HOW TO MEASURE THE SUCCESS
OF DIGITAL CREDENTIALS

Accredible

FOREWORD

Thank you for downloading the How to Measure the Success of Digital Credentials Guide. In this guide we provide actionable steps and guidance for measuring and reporting on the success of digital credentials.

Who we are: Accredible is an industry-leading digital credentialing platform. Founded in 2013, Accredible believes that everyone should be able to prove their credibility with ease regardless of who you are, where you live, or how you gained your knowledge.

Our experience serving millions of credentials globally has enabled us to understand and meet the needs of organizations undergoing digital transformation. As one of the longest-serving digital credentialing platforms, our insight into the space is unique and unrivaled. We provide actionable guidance at every step from research and evaluation, through to launch, growth, and development. Our knowledge informs the best practices for organizations to start, scale, and succeed in digital credentialing.

Who is this guide for?

This guide is for organizations that are using digital credentials to incentivize, award, and engage their candidates. Digital credentials are a cost-effective method of recognizing achievement and their versatile use enables organizations to create linear or nonlinear learning pathways, stackable credentials, and secure blockchain credentials. This guide informs and provides recommendations for organizations to measure the success of their digital credential implementation and build and deliver reports for stakeholders.

How to use this guide

Use this guide to:

- Research how to define success for digital credentials
- Identify which digital credential success metrics to measure
- Produce client and team surveys to review satisfaction
- Create stakeholder reports using recipient and credential analytics

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THE IMPORTANCE OF MEASURING SUCCESS

Measuring the success of implementation is important as it allows the responsible team to efficiently track progress and identify areas for improvement. The insights gained from measuring success provide valuable feedback on recipient and team satisfaction, guide the creation of supporting documents or resources, ensure continuous improvement, and enable data-backed future decisions. The process of measuring success needs to happen before implementation begins in order to effectively gauge return on investment and to determine that outcomes align to established business goals. For example, if the goal of implementing digital credentials is to reduce the time and costs of credentialing, the team first needs to record baselines for the time and spend invested in the current process.

How to Measure Success

The success of any project is measured by reviewing project scope, and quantifying client and internal team satisfaction. These are fundamental areas that are the most objective, easily measured, and important metrics of project success.

Scope

Project scope or specification is defined as the detailed outline of everything that makes up a project, including resources, timelines, deliverables, and all related activities. A project scope should provide information on the key stakeholders, required processes, intentions/assumptions, and potential constraints or restrictions. These details are essential to understanding what the project is about, what needs to be included, and what isn't necessary to include. These details are summarized in a scope statement document that is used by stakeholders to understand why the project was launched and define the key goals.

An example of a scope statement for the implementation of digital credentials might include the following:

Introduction
The implementation of digital credentials by ACME company for the purpose of undergoing digital transformation to save on the cost and time spent issuing credentials to candidates.

Project Scope
The implementation will include onboarding, staff training, integration with existing platforms, and the launch of our new digital credentials to our candidates. It will also include the creation of supporting help documentation on the use of digital credentials and relevant pages on our marketing website. These activities will be initiated by Joe Bloggs and Jane Doe of the Credentialing Department in ACME company.

THE IMPORTANCE OF MEASURING SUCCESS

Project Deliverables
Project deliverables will include one digital badge design and one digital certificate design, both designed according to our brand guidelines. A digital credentials overview page, and FAQ page to be added to the marketing website, a candidate email announcing the launch of digital credentials, and a printable one-pager for use in-person. These deliverables will need to be delivered to the Credentialing Manager no later than 15th June.

Project Acceptance Criteria
The Credentialing Manager at ACME company will review and approve the deliverables before launch and release.

Project Constraints
Constraints may include delays in communication, staff training, or content creation, potential technical difficulties with integration, or calendar availability conflicts.

To effectively review the project scope, begin by evaluating the requirements and deliverables that were agreed upon prior to the start of the implementation. For each of the deliverables, record the resources that were required, the actioned tasklist, and the time taken to complete. Make a note of the following to provide an overview of the project success and inform future projects:
- Were deliverables completed, reviewed, and signed-off within the given time frame?
- If there were delays, what caused these delays and how were they resolved?
- Was there a budget for the deliverables and was this exceeded?
- Did additional constraints or restrictions occur over the duration of the implementation?

Candidate Satisfaction
Candidate satisfaction is vital to ensure a project is successful. If the consumer or end-user is unsatisfied, they need space to provide this feedback to ensure concerns are addressed and solutions are put in place. In regard to digital credentials, measuring candidate satisfaction can be informative for future program launches and meeting the needs of prospective candidates. For example, is there enough information provided on what digital credentials are, how they are used, and how the candidate will benefit? Below we have provided an example of a post-launch survey that can be sent to candidates to measure satisfaction.

CANDIDATE SATISFACTION SURVEY EXAMPLE

Dear [Candidate Name],

We are thrilled to announce we have launched our new digital credentials. You should now have received your digital credential for completing [Program Name] and we would love to hear your feedback. If you have a moment, please answer the following short survey about your experience.

For the following questions, please place an [X] in the box that best describes your experience.

