

EBC*L scales exams to new heights using biz:Examiner

Empower through foundational economic knowledge at scale

EBC*L has established itself as the leader in the general business certification space in Europe, defining a new standard for foundational economic knowledge. Founded in 2004, the EBC*L has risen sharply in importance, resulting in 50,000+ successful certifications. More than 1000 organization, institutions, and educational entities are using the EBC*L's award winning content, tools, and learning collateral.

Paper based certification, alongside the overhead of the exam registration process, has long been identified as a reason that affected the growth for EBC*L. Nevertheless it was very cost intensive for all partners involved. Using biz:Examiner, a whole host of these reasons could be successfully addressed.

Phased & measured rollout for broad success

Defined a pilot phase to learn how biz:Examiner could help overcome the challenges around scale and automation. Recruited a new set of educational partners to execute the pilot phase with. Highly targeted implementation of the test setup, including custom question types and capabilities.

About EBC*L

- www.ebcl.eu
- European Business Competence*License (EBC*L) offers an international training- and certification system for key- and business competences in 25 countries.
- With 50.000+ candidates from 34 countries it plays a leading position in this field
- EBC*L has a network of 200+ education partners, such as chambers of commerce in Austria, Germany and Croatia, universities, schools and private training institutions like Alfatraining in Germany

Goals

- Deploy an evaluation workflow which includes 'text marking', enabling annotations directly in-browser
- Implement complex certificate dependencies
- Honor carryovers from previous exams

The pilot phase included in-house testing with partners, as well as a gradual externalization of the system to partners directly. EBC*L established the success of the pilot through a mix of qualitative and quantitative metrics, including the service quality of the biz:Examiner service team.



Everyone - and with that I mean everyone: customers, users, partners - are extremely satisfied with the biz:Examiner software. Of course this makes me very content and happy!

Victor Mihalic, CEO EBC*L

Scalability yields growth

Using biz:Examiner, EBC*L facilitated a record 7200 exams through the first 12 months after the successful deployment of the solution.

Post-deployment, EBC*L saw an improved ability to recruit more educational partners to further scale their business.

Significant efficiency gains were realized in servicing the examination workflow and correcting exams.

Through biz:Examiner software, EBC*L could reduce the registration cut-off time from 14 to 5 days, a significant improvement helping drive more exam registrations. Furthermore, the automation of exam certificates reduced the time required to prepare an exam from 1 hour down to 5 minutes.

Publishing results took multiple weeks, or even months. Through biz:Examiner, final exam results can now be published in rapid time.

Approach

- Setting up a phased approach involving customers early, ensuring knowledge sharing
- Starting a Beta phase with new partners for rapid feedback on the biz:Examiner solution
- Step by step rollout to all other education partners of EBC*L, applying learnings from previous phases

Results

- Realize high efficiency gains from a highly automated examination process
- Using biz:Examiner, EBC*L could reduce the registration cut-off time from 14 to 5 days
- Yield a record 7200 exam attendances through the first 12 months
- biz:Examiner provides EBC*L with a scalable foundation to grow their education partner base for additional scale and business success

***biz:*Examiner**

biz:Examiner is a leading online examination software, helping a diverse variety of businesses meet their examination and certification needs.

www.bizexaminer.com