reference materials alongside courses
- Multi-language support across 12+ languages is critical for your deployment

## 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 iSpring Suite content worth preserving but want to add retention to the mix
- Some training (instructor-led, interactive modules) stays in iSpring Learn while document-based knowledge moves to HeyLoopy
- 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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