



It's Easier Than You Think to Get Your Credentialing Program off the Ground



Today's panel



Stephanie Overman
Senior Customer
Success Manager



Abby Loughran
Senior Customer
Success Manager



Tom Harney
Sales Director

TELL US IN CHAT!

How mature is your product certification program?

The Power of Digital Credentials for Product Certification Providers



60M+

Credentials issued
on the Credly Network



4.3M+

Badge shares
from Credly to social
networks in 2022



30M+

Individuals
who have earned a
credential on Credly



21M+

Views
to product/technology
badges on Credly
in 2022



380K

Clicks per month
on Credly product/technology
badges in 2022



95%

Percentage
of top IT certifications
issued on Credly

The trusted platform for the world's most recognizable hosting providers, development platforms, SaaS products, and technology companies





FAQ's from Product Certification Providers





Q:

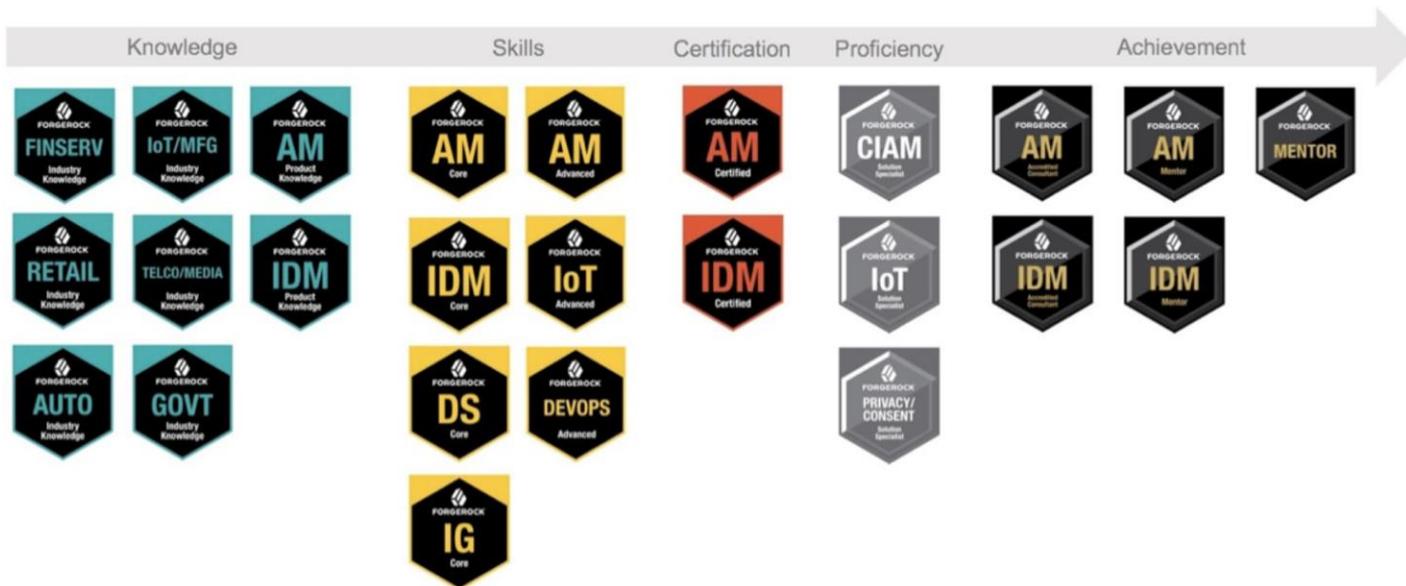
How do we get internal stakeholders on board before launching digital credentials for certification programs?

A photograph of two women sitting at a desk, looking at a laptop. The woman on the left has blonde hair and is wearing a dark top. The woman on the right has dark hair, wears glasses, and is smiling. The background is a blurred office setting. The entire image is overlaid with a semi-transparent orange filter.

Q:

How can we prepare in advance
for a digital credentialing
program?

ForgeRock Digital Badges





Q:

What is the process of getting started with Credly?



Credly Onboarding Welcome

Your welcome to Credly's onboarding experience.

7 min



Setting the Stage for Success

What you need to think about before getting into the platform

30 minutes



All About the Platform

How to navigate and find your way around Credly

15 min



Badge Template Development - Part 1

How to create awesome templates that get results!

30 min



Badge Template Development - Part 2

How to enhance those awesome templates with settings

30 min



Earners Experience

What happens when someone earns a badge?

