

Taking errors out of the equation in exam marking. genius.



The organisation:

GlaxoSmithKline (GSK), Headquartered in the UK and with operations based in the US, is one of the pharmaceutical industry leaders with an estimated seven per cent of the world's pharmaceutical market. With 100,000 people spread over 100 countries, GSK is a truly global business.

The challenge:

To develop a new way to operate internal 'Green Belt' examinations for delegates around the world to replace classroom oriented traditional paper-based examinations.

The objectives were to increase the speed of examination marking, reduce the opportunities for error such as lost papers and increase availability for examination sitting.

The essential.genius solution:

Development of a secure and versatile online platform to operate the examinations. A database of questions was built from which the exam system randomly generates unique question sets for each delegate. The examination is now deployed on request and available across time zones with user support provided by **essential.genius**. Exam results are published upon completion of the questions and users who fail the exam received an automatically produced coaching report helping them to understand where they went wrong.

Vital statistics:

Project duration: **2 months**

Number of users: **2,500**

Benefits: **Exam result lead time reduced to a few seconds rather than several weeks, opportunities for error drastically cut, cost savings made in excess of £100,000.**

Some GSK user verdicts:

"Really liked the format – the question structure really made think as they were not the usual Yes/No setup"

"I was impressed by the structure of this exam – you've really got it right"

"I hate all exams!" – well, what can you say to this?!"



Go to www.essentialgenius.com to find out more or call us on +44 (0)1676 52 44 77



Infinite possibilities