

Using Technology to Measure Results

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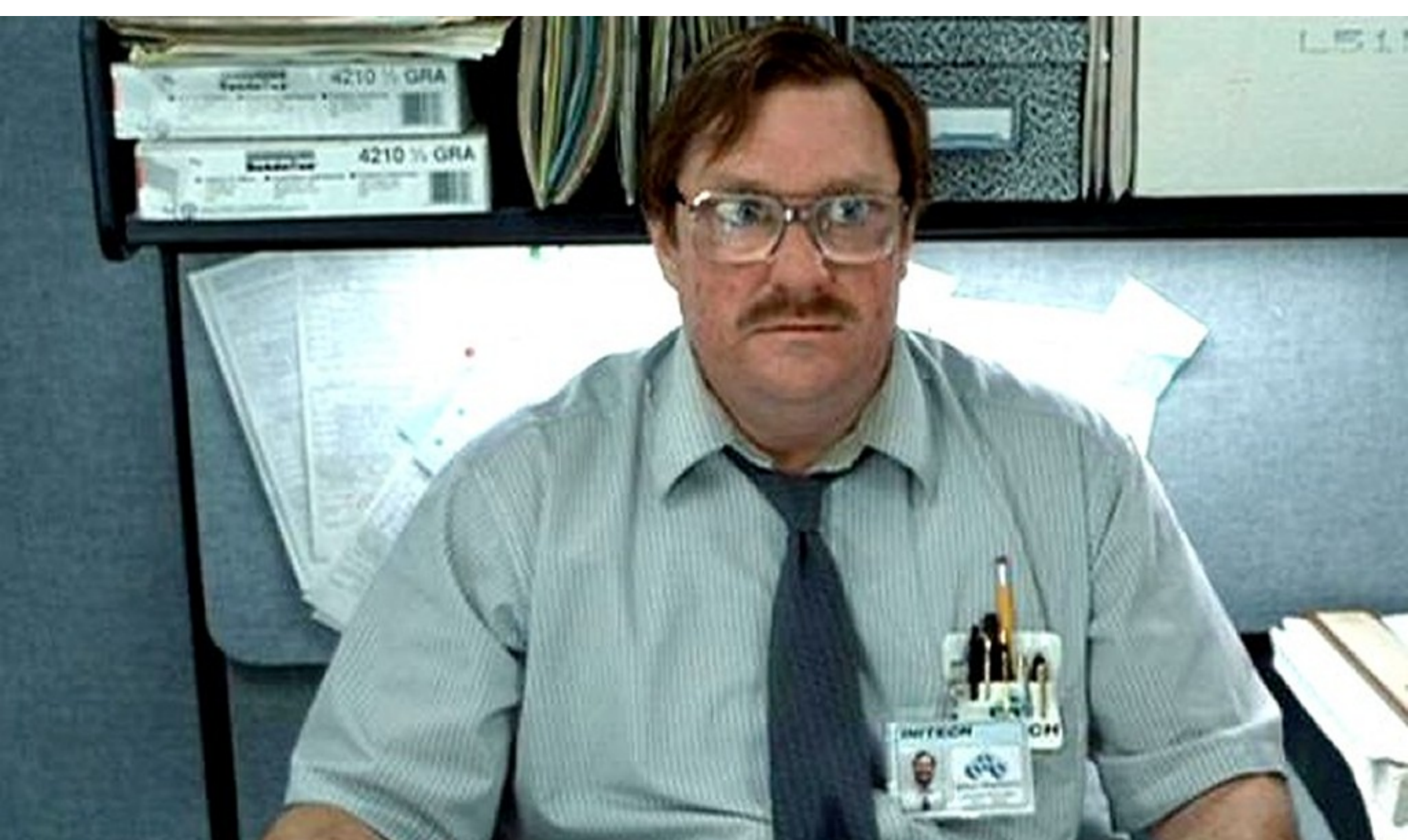


2 Sides of Measuring Engagement



Remember When...