1. How would you rate the announcement process for the switch to digital credentials?
[ ] Very Satisfied
[ ] Satisfied
[ ] Neither Satisfied nor Dissatisfied
[ ] Dissatisfied
[ ] Very Dissatisfied

2. Were you efficiently informed about what digital credentials are and why we have chosen to issue digital credentials?
[ ] Yes
[ ] No
[ ] Not Sure
[ ] Other:

3. Were you efficiently informed about how to use your digital credential and how you benefit from the intended use?
[ ] Yes
[ ] No
[ ] Not Sure
[ ] Other:

4. Are you satisfied with your digital credential and the information it provides?
[ ] Yes
[ ] No
[ ] Not Sure
[ ] Other:

5. How likely are you to return in the future for additional digital credentials?
[ ] Highly Likely
[ ] Likely
[ ] Not Sure
[ ] Unlikely
[ ] Highly Unlikely

Please provide additional feedback by answering the following questions:

1. What resources were most useful to you and were there additional resources you would have liked?
Answer:

2. What do you like/dislike about your digital credential?
Answer:

3. Do you have additional feedback, thoughts, or concerns?
Answer:

Thank you for taking the time to answer these questions.

Sincerely
[Organization Name]

TEAM SATISFACTION

Team Satisfaction

Aside from candidate satisfaction, internal team satisfaction is also important to measure. It's key that the team feels good about their role and responsibilities and the result of the implementation or launch. What about the project did they find challenging or enjoyable, are the team satisfied with the level of knowledge gained through onboarding, are they satisfied with the quality of the final deliverables, and do they understand how to efficiently use newly implemented services, technologies, or platforms? These factors are important to explore and gain feedback on as it will contribute to the satisfaction of the team and boost their sense of fulfillment. Below we have provided an example of a post-launch survey that can be sent to team members to measure satisfaction.

Team Satisfaction Survey Example

Dear [Team Member Name],

Now that the implementation and launch of our new digital credentials is complete, we would love to get your feedback. Please take a moment to fill out the survey below.

For the following questions, please place an [X] in the box that best describes your experience.

1. Did the team leader give enough comprehensive information around the goal of implementing digital credentials?
[ ] Yes
[ ] No
[ ] Other:

2. Did the team leader empower us to develop the necessary deliverables?
[ ] Yes
[ ] No
[ ] Other:

3. Did we include all of the necessary team members in the decision-making processes?
[ ] Yes
[ ] No
[ ] Other:

4. Describe your overall experience and satisfaction with the implementation and launch process?
[ ] Positive
[ ] Negative
[ ] Neutral
[ ] Other:

TEAM SATISFACTION SURVEY EXAMPLE

5. Do you feel the onboarding and training was helpful and that you are now confident using the platform?
[ ] Yes
[ ] No
[ ] Not Sure
[ ] Other:

6. Were you recognized for your role and contribution(s) to the implementation and launch?
[ ] Yes
[ ] No
[ ] Not Sure
[ ] Other:

7. Did you learn anything new throughout this process?
[ ] Yes
[ ] No
[ ] Not Sure
[ ] Other:

Please provide additional feedback by answering the following questions:

1. What went well during this process? What could be done again or expanded upon?
Answer:

2. What did not go well? What would you suggest we do differently to improve the experience in the future?
Answer:

3. Do you have additional feedback, thoughts, or concerns?
Answer:

Thank you for taking the time to answer these questions.

Sincerely
[Organization Name]

REPORTING ON SUCCESS

Trackable metrics and insights are a key part of measuring success. Accredible makes it easy for issuers to understand and communicate back to the rest of the organization how their credentials are being interacted and engaged with.

Analytics Overview

The Insights Dashboard provides an overall breakdown of the credentialing account. The Department Stats section provides an at-a-glance view of how many groups have been set up, the number of credential owners, how many badge and certificate designs have been created, and the number of team members.

Department Stats				
32	**41**	**28**	**5**	**4**
Groups	Credential Owners	Certificate Designs	Badge Designs	Team Members

Analytics Overview Dashboard - Department Stats

These are defined as follows:
- **Groups** - The number of Accredible groups you have created in the selected department.
- **Credential Owners -** The number of unique credential owners across all groups in the selected department. If you issue to the same recipient (identified by their email address) in two different groups, they will be counted as 1 unique credential owner.
- **Certificate Designs** - The number of certificate designs, both in use and not in use, in the selected department.
- **Badge Designs** - The number of badge designs, both in use and not in use, in the selected department.
- **Team Members** - The number of team members, including admins, across your organization.

To the right, is an overview of the Credits Used

**Credits Used**

81

Dept allowance not set →

Add more credits →

N/A

The Credits Used represents the number of issuance credits used by the organization, and how many credits are remaining. Issuance credits are based on unique recipients, meaning the organization can issue to the same email address multiple times and this will only count as 1 issuance credit.

