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SkillSoft Customer Survey Finds Increasing Importance of Learning Solutions as a Strategic Business Tool

Annual Customer Satisfaction Survey Analyzes Global Perceptions on Learning

NASHUA, N.H.--(BUSINESS WIRE)-- [SkillSoft](#) today announced the results of its 2011 Annual Customer Satisfaction Survey, which found that 96 percent of customers surveyed feel that SkillSoft's solutions will remain as important or become more important to their business over the next 12 months. SkillSoft, a leading SaaS provider of [e-learning](#) and performance support solutions for global enterprises, government, education and small to medium-sized businesses, partnered with TNS, an independent research firm, to conduct its sixth annual customer satisfaction survey. The survey tapped into [SkillSoft's customer base](#), which includes more than three thousand companies and 10 million users across the globe, for feedback regarding customer service, product quality, ease of doing business, product preference and intent to repurchase.

SkillSoft uses the feedback and data from the Customer Satisfaction Survey to continuously drive improvements across the organization. Coming off a year of strong momentum with [key customers](#), SkillSoft received high levels of overall satisfaction scores, exceeding results from previous years. Key results from approximately 500 respondents across North America, Europe and Asia Pacific include:

- Overall satisfaction is up from previous years: 96 percent of customers indicated that they were satisfied with SkillSoft's overall performance. Satisfaction levels increased on all key measurements.
- Referral percentage remains high: 97 percent of customers are likely to recommend SkillSoft to a friend or colleague.
- Product quality continues to impress customers: 98 percent of customers responded favorably on SkillSoft's product quality.

TWEET THIS: [Customer survey shows #learning solutions as a strategic business tool](#)
<http://bit.ly/AkqGS3> via @SkillSoft

"We are proud that our customers value our products and services and that they view our solutions as a strategic business differentiator," said John Ambrose, senior vice president, strategy, corporate development and emerging business, SkillSoft. "We pride ourselves on staying on top of the latest industry demands and providing value when it comes to ongoing programs, along with evolving regulatory demands. In an ever changing world, we partner with our customers to pinpoint the areas which will impact their employees and businesses the most, and work with them to deliver robust programs."

In addition to other advancements, SkillSoft made several product developments and service improvements based on the feedback received from the [2010 Annual Customer Satisfaction Survey](#), including:

- Added more than 1,500 new learning titles including localized content.
- Added more than 300 new one-hour business courses.
- Added more than 3,600 titles across Books24x7 collections.
- Doubled the number of videos in the company's content offering incorporating video in Business Skills courseware.
- Improved reporting, including Books24x7 and ILT reporting from within SkillPort as well as an enhanced user interface.
- Added richer, more engaging media to Live Learning and SkillSoft Leadership Advantage products.

For more information about SkillSoft, visit www.skillsoft.com.

About SkillSoft

SkillSoft is a leading SaaS provider of on-demand e-learning and performance support solutions for global enterprises, government, education and small to medium-sized businesses. SkillSoft enables business organizations to maximize business performance through a combination of comprehensive e-learning content, online information resources, flexible learning technologies and support services. SkillSoft is on the web at <http://www.skillsoft.com>.

Content offerings include business, IT, desktop, compliance and consumer/SMB courseware collections, as well as complementary content assets such as Leadership Development Channel video products, KnowledgeCenter^(TM) portals, virtual instructor-led training services and online mentoring services. SkillSoft's Books24x7^(R) product offering includes access to more than 29,000 digitized IT and business books, as well as book summaries and executive reports. Technology offerings include the SkillPort^(R) learning management system, Search-and-Learn^(R), SkillSoft^(R) Dialogue^(TM), inGenius^(R) and virtual classroom.

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