



The Ultimate Buyer's Guide to Digital Credentialing Platforms

Guide

GUIDE

Introduction

In today's rapidly evolving digital landscape, staying ahead often means developing and showcasing skills and achievements in a way that's credible, portable, and easily verifiable. This is where digital credentialing platforms step in. Opposed to traditional certificates, these platforms offer a centralized hub for issuing, managing, and showcasing achievements of all kinds, providing individuals and organizations with a powerful toolset to validate and promote skills and accomplishments.

With numerous options available, how do you choose a platform that ensures alignment with your organization's goals and the necessary features for success?

In this comprehensive buyer's guide, we'll delve into the key aspects to consider when evaluating digital credentialing platforms.

As you navigate this guide, consider features that allow you to easily manage and scale your program. Imagine the possibilities of seamlessly expanding your credentialing program to reach more learners and enhance their professional development. When it comes to security and verification, consider robust security measures and verification processes for peace of mind against fraud and to safeguard the integrity of your credentials.

Let's see how Credly can elevate your organization's credentialing initiatives.

Key Features to Look for in a Digital Credentialing Platform

Badges Issuance & Management

You want to issue badges efficiently and get them into learners' hands as soon as possible. Look for

features that streamline the process of issuing badges, including bulk issuance capabilities, expiry date settings, and diverse administrative access levels to manage badges efficiently and securely.



Credly Badges Issuance & Management

You can either issue badges to earners one at a time, in bulk through spreadsheets to 5,000 earners at a time, or through your system's API integration on Credly.

As your credentialing program grows, you may need to enlist others to assist with administrative tasks. You can add team members to the Credly platform and assign them different roles so they can either view, modify or manage the badges.

	Read-only	Badge issuer	Admin
View			
View badge analytics	☒	☒	☒
View organization settings	☒	☒	☒
View earner names and emails	☒	☒	☒
Modify			
Issue badges	☐	☒	☒
Revoke and replace issued badges	☐	☒	☒
Delete issued badges	☐	☒	☒
Manage			
Manage organization settings	☐	☐	☒
Manage organization users	☐	☐	☒
Create and edit issuer collections	☐	☐	☒
Draft and edit badge templates	☐	☐	☒
Publish badge templates	☐	☐	☒
	☒	Select	Select

USER MANAGEMENT

Verification and Security

Trust and authenticity are paramount in the digital credentialing ecosystem. A reputable platform should employ secure verification processes to safeguard against fraud and tampering. Technologies like blockchain offer an added layer of security, ensuring the immutability and integrity of digital credentials throughout their lifecycle.

Credly Verification and Security

Credly prioritizes the authenticity of digital credentials through a multi-layered approach. Credential earners are required to create an account for badge acceptance, facilitating real-time verification on the Credly Platform.

Badges can be verified easily on Credly using the 'Verify' button. This ensures that all badges are authentic and allows badge

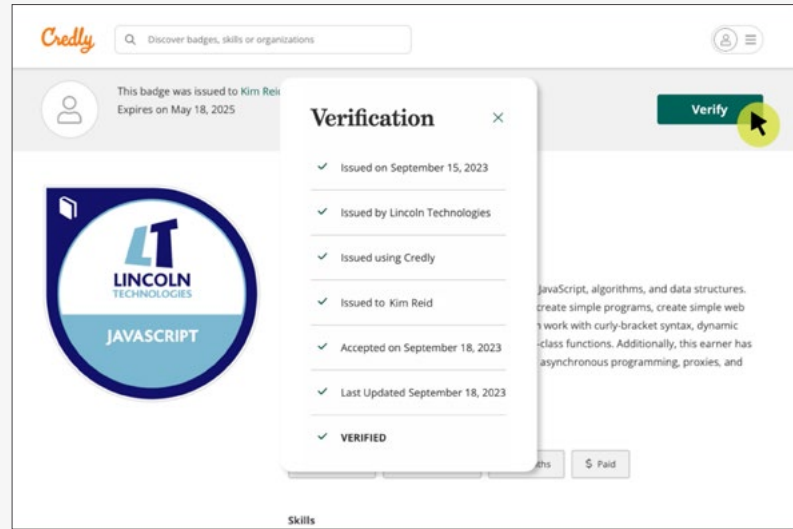
earners to prove their genuine credentials when needed.

Organizations also have the option to leverage blockchain technology for enhanced validation. Once enabled, digital credentials are securely recorded on the blockchain upon acceptance, allowing third-party verification.

We also comply with data security, privacy, and accessibility best practices.

We hold ISO 27001 and 27701 certifications and maintain a Voluntary Product Accessibility Template.

Explore how our secure digital badges help combat fraud in our FAQs.



