KMI LEARNING

LINKLEARN
CASE STUDY

Custom LMS, Extended Enterprise LMS, White Label LMS

The Challenge

LinkLearn provides training and certification for volunteer tax preparers nationwide, with demand peaking during the U.S. tax season. From October through April—and especially February to April—over 10,000 users may be online at once. Their existing LMS could not scale to that volume, creating risks of system crashes at the busiest time of year. Compliance requirements added further pressure: the system had to support archiving for audits and deliver certifications reliably. On top of scalability issues, LinkLearn needed smarter testing capabilities, including both randomized questions and fixed sequences. Without these features, assessments were inefficient and archiving was incomplete, threatening both user experience and legal compliance.

The Solution

KMI built a custom LMS designed for peak season loads. The system enabled randomized or sequenced testing, supported special math symbols, and ensured compliant archival capabilities. These features provided both realism for learners and the scalability LinkLearn required to train thousands of volunteers at once.

The Outcome

Since launching in 2012, LinkLearn has trained and certified tens of thousands of volunteers annually—from 65,000 in 2013 to over 84,000 in 2019. Even during the pandemic, participation remained strong at 63,000+. Today, KMI's LMS continues to power LinkLearn's mission of equipping volunteers to deliver certified tax services across the U.S.