

COMPARISON GUIDE

HeyLoopy vs Litmos: When Global Scale Doesn't Mean Effective Learning

Litmos is a well-rated, globally deployed learning management system trusted by 4,000+ organizations. But reaching 30 million users doesn't guarantee those users retain what they learn. 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 Litmos and HeyLoopy - two platforms that approach corporate training from fundamentally different angles.

Litmos is a well-established, cloud-based learning management system built for global scale and rapid deployment. Founded in 2007 and headquartered in San Francisco, it serves over 4,000 organizations across 150 countries, reaching 30 million users in 35 languages. It carries a 4.53/5 rating on eLearningIndustry (54 reviews) and a 4.7/5 on Gartner Peer Insights (49 reviews). It excels at what a traditional LMS does: deploying training fast, scaling globally, and tracking completions across a distributed workforce.

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: **global training deployment at scale** 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 scales beautifully but doesn't address retention, you're scaling the waste along with the delivery.

Litmos: Platform Profile

4.53/5

eLearningIndustry rating (54 reviews)

4.7/5

Gartner Peer Insights rating (49 reviews)

30M+

Users across 150 countries in 35 languages

What It Is

Litmos is a cloud-based, AI-powered learning management system designed for global scale and rapid deployment. Founded in 2007, it serves over 4,000 organizations including Fortune 500 companies. It offers an LMS platform, a comprehensive off-the-shelf content library, and built-in SCORM content authoring tools. Key use cases include employee training, compliance, customer education, channel training, and extended enterprise enablement.

Core Strengths

- **Global scalability:** Capacity to scale to millions of users across 150 countries and 35 languages. Gartner reviewers call it "a truly global solution." Integration & Deployment rated 4.5/5 on Gartner.
- **Quick deployment:** Deploy in minutes, not months. 30+ out-of-the-box connectors (Salesforce, BambooHR, Okta, Zoom, and more) plus open APIs for custom integrations.
- **Comprehensive content library:** Off-the-shelf, video-based courses covering compliance, leadership, communication, and more. Always current and immediately available.
- **User experience:** Gartner reviewers describe it as "very user-friendly" with "a ton of options." Clean interface on desktop and mobile. Evaluation & Contracting rated 4.6/5.
- **Broad use cases:** Employee onboarding, compliance, customer training, channel enablement, eCommerce, and extended enterprise from a single platform.
- **Standards support:** AICC, SCORM 1.2, SCORM 2004 (3rd and 4th Edition), and xAPI/Tin Can API.

Known Limitations

Based on Gartner Peer Insights reviews and industry analysis:

- **Service and Support gaps:** Gartner reviewers rate Service & Support at 4.4/5 - the lowest of all Gartner sub-categories, suggesting room for improvement in customer support responsiveness.

- **Content library costs:** The off-the-shelf content library is a paid add-on, and organizations with specialized training needs may find the pre-built courses insufficient.
- **Customization complexity:** While deployment is fast, deeper customization for specific branding or workflow requirements can require more effort.
- **No AI coaching:** Litmos offers AI-powered search and authoring tools, but lacks an AI layer that generates an on-demand coach from your training materials to answer employee questions in context.
- **Limited retention tools:** No built-in spaced repetition, adaptive review scheduling, or knowledge reinforcement beyond quizzes at end of course.

Pricing

Litmos is available as an annual subscription service. The content library (covering compliance, talent development, and customer service topics) is a separate add-on. Enterprise custom pricing is available for larger deployments.

The Fundamental Gap: Scale vs. Retention

Every traditional LMS - Litmos included - is built around a course-centric model: create content, assign it to learners, and track who completed it. This model optimizes for **delivery scale**.

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, 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 scale paradox

A platform that makes it easy to deliver forgettable training to 30 million users isn't saving time - it's making it easier to waste time at massive scale. The real cost isn't the LMS subscription. It's the productive hours consumed by training that doesn't produce lasting knowledge, multiplied across every user in every country.

Feature-by-Feature Comparison

Dimension	Litmos	HeyLoopy
Learning approach	Course-based modules: self-paced or instructor-led	AI-generated daily micro-lessons with spaced repetition
Content creation	Built-in SCORM authoring, off-the-shelf content library	Upload documents; AI generates training automatically
Retention method	Quiz at end of module, completion certificates	Spaced repetition + active recall, adaptive per learner
AI capabilities	AI-powered search and SCORM content authoring	AI coach from your knowledge base, content generation, adaptive difficulty
Learner time	30-90 min sessions per module	5-10 min daily micro-sessions
Admin time	Fast setup, but manual course building and maintenance	Upload docs once; AI handles ongoing training delivery
Knowledge verification	Completion tracking + quizzes	Continuous mastery assessment with gap identification
On-demand help	AI-powered search across course library	AI coach answers questions from your institutional knowledge
Compliance	Certificate tracking, periodic review reminders	Continuous reinforcement + verifiable mastery records
Global reach	150 countries, 35 languages, millions of users	AI-generated content scales with your documentation
Standards	AICC, SCORM 1.2/2004, xAPI	API-first; integrates with existing LMS as a complement
Best for	Global enterprises needing fast, scalable course 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.

Traditional LMS (Litmos)

- Complete a module once
- Pass a quiz at the end
- Receive a certificate
- Never revisit the material
- 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 Litmos: You build an onboarding course (or assign pre-built content from the library) covering company policies, tools, procedures, and role-specific knowledge. The new hire completes them in their first week - typically several hours of modules. They get a completion certificate. 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 Litmos: You create product training modules 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 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 Training Across a Global Workforce

With Litmos: Annual compliance training is assigned across 150 countries. Employees click through familiar slides, pass the quiz, and check the box. Litmos tracks completions and sends periodic review reminders. Between annual refreshers, policy knowledge degrades. If there's an audit, you have completion records 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

Litmos Pricing

- **Subscription model:** Annual subscription service
- **Content library:** Off-the-shelf course library is a separate paid add-on covering compliance, talent development, and customer service
- **Enterprise:** Custom pricing for larger deployments
- **AI tools:** AI-powered SCORM content creation tools included

Hidden Costs to Consider

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

- **Content creation time:** Even with built-in authoring tools, someone has to build every custom course. For a 100-person company, initial course development can consume 40-80 hours of SME time.
- **Content library add-on:** The pre-built course library is a separate cost. Organizations with specialized training needs may find generic content insufficient and still need custom development.
- **Maintenance overhead:** Courses need updating when processes, products, or policies change. In a fast-moving organization, this becomes a constant drain on L&D resources.
- **Global deployment costs:** While Litmos supports 35 languages, translating and localizing custom content adds significant expense on top of the platform fee.
- **Ineffective training cost:** If 70% of training is forgotten within a week, the real cost is the wasted productive time - not the platform fee. At scale, this compounds dramatically.

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 LMS: the time spent building and maintaining courses.

The real ROI question

The most cost-effective 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 hours of 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 Litmos.

HeyLoopy complements your LMS

- **Keep your existing courses:** If you've invested in SCORM content, instructor-led training, or Litmos's content library, 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" 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 Litmos if:

- You need a globally distributed LMS across dozens of countries and languages
- Your primary goal is course delivery and completion tracking at scale
- You have dedicated L&D staff to build and maintain courses
- You rely heavily on off-the-shelf compliance and leadership content
- You need SCORM/xAPI/AICC compatibility for existing courseware
- Compliance requires completion certificates, not verified knowledge

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 or Litmos library subscriptions worth preserving but want to add retention to the mix
- Some training (instructor-led, video, global compliance) stays in Litmos 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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