REPORTING ON SUCCESS

Beneath the Department Stats, the Recipient Activity Summary provides a snapshot of recipient activity to date. This is an overview of the credentials issued, opened, total unique views, and total shares. A detailed breakdown for these statistics is available by navigating to Recipient Activity. The snapshot is useful for providing an executive summary on how credentials are performing and flagging areas for review. For example, if the number of credentials opened is considerably lower (< 30%) than the number of credentials issued, the credentialing admin or manager should consider a strategy to boost the credential open rate. This might be re-approaching the credential delivery email, providing more supplementary information on digital credentials for candidates, or surveying their recipients to identify any restrictions.
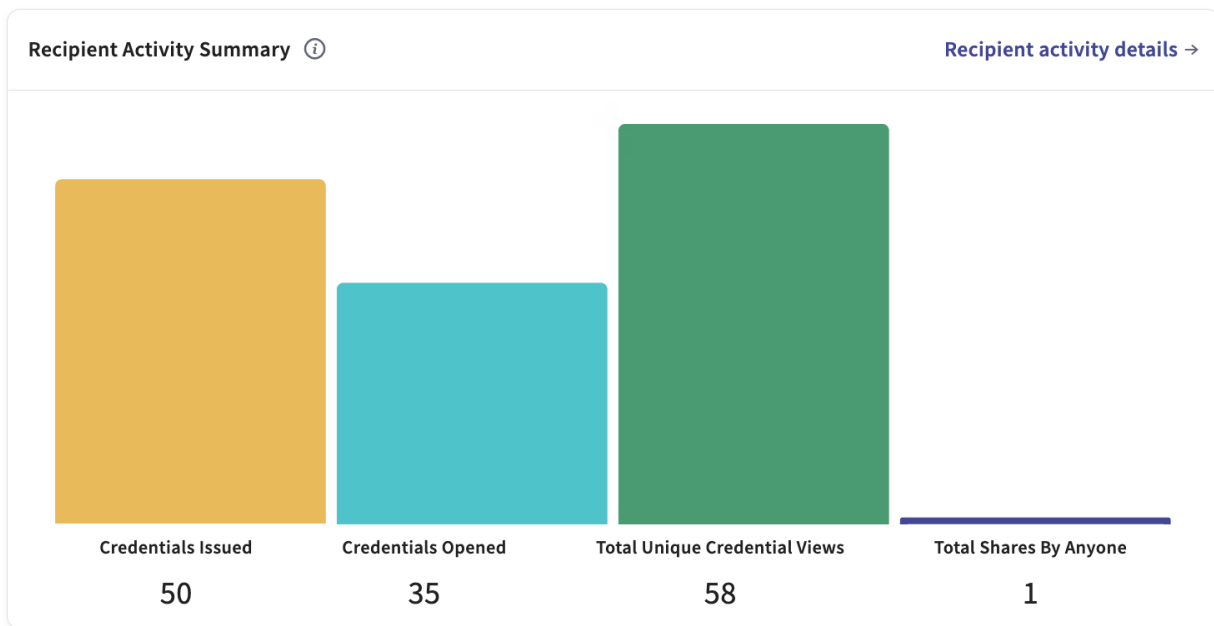
Analytics Overview Dashboard - Recipient Activity Summary

The final metric included on the Analytics dashboard overview are the Top 5 Influencers. An influencer is a credential recipient that has shared their credential to their social networks and received high levels of engagement. The data provided through influencer metrics enable issuers to identify which recipients they should be further engaging with to ensure increased organic market reach. Additional engagement with influential recipients include offering rewards in exchange for additional shares, responding to their posts to increase visibility of issuer engagement, and providing referral or discount codes that the top influencers can share with their audience. Please note, the Influencer Metrics are a feature of the **Growth pricing plan.**
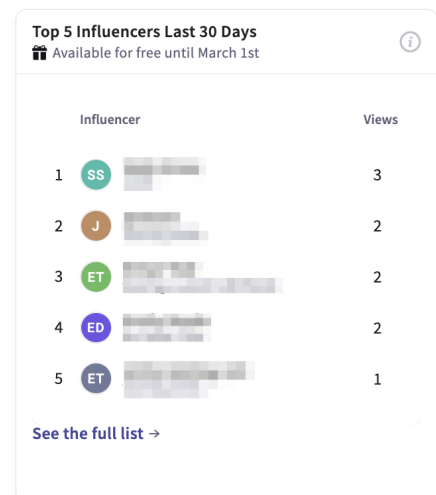
REPORTING ON THE ANALYTICS OVERVIEW

The Analytics Overview is an excellent source of information for building an executive summary for stakeholders. They are able to see how the issuer account is performing to date and make decisions on whether to increase the number of credits, redesign credential delivery emails to increase open rates, and identify at-a-glance which influential recipients they should be engaging with.

