

InfoBeans

CREATING **WOW!**

A Strategic Digital Approach to Accreditation Enablement

Case Story



Accreditation is a process in which accreditation bodies, also known as accreditation certification bodies, offer certification of competency, authority, or credibility against official standards to third parties.

For over 50 years, accreditation has been used as a means to evaluate organizations. Accreditation from a respected agency demonstrates high-quality service or product. Typically, professions which have an impact on public safety and welfare go for accreditation from reputed agencies to demonstrate that they have been evaluated for technical competencies and the service or product meet certain quality standards. Accreditations not only help organizations in meeting regulatory requirements but also help them in creating confidence in the minds of the customers and also create a marketing advantage for them.

Accreditation is a very complex process which involves submission of application, fees, and documentation and a thorough assessment by technical and subject matter experts of the Accredited Certification Bodies also called as the Accreditation Agencies. When done manually, this process is very time consuming and effort intensive. At InfoBeans, we are working with several Accreditation agencies to help them go digital and helping them with the automation of the overall Accreditation process.

Our client, a U.S based well-known Accreditation agency, wanted an online portal that automated the workflows and the payment process involved in the accreditation process. This portal also had to integrate with their internal systems, the CRM, GP, SharePoint, Chase Paymentech and Laserfiche. Clearly, what they needed was a tool that was robust in nature so that it could capably accommodate multiple application types and their associated workflows. Taking a cosmetic approach to developing this product would not have given the results that the client was expecting. Given our experience of working with several Accreditation agencies, we knew that we had to approach this project in a very methodical manner to ensure that we cover all the essential touch points and create a portal that can deliver greater value than what the client expected.

The starting point of the project was to define the entire accreditation process. Some of the key requirements which we worked on included –

- A dashboard which allowed for easy application management, provided a great user experience and as a consequence, enhanced the business performance.
- The portal which was comprehensive enough to provide standards management, curriculum management, program management and also had assessment and evaluation capabilities.
- The portal provided self-introspection/assessment features coupled with robust analytics capabilities.
- We also ensured that the workflows and the accreditation verification process was automated to ensure greater productivity, minimal time investment and provided comprehensive standards coverage.



We realized that the portal not only had to provide integration with third-party tools that the client was using such as CRM, GP, Chase, SharePoint etc. but also had to ensure efficient content delivery and management. To enable this, we provided strong notification capabilities to ensure that both the customer and the staff using the portal received timely notifications for action items and reminders. The portal dashboard provided the customers and the staff with quick data overview and quick actions to enable greater productivity and to further refine the content delivery experience.

We leveraged our experience of working with several eCommerce applications to fine-tune the payment options. The solution that we developed allowed the customers to pay the fees online which was followed by a notification for all the actions conducted. We set up automated processes to send out payment reminders and also provided a feature that allowed these reminders to be personalized.

One of the hallmarks of a good Accreditation portal is the access feature. We designed the portal in a manner that allowed it to provide multiple access options. The customers, contractors, and staff could all access the portal without any negative impact on application performance. Additionally, the portal could also support concurrent users with ease. We automated workflows to enable faster access code generation to allow the users to access the standards content using the available license. Along with this, we also ensured that online updates for documents were made available and that the application processing time was reduced and demanded minimal manual intervention.

We understand the importance of great usability. We ensured that the platform had a responsive design so that it could capably respond to all form factors and was device agnostic. We also placed great emphasis on User Interface and the User Experience and confirmed that not only did it have a great and easy to navigate interface but also ensured that the portal was easy to use and demanded no training to get started.

Using our experience in the approach, we were able to design a complete solution for our client that helped in automating the right workflows, providing integration and scalability features to the application, reducing application process times as well as accommodating multiple application types and workflows easily.

Having a comprehensive domain knowledge of the accreditation processes and the payment processes helped us in optimally designing the portal that our customer wanted and helped them increase business opportunities.

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