



Efficient Credential Management- How A Kind Life Saved Time with Certifier

A Kind Life is a business consulting and services company based in Edinburgh, Scotland. The company specializes in helping organizations build kinder cultures by providing tailored advice and support.

These workshops cover a range of topics, including communication, leadership, and conflict resolution. With a proven track record, A Kind Life has already assisted more than 50 organizations in achieving a kinder workplace.



CHALLENGES

Previously, A Kind Life was manually sending out certificates via mail merge

This process was time-consuming and prone to human error, such as misspelling names or sending certificates to the wrong email address. Additionally, there were limitations on email sending, which created further complications. To address these issues, A Kind Life began to look for an alternative solution to streamline the certification process and ensure that it was quick, efficient, and accurate.

The need for an efficient certification process was particularly important for A Kind Life, as their clients required continuing professional development (CPD) points to be used in portfolios and to apply for higher positions. They also needed to be accredited to deliver their training to colleagues. With these factors in mind, A Kind Life sought a new approach to certification that would enable them to better serve their clients and meet their business needs.

IMPACT

Delivering Timely and Accurate Certificates since 2021

In September 2021, A Kind Life found a solution to their certification challenges by using **Certifier**, which **streamlined the process and allowed them to deliver timely and accurate certificates to their customers.** Certifier's ability to fit seamlessly into their online training was a key advantage. With Certifier, A Kind Life could easily send out certificates in less than five minutes, freeing up time for more important aspects of their job.

"Certifier has a huge time-saving impact on us. Now I can export my list of workshop attendees and have certificates sent in less than five minutes, which frees me up to provide a more personalized experience to our customers"

- Laura Bareham, Project Coordinator at A Kind Life

Certifier also made it easier to differentiate between accredited and non-accredited courses, automating the process and ensuring that all necessary certifications were provided. The whole credential management process became way more convenient for A Kind Life team since every step of it is in one place.

Creating a smooth customer experience and building a stronger reputation

Using Certifier, A Kind Life efficiently addressed their certification needs, benefiting their NHS customers. With professional credentials, NHS staff built portfolios to progress in their careers. Certificates, sent directly to inboxes, were easily accessible, reducing the need for support from A Kind Life due to the longevity of each unique link.

"I believe it's easy for recipients to navigate through credentials. They just arrive in their Inbox, and our clients can access them anytime without having to come to us. It definitely makes us look really good as a company"

- Laura Bareham, Project Coordinator at A Kind Life

Through an efficient certification process, **A Kind Life bolstered its reputation, becoming a trusted partner for organizations aiming to foster kinder cultures.**