RECIPIENT ACTIVITY

The Recipient Activity page provides an in-depth understanding of the recipient activity that is snapshotted on the Analytics Overview page. From the dashboard, the issuer can view the number of credentials issued, the number of credentials opened, the total unique credential views, and the total shares, alongside an activity chart. On this page, the results can be filtered down to specific credential groups, and a preferred date range, and the data can be sent to an email or exported to a CSV or PDF file.
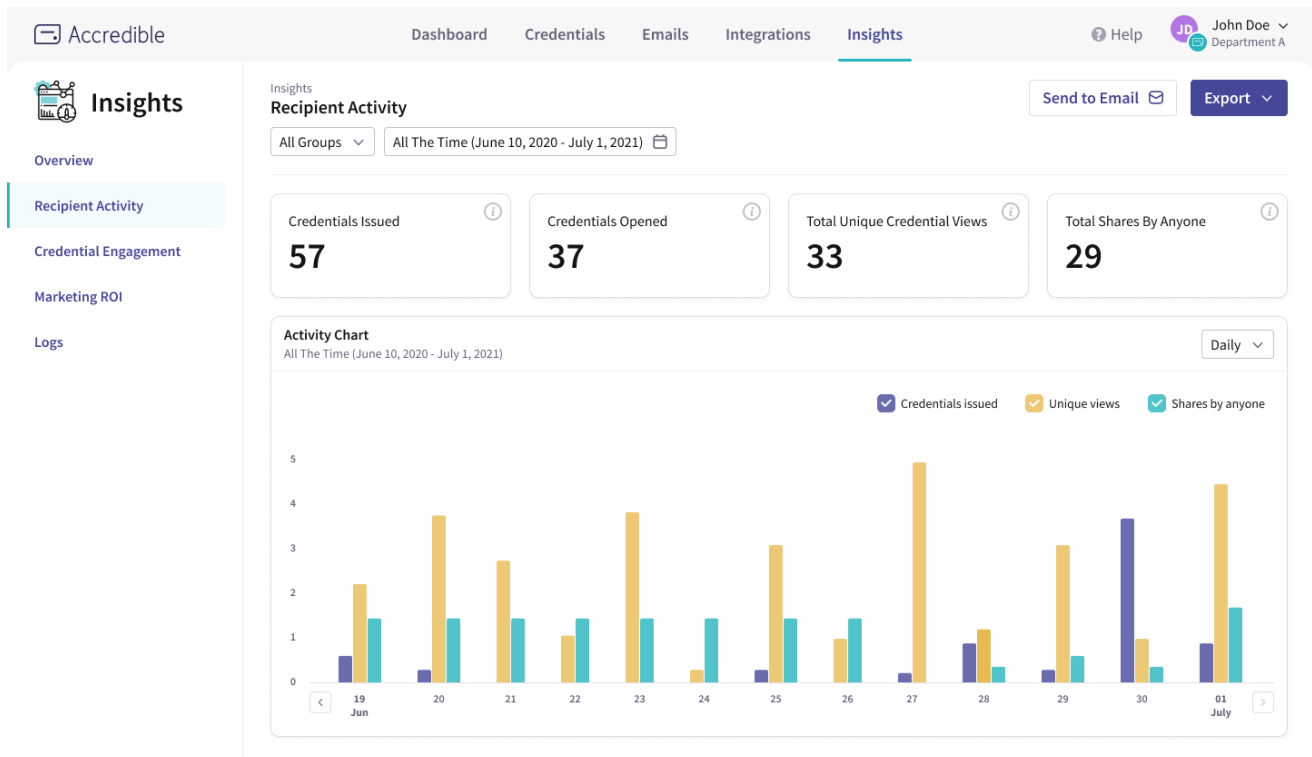
Recipient Activity Dashboard
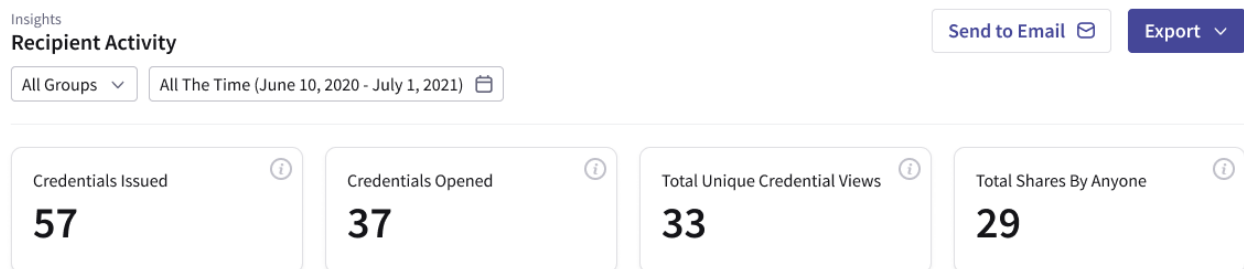
RECIPIENT ACTIVITY

These are defined as follows:
- **Credentials Issued** - The total number of credentials that have been issued from the selected department. Default view for credentials issued is all groups, across all time however this can be filtered down to a specific group and time period.
- **Credentials Opened -** The total number of unique credentials opened by the credential owner in the selected department. Owners are determined by their logged in status and each credential will only be counted once.
- **Total Unique Credential Views** - The total number of unique credentials opened by anyone in the selected department. The data is captured by the number of visitors that land on the specific credential.net URL and each credential will only be counted once.
- **Total Shares by Anyone** - The total number of shares received by all credentials in the selected department. Shares are counted as a share to social media, an addition to a LinkedIn profile, and an embed to an email signature.

A full breakdown of metric definitions and FAQs for this page can be **found in our knowledge base.**

REPORTING ON RECIPIENT ACTIVITY

Measuring the success of any program begins with reporting the baseline number of credentials issued. From here, the issuer can compare against the number of credentials that have been opened to see how the recipients value validation of their earned skills, knowledge, or experience, or their program membership.

