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Doubled Program Capacity:

Bongo Scales ServiceNow's Certification Program to Increase Capacity and Expand Feedback Opportunities

servicenow®

About the Company

ServiceNow, a Fortune 500 software company, provides a cloud-based computing platform helping large enterprises manage digital workflows by connecting people, functions, and systems as a cohesive force free of silos.

USE CASE: CERTIFICATION

Pain Points

- ⊚ Limited ability to grow cohort-based certification program capacity due to slow, manual systems.
- ⊚ Irregular and delayed feedback to learners due to labor-intensive assessment and feedback processes.
- ⊚ Prolonged learning program length due to inefficient workflows.
- ⊚ Below optimal certification exam pass rates.

2x Increase in program capacity

30% Increase in certification pass rates

14x Increase in feedback opportunities

$1M Increase in annual revenue

Challenge

Due to increasing market demand, ServiceNow needed to expand and enrich its pinnacle certification training program. This rigorous program develops professionals' technical and communication skills to support customer needs. It entails collaborative work in small groups with learner presentations, demanding active engagement from participants and requiring feedback from both peers and instructors. However, the company faced challenges in scaling due to a heavy administrative workload stemming from labor-intensive manual feedback processes. The program's cumbersome systems led to inconsistent and delayed feedback that prolonged the training program, adversely affected exam performance, and escalated operational expenses.

ServiceNow wanted to offer participants timely and consistent feedback aligned with certification exam evaluation rubrics to elevate the learning experience. At the same time, it sought to create a more collaborative learning environment for program participants spread across the globe. The company also aspired to alleviate the burdensome administrative workload and establish more efficient processes to achieve operational efficiencies.

Solution

Bongo has integrated with Now Learning, ServiceNow's Learning Management System (LMS), which also incorporates Intrepid as the Cohort LMS, to enhance the company's certification program through a seamless platform experience. Seamlessly integrated into the LMS, Bongo transformed the program's review processes with an advanced workflow that automated the learner feedback collection.

Through Bongo, participants can submit audio and video presentations based on real-world case studies, allowing them to practice and enhance their presentation skills and receive automated feedback. Before submitting the video, AI Coach provides immediate automated performance feedback on various aspects, including pace, filler words, content, and tone. Additionally, participants benefit from detailed time-stamped reviews from peers and instructors, enhancing their understanding and enabling them to track weekly progress while identifying areas for improvement.

Bongo offers program participants a judgment-free space to practice and apply their skills, ensuring a polished and professional approach to client interactions.

"Our students now anticipate and actively seek AI feedback in their weekly submissions, recognizing its value in enhancing their work. They incorporate it promptly and even revise their submissions before the deadline if time allows."

— SHELLIE GRIEVE, Director, Global Education Technology Strategy

Results

Partnering with Bongo and Intrepid, ServiceNow successfully implemented a scalable and sustainable approach to delivering its certification program. The revamped program now offers participants **up to 14 feedback opportunities from the AI, peers, and instructors**, compared to a single one, and fosters a collaborative learning culture where mutual support and shared learning thrive. This improvement in the learning experience resulted in a remarkable **30% increase in exam pass rates** and enables continuous skill enhancement.

Furthermore, the streamlined workflow had a noteworthy impact on alleviating ServiceNow's administrative workload, resulting in a significant **39% reduction in administrative time**. This led to a reduced duration of the program, shortened from 33+ weeks to 20, allowing them to focus on building new impactful programs for ServiceNow. As a result, the redesigned program experienced rapid scaling, surpassing expectations with a **2x increase in capacity**. The expanded capacity and increased operational efficiencies ultimately translated into a substantial **$1M increase in annual revenue**.

"The adoption of Bongo into our ServiceNow credentialing program has revolutionized our educational approach, providing a safe space for students to apply real-world case studies. This collaboration has not only facilitated a substantial increase in the volume of constructive feedback but has also created an invaluable platform for continuous learning and growth."

— SHELLIE GRIEVE, Director, Global Education Technology Strategy

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