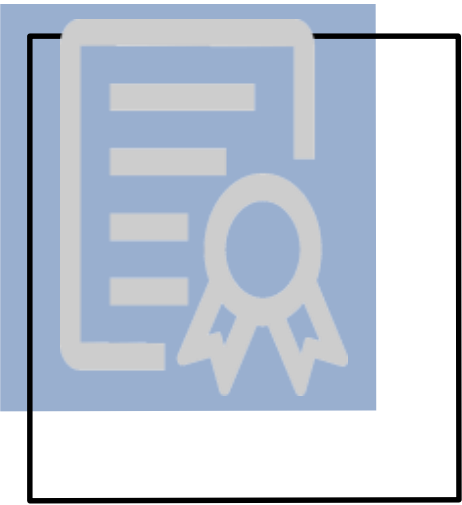




CCAPP Credentialing Quality Assurance Report: April 2021

By Pete Nielsen



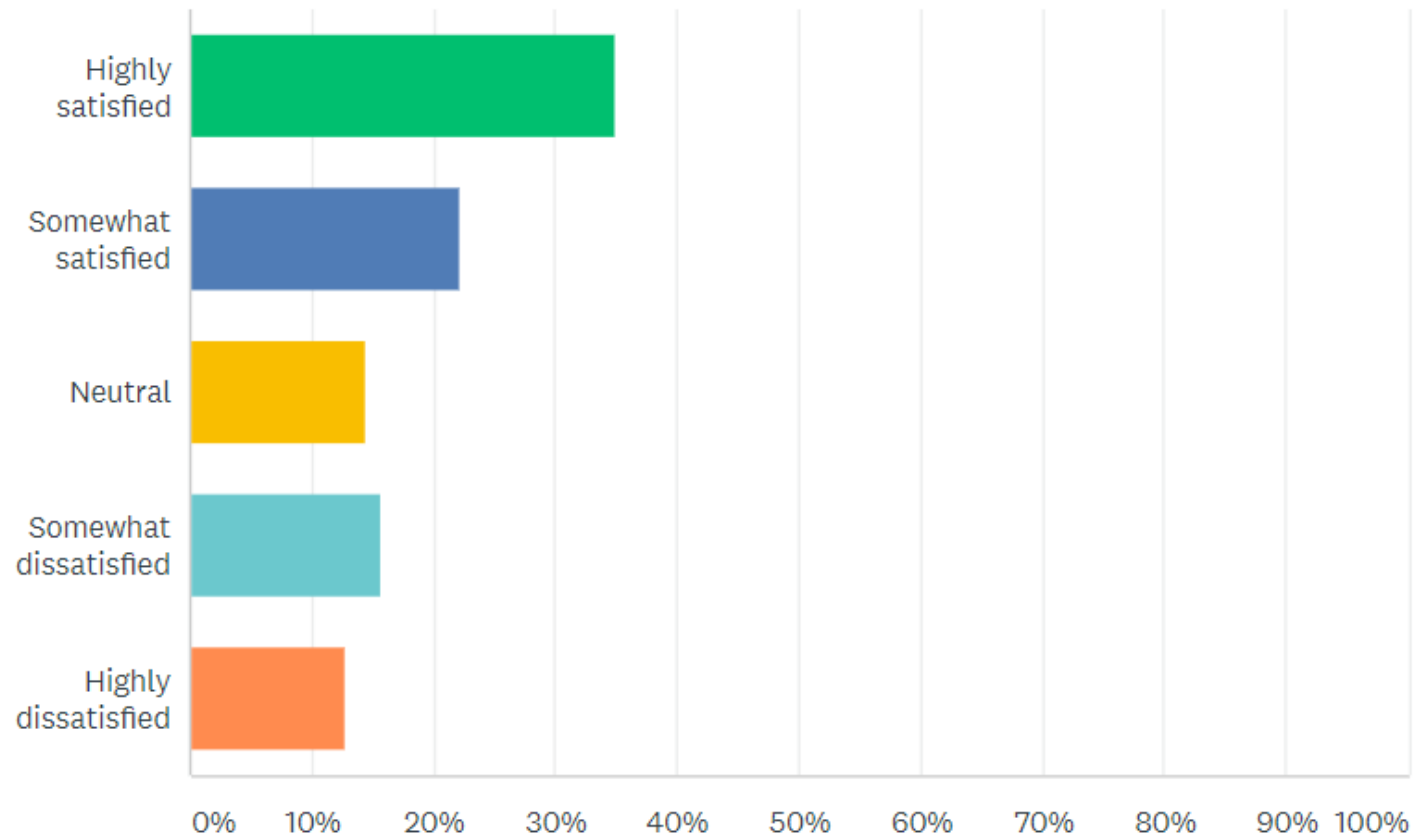
CREDENTIALING SURVEY RESULTS

- **176 responses; 1.3% response rate. Low rate skews data to “angry customers”**
- **57% highly or somewhat satisfied overall; 78% have recommended CCAPP to others**
- **Comments and data show that renewal application is the source of most discontentment**
- **Many indicated noticing improvements and complimented staff**
- **Respondents overall confident with basic counseling skills**

Overall Results

How would you rate your overall level of satisfaction with CCAPP Credentialing?

