

# BadgeMe by IBM



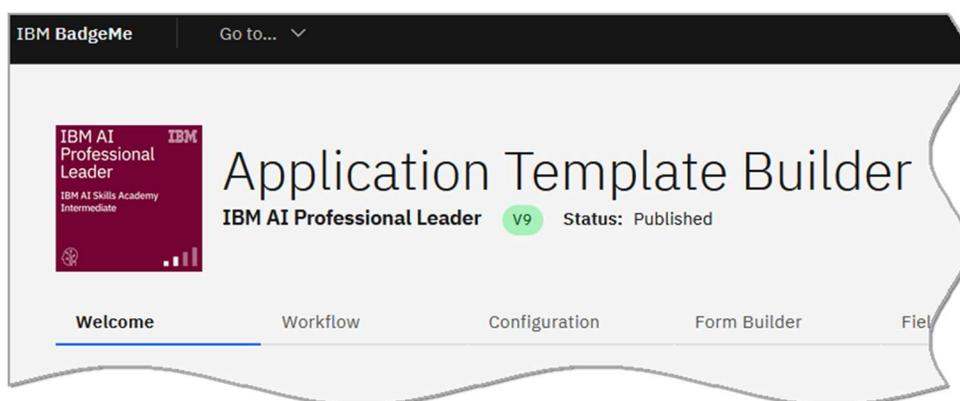
## Challenge:

The IBM HR Digital Badge Programs' main goal is to **deepen strategic skills across our workforce**. To achieve this, all skill & certification level badges must include a **skill demonstration component**, where skill demonstration is reviewed by an IBM subject matter expert. IBM needed a solution – one that we could scale to support our very large organization.

## Solution:

**BadgeMe.** IBM's application workflow solution, enabling thousands of employees to provide skill demonstration evidence via a customized application built "self-serve" by IBM badge issuers.

When applicants submit a badge application, it is routed based on the issuers' desired configuration- like Managers, Subject Matter Experts or even a board review – automated by BadgeMe. Reviewers can decline it, return it for more information (great mentoring and feedback opportunity) or approve the application - triggering the issuance of the badge.



## Learning impact outcomes:

610

Badge Offerings available for employees to build skill depth in area hottest to IBM & Clients, like Cloud, AI, Security, Industry...

66K

Applications submitted, routed, reviewed and ultimately issued.

+60.5

Excellent NPS Score from Issuers, Reviewers, and Earners using BadgeMe

## Return on Investment:

IBM has conducted several studies on the impact of badges on our workforce. Highlights include:

- **Performance:** On average, Top Performers earn 50% more badges AND earn double the high stakes credentials (those that require skill demonstration) than Off Track performers.
- **Engagement:** In 2020, IBMers with badges had two points higher engagement than those without.
- **Attrition:** IBM Badged Profession Certified employees have an 8% lower voluntary attrition rate than peers without IBM Badged Profession Certification.
- **Sales:** Technical Sellers with IBM Profession Certification badges are more likely to make their revenue target than those without.
- **Glass Door Ratings for IBM:** IBM invited badge earners to review IBM on Glass Door. Open invite, say whatever you feel. Glass Door rating jumped from 3.8 to 4.1 points, jumping ahead of competition for the first time in years.