20 min



Marketing and Communications

How marketing and communications figure into launching

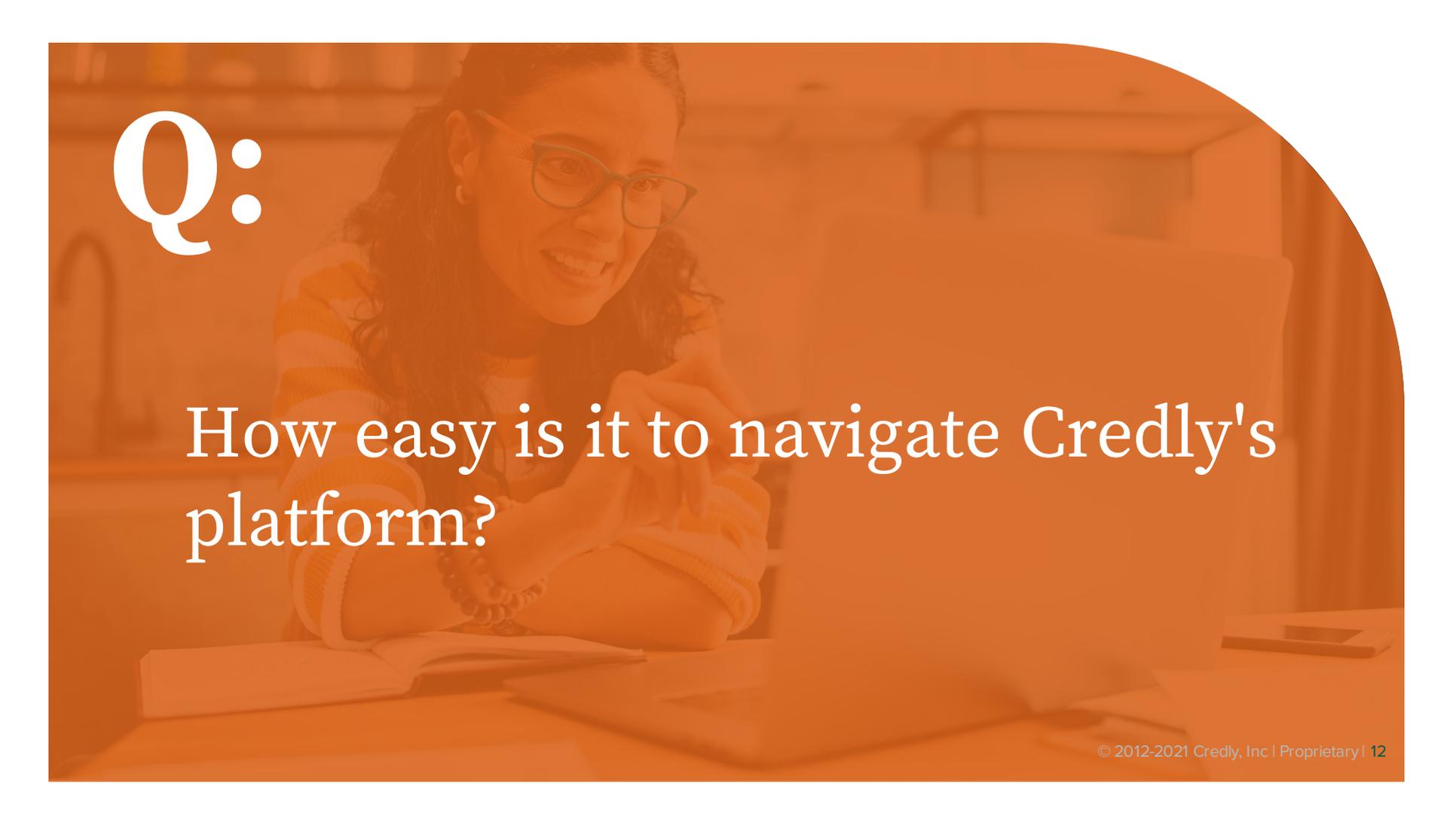
20 min



Issuing Badges

How to get badges to your earners

25 Minutes

A woman with long dark hair, wearing glasses and a striped sweater, is sitting at a desk. She is looking towards the camera with a slight smile. In front of her is a laptop and some papers. The background is a blurred office or home workspace. The entire image has an orange tint.

Q:

How easy is it to navigate Credly's platform?



Q:

Do we need to have multiple product certification programs to start issuing digital credentials?



Q:

What are best practices for expanding down the multi-certification path?



Juniper Networks 5-3-1 Certified

Issued by [Juniper Networks](#)

The Juniper Networks 5-3-1 certification badge is given to certified individuals that have developed a broad understanding of Juniper technologies by earning five (5) Associate-level certifications; a more comprehensive understanding of select technologies by earning three (3) Specialist-level certifications, and a deep understanding of a particular technology by earning a Professional-level certification in a chosen track.

Skills

Juniper Networks Technologies

Earning Criteria

🕒 [JNCIA x 5](#)

🕒 [JNCIS x 3](#)

📄 Earn one Professional-level certification.





Q:

How do we encourage earners to share and promote our digital credential program?

