



Case Study

Partnership Personified: How ASHRAE Enhanced Global Reach and Candidate Satisfaction with Kryterion Test Delivery



CLIENT OVERVIEW

ASHRAE is a global leader in setting standards for sustainable technology and energy efficiency. They boast a global network of over 55,000 members, primarily in the US and Canada, with increasing international engagement.

The organization develops crucial standards and guidelines for building design, energy modeling, HVAC&R, piping and airflow, healthcare facilities, and building performance. Recognizing the growing importance of sustainability, ASHRAE recently launched a new certification program focused on building decarbonization. While their certification programs have been running for nearly 20 years, the demand, particularly internationally, has been significant.



THE CHALLENGE

Before working with Kryterion, ASHRAE knew that they needed to enhance their test delivery infrastructure to better serve a growing international candidate base and improve overall customer satisfaction. To maximize growth, ASHRAE aimed to overcome several challenges:

- **Expanding Global Access:** ASHRAE recognized the need for a broader, more accessible network of test centers both in the United States and internationally. Limited access to test locations was creating barriers for potential candidates around the world.
- **Clear Operational Visibility and Personalized Support:** Access to clear, timely information was critical for making informed decisions and maintaining high service standards. The organization needed consistent personalized communication and greater transparency rather than a one-size-fits-all approach.
- **Streamlining Operations:** Efficient and proactive management of test delivery logistics was a priority for ASHRAE. To drive continuous improvements, they needed reliable, high-quality operations and reporting.

Addressing these challenges was beneficial to support ASHRAE's international growth, enhance candidate satisfaction, and reduce the administrative burden on internal staff.

SOLUTION

Recognizing the need for a more responsive, transparent, and globally capable test delivery partner, ASHRAE chose to partner with Kryterion. Several factors influenced this decision:



EXTENSIVE TEST CENTER NETWORK AND GLOBAL REACH

ASHRAE was impressed by Kryterion's ability to provide a wider network of testing locations, crucial for their growing international candidate base.



PROACTIVE AND FLEXIBLE APPROACH

Kryterion demonstrated a willingness to go the extra mile, even creating new test centers in locations where they didn't previously have a presence (i.e. Costa Rica and Monterrey, Mexico) to accommodate ASHRAE's examinees.



POSITIVE COMPANY CULTURE AND RELATIONSHIP FOCUS

ASHRAE appreciated Kryterion's friendly and personable "family vibe."



COMMITMENT TO IMPROVEMENT

ASHRAE recognized and valued Kryterion's ongoing efforts to improve and their willingness to listen to and address client needs.



RESPONSIVE AND AVAILABLE SUPPORT

Their points of contact at Kryterion have consistently been available, responsive, and willing to thoroughly explain processes and answer questions, even with busy schedules.



RESULTS

The partnership with Kryterion has yielded significant positive outcomes for ASHRAE in a variety of areas. Their expanded network of international test centers has directly contributed to an increase in the number of international candidates applying for ASHRAE certification. Having more convenient testing locations has also led to a better overall test-taker experience.

With the improvements in accessibility and the increase in support, candidates have been happier and complaints have been reduced. Kryterion's expertise in test delivery and development support has also reduced the administrative burden on ASHRAE's staff. "Open communication and a sense of transparency build a foundation of trust, which is essential for any successful partnership," said Dennis Knight, ASHRAE President.

The sharp increase in both overall and international applications for ASHRAE's certification programs was met with scalable solutions provided by Kryterion. ASHRAE now feels like a true partner with Kryterion in the development and delivery of their exams, characterized by open communication and collaboration.



We don't feel like just a client; we feel like valued partners in delivering critical certifications to the building science industry.

Tim Kline, Certification Manager, ASHRAE



FUTURE OUTLOOK

ASHRAE's strategic decision to partner with Kryterion demonstrates the significant impact a reliable and customer-focused test delivery provider can have on an organization's growth and success. "Our partnership with Kryterion has been a breath of fresh air. We feel like we have a test delivery partner who truly understands and meets our needs and is invested in our success. Their responsiveness, global reach, and collaborative spirit have been instrumental in improving our candidate experience and expanding our international presence," said Tim Kline, Certification Manager at ASHRAE.

Due to the incredible success as a result of a successful partnership, ASHRAE's primary focus moving forward is to fully integrate their exam operations with Kryterion. This will include the migration of their item banks into Kryterion's Webassessor platform. Additionally, ASHRAE is looking to explore new innovations that Kryterion is working on to further enhance their certification programs and the overall candidate experience.



We appreciate a partner who is not only reliable in the present but also forward-thinking, anticipating future needs and offering innovative solutions. The sky's the limit for ASHRAE and Kryterion as they work together to certify the next generation of "building design and building performance professionals."

-Suz Ann Arroyo, Certification Committee Chair, ASHRAE