Insights
Recipient Activity

All Groups ∨   All The Time (June 10, 2020 - July 1, 2021)   Send to Email   Export ∨

Credentials Issued	Credentials Opened	Total Unique Credential Views	Total Shares By Anyone
57	37	33	29

Recipient Activity - Core Metrics

The total unique credential views expand on the credentials opened by summarizing the attention that a credential receives whether it's from the owner of the credential or their audience. Finally, the total shares by anyone helps issuers to understand how recipients are engaging with their credential through social media shares, LinkedIn profile additions, and email signature embeds.

REPORTING ON RECIPIENT ACTIVITY
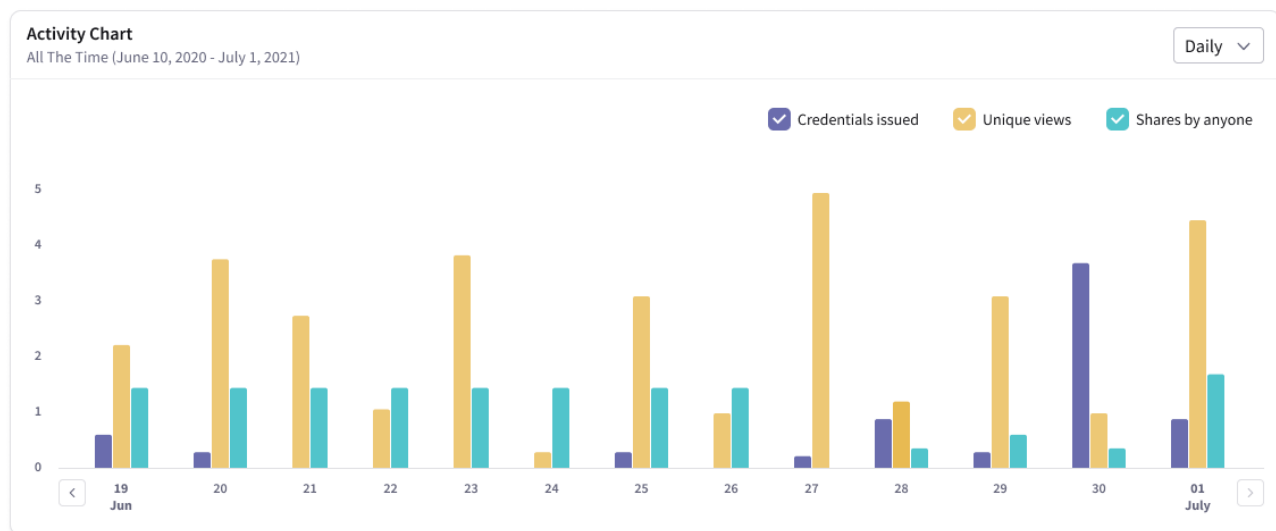
Recipient Activity - Activity Chart

The Activity Chart provides a visual representation of activity over time in any combination of credentials issued, unique views, and shares by anyone. The arrows at either side of the chart enable issuers to extend the date-based view. The activity chart is useful for identifying patterns that help issuers to understand their recipient activity and make decisions based on the presented data. Depending on the preferred reporting time period, the data displayed in the activity chart can be set to show results for daily, weekly, monthly, or yearly increments.

The versatility of how data is displayed makes it easy for credentialing managers to report on the success of their programs over time to stakeholders. They can choose to present the data as it is displayed on the Recipient Engagement page, filtered to the group and time period of their choice. They can screenshot the metrics and activity chart based on a set group and time period and copy the screenshots into a document that allows space for a written summary of the presented results. The results can be exported to a PDF document ready for distribution, or exported as a CSV file which can be opened in Google Sheets or Microsoft Excel to create customized charts and graphs. Using the CSV file, issuers can also create their own Google Data Studio reports by uploading and extracting data to use in data visualizations including scorecards, tables, gauges, charts, graphs, and more.

REPORTING ON RECIPIENT ACTIVITY

Recipient engagement data is useful for tracking the engagement and reach of credential recipients and how programs are performing over time. Issuers may also want to compare how their credentials are performing against the average view and share rates of others within their industry. Refer to the chart below for insights into how the average view and share rates vary across different industries.

	Credential Visit Rate	Share Rate	Referral Rate
Awarding Body	60%	21%	6%
Bootcamp	68%	33%	9%
CPD	66%	6%	3%
Events	47%	8%	0%
Government	65%	13%	5%
Higher Education	63%	18%	6%
Internal Corporate Training	55%	5%	2%
Language Training	61%	6%	5%
Online Courses	61%	18%	7%
Platforms	62%	32%	7%
Product Training	58%	27%	10%
Professional Associations	61%	18%	9%
Professional Certifications	61%	19%	7%
Professional Development	57%	24%	5%

