The Power of the Network: How Digital Credentials Transform Product Certification Programs

#credentialnetwork
Today’s panel

Adam Rabidoux
Juniper Networks

Courtney Jacobsen
Tableau

Debbie Smith
Smartsheet

Susan Manning
Credly
WHAT COULD
POSSIBLY GO WRONG?
Product Certification

JNCIA-DevOps

Data Analyst
Outcomes
Success begets success
Adam Rabidoux

Juniper Networks
Juniper Networks Certification Program

- At Juniper, we deliver network experiences that transform how people connect, work, and live.

- The mission of our certification program is to validate the Juniper skill set among those who design, implement, and maintain such networks.
Program Overview

- Launched in 2001
- Multi-tiered (Associate, Specialist, Professional, and Expert)
- 7 certification tracks
- Today, roughly 84K certifications are held by 33K Juniper employees, partners, and customers
Initial Digital Credential Strategy

- Launched certification badging program in 2016
- 1:1 mapping between certification and badge
- Implemented for growth purposes and to improve the candidate experience
- Extremely effective engagement and credential validation mechanism
- Enabled us to brand our certifications
Badging Program 2.0

- Expanded program in 2018 to include multi-certification and Emeritus badges
- Redesigned badges
- Developed additional non-certification badges
Single vs. Multi-Certification Badges

- **Single Certification Badges**
  - Accepted: 110,851
  - Pending: 82,003
  - Rejected: 574
  - Acceptance Rate: 57%
    - Credly average is 67%
  - Views per Share: 3.44
    - Credly average is 3.28

- **Multi-Certification Badges**
  - Accepted: 9,013
  - Pending: 2,946
  - Rejected: 14
  - Acceptance Rate: 75%
    - Credly average is 67%
  - Views per Share: 3.86
    - Credly average is 3.28
Juniper 5-3-1 Certified

- Multi-certification badges became a significant driver of certification growth
- Announced Juniper 5-3-1 Certified Badge today!

Yasmin Lara @YLara1 · Jul 1, 2019
Replying to @YLara1
Now waiting for JNCIE-CLOUD so I can get JNCIEx5 #juniper #jncia #jncia @juniperCertify

André @HugOfThunder · Jul 10, 2019
Replying to @YLara1
I'm going for my 3A tommorrow! Wish me luck.
Courtney Jacobsen

Tableau
Tableau’s Certification Program

*Designed to certify users on their ability to maximize the value of data*

- Program launched with product-based certifications in 2013
- Digital badges came in 2019
- Role-based certification came in 2020
Invite data into the conversation

Make data-driven decisions

Understand user behavior
• What are the most common combinations of badges your customers are earning?
• Are there badges that are shared more than others?
• Where are they being shared?
• What types of profiles get more clicks than others?

Size up market potential
• Can you build a case for more or different exams?
• What badge metrics align to bigger organizational objectives?

Understand program health
• How are our badges performing?
• Are there areas that need focus?
Support the skills economy

*Speed up both sides of the hiring process*

**Empower certified users**
- A consolidated, streamlined job search

**Empower hiring managers & recruiters**
- Quick understanding of a candidate’s skills with badge metadata
- Access to qualified individuals with the Talent Directory
Create organic amplification

Let social work for you

Ramp up traffic

- Reach new audiences
- Drive certification hopefuls back to your website
- Build brand recognition

Celebrate with your users

- Add a human element to your brand
- Never too many emojis!
Collections

Micro Skills
Skills
Certification
SME
WIIFM?
(what’s in it for me - the customer)

Recognition
Verifiable Skills
Promotion
New job
WIIFM?
(what’s in it for me - the company)

Demand Gen
ARR
Product Adoption
Decrease Churn
Active Users
Discussion

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Susan Manning
Credly
"How Employers Use Digital Credentials to Make Workforce Decisions"

October 13, 1:00 p.m. Eastern
Thank you!