

The bottom line benefits of Microsoft Business Certification

Proficiency = Profits



Several studies on the business value of employee certification and training reach the same conclusion:

The cost of operating a Microsoft® Office certification program pales in comparison to the costs associated with sub-par hiring decisions, high employee turnover, and an under-performing office staff.

In fact, the return on investment for a professional development program is proven time and time again in both financial and workforce performance.

Implementing Microsoft Business Certifications can help your business reach its full potential and gain a competitive edge. The following research and performance facts demonstrate how this program can benefit your organization.

“I spend most of my day using Microsoft Office.”

Certification ensures efficiency with the most-used tools.

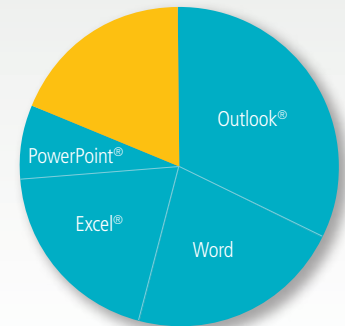
Information workers make up nearly 70% of the US workforce. Within your organization, that number may well be even higher. Yet, according to an IDC report, less than one-third of employers screen job candidates for Microsoft Office skills, let alone validate existing employees.*²

Studies of administrative and back-office staff show that the average amount of time spent using Microsoft Office can top 80% of the work day.¹

Considering the amount of time your staff spends using Microsoft Office, you can't afford not to validate that they are using those applications to their full potential. How much of an impact can it make? In one case, certification decreased a weekly task time by nearly 95% — accomplishing in 10 minutes what previously took 4 hours — freeing staff to focus other pressing business needs.

* With the release of Microsoft Office 2007, businesses have the potential to leverage a powerful set of new features and functions for improved productivity. Yet, without proper validation that employees are correctly using these features, many will continue sub-optimal processes the way they've always done it.

Administrative staff estimate using Microsoft Office tools approximately 32.5 hours per week.¹

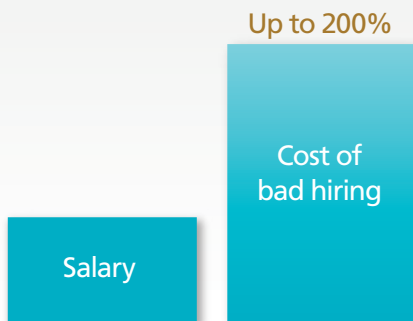


Percentage of 40-hour work week

“I don’t have to rely on their resumé alone.”

Certification is a key component to smart hiring.

Experts estimate the cost of a bad hiring or promotion decision ranges from 20% to 200% of a year’s salary, depending on the position.²



Supervisors agree that past experience alone does not amount to proficiency at doing a job. Just because someone has used Microsoft Office doesn’t mean they can do the specific job you need them to do.

Built-in value. Certification offers decision-support criteria. In our own surveys, more than two-thirds of supervisors considered Microsoft Office certification to be an advantage when considering candidates for hire, promotion, or advancement.¹

Bad hires cost dearly. By using an effective measure for screening and selecting individuals, you will avoid the eventual cost of bad hires. Poor hiring decisions can impact the productivity of the employee, their supervisor, and all the teams they support,* in addition to incurring the costs of potential replacement hiring.

* IDC report confirms that Microsoft Office certified employees require less supervision and are able to accept additional responsibilities more often than non-certified employees.²

“We are keeping our top performers.”

Certification increases employee retention.

After receiving Microsoft Office certification, employees report a number of benefits that positively impact employee turnover.

Finding value in satisfaction* and retention. A study by IDC concluded that providing training and Microsoft Office certification helped employees remain “fully engaged” in their jobs, leading to increased job satisfaction and increased loyalty to their employers.²

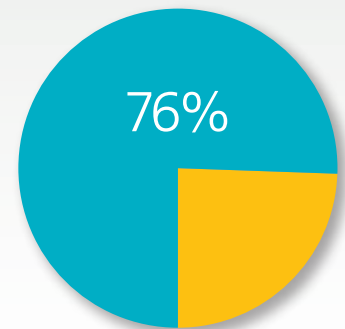
And while studies like these tend to emphasize the “soft” benefits of certification, the bottom line is clear:

85% of supervisors report their Office certified workers are more productive and require less supervision.³

For any company, these self-driven performers are the employees you want to keep.

* 89% of certified employees say being able to use their newly acquired skills contributes to their overall job satisfaction.¹

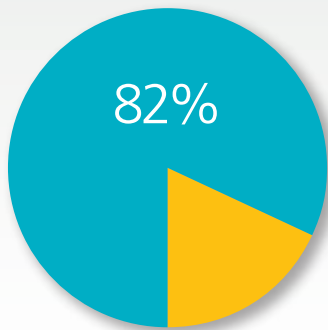
76% of employees state they are more devoted to their employer as a result of having invested in Microsoft Office certification training.¹



“We’re developing valued team contributors.”

Certification boosts employee self-worth and peer valuation.

82% of employees say fellow work associates seek their instruction for learning how to use an application-specific tool or feature.¹



With certification, employees are more-valued,* empowered and engaged, with increased confidence in their own abilities to contribute value in business initiatives.

In fact, 93% of certified workers agree they have more opportunities to utilize their skills with their current employer after achieving certification.¹

Business teams, and the business itself, reap the rewards. Microsoft Office certification increases employee stature among co-workers as a go-to resource for computing assistance. Plus, it raises employee credibility with other stakeholders, such as partners and customers.

* 86% of supervisors indicate Microsoft Office certification has a positive effect on their opinion of an employee’s abilities.³

“The program has paid for itself many times over.”

Businesses are seeing real tangible returns through greater productivity, higher employee valuation, and better hiring and retention.

“Before training, it took an hour and a half to complete task X, but after the training, the time was reduced to 45 minutes,” says Eileen Tan, general manager at Stone Forest IT, a provider of integrated IT solutions in Singapore.

At one accounting firm, staff members with Microsoft Business Certification complete about 30% more work than non-certified employees with similar experience.²

Fluor Daniels, a Fortune 500 financial planning and analysis firm, found that training and certifying 30 of their financial analysts and technicians resulted in a cost savings equal to four additional head-count.

The bottom line: Certification is a sound investment.

- Tasks in ½ the time
- 30% more work accomplished
- Saved equivalent of 4 full-time employees

Learn more about Microsoft Business Certification
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Certiport delivers exams in 128 countries and 21 languages. More than 75,000 exams are administered each month through more than 12,000 Certiport Centers worldwide.

Bibliography

- ¹ "Post-Microsoft Office Certification Survey," Certiport, 2007.
- ² "Preventing Bad Hires: The Value of Objective Prehire Assessment," IDC, 2007.
- ³ "Microsoft Office Specialist: Improving the Workplace," Credentio, 2001.



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