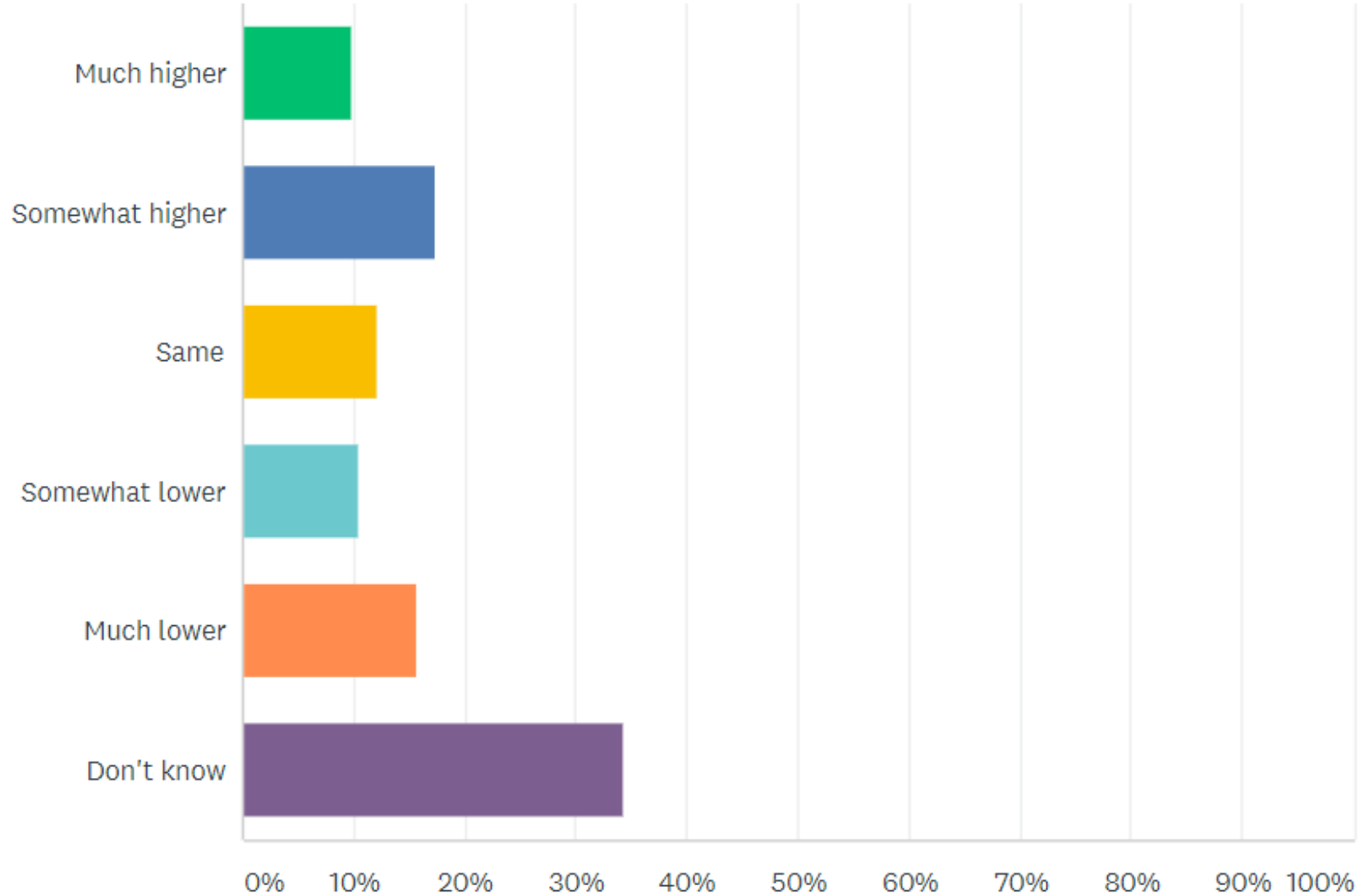
Answered: 172 Skipped: 0



Rank by Category

	BELOW AVERAGE	AVERAGE	ABOVE AVERAGE	TOTAL	WEIGHTED AVERAGE
Customer service experience	27.49% 47	36.84% 63	35.67% 61	171	2.08
Processing time	49.41% 84	32.35% 55	18.24% 31	170	1.69
Professionalism	11.11% 19	44.44% 76	44.44% 76	171	2.33
Quality of service	25.15% 43	37.43% 64	37.43% 64	171	2.12
Understanding of customers' needs	28.65% 49	34.50% 59	36.84% 63	171	2.08

CCCAPP v. Competitors



Choice Considerations

	NOT IMPORTANT	IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
Speed of renewal and online application profile	0.00% 0	20.35% 35	79.65% 137	172	2.80
Knowledgeable and friendly staff	0.58% 1	21.64% 37	77.78% 133	171	2.77
Credentialing boards reputation on high standards	1.18% 2	24.71% 42	74.12% 126	170	2.73
Prices are all inclusive structure	5.33% 9	35.50% 60	59.17% 100	169	2.54

Choice Considerations

	1	2	3	4	TOTAL	SCORE
Customer service responsiveness via phone, email, or chat	31.40% 54	30.81% 53	27.33% 47	10.47% 18	172	2.83
Ease of website navigation	10.47% 18	27.33% 47	33.14% 57	29.07% 50	172	2.19
Ease of renewal process with Certemy	33.72% 58	29.07% 50	24.42% 42	12.79% 22	172	2.84
Pride that my organization is known for quality	24.42% 42	12.79% 22	15.12% 26	47.67% 82	172	2.14

Choice Considerations

	1	2	3	4	TOTAL	SCORE
Favorite CEU provider is approved	38.37% 66	21.51% 37	13.95% 24	26.16% 45	172	2.72
International Reciprocity	12.79% 22	29.07% 50	30.81% 53	27.33% 47	172	2.27
International Certification	16.86% 29	26.16% 45	37.21% 64	19.77% 34	172	2.40
Career ladder (certification advancement)	31.98% 55	23.26% 40	18.02% 31	26.74% 46	172	2.60

CREDENTIALING SURVEY RESULTS

Have you ever recommended CCAPP Credentialing to others?