Leverage the Cloud



Not Everyone is Engaged

Measuring Individuals

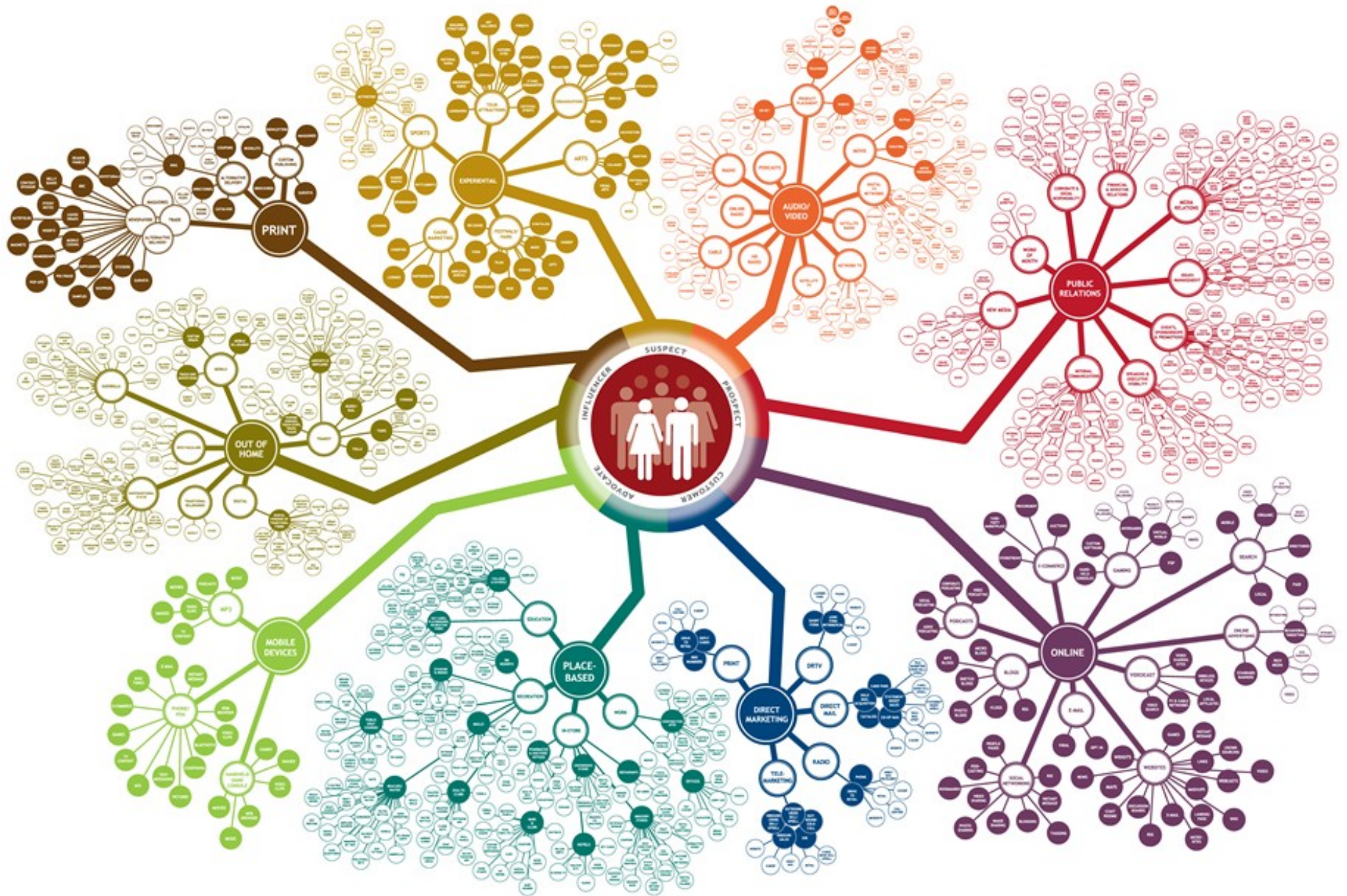
Exams

HiPo Schemes

Isolating Topics

Benefit of the Doubt





Measuring Your Ecosystem



Conn's. Case Study #1

Retail Chain Store



Computer Associates Case Study #2

Channel Partners



Scraping Websites Case Study #3

Channel Partners

Measurement doesn't matter if...