Welcome to the Communications Guide!

Credly is proud to have helped hundreds of organizations create and manage successful digital badge systems. We've learned that much of the success hinges on communications strategies before, during and after a program launch. This guidebook will provide examples and inspiration you might consider as you start up your badge program. **You can literally copy and paste from this guide - it's that easy.**

COMING SOON

Digital. ✓
Secure. ✓
Verified. ✓

Look for your digital credential coming via Credly soon!

Add your logo here and delete this box.
6.25 x 2.5 in max

POWERED BY Credly

Stephanie Overman likes this



Abby Loughran · 1st
Senior Customer Success Manager at Credly
1w · Edited · 🌐

Very proud of this one! Also, a HUGE congratulations to [Pearson](#) on the rollout of their internal digital credentialing program! [#digitalcredentials](#) [#credly](#)

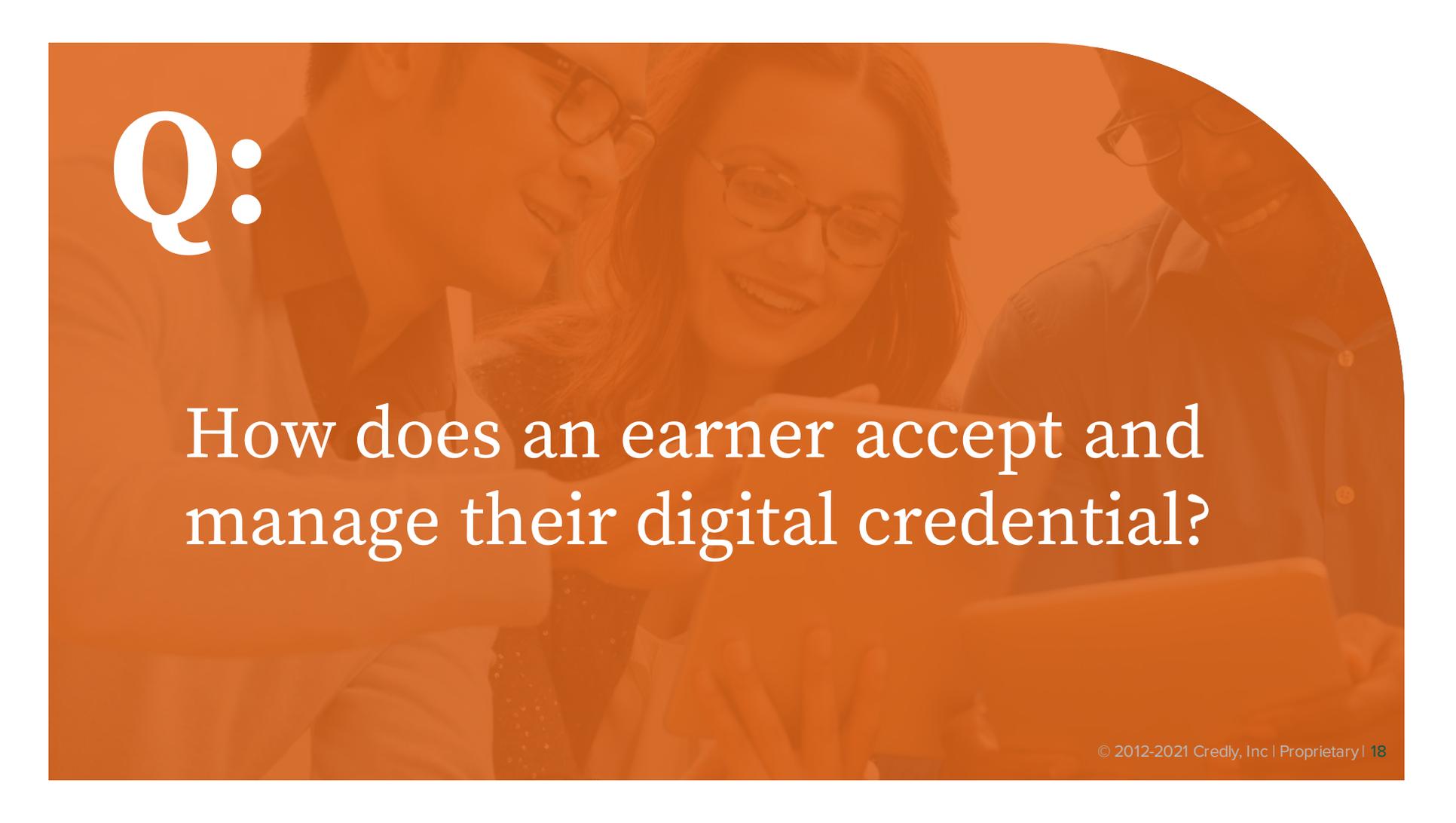


Inclusive Learning Experience Explorer was issued by Pearson to Abby Loughran.

credly.com · 1 min read

🌐👍👍 You and 14 others





Q:

How does an earner accept and manage their digital credential?



