



# Using CertMetrics to Unlock the Future of Candidate Engagement!

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# Welcome





What is candidate engagement in a voluntary credentialing program?



What is candidate engagement in a voluntary credentialing program?

**Candidate Engagement** refers to the level of **interaction**, **involvement**, and **commitment** exhibited by individuals who seek to earn and retain certification voluntarily.

How does  
increased  
engagement  
benefit  
candidates?

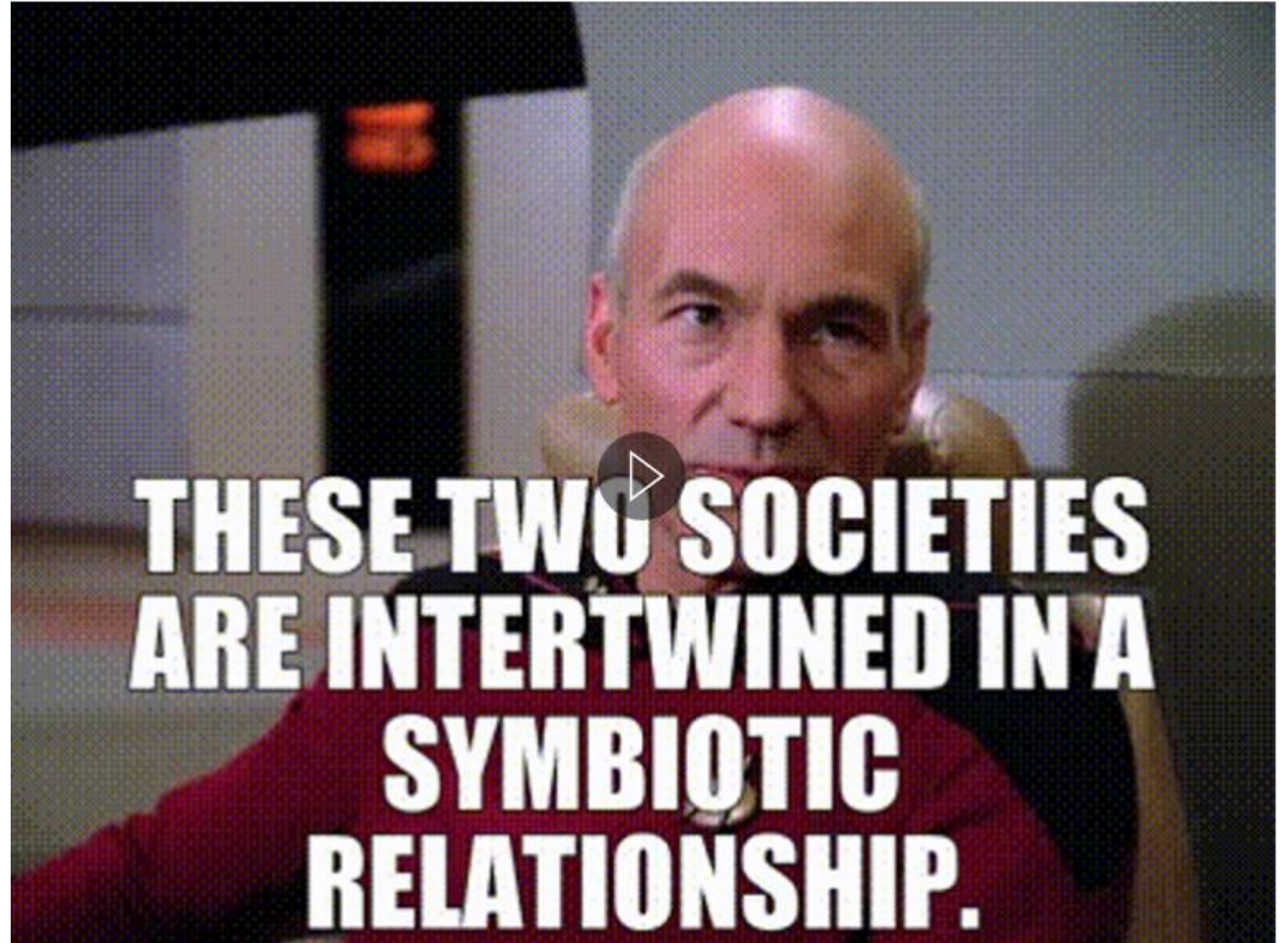


## How does increased engagement benefit candidates?

- Increased likelihood of success in the certification process
- More likely to stay current with trends and industry changes
- Able to position themselves to stand out in the industry
- Increased willingness for employers to fund professional development
- Expanded industry and networking connections
- Willingness to 'give back'



How does  
increased  
engagement  
benefit the test  
sponsor?



# How does increased engagement benefit candidates?

- Longer-term candidate relationships
- Enhanced program reputation
- Market differentiation
- Access to candidate feedback and input
- Increased candidate involvement



What is the formula for sponsors to promote candidate engagement?





