

Product experts sell more

Testing and Certification

Certification and accreditation will have your partners taking care of your customers the way you would

47% of customers leave businesses that have staff which are not helpful.* So how do you make sure your partners are helpful enough to customers? The answer is training, because when your staff knows your product, they can be more helpful to customers.

For most organizations training is a challenge. New products launch regularly. Existing products are updated. And customers have high expectations. They want to deal with knowledgeable, helpful professionals. In today's business climate this kind of expertise will help you stand apart from the competition. But the problem isn't in getting the information to your partners—the issue is getting partners to read, study and learn what you give them.

We know how to make that happen. We design and execute testing, certification and accreditation programs that will appeal to your partners and motivate them to learn, so they can serve customers better.

Setting a new standard – a case study

A high level of technical expertise is required to diagnose and repair diesel engines. One client's certification program had been around for 50 years, but fell short of driving performance of its engine technicians and gauging or increasing their knowledge. Also, the client was preparing to launch new engine technologies and needed a program that would prepare the technicians for those changes.

Building on the existing program, a new certification program was launched that more accurately gauged the technicians' knowledge. Included in the program were recognition and reward opportunities for both individual and location performance.

The result of the program was increased participation as all participants embraced the new system. And the best benefit of all—customers enjoy faster, more accurate diagnosis and service!

It's all about what they know

Real loyalty requires more than good products

There's no substitute for knowledge at the point-of-sale or service. Your product is only as good as the person selling or servicing it. But, whether it's increased sales or increased customer satisfaction, performance requires alignment of motivation, knowledge and skills coupled with opportunity.



It's not just a test, it's a system

We take a systematic approach to certification. It starts with an analysis of the required knowledge. Then, we look at the information and training that's available. From there we develop a test design plan, a certification process, and a rewards and recognition process to drive the desired behaviors.

Test and certification design

Good, meaningful testing is more than writing questions. It entails a detailed analysis of the job competencies, and asking questions that predict improved performance. We work with clients and their training partners to develop questions and certification hurdles that will produce the results they are aiming for.

Reinforce learning and engage your participants

Our program includes a number of features that drive learning and assure competency. Tests are taken online and draw from a pool of questions, so each participant's test is unique. This discourages cheating and encourages studying. Prerequisite courses are required. Participants receive feedback on each question, often with links to the information when incorrect answers are given. Tests are scored as they are completed, and results are delivered instantly.

Rewards and recognition drive results

The thought of learning and taking tests often isn't appealing, but by adding the elements of rewards and recognition, everyone will want to be certified. Recognition can come in any form (e.g., clothing, jewelry, certificates, etc.) And once a few people in a location start displaying what they have earned, the program will catch on and spread.

Accreditation – your brand promise on location

Accreditation programs bring a location's capability up to your standards. Measurements such as signage, displays, staffing, certified personnel, hours and customer satisfaction measurements all determine accreditation status for a location. And accreditation status brings with it branding, recognition and other benefits. Just as with certification programs, we work with clients to develop the standards, measures and rewards that will partner with the brand.

Make the most of your marketing

Realize the full potential of your advertising and marketing promotions with the help of testing and certification tools from Pitney Bowes Marketing Solutions Group. To find out how we can help make the most of your marketing, contact us for details.

For more information call
1 800 488-2124 or visit us online:
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