



Customer Success Story

ZUMBA



Industry: Franchise & Education

Sector: Customer Training &
Channel Training



The Results

Rapid Program Launch

Zumba launched its new instructor certification course to ZIN™ members in less than two months. Thanks to the intuitive Litmos interface, Zumba has exceeded expectations by onboarding a record number of users.

Global Reach

While the initial Zumba training is still facilitated in person, using Litmos for continuing education courses online has enabled Zumba to regularly add and update instructor training materials for ZIN™ members globally in a much faster and more cost effective way.

Program Growth

Within just a few months of partnering with Litmos, Zumba launched six more training programs!

“We see how well our instructors are responding to the platform and are engaging in the content. We are excited to continue to build programs that will inspire our instructors around the world.”

Joy Prouty
Director of Education

Litmos Works Out as Zumba's LMS

Zumba trains and educates ZIN™ (Zumba Instructor Network) members internationally, in native languages, with Litmos-powered Zumba instructor training programs.

Zumba® Fitness is the latest craze in the fitness industry around the world. Zumba takes the “work” out of workout by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party. Once the Latin and world rhythms take over, you'll see why Zumba is called exercise in disguise. Zumba requires licensed instructors to lead Zumba classes and must be licensed in each Zumba class they instruct. Instructors are also trained to help people engage in the dance and let loose in the class so they can achieve their fitness goals.

The Challenge

As a fitness organization training and educating instructors internationally, Zumba needed a way to seamlessly globalize its continuing education programs for fitness instructors worldwide and integrate that training into its ZIN™ program.

Zumba needed to address the following:

- Zumba sought to provide continuing education courses online to its ZIN™ members, so that up-to-date instructor trainings could be made more accessible and easy to complete.
- Zumba desired a solution that could be deployed to thousands of users world-wide across different devices and in different languages.
- By expanding the ZIN™ network, Zumba needed this type of solution to reduce costs to instructors and add an additional revenue stream for the company.

The Solution

Zumba enlisted the help of Litmos' learning management system to expand and enhance Zumba's fitness training program online. Litmos provided Zumba with:

- Sleek Interface: With Litmos, Zumba now has an easy-to-use interface perfect for the dispersed members of the Zumba Instructor Network.
- Solution Scalability: Zumba chose the Litmos LMS because it is capable of supporting users worldwide, across languages and time zones, with the added flexibility of scaling subscription licenses upward with the expansion of Zumba's continuing education trainings internationally.
- Seamless Updates: Litmos provides an effective and rapid method of providing up-to-date training materials to ZIN members.
- Straightforward Training Reporting: Litmos provides Zumba with an efficient method to easily track and record ZIN member training compliance within Zumba's continued education guidelines.
- Simple Integration: Litmos integrates easily with Zumba's existing single sign-on feature that ZIN members already use.