

LemonadeLXP

LemonadeLXP is an award-winning learning experience and digital adoption platform for financial institutions.

The learning experience platform combines serious games, technology walkthroughs, role-play scenarios, and social learning to upskill remote and on-site employees faster.

The digital adoption platform, Digital Academy, supports frontline staff and customers/members as they migrate to digital channels. Digital Academy allows financial institutions to quickly author a branded, searchable, WCAG AA-compliant online hub with technology walkthroughs, app simulations, loan application guides, and videos — no developers needed.

Headquarters: Ottawa, Canada

Website: <http://www.lemonadelxp.com>

Founded: 2018

Key executives: John Findlay, CEO, Co-Founder
AJ Pratt, Co-Founder and VP Business Services

Employees: 26

Key Information: LemonadeLXP is a learning experience and digital adoption platform that is designed specifically for financial institutions.

Products: ***LemonadeLXP*** – Uses a combination of game-based training, technology walkthroughs and role play scenarios to drive better learning outcomes, faster.

Digital Academy – Public-facing support website with technology walk-throughs, app simulations and videos to increase adoption and customer satisfaction.

Key Data:

- LemonadeLXP reduces training costs by 81%
- LemonadeLXP reduces call handling times by 24%
- LemonadeLXP increases mobile app usage by 26%
- LemonadeLXP increases P2P payment use by 13%
- LemonadeLXP increases P2P payment use by 12%
- LemonadeLXP increases employee knowledge by 25%

- 87% of employees say LemonadeLXP increase digital fluency
- 92% of employees prefer LemonadeLXP to other training
- 88% of employees want the majority of their training in LemonadeLXP
- LemonadeLXP increases voluntary training participation by 106% and repeat engagement by 266%
- According to data from LemonadeLXP, employees who participate in game-based training increase retention from 5% to 70%
- According to data from LemonadeLXP, game-based training takes employees 5-10 hours to complete versus the average of 53 hours of traditional training

Media Contacts:

John Findlay
jfindlay@lemonadelxp.com
613-850-8460

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