Using CertMetrics to Unlock the Future of Candidate Engagement!

SEPTEMBER 20, 2023
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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?

ONE DOES NOT SIMPLY ACQUIRE TALENT
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

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!!!
Beyond communication, how can CertMetrics help promote candidate engagement?
Use CertMetrics to recognize and promote candidate accomplishments.
Sample Candidate

has successfully completed the requirements to be recognized as

CompTIA Security+

CERTIFIED CE

COMP10375241
CANDIDATE ID
December 05, 2017
CERTIFICATION DATE
EXP DATE: 12/05/2023

TODD THIBODEAUX, PRESIDENT & CEO

Code: QRBYST05PECQ1W95
Verify at: http://verify.Comptia.org
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.
Sample Candidate

has successfully completed the requirements to be recognized as

CompTIA
Network Security Professional

COMP10375241
CANDIDATE ID
December 05, 2020
CERTIFICATION DATE

TODD THIBODEAUX, PRESIDENT & CEO
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

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

50% Off Your Next Exam or Renewal

EXPRIE DATE
2025-01-15

CLAIM BENEFIT
Contact us at info@alpinetesting.com to learn more about how CertMetrics can assist your program with candidate engagement!