CREDENTIAL ENGAGEMENT

The Credential Engagement page is a feature of the **Growth plan package** and provides a funnel visualization of credentials issued, credentials opened, and credentials shared. For credentials opened and credentials shared, issuers can see at-a-glance how their metrics compare to the Accredible average rates. This page also provides table view breakdowns of shares and other engagement events. The data can be filtered to select groups and time periods, or exported to a PDF or CSV file.
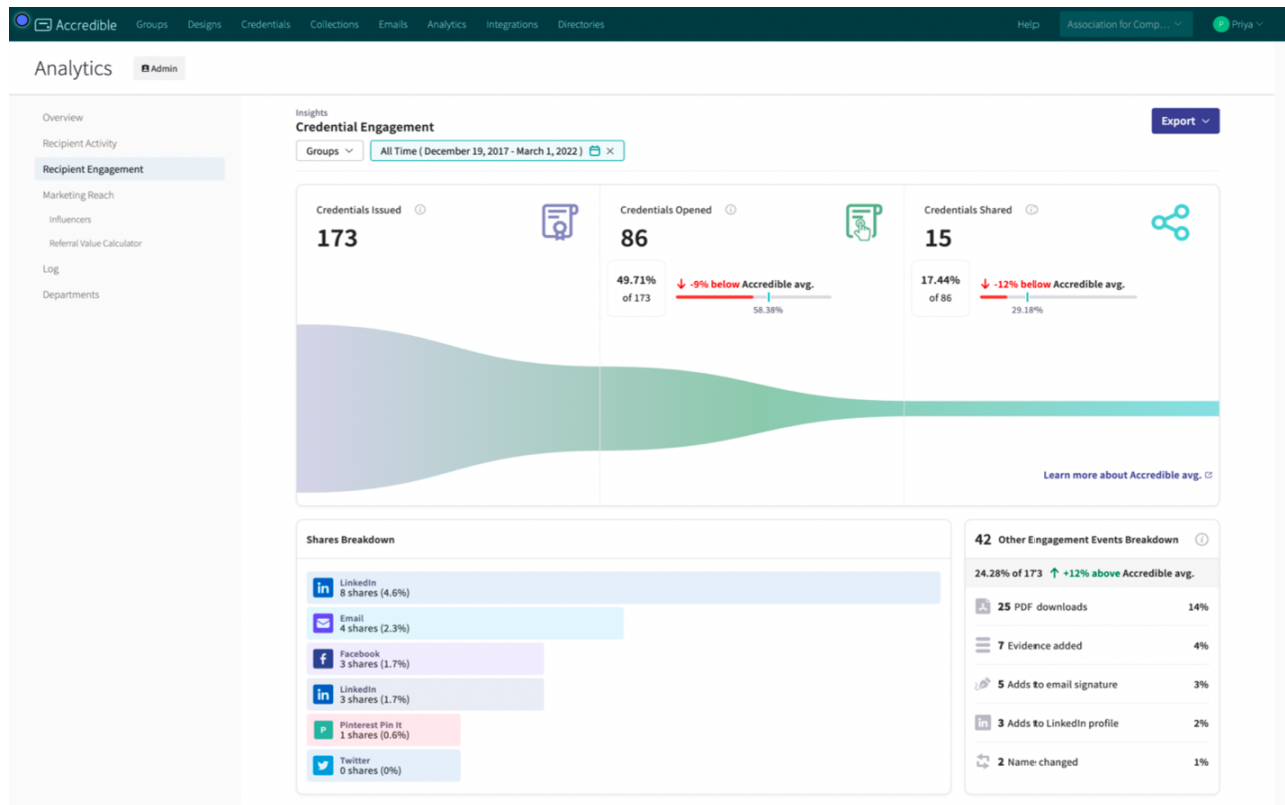
Credential Engagement Overview

CREDENTIAL ENGAGEMENT

These are defined as follows:

- **Credentials Issued** - The total number of credentials that have been issued from the selected department. Default view for credentials issued is all groups, across all time however this can be filtered down to a specific group and time period.
- **Credentials Opened (by Owner) -** The total number of unique credentials opened by the credential owner in the selected department. Each credential will only be counted once and the data is captured by looking at the number of visits to the specific credential.net URL that have the same userID as belonging to the credential owner.
- **Unique Credentials Shared by Anyone** - The total number of unique credentials shared by anyone in the selected department. Each credential will only be counted once.
- **Other Engagement Events** - The number of engagement events or share events by the credential owner. Including:
  - Additions to LinkedIn Profiles (user clicks on the "Share" link on their credential page)
  - PDF Downloaded (user clicks on the "PDF" link on their credential page)
  - Added to Email Signature (user clicks on the "Embed" link on their credential page)
  - Name Changed (user requests a name change through their credential page)
  - Evidence Added (user clicks on "Add an Evidence Item" link on their credential page)
- **Shares** - The total number of shares by anyone, regardless of whether a user is logged in or not. Examples include:
  - LinkedIn Profile Update
  - LinkedIn Feed
  - Facebook
  - Twitter
  - Emailed Link

A full breakdown of metric definitions and FAQs for this page can be **found in our knowledge base.**

REPORTING ON CREDENTIAL ENGAGEMENT

The metrics presented on the Credential Engagement page are useful for issuers that have a preferred action as part of their organic reach strategy. For example, a strategy that focuses on encouraging recipients to add their credential to their LinkedIn profile to increase visibility to credentials, programs, and the issuer's brand. The data provided on this page helps issuers to identify ways to encourage recipients to take this action through adding a specific call to action (CTA) in the credential delivery email, creating additional supporting materials that provide step-by-step guidance, or re-engaging recipients that have yet to open or share their credential.

