



Helping employers assess role-relevant knowledge and skills through certification

Employers in India today find themselves faced with the apparent paradox of rising unemployment figures coupled with difficulty in recruiting talent with role-specific expertise. Almost half of Indian employers surveyed for a recent ManpowerGroup survey reported having difficulty filling vacant jobs, putting the nation seventh out of 42 countries in terms of the severity of the problem faced. But a recent Labor Ministry survey found that one in three Indian graduates is unemployed despite rising education standards. Part of the solution to this crisis can be provided by Pearson VUE's ability to develop, manage, deliver and grow your testing program.

Educators are devising new programs to up-skill the unemployed and professionals alike, but the solution may begin rather than end with training. One answer to this cross-sector skills crisis is role-specific certification.

Professional certifications are one of the best and most effective mechanisms for assessing the knowledge, skills and experience required to perform a specific role. A large number of industries already utilize professional certifications covering hundreds of disciplines, and Indian businesses are increasingly realizing the advantages they offer. Certification providers in India are increasingly consolidating delivery of their trusted certifications through Pearson VUE's global network of highly secure, industry gold-standard test centers.

For example, the finance and IT sectors have made investments in training and certification programs to ensure that employees meet required standards of competence. Professional certifications give stakeholders, including the public, confidence that the person holding the certification is knowledgeable, skilled and professional.

Certification is an “everyone wins” enterprise, playing a part in helping individuals, organizations, industry and the public meet their financial, employment, ethical and regulatory goals.

“Pearson VUE expands our capacity to impact the world’s most important professions globally.”

Rajiv Gupta, Group President of TCG Hamilton Group Inc.



How organizations benefit from Certification

Rapidly evolving technology has resulted in higher demand for skilled individuals by industry. The need for qualified and competent manpower is higher than ever before. Organizations consider employee credentials, such as certifications as important factors in the hiring process. Professional certifications bring in a multitude of benefits to organizations:

A) Improved productivity

There is growing evidence that certification improves the bottom line for businesses. A research study conducted by the International Data Corporation, *Benefits and Productivity Gains Realized Through IT Certification*, cites several examples of how certification benefits corporations in the IT sector:-

- Certified professionals handled 40 percent more support calls per person, per day, than the uncertified staff.
- Companies that advocated certification reported 49 percent less downtime than those that did not.
- The costs of certification were repaid in fewer than nine months by the savings from increased effectiveness in the majority of companies surveyed.

B) Setting industry benchmarks

Certification offers confidence that candidates exhibit a level of competence in the required skill set. Organizations investing in certification process have harvested the fruits of their investments as their qualified manpower are capable of setting higher qualitative benchmarks in the industry. Employees who have earned certifications, either as a part of the specialized training or work experience, have demonstrated a higher level of competence which has helped teams and organizations in establishing higher industry benchmarks, resulting in enhanced reputation for the companies employing them within the industry.

Recognizing the value of certification, QAI Global Institute, the global program administrator for the International Software Certification Board, entered into a partnership with Pearson VUE to meet the growing demand for both entry-level and management-level software certification.

QAI offers 11 certifications covering software quality, software testing, project management, process engineering and business analysis, and the partnership with Pearson VUE will facilitate the growth of test volumes across the globe. The partnership also offers complete candidate convenience to test when and where required.

Previously, QAI's pen & paper tests were delivered on fixed dates, whereas candidates can now schedule and sit their tests at their convenience at test centers across the globe, and also at 300 test centers in India.

“Competency, skill, commitment – Oncology Certified Nurses offer continuous exceptional care. Patients and families can see certified nurses’ names on a plaque that we display in the Cancer Centre.”

Nan Quade, RN, OCN, Manager Medical Oncology & Infusion, Park Nicollet Frauneshuh Cancer Centre, Minneapolis, Minnesota, USA

C) Improved staff effectiveness

Candidates undergoing certification programs have exhibited higher effectiveness. The Global Knowledge 2012 IT Skills and Salary Report states that more than half of IT managers surveyed reported their staff was “more effective” or “significantly more effective” on the job after attaining certification.

This preference for certification is based on improved effectiveness, as noted in the Global Knowledge 2012 IT Skills and Salary Report, which states that more than half of IT managers surveyed reported their staff was “more effective” or “significantly more effective” on the job after attaining certification.

A multi-year partnership between TCG Hamilton Group Inc. and computer-based assessment leader Pearson VUE means that professionals working in business process outsourcing (BPO), talent management, IT, hospitality and teaching across 100 countries can now conveniently, and in a highly secure manner, attain certifications from leading credentialing organizations on the TCG Hamilton worldwide network.

The partnership provides a further boost to the \$20 billion Indian BPO industry, which had been growing as a result of inherent low-cost infrastructure and the language capabilities of the workforce.

The partnership also spurs the outsourcing and ICT-based industries in developing countries by opening up a new workforce-qualification platform.

Managed by TCG Hamilton India Limited, part of the TCG Hamilton Group Inc., the partnership means that individuals registered with TCG Hamilton can take certification exams at any of Pearson VUE’s highly secure network of over 5,000 test centers across 178 countries.

Potential certification candidates outside major cities no longer have to travel long distances to take their certification examinations, and on-demand testing means complete scheduling convenience for examinees.

How employees benefit from Certification

Candidates value Certification programs highly because they help them to stay relevant and current in the evolving business environment and improve their chances of career advancement within the organisation as they can take up bigger and more complex tasks. Certified employees also increase their teams’ credibility and clients exhibit higher confidence while dealing with a team of certified members.

