

# *HRO Today* Certification Now, For Better Partnerships Tomorrow

**“Provider Certification Program”**

*September 12, 2019*





# How Do YOU Respond to and Manage CHANGE in Your Life?



Not that kind of change...







**CHANGE ISN'T ALWAYS GOOD.**







# ***HRO Today Association***

- *Who we are*
  - Global HR membership channel and community (North America, EMEA, APAC)
  - HR professionals working as Practitioners, Providers and/or Analysts
  - Industry agnostic
  - Most HR Practitioner members have one or more partnerships with HR service and technology providers



# Value Prop Alignment

- *"Global HRO Today Association"*

**HRO Today Association: Global Membership channel and community dedicated to:**

**Professional Development** via monthly TLC's - Thought Leadership Councils, podcasts and other member meetings on topics about talent acquisition and management, learning and development, employee engagement, employee services and benefits and outsourcing.

**Grow and Strengthen you Network** by connecting to leaders who work in and manage Human Resources and the service and technology functions and processes throughout.

Providing opportunities to participate in **Best Practice Sharing** conversations, join committees and work groups to advance the profession of HR, develop better processes and tools to improve performance of HR systems, partners and technology.

**Creating Industry Tools** for HR Services and Technology through reviewing and creating industry **standards and processes** to improve customer satisfaction, business performance and/or reduce costs.

**HR Knowledge and Access** to research, reports, case studies, podcasts, demos, articles and trends pertaining to the functions of Human Resources, focusing on the services, processes and technology in Talent Acquisition, Talent Management, Employee Relations/Services and HR Outsourcing.





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# Provider Certification Program History

*Certification is a complex topic with a lot of information to understand.*

## **Q4 2011: Certification program creation is slated for 2012**

Initially discussed in Spring 2012 by HROA, tabled July 2012.

- *Individual vs Organization*
- *Committee Team subset of Research and Publications Committee*

## **Q4 2018: Certification Program concept is presented to Summit and HRO Today Forum EMEA attendees**

- Positive feedback from attendees
- Interest from majority to assist
- HRO Today resources and membership increased
- Bakers Dozen focus is on customer experience, certification focus is on provider expertise (qty vs quality)

## **Q1 2019: Certification program creation is slated for 2019**

- Program concept revealed at Summit and HRO Today Forum EMEA  
Certification Committee is formed first meeting is February 13, 2019 to assist in discovery, development and process review

**9/12/19: Provider Certification Program Rollout!**



# Provider Certification Program

- *Benefits*

Certification can be one of the most powerful initiatives of an organization or industry.

The benefits of this program include, but are not limited to,

- **Providing a key strategy for helping individuals better position themselves in our competitive marketplace**
- **Helping to protect the health, safety or welfare of consumers.**
- **Helping to create standards of performance for the industry**
- **Ensuring customers have access to qualified service providers**

*As well, certification programs over the years have helped to elevate a profession and transform entire industries.*



*"12 Years of Baker's Dozen Data"*

**HRO**<sup>TODAY</sup> Baker's Dozen  
Customer Satisfaction Ratings





# Provider Certification Program

At HRO Today, our Bakers Dozen Customer Satisfaction lists, our magazine, our research as well as our company and team experience, combined with our Board of Advisors, customers and members know we have the knowledge and skills to create a successful certification program. This is an important industry standard

and benchmark – a special **thank you** to all our members who assisted in the planning and creation of this program!

Kim Davis | Brian Bules | Derek Carpenter | Alison Citti | Kris Dunn | Lisa Johnson |

Yvonne Gilbert | Paul Harty | Lori Hock | Hilary Jarman | Ian Cluroe | Pat Klaman |

Terri Lewis | Katharine Mobley | David Napeloni | Angela Parsons | Shannon Russo | Mike Ryan |

Caroline Sabetti | Darren Smith | Karen Feeney | Dan White | Valerie Egan |

Courtney Cook | Kristen Wright | Gary Bragar



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**PROVIDER  
CERTIFICATION  
PROGRAM**



# Provider Certification Program

- *Process*
  - Establishing overall program operations
  - Developing policies, procedures and certification scheme
  - Developing applications and supporting materials
  - Review and Launch plan



**ZAGAT**®





# **5 Steps to Provider Certification**

- 1. Complete the application.**
- 2. Provide information about your company.**
- 3. Provide information about your approach and methodology.**
- 4. Complete Provider Questionnaire.**
- 5. Supply References.**

# Step 1



# Step 2



# Step 3







# Step 5





- **Gain Marketing Advantages**
- **Earn Business Deals**
- **Ensure Consistency**
- **Protect Consumers**





# Marketing Certified Providers

- *Create awareness through*
  - *HRO Today* Forums
  - Annual provider certification guide / *HRO Today* magazine
  - Website (HR Procurement Center)
  - Provider use of certified button
  - *HRO Today* / *HRO Today* Association





# Contact Info for questions/comments:

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