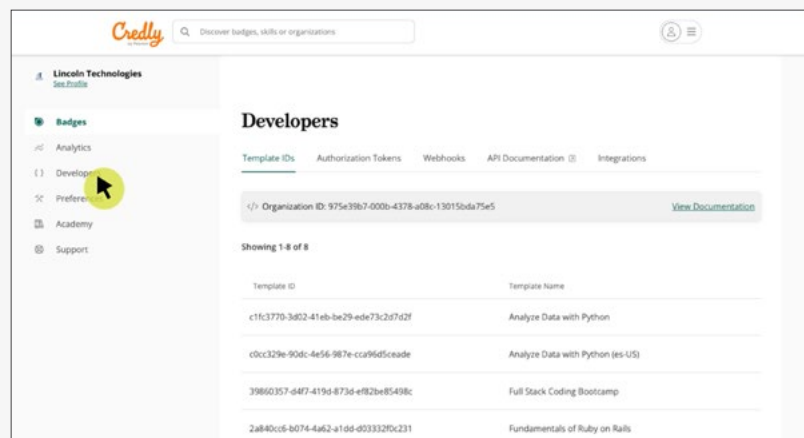
BLOCKCHAIN VALIDATION

Integration Capabilities

Seamless integration with existing systems and platforms is essential for maximizing the utility of a digital credentialing solution. Look for platforms that seamlessly integrate learning management systems (LMS), HR software, and other relevant systems. API access further enhances interoperability, facilitating smooth data exchange and automation.

Credly Integration Capabilities

We provide ready-made integrations with the leading learning, assessment and LXP platforms used across these organizations and in all industries. Browse our supported integrations and find all the information you need to complete a successful connection: info.credly.com/integration-listing



ISSUE BADGES THROUGH API INTEGRATION

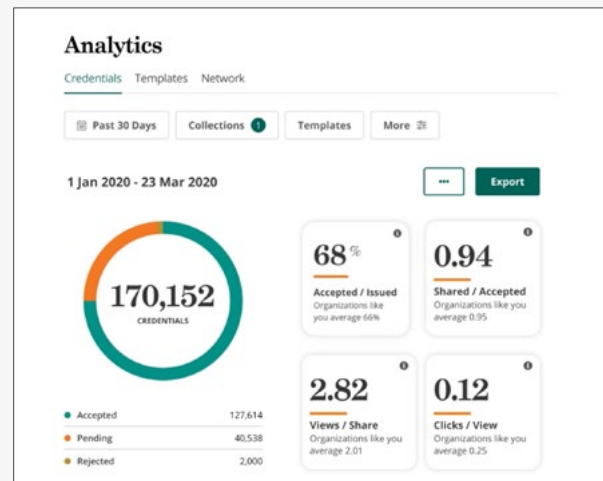
Analytics and Reporting

Data-driven insights are instrumental in optimizing credentialing initiatives and demonstrating their impact. Robust analytics dashboards empower organizations to track credentialing data, monitor learner progress, and derive actionable insights. Comprehensive reporting tools further enable stakeholders to assess engagement levels, identify trends, and measure the effectiveness of credentialing programs.

Credly Analytics and Reporting

Using Credly Analytics Dashboard, you can track your badge's share rate, acceptance rate, views per share, and clicks per share. You can also monitor trends and see how a particular badge performs next to all the other Credly badges, helping refine your offerings.

[Discover more](#)



ANALYTICS DASHBOARD

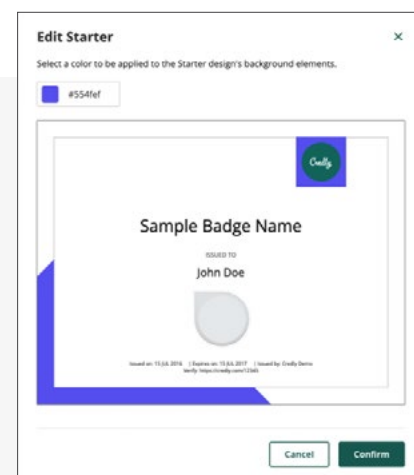
Credential Design and Customization

Crafting a distinct brand identity is paramount in today's digital landscape. 55% of brand first impressions are visual. You need a robust digital credentialing platform that offers customization options so you can create unique credentials that reflect your brand.

From incorporating logos and brand colors to shaping badge designs, flexibility is key to ensuring that credentials align seamlessly with organizational branding and requirements.

Credly Credential Design and Customization

With Credly, customizing your badge template is effortless. Simply upload your badge design, add personalized metadata, and link to your courses—all through a user-friendly form. In addition to digital credentials, Credly also offers the option to provide customized and printed certificates to earners, ensuring a seamless blend of digital and tangible recognition.



