



# *Online Certifications & Credentialing*

**A Process That Will Pay For  
Itself... And Then Some**

If your association offers a credentialing or certification program, you know these programs help drive both membership and revenue, but you also know they take a tremendous amount of work to manage and operate.

When collecting personal identifiable information (PII), payment instructions, letters of recommendation, and essay components, it's not surprising to see applications span hundreds of pages in length. Beside the massive amounts of paper involved, each page must be carefully reviewed, and that takes time - time isn't always available, especially when you have hundreds or thousands of applications pouring in at once.

With today's secure cloud technology, transitioning these paper-intensive processes by deploying online forms and collecting funds electronically has never been easier or more cost effective. Believe it or not, it will actually pay for itself... and then some!

## Easily Increase Application Inflow

As a result of spending the last six years helping hundreds of associations and organizations take their application process online, we've seen automating the application process online can significantly increase application inflow.

From our experience, up to 30% of the applicants will begin their application but never make it past the *draft stage* - any applicant who begins their application but fails to complete and submit. Some applicants may have hit a wall, some may have simply forgotten to finish and submit their application. For example, if you see 1,000 submitted applications in your process, there are likely an additional 300 applicants who started but never finished their submission. This is a large pool of applicants you're missing out on!

Using an online system which allows applicants to complete their application in stages as well

as supports the sending of automated email reminders to those still in the draft stage, will help drive more applicants to complete and submit their application.

We've learned you can *convert a third of those applicants* that you otherwise wouldn't have seen - more applications means more members and more revenue.

## **Grow Quality Applicants**

Not only does taking the certification process online ensure more completed and submitted applications, it also means *more qualified applicants*. Online applications offer dynamic features that could never be implemented on paper. Online applications enable you to engage and qualify applicants. In addition, through pre-screening methods like eligibility quizzes, you can confirm the applicant is qualified for your certification by cross-checking the applicant data collected against your qualification criteria.

# Membership Renewals Have Never Been Easier

Putting your application process online saves a huge amount of time and effort for both applicants and your organization when it comes time to renewing members. Online systems allow for email reminders to be sent on a scheduled basis automatically letting members know when their certification will expire. Proactively informing them that it's time to renew their membership as well as pre-filling the renewal application with the necessary renewal information makes it quick and easy for the member to renew. Moreover, membership payments can be collected with the renewal application and can be deposited directly to your association merchant account.

# **Don't take our word for it... Hear from someone who has taken their accreditation process online!**

I've worked with multiple technology companies that serve exempt organizations and this was my first *painLESS* experience. The WizeHive team worked with our team each step of the way and were available when we needed to think through unexpected issues. Their customer service is second to none and we look forward to continuing a working relationship with their team as we improve our program.

Lara Kalwinski, *Director*  
**Council on Foundations**

# Ready to get started? We can help!

We'd like to get to know your program. Let's schedule some time so we can:

- Show you a demonstration of our system
- Define your program's requirements
- Build out a prototype of specifically suited to your accreditation program

Please contact Maura Ciammetti via email at [maura@wizehive.com](mailto:maura@wizehive.com) or by phone at 215-437-3953. We hope to hear from you soon!

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