The comparison metrics provided for assessing whether credentials are receiving a higher or lower rate of engagement compared to the industry average also supports issuers to make changes in their strategy. For example, if the credentials opened is lower than the Accredible average, issuers can try different email subject lines to encourage their recipients to view their credential once it has been received. Similarly, if the total number of credentials shared falls below the average, issuers can revisit the credential delivery email to include additional guidance or links to sharing instructions, or create further supporting materials to host on the issuer site for their recipients.

Like the Recipient Activity Page, the versatility of how data is displayed makes it quick and simple for credentialing managers to report on how credentials are being engaged over time. They can choose to present the data as it is displayed on the Credential Engagement page, filtered to the group and time period of their choice. They can screenshot the metrics and funnel visualization, the breakdown of shares, and other engagement events breakdown based on a set group and time period. Then copy the screenshots into a document that allows space for a written summary of the presented results. The results can be exported to a PDF document ready for distribution, or exported as a CSV file which can be opened in Google Sheets or Microsoft Excel to create customized charts and graphs. Using the CSV file, issuers can also create their own Google Data Studio reports by uploading and extracting data to use in data visualizations including scorecards, tables, gauges, charts, graphs, and more.

PATHWAYS

Pathways is a feature of **Connect and Growth plans** and enables issuers to build engaging learning pathways supported by auto-issuance milestone and completion credentials. Pathways are created from the 'Pathways' tab on the Accredible ACMS dashboard. Issuers can build pathways with a combination of optional and mandatory requirements, set optional pathway completion criteria ("finish 2 out the 5 options"), include different option pool requirements, for example "finish any of A, B, or C and any of D, E, or F", and set optional completion credentials for learners to progress towards.

Pathways list view on Issuer Dashboard

Pathways enables issuers to deliver increased value to their learners. They boost engagement (and issuers save time) by auto-issuance of credentials when learners reach significant milestones in the pathway, incentivizing the learner to continue to progress through the Pathway. They provide visual learning maps that give learners an easy-to-follow guide so they better understand what their options are and where they should or could progress next. Provide learners a clear path through their options that will earn them the high-level credential, or show them what they can build towards with more learning. Issuers keep track of the success of their created learning pathways by monitoring learner proficiency, enrollments, and course completions in real-time to support data-driven decisions.

REPORTING ON PATHWAYS

Issuers can measure the success of a pathway by looking at the Pathways Insights. The Pathway Insights provides an overview of how many candidates are enrolled on the pathway, how many are progressing through the pathway, and how many have successfully completed the pathway. Issuers can track overall pathway completion (Connect Plan) or individual node completion (Growth Plan).
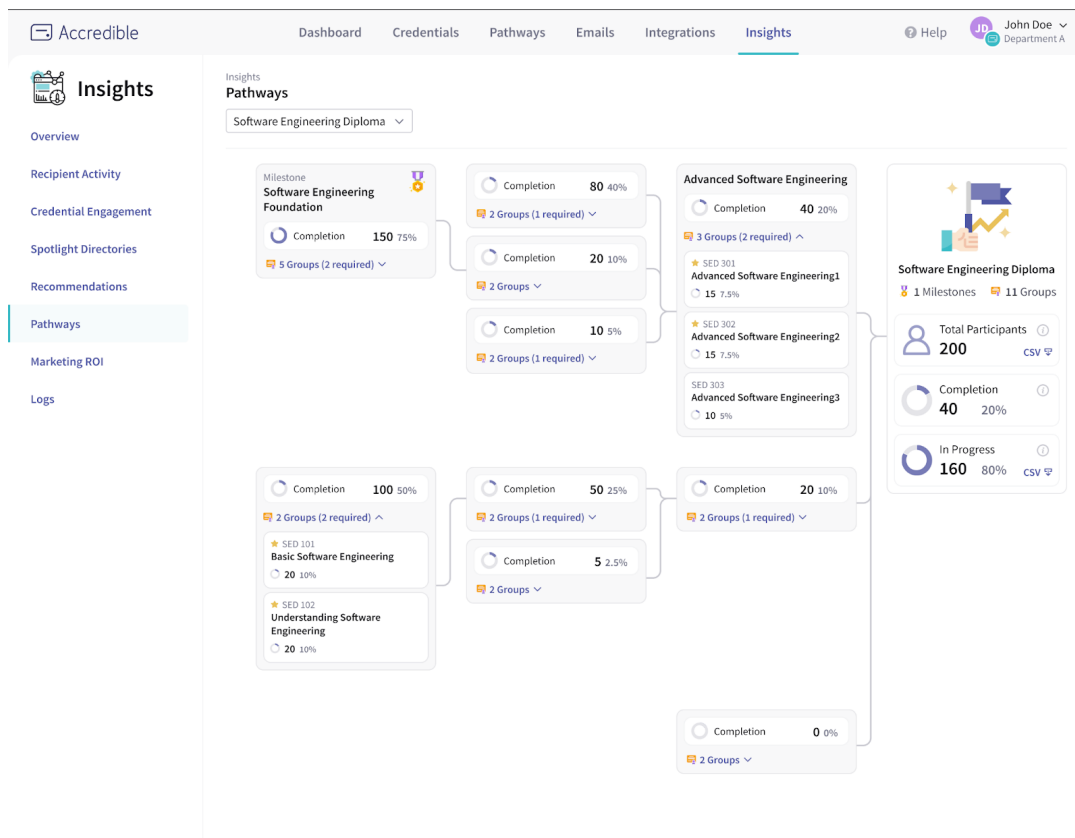
Pathways Insights example