A) Relevance

In a rapidly changing and competitive environment where technology breakthroughs change the rules of the game faster than ever before, staying current and abreast of the latest technology is more important than ever for employees. They look to certification to help them stay relevant to their jobs and skill set.

B) Confidence and personal accomplishment

Although the exact relationship between certification and job performance is difficult to measure, surveys show that earning a credential increases certificants’ confidence in critical thinking and professional abilities. The American Board of Nursing Specialties’ *Value of Certification Survey* found a high level of agreement on how certification impacts certificants’ perceptions of themselves. In considering several value statements, for example, nurses responded that they “agree” or “strongly agree” that certification:

Enhances professional credibility	95.4%
Enhances feeling of personal accomplishment	98.0%
Enhances personal confidence in clinical abilities	88.2%

That same survey found that nurse managers responded positively to job effectiveness value statements in “agreeing” or “strongly agreeing” that certification:

Validates specialized knowledge	97.9%
Indicates attainment of a practice standard	94.4%
Provides evidence of accountability	87.4%





“Even if it’s not a requirement, I can’t imagine going through training and not taking the last step to get certified. The credibility that comes with certification is important to me.”

Liz O’Brien, Pharmacy Technician Certification Board candidate

A survey by Pearson VUE and Firebrand found that 75 percent of 1,300 respondents who had recently trained and received an IT certification did so to improve their reputation among peers, improve confidence and to work on more complex tasks.

C) Career advancement

Certification helps managers identify employees with the latest skills, knowledge and drive to move into leadership positions. This is especially true in industries such as IT and medicine, which face rapid and dramatic change.

Oracle University compared the average salary of individuals who hold Oracle certifications vs those who do not and found measurable differences. Globally, Oracle Certified Professionals earn 13.7 percent more than their non-certified colleagues.

According to the Global Knowledge and Tech Republic 2012 IT Skills and Salary Report, more than half of the respondents said employers support and recognize the value certifications provide.

The Global Association for Quality Management (GAQM), an independent body providing certifications in management science and information technology, recognized the benefits of certification and entered into a partnership with Pearson VUE in India in order to meet growing international demand for its certifications.

GAQM offers a comprehensive portfolio of internationally acclaimed and recognized certifications through Pearson VUE including Lean Six Sigma, Project Management and Certified Cloud Computing Certifications. It moved its existing tests to the Pearson VUE test global center network to enable a much wider delivery of exams.

“We’re seeing a high demand for many of our certifications in line with an increased commitment of employers and candidates to quality processes across the globe. Our partnership with Pearson VUE will help us meet that demand and retain our commitment to a high quality GAQM certification process.”

Prem Sadarangani, MD and CEO, GAQM

Improved client confidence

Certification programs are also valuable for a company’s reputation since employees who have earned certification have demonstrated a level of competence that can affect perception amongst customers. Certified employees working on a project can offer clients confidence that they are getting the best quality of service. Walgreens, America’s largest pharmacy chain with more than 8,000 stores, considers certification so important that it offers employees paid training and national pharmacy technician certification.

“Professionals holding the title Fellow of the European Board of Urology (FEBU) are highly valued as they have proven themselves to meet the relevant European standards. Not only do they acquire an added qualification – a great asset to their CV and portfolio – but the FEBU diploma is a mark of excellence: demonstrating competence in the safe practice of urology. Successful completion of written and oral examinations instills confidence in future employers in more than 30 countries that are members of the European Union of Medical Specialists.”

Dr. Mete Cek, President of the European Board of Urology



In a national survey conducted on behalf of The National Board of Certification and Recertification for Nurse Anesthetists (NBCRNA) and the Citizen Advocacy Centre, over 90 percent of US adults say they think it is important or very important that a health care professional who is going to treat them has passed an examination on their profession's specific knowledge. The strength of a professional certification is based on a fundamental trust that a person who receives a credential has proven he or she possesses the required experience, knowledge or skills of a particular profession. This credibility is paramount in order for the credential to maintain value for individual stakeholders, the profession and the public.

“Certified software experts are in high demand in many markets as the reliance on software in all sectors of industry has grown to unprecedented levels and in turn there is a greater need to drive standardization of competency. Through Pearson VUE, we will be more able to meet the demand for certified professionals, not only through their extensive test center network but also through their expertise in growing volumes.”

Navyug Mohnot, CEO, QAI Global Institute

Valued certifications

The Institute for Credentialing Excellence describes the five characteristics that make a certification valuable:

- Built on a demonstrated market need: There must be perceived value in distinguishing those who have proven competency and those who have not.
- Objectivity: Qualified and independent subject matter experts, third-party endorsement and autonomy in governing the certification program are essential in developing and maintaining a valid and legally defensible credential.
- Rigour: A certification that requires little effort or knowledge or one that everyone can earn is typically of a lower value than the one that demands great effort. A rigorous regimen of training and assessment is essential to a successful certification programme, which by its nature is often perceived as a competitive advantage.
- Emphasis on ethics: Ethical conduct covers a broad range of topics, from protecting the certification exam from cheaters to ensuring the ethical practice of the profession.
- Re-certification: Because all industries and organisations grow and change, professionals that serve them must do the same.

About Pearson VUE

Pearson VUE (www.pearsonvue.com) is the global leader in computer-based testing for information technology, academic, government and professional testing programmes around the world. Pearson VUE provides a full suite of services from test development to data management, and delivers exams through the world's most comprehensive and highly secure network of test centres in 178 countries. Pearson VUE is a business of Pearson (NYSE: PSO; LSE: PSON), the world's leading learning company.

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