PRINTABLE CERTIFICATE

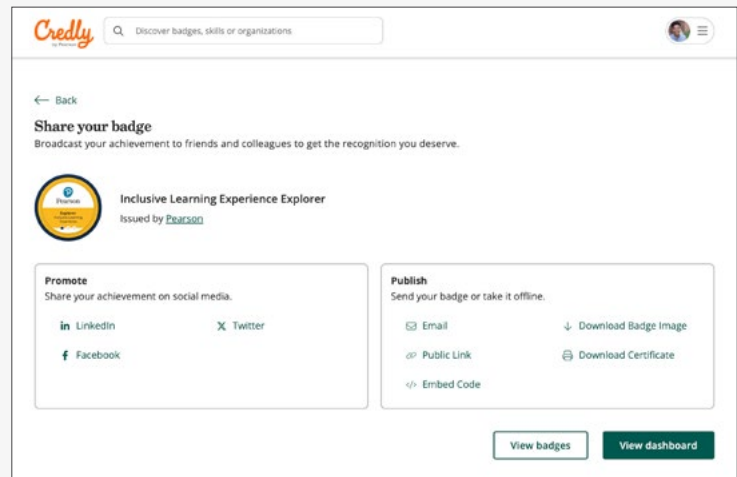
Badge Sharing and Recognition

Digital credentials serve as powerful tools for personal branding and professional recognition. Look for platforms that facilitate badge sharing on social media and professional networking sites, amplifying visibility and credibility.

Credly Badge Sharing and Recognition

Badge earners can share their achievements directly on LinkedIn, Twitter, and Facebook from their Credly profile. They can also download their badge to their mobile wallet, embed it on a website, or add it to their email signature. Whenever someone shares a badge, it serves as organic marketing for you.

Features like a “celebration button” also further encourage badge recipients to showcase their achievements, fostering a culture of recognition and achievement.



BADGE SHARING OPTIONS



CELEBRATE LEARNER'S ACHIEVEMENT

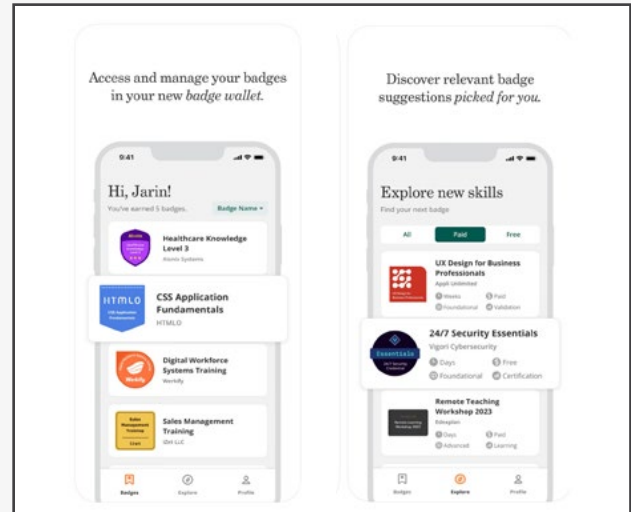
Mobile Compatibility

Digital badges are not just static credentials—they're active representations of skills and achievements that individuals can carry wherever they go. It's crucial that people can bring their badges with them to interviews, meetings, or on-the-job situations where they're needed most. Look for platforms that prioritize mobile compatibility with dedicated apps for convenient access to digital credentials anytime, anywhere.

Credly Mobile Compatibility

Badge earners can download the Credly app from the Google Play and Apple app stores.

With the app, earners can access and manage their digital badge wallet online and offline, on the job site or while networking. They can also easily share their badges across social and professional platforms, helping increase your brand exposure.



CREDLY MOBILE APP

Beyond Features

While platform features are crucial, it's equally important to consider the added values that contribute to your program's success. These include onboarding services, customer support, brand reputation, and earner experience.

When effectively managed and utilized, digital badges can drive a positive return on investment (ROI) and provide a competitive edge. Research from [Pearson Vue](#) reveals that 92% of badge earners report increased confidence in their abilities, with 81% expressing greater confidence in exploring new job opportunities.

[Grant Thornton](#) successfully transitioned to a skill-based organization, enhancing productivity among badge earners, while [CompTIA's digital badges](#) have boosted brand awareness and motivated learners through public recognition. [Check out more real-life success stories.](#)

As the no. 1 digital credentialing platform on [G2](#), trusted by over 3,500 global organizations, Credly offers a comprehensive suite of features tailored

to empower organizations in their credentialing journey. From intuitive badge design tools to robust analytics capabilities, the Credly platform is meticulously engineered to deliver unparalleled flexibility and performance.

As a Pearson customer, your credentials gain exposure to millions of users through our esteemed network. Unlike other platforms that rely on white labeling, we provide a platform that enhances your program's visibility and reach. Credential earner feedback is also highly positive, with many enjoying the ease and convenience of hosting all their achievements in one place.

From the moment you begin your credentialing journey with Credly, your experience is our priority. [Our dedicated team of credentialing professionals](#) is poised to assist you with customized onboarding packages, ensuring a seamless transition. Additionally, every customer benefits from ongoing support and access to exclusive online learning resources.



Talk to our sales team today to explore how Credly can elevate your credentialing program.

About Pearson Workforce Skills

Pearson is the world's leading learning company. We have a simple mission: to help people make more of their lives through learning. We know the world of work is changing fast. We help workers gain the skills they need to boost their employability and unlock new job and career opportunities. We also help employers understand, maintain, and enhance the value of their most important asset – their people. We're helping companies by offering talent solutions to address global skills gaps and evolving business demands. Empower your workforce and unlock your organization's true potential with Pearson.

[Contact us to get started.](#)