You're measuring the wrong thing



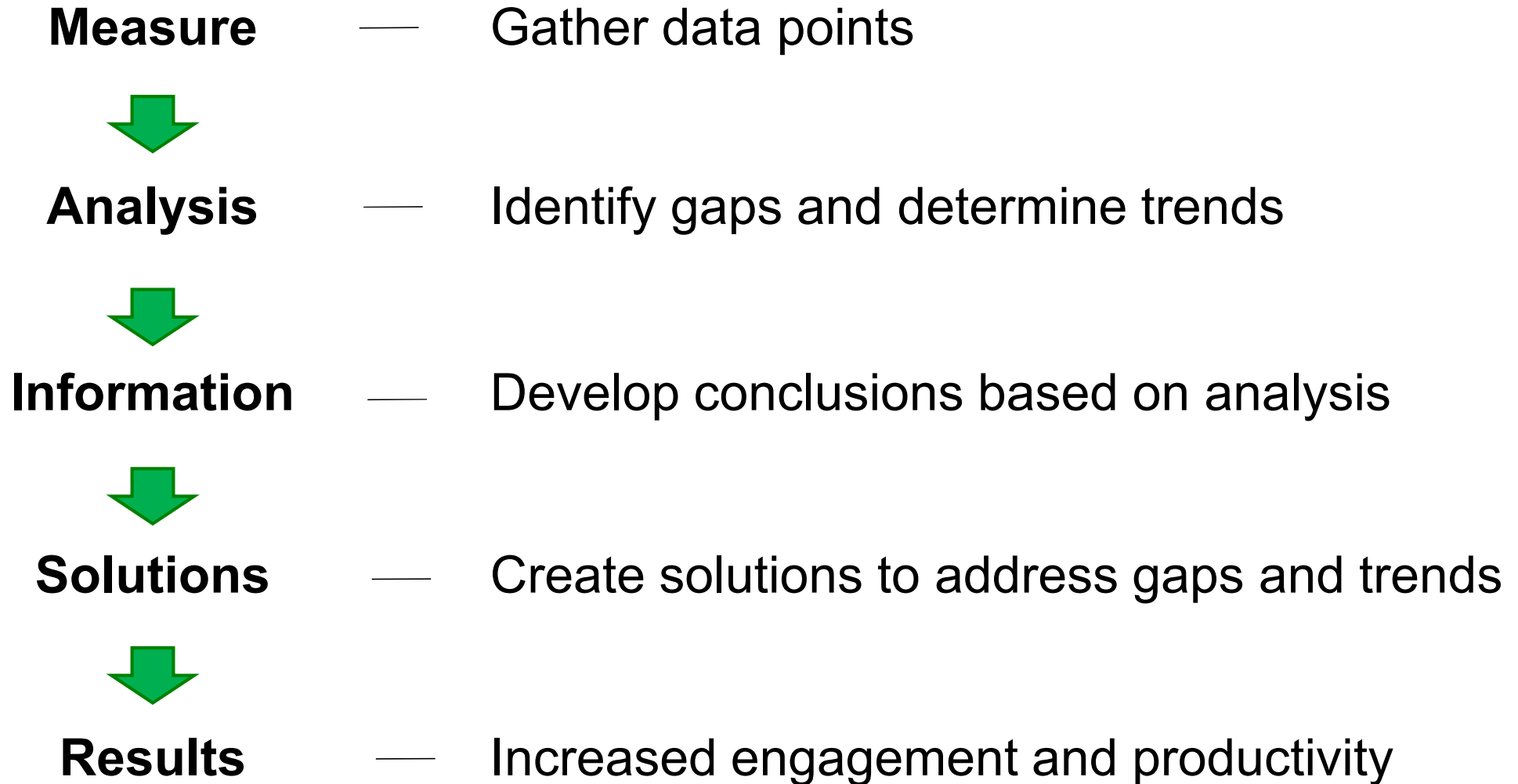
You aren't using the results to make improvements



How can you use technology?



So how do metrics drive engagement?



Training Case Study

Context

- Rolled out new Performance Management Process
- Only measured % of overall organization who took the training (pass/fail)

What should they have measured?

- Pass / fail of individuals by department
- Number of times required to pass exam
- Questions that the majority of employees had difficulty answering
- How the training improved understanding and enabled the Performance Management Process

Engagement Case Study

Context

- Organizational employee satisfaction survey yielded low engagement metrics for compensation, benefits and overall satisfaction with the organization
- Organization had high marks when compensation and benefits were benchmarked against competitors

Solution

- Developed a Total Rewards system to show employees the value of their employment

Results

- Increased satisfaction across the board

If product knowledge metrics are low - why?

- Are results uniform across the organization?
- Is there a problem with the training?
- Is there a problem with the delivery method?
- Is management supporting the training?
- Does the compensation structure support the sales goals?
- Are there other barriers resulting in low scores?

Summary

- Milton is costing you money...
but don't focus on the trees, look at the whole forest
- Measure the right things to get the data you actually need
- Use technology to identify engagement issues across your
“ecosystem”
- Analyze the information and develop systemic solutions for
your enterprise to improve performance and engagement

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