The Pathways Insights provides helpful data into how engaging the program is and where learners may be struggling. If the move between difficulty levels is too steep or early courses aren't engaging, this can lead to learner drop-off. Issuers can use the data provided in Pathways Insights to identify if intermediary courses are required to simplify the complexity between levels, or if early courses aren't engaging enough to encourage progression.

Visibility of the next step in a course or the next recommended course in a topic is a great way to motivate learner progression. Using digital credentials, course providers can include a link to the next recommended course in the credential delivery email as part of an email marketing strategy or on the dedicated credential page itself. Increased visibility for the next step learners should take also helps to boost revenue, especially when courses are charged on a per-certificate or per-course basis.

REPORTING ON PATHWAYS

Issuers reporting on Pathways use Insights to make decisions on improving visibility for recommended next steps to encourage their learners to pursue continuous learning. Based on the data, they may also use the reports to make changes to the structure or complexity of a module or course to reduce learner drop-off rates. Or survey learners to understand why they aren't progressing or have stopped at a certain point in a pathway.

IN SUMMARY

Issuers should be able to easily understand and communicate back to the rest of their organization how their credentials are being used, interacted with, and where improvements can be made. Our visual dashboards make it easy to see at-a-glance how all credentials are performing to date, or filter down to select groups and time periods. The ability to export data from dashboards into PDF and CSV files ensures issuers can create their own custom reports using tools such as Docs, Excel, Sheets, or Google Data Studio, depending on their reporting needs.

Get started with digital credentials today with a **trial user account** that enables you to issue credentials for up to 20 unique recipients. To see the Accredible solution in action, **book a platform demo** or for a tailored pricing quotation, **request a quote**. We can help you get started with integrated digital credentials, designing fantastic-looking digital certificates and digital badges, and additional features such as Branded and **White-Labeled credentials.**

FURTHER RESOURCES

What Are Digital Credentials?

DIGITAL CREDENTIALS
BUYER'S GUIDE

Accredible

Read the Guide

Digital Credentials Buyers Guide
Uncover the fundamentals of digital credentials

DIGITAL CREDENTIAL
USE CASE GUIDE

Accredible

Read the Guide

Digital Credential Use Case Guide
The results of our 2021 Q1 survey across a cross-section of clients.

Guides to Support Professional Certification

PROFESSIONAL CERTIFICATION
USING DIGITAL CREDENTIALS

Accredible

Read the Guide

Professional Certification Using Digital Credentials
Insight into using digital credentials for certification.

HOW TO INCREASE COURSE
COMPLETION RATES WITH
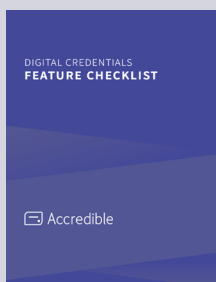**DIGITAL CREDENTIALS**

Accredible

Read the Guide

How to Increase Course Completion
This guide helps organizations identify pain points for enrollment.

Preparing for Digital Credentials

DIGITAL CREDENTIALS
FEATURE CHECKLIST

Accredible

Digital Credentials Internal Sign Off and Planning Guide
Create tailored sign off checklists, or use the print-friendly checklists provided.

PREPARING TO LAUNCH WITH
DIGITAL CREDENTIALS

Accredible

Digital Credentials Feature Checklist
Compare features between credentialing solutions.

DIGITAL CREDENTIALS
**INTERNAL SIGN OFF
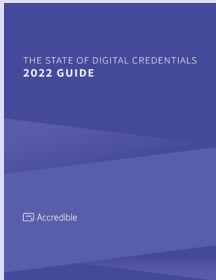AND PLANNING GUIDE**

Accredible

Preparing to Launch with Digital Credentials Guide
Plan strategies that improve visibility for the issuer and the program at launch.

Read the Guide

Read the Guide

Read the Guide

FURTHER RESOURCES

Thought-Leadership Guides

The Impact of Credential Fraud
Covering the common lies told on resumes, to the harm caused to brand credibility.

The State of Digital Credentials 2022
Explore further into the landscape of digital credentials.

Read the Guide

Read the Guide

Bridging the Gap Between Education and Employment
Empower candidates to pursue career-advancing credentials..

Read the Guide

Designing Digital Credentials

Read the Guide

The Definitive Guide to Digital Badge Design
The guide covers the steps of creating digital badge designs.

Read the Guide

The Definitive Guide to Digital Certificate Design
The guide covers the steps of creating digital certificates.

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