# Start with clear, timely communication

2015-08-26



## Welcome to our Super Hero Certification Program!

Becoming Certified gives your career a boost and offers many benefits.

### What to do first

We are excited you have chosen to learn about how holding one of our credentials can benefit your career. To get started on your certification journey, be sure to:

- Complete your [profile](#)
- Reading how others have [successfully completed the journey](#)
- Review your exam [eligibilities](#)
- Learn more about the [exams](#) , [exam requirements](#) , and [credentials](#)
- Review our study [guides](#)
- Consider signing up for [training](#) or taking a [practice exam](#)
- Register with a test delivery provider to [schedule your exam](#)
- Review the recommendations and what to expect when taking an exam

After completing your first exam, check back to see how you did and receive further instructions.

Good luck on your credentialing journey!!!

- HOME
- Dashboard
- PERSONAL INFO
- SCHEDULE
- TESTING HISTORY
- CERTIFICATIONS
- BENEFITS
- TRANSCRIPTS & DIGITAL BADGES
- USER GUIDE

Leading

### Ready, Set, Test

Your certification or licensure exam is the start of something great. With a seamless testing experience, you're one step closer to delivering on the promise of your profession

[Schedule an Exam](#)

Announcements

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2022-09-27

Cisco Learning Network: Your Go-To Cert Community

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Recent Activity


Beyond communication, how can CertMetrics help promote candidate engagement?






Use CertMetrics to recognize and promote candidate accomplishments

Professional Security Credential



CRITERIA ↗



**ISSUED TO**  
John Ryan

**ISSUER**  
Alpine Testing

**DATE EARNED**  
2023-09-18

**LAST EXTENSION DATE**  
N/A

**VALID THROUGH**  
Forever

**DESCRIPTION**  
The OSA Security Professional is awarded to candidates who demonstrate sufficient competency within the security field including the protection and securing of Personal Identifiable Information (PII) and identification, prevention and mitigation of security risks . Candidates are tested in the following areas:

## Sample Candidate

has successfully completed the requirements to be recognized as



COMP10375241

CANDIDATE ID

December 05, 2017

CERTIFICATION DATE

EXP DATE: 12/05/2023

A handwritten signature in black ink.

TODD THIBODEAUX, PRESIDENT & CEO

Code: QRBV5T05PEQQ1W96  
Verify at: <http://verify.CompTIA.org>

VALID

# Sample Candidate

has successfully completed the requirements to be recognized as

CompTIA  
Secure Infrastructure Specialist



CompTIA designations recognize achievement of multiple CompTIA certifications within an IT career-focused pathway.



COMP10375241

CANDIDATE ID

June 13, 2005

CERTIFICATION DATE

A handwritten signature in black ink, appearing to read 'T. Thibodeaux'.

TODD THIBODEAUX, PRESIDENT & CEO



# Sample Candidate

has successfully completed the requirements to be recognized as

CompTIA  
Network Security Professional



CompTIA designations recognize achievement of multiple CompTIA certifications within an IT career-focused pathway



COMP10375241

CANDIDATE ID

December 05, 2020

CERTIFICATION DATE

A handwritten signature in black ink, appearing to read 'T. Thibodeaux'.

TODD THIBODEAUX, PRESIDENT & CEO



Joe Cannata, SMS • 1st



Certification Director, Cultural Ambassador, Mentor, Volunteer,...  
5d • 🌐

Celebrate with Makis Taragan from Kinaxis for reaching his next consulting milestone. Learn how to get Kinaxis Certified: <http://bit.ly/2NmoOil> Follow Kinaxis on LinkedIn for program updates. #KinaxisCert #Kinaxis



**CERTIFIED**



**Makis Taragan**  
from Kinaxis

🌐 41 Maurilio Gorito and 57 others

10 comments

- 👍 Like
- 💬 Comment
- 🔄 Repost
- ➦ Send



Joe Cannata, SMS • 1st



Certification Director, Cultural Ambassador, Mentor, Volunteer,...  
3d • 🌐

Celebrate with SONAL PRASAD from Cognizant for reaching this consulting milestone. Learn how to get Kinaxis Certified: <http://bit.ly/2NmoOil> Follow Kinaxis on LinkedIn for program updates. #KinaxisCert #Kinaxis



**CERTIFIED**



**Sonal Prasad**  
from Cognizant

🌐 41

17 comments • 1 repost


- 👍 Like
- 💬 Comment
- 🔄 Repost
- ➦ Send

Once a candidate earns a certification, how can CertMetrics incentivize candidates to continue to expand their learning?





# Incentivize candidates through benefits

**Unclaimed** 


**BENEFIT**

50% Off Your Next Exam or Renewal

**EXPIRE DATE**  
2025-01-15

**VOUCHER CODE**  
—

[CLAIM BENEFIT](#)



## Q & A

Contact us at [info@alpinetesting.com](mailto:info@alpinetesting.com)  
to learn more about how CertMetrics  
can assist your program with candidate  
engagement!