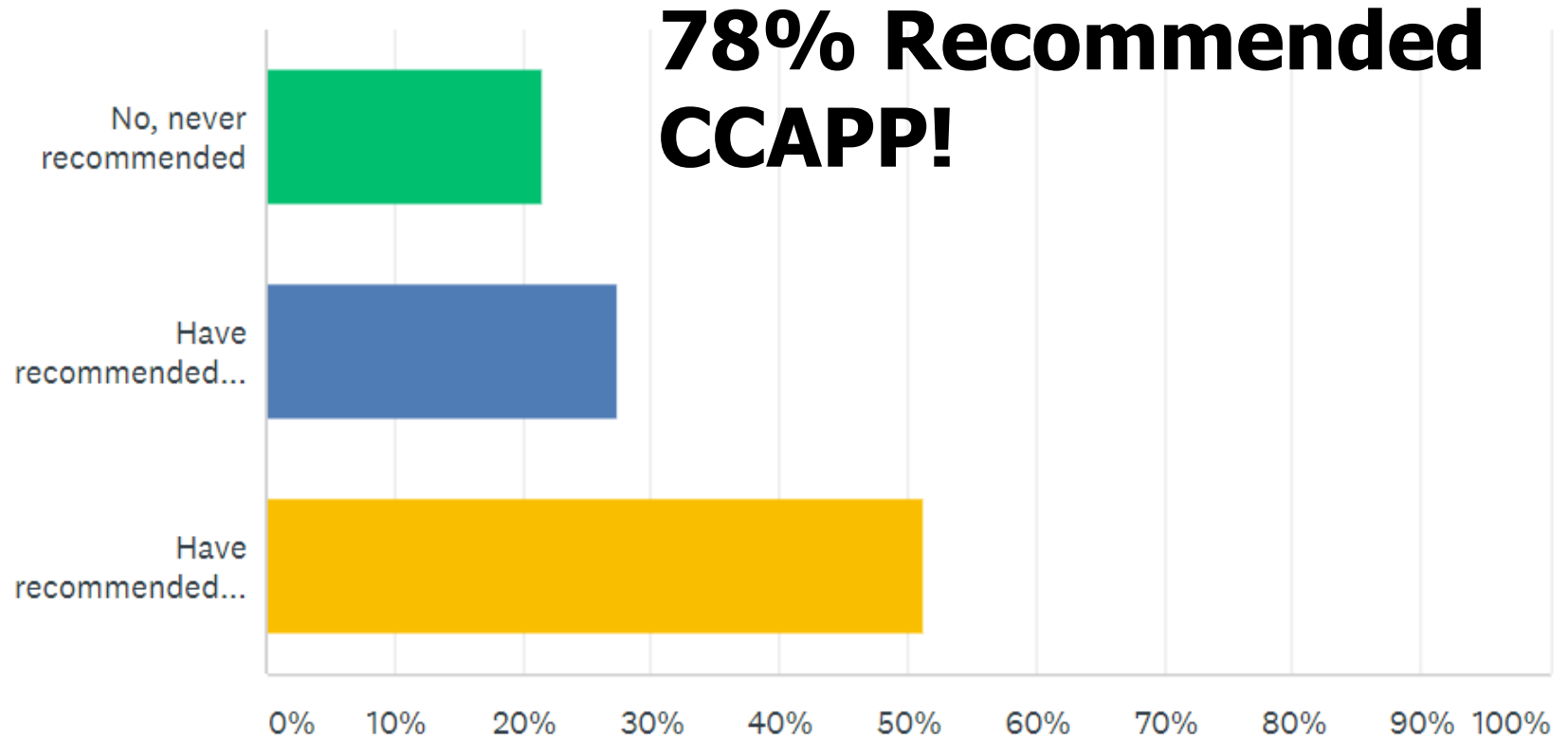
Answered: 172 Skipped: 0

ANSWER CHOICES

No, never recommended

Have recommended once or twice

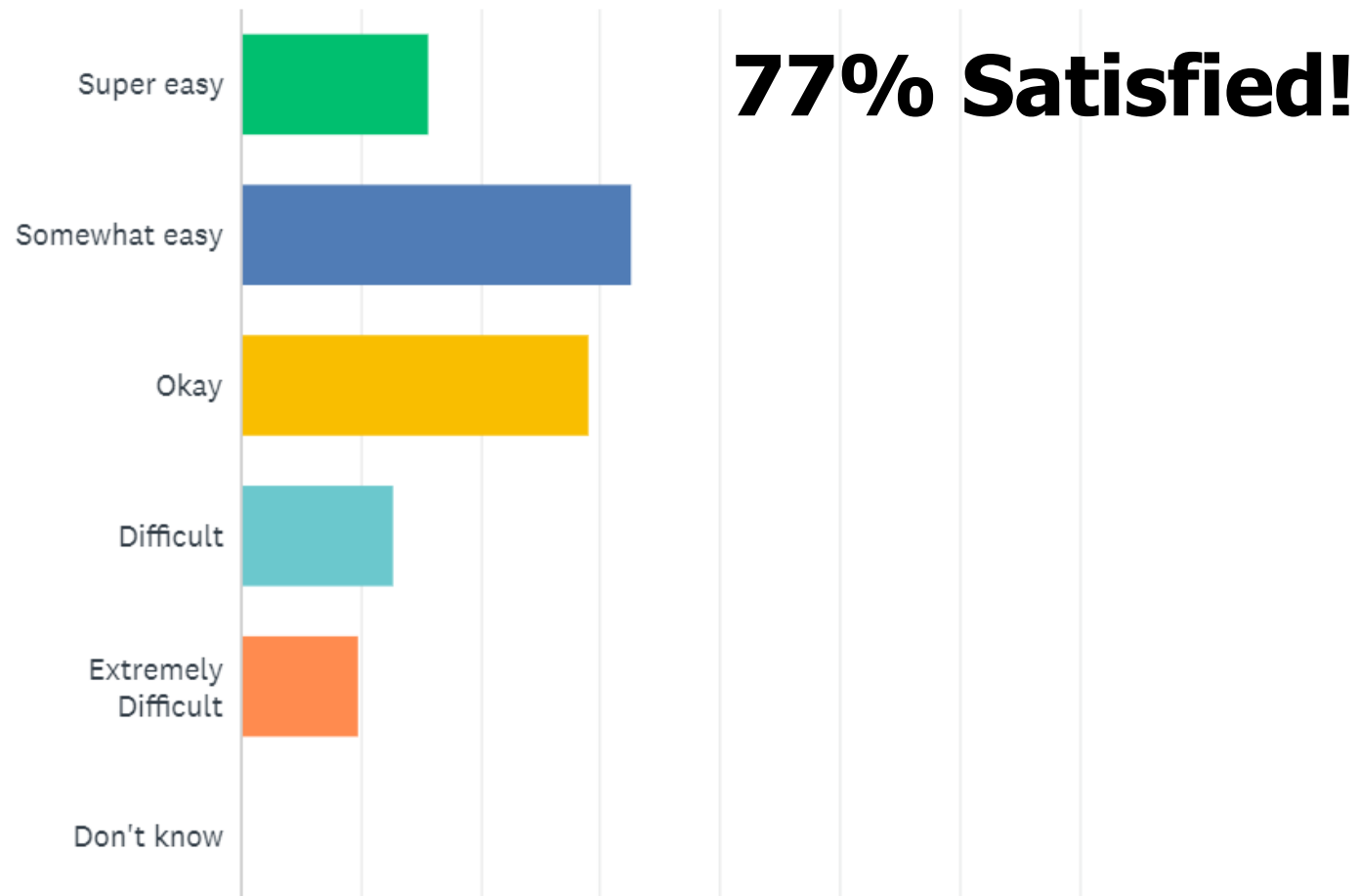
Have recommended several times



Certemy Satisfaction Up!

How easy is Certemy to navigate?

Answered: 172 Skipped: 0



Customer Open Comments:

Issue	#
Trouble with Certemy	23
Trouble with length of time to process	42
Trouble with phone, email chat response	16
Bad customer service	14
Good customer service	8
Have noted improvement	5
Love CCAPP	6
Hate CCAPP	2
CEU	5
CCAPP Website	2
Other	13
None OR N/A	21
Skipped	60

Possible Improvement Approaches

- **“Get them Green” Campaign: Certemy itself is not the problem; customers thinking an application is being processed when it is incomplete is the issue – customer education could help?**
- **Streamline renewal process: less steps; integration of CEs to profile**
- **Monthly certification “How to” on CCAPP uber platform to educate and encourage applicants**
- **Market employer dashboard to loop managers in to status of employees**
- **Campaign to improve brand loyalty (surprisingly low importance of certification organization reputation as important)**

