Measuring the Value of IT Training and CompTIA Certification: ROI Study Summary

Can your organization save $1.8M by requiring CompTIA certification among IT staff? Baycrest Centre for Geriatric Care did. CompTIA commissioned Kotler Marketing Group to conduct a Return on Investment (ROI) study on Information Technology (IT) training and CompTIA certification. The value of having CompTIA A+ or CompTIA Network+ certified staff has been quantified among other non-IT focused organizations such as Baycrest, as well as traditional IT companies.

IT Managers and IT professionals were invited to take the applicable web-based questionnaires. A total of 966 respondents in the U.S. and Canada participated in May-June 2003: 274 managers and 692 professionals. One in-depth case study was also completed.

Objectives

- Obtain quantifiable data for comparisons among organizations with certified IT staff versus non-certified staff
- Determine the level of measurement employers use to gauge staff productivity since becoming trained and/or certified
- If certification plays a factor in hiring/promoting/training decisions
- Identify organizations that pay for/reimburse/offer incentives to employees for completing IT training or certification

Main Focus Areas

- IT Manager surveys
- IT Professional survey
- Case study among organization in non-IT industry
- CompTIA A+ and CompTIA Network+

Key Findings Among IT Managers

- The goal among this audience was to identify organizations' policies and practices regarding employee development
- 56% consider CompTIA certification to be an important factor in hiring
    o 34% go as far as to require it
- 53% would offer a higher salary to a job candidate who had CompTIA certification
- 74% say that CompTIA certification is an important factor in considering a candidate for promotion
- 78% believe that CompTIA certification is an important step in validating an employee's skills
- 69% agree that certification also helps to identify gaps in that skill set
- 53% feel that having CompTIA-certified employees makes the organization more attractive to business partners and clients
- CompTIA-certified employees are rated substantially higher than non-certified employees in terms of their ability to handle the most difficult questions

- IT managers believe that CompTIA-certified employees are much more adaptable to changes in technology than non-certified employees
- IT managers have much greater confidence in CompTIA-certified employees' ability to handle complaints than they do in non-certified employees
- Value of A+ in high-certification help desk organization (95%-100% certified) versus a low-certification help desk organization (0%-25% certified)
    - A high-certification help desk can handle the average help desk work load at a salary cost that is 8% lower
    - Handle 11% more phone calls per full-time equivalent employee (FTE)
    - Handle 28% more field service calls per FTE
    - 16% turnover rate versus 24%
- Value of Network+ in companies with a high percentage (75%-100% certified) of Network+ certified staff versus companies where there is a lower percentage (0%-50% certified) of Network+ certified staff
    - Network uptime is better
    - Organizations are able to manager larger, more complex networks more efficiently
        - Require fewer staff people to manage the network, i.e. 1.89 FTE to manage and support a network of 500 PCs vs. 2.77 FTEs
        - Lower total salary costs, i.e. $84,479 versus $123,439
    - Annual turnover is 18% versus 23%

Key Findings Among IT Professionals

- The goal among this audience was to measure the attitudes they have toward certification and their working life
- 85% plan to pursue additional CompTIA certifications
- 75% believe that having CompTIA certification makes them a more attractive employee
- 59% believe that having a CompTIA certification is the best way to show employers they have the required skills
- CompTIA-certified IT professionals agree nearly unanimously that they are able to deliver a high level of service to their customers
    - 93% Agree or Strongly Agree that "Customers feel they are in good hands when they talk to me"
- 84% believe they have the skills required to do the job
- 64% of CompTIA-certified IT professionals intend to stay with their present employers

Case Study

- The Baycrest Centre for Geriatric Care, located in Toronto, was facing problems such as frequent network failures, inadequate help desk service and high staff turnover
- A rigorous training and certification program structured around CompTIA A+ and CompTIA Network+ was instituted to upgrade the skills of the IT staff
- Certification led to dramatic improvements in all of the problem areas previously identified
- Network downtime has been reduced substantially
    - It is now averaging only 45 minutes per year
    - Net savings for decreasing network downtime=$1,717,345
- The improvement in help desk service is indicated by the substantial increase in call volume
    - It went from fielding 300 calls per month to 2,700. The average resolution time also improved, dropping from 85 minutes to just 15
    - Total cost savings (annual) for improved help desk performance=$72,843
- Turnover dropped from about 50% to practically 0%

- - Net savings for reducing turnover=$37,542
- In total, the annual savings to Baycrest from addressing network, help desk and turnover problems amounted to over $1.8M
- The costs to design and deliver the training program amounted to no more than a few thousand dollars

Conclusions

- CompTIA certification plays a vital role in hiring, promotion and compensation
- CompTIA certification helps to assess and validate an employee's skill set
- Having CompTIA-certified employees improves relationships with business partners and clients
- CompTIA-certified employees are better able than non-certified employees to handle new and difficult circumstances and technology
- CompTIA-certified IT professionals intend to stay with their present employers
- CompTIA-certified employees are able to deliver a high level of service to customers
- Even companies outside the IT industry show proof of significant ROI on IT training and CompTIA certification
- CompTIA certification makes IT professionals more attractive to employees
- CompTIA certifications are compelling to employers
  - "It's the best way to show employers I have the skills necessary to do the job"
- CompTIA-certified professionals are confident they have the skills to do the job