ACCREDIBLE CREDENTIAL FRAMEWORK

DEFINE BUSINESS REQUIREMENTS

ACTIVITY 01

DESCRIPTION: DETERMINING WHAT THE ORGANIZATION WANTS TO ACHIEVE BY INTRODUCING CREDENTIALS

INPUTS: BUSINESS PRIORITIES, ISSUES, OPPORTUNITIES, ETC.

OUTPUTS: BUSINESS REQUIREMENTS

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The key to a success credential program is ensuring that program goals are aligned with the business requirements of your organization. To help you tie business requirements to your program, we've compiled the top nine requirements and metrics to track below.

1. Renewals

Customer Goal	Renewals
Description	You want to increase how many of your learners re-take their credential before expiration.
Common Metrics	• Credentials published • Share and Engagement rates • Influencer CTA clicks (Referrals) • Referred sign ups

2. Program Awareness

Customer Goal	Program Awareness
Description	You want to increase the number of people who know about your offerings and convert them into paying customers.
Common Metrics	• Credentials published • Share and Engagement rates • Influencer CTA clicks (Referrals) • Referred sign ups

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3. Pathways

Customer Goal	Pathways
Description	Your credential program has sequences of courses that need to be taken in a specific order, or you have a course catalog that learners struggle to navigate. Creating pathways helps increase the number of learners who successfully complete a string of courses (in either a linear or tree-like pathway of courses).
Common Metrics	• Drop off rate • Completion rate • Return users

4. Digital Transformation

Customer Goal	Digital Transformation
Description	You want to digitize an existing paper-based process, or modernize a PDF-based process.
Common Metrics	• Cost savings • Time savings • Recipient experience score

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5. Brand Perception and Credibility

Customer Goal	Brand Perception and Credibility
Description	You want your brand to be known as a market leader.
Common Metrics	• Social shares • Social mentions

6. New Credential Offering / Launch

Customer Goal	New Credential Offering / Launch
Description	You want to increase program growth and enter new markets with existing or new products.
Common Metrics	• Number of new learners • Referral clicks • Top influencers driving new traffic

7. Efficiency and Automation

Customer Goal	Efficiency and Automation
Description	You want to reduce the administrative lift that verifying paper certificates requires, and redeploy that time and resources to other areas.
Common Metrics	• Cost savings • Time savings

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8. International Delivery

Customer Goal	International Delivery
Description	You want to digitize an existing paper-based process, or modernize a PDF-based process to global learners.
Common Metrics	• Global learner growth • Cost savings • Time savings

9. Increase Employability and Showcase Expert Community

Customer Goal	Increase Employability and Showcase Expert Community
Description	You want to demonstrate the value of your learners' certifications to their partners.
Common Metrics	• Recipient success survey scores • Social engagements • Number of high stake credential learners

Accredible

Accredible is the industry-leading digital credentialing platform that securely issues, manages, tracks, and verifies millions of high-stakes credentials across the globe. Accredible integrates with leading learning software including Canvas, D2L Brightspace, Kajabi, Kryterion Webassessor, Moodle, Thinkific, and more. Over 1,900 leading universities, associations, and technology companies such as Google, Skillsoft, Slack, the Association of Corporate Treasurers, Chartered Banker Institute, University of Cambridge, AMPP, Hootsuite, IEEE, Cengage, MIT, Rutgers, INSEAD, IAPP, UC Berkeley, AMBA, and The Digital Marketing Institute rely on Accredible to create, deliver and manage digital certificates and open badges. Learn more at accredible.com

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