



## The Institute of the Motor Industry (IMI)

### SUMTOTAL® CUSTOMER SUCCESS

#### ▶ THE COMPANY

The Institute of the Motor Industry's annual revenue has increased 70%. They have also seen their market share of the awarding business grow from 30% to 70% as a direct result of having invested in the SumTotal Enterprise Suite™.

The Institute of the Motor Industry (IMI) is the professional body for individuals working in all sectors of the UK automotive industry, currently with 25,000 members. As automobile manufacturers create more complex vehicles, they require increasingly skilled technicians and other personnel, making it difficult to recruit the right people. The IMI awards a comprehensive portfolio of technical and non-technical national qualifications including Modern Apprenticeships, Technical Certificates and management qualifications to prove that their members have the required skills and competence.

SumTotal®

STRONG TEAM, STRONG BUSINESS.

## ▶ THE CHALLENGE

During the 1990s, there were serious misgivings about the value of National/Scottish Vocational Qualifications (N/SVQs) across all industry sectors and of the quality of candidates being trained. This prompted a review, which highlighted the need for some form of independent assessment by awarding bodies, such as the IMI. Coinciding with this change, a study by the motor industry was done to make N/SVQ qualification content more relevant to the real, business needs of automotive professionals.

### Summary of Results:

- 70% increase in annual revenue
- 40% increase in market share

### Since the launch in 2001:

- 30,000 registered candidates
- 65,000 tests have been passed

The review resulted in a revised list of 28 qualifications, from light vehicle technicians through to bodyshop, each requiring ‘underpinning knowledge’ tests to complement the on-the-job practical skills required for N/SVQs. However, for the training centers that were providing this qualification training, gathering this information was a time consuming and complex logistical undertaking. Also, traditional paper-based examinations had always been a

source of problems for both candidates and centers, as well as getting candidates to one place at a particular time, finding appropriate rooms, and long waits for results and re-visits. To be successful, the IMI needed to provide a solution to their clients, which would ease the administrative burden and allow fast, secure and accurate skills assessment.

## ▶ THE SUMTOTAL SOLUTION

Using SumTotal’s solution, the IMI developed their Online Assessment System, which met the three most important requirements for assessment of candidates: reliability, assessments on-demand, and validity. By developing assessments in SumTotal’s desktop authoring tool, ToolBook™, the IMI was able to produce a large databank of questions to draw from to automatically generate unique tests for every candidate.

“*There is no doubt that the decision we made to develop an on-line solution to the challenge of individual candidate testing was the right one. The strength of our awarding body business has been built on the proven performance of TotalLMS™. This also provides us with added flexibility to develop new functionality and cost-effective learning programs.*”

- Allan Tyrer  
IMI Finance Director

Candidates are able to take their assessment either at an IMI-approved center or at their place of work, providing an IMI registered assessor

# CASE STUDY

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is present. Each candidate logs on to the IMI website and goes through a two-stage security check. The IMI approved assessor – who is present during the entire exam – enters his credentials on the system to unlock the test, then the candidate enters his surname and IMI registration number. From the candidate’s details, the relevant test is identified. After the test, the system delivers instant notification of pass or fail and, in the event of failure, locks out

the candidate for 2 days before he can try again

“ At S&B Training we believe that On-line assessment is the future for independent testing. All awarding bodies, training organizations & FE colleges, if they are to survive, will have to offer this type of assessment in the future. ”

- Allan Tyrer  
IMI Finance Director

By leveraging the power of SumTotal’s Enterprise Suite, the IMI is able to keep track of which candidates need to take the appropriate online assessments. When the candidate logs onto the IMI website the correct test is ready and waiting for them, saving time away from work and ensuring validity of qualifications.

Questions are randomized from a large pool for each test, including multiple choice answers appearing in a different order, to ensure candidates are properly trained and do not try to pass the test by memorizing the sequence of right answers.

## THE RESULTS

The IMI’s ability to offer both competence testing and learning opportunities online through the SumTotal Enterprise Suite has led to an increase in the number of approved IMI Assessment Centers and Further Education (FE) Colleges, and significant growth in the number of candidates registering for qualifications.

Since the launch in 2001, the IMI has seen:

- 70% increase in annual revenue
- 40% increase in market share of the awarding and qualification business
- 250 IMI approved assessment sites using the system
- Over 30,000 registered candidates
- Over 65,000 tests have been passed

The SumTotal solution has been a key differentiator for IMI against other awarding bodies because it allows the training organization and FE colleges who offer IMI qualifications a fast, accessible and simple way of gathering “underpinning knowledge” of each candidate. It has also helped to improve the credibility and value of National and Scottish Vocational Qualifications (N/SVQs) within the retail motor industry creating a more qualified workforce. This is

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enabling IMI's partners and clients, the Assessment Centers and FE Colleges to do their job more effectively with better results and reduced costs, while providing better service to their end customers. Some benefits that they are experiencing include:

- Decreased expenses for their Assessment Centers due to streamlined workflow, reduced administrative time and reduced errors
- Reduced cycle time for their Assessment Centers by processing more students than before in the same amount of time by providing assessments on demand at any time, 24 hours a day and 365 days a year and instant access to assessment scores
- Increased customer satisfaction and confidence in qualifications from features including a secure testing environment and easy updating of test materials reflecting the latest industry developments
- Increased time to proficiency for candidates who can easily find areas in which they are weak and then retake the exam

For more information, please contact us at toll-free +1 866 768 6825 or at +1 650 934 9500 or email at [sales@sumtotalsystems.com](mailto:sales@sumtotalsystems.com).

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