This badge was issued to [Abby Loughran](#) on October 17, 2022
 Accepting a badge adds it to your profile. You can edit your privacy settings after accepting.

Accept Badge



Credly Ambassador

Issued by [Credly](#)

Individuals who have earned the Credly Ambassador badge have participated in an interactive workshop covering topics such as badge metadata, analytics, and labor market insights. Earners understand Credly platform features and the value of issuing digital badges at their organization and how they can drive results for both the issuer and the earner.

📁 Experience 📄 Foundational

Skills

Analytics Badge Creation Badge M...
 Digital Badges Digital Credentials L...

Earning Criteria

📖 Participate in interactive platform tra...

Share your badge

Broadcast your achievement to friends and colleagues to get the recognition you deserve.



Credly Ambassador

Issued by [Credly](#)

Promote

Share your achievement on social media.

- LinkedIn
- Twitter
- Facebook
- ZipRecruiter

Publish

Send your badge or take it offline.

- Email
- Download Badge Image
- Public Link
- Download Certificate
- Embed Code
- Blockchain



Q:

How do you manage expirations and renewals for product certifications?



Template Default Expiration



Set a default expiration for badges issued from this template.

- None (default)
- 1 Year
- 2 Years
- 3 Years
- 4 Years
- 5 Years



Expiration Notifications



Send message to your earners who have badges expiring in 60 days.

- Yes
- No

A man with curly hair and glasses is sitting at a desk in a modern office or study environment. He is smiling and looking towards the camera. He is holding a pen in his right hand and has his left hand near his chin. In front of him is a laptop displaying a website with a grid of images. There are books and papers on the desk. The background is slightly blurred, showing another person and some office equipment. The entire scene is overlaid with a semi-transparent orange filter.

Q:

How do we measure the ROI of our digital credentialing program?

Analytics

Credentials [Templates](#)

- All Time
- Collections
- Templates
- More

All Time

Export



Accepted	1,021
Pending	71
Rejected	9

93%

Acceptance Rate
Credly average is 67%

48%

Share Rate
Credly average is 47%

12.68

Views per Share
Credly average is 3.28

0.06

Clicks per View
Credly average is 0.31

“The huge thing about digital credentialing is that it’s so portable. It makes it so easy for the job candidate as well as the hiring managers.”

Brandye Barrington
Senior Program Manager, Oracle Certification
Oracle



SOLUTIONS (or more challenges)?

TECHNOLOGY

Providing easy solutions for scale

SOCIAL MEDIA

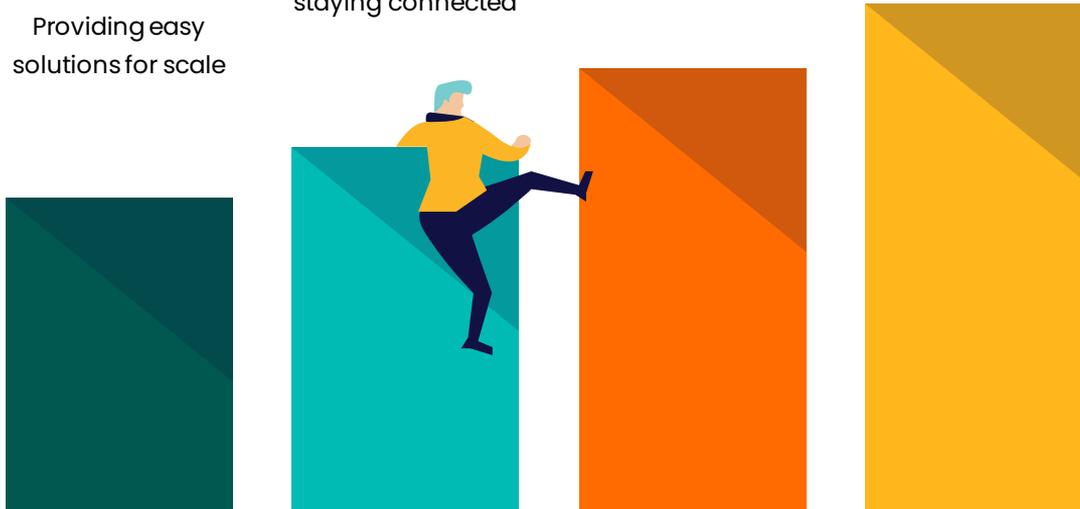
Connecting and staying connected

MORE SERVICES

New services and outreach

VALUE

Constant communication about the value



Where would you start



Compliance



Learning



Engagement



Growth and
Devo



Awards

Questions from the
audience?



Thank you!

