



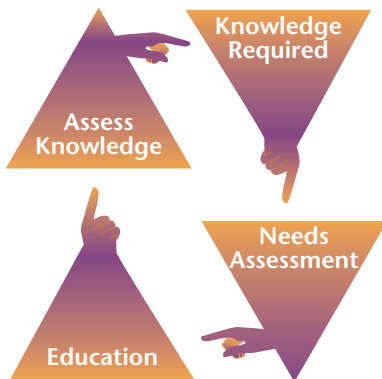
Questionmark

## Question Mark™ Corporate Applications

*The world's most advanced assessment software!*

Computerized quizzes, tests, and assessments are helping thousands of businesses and other organizations work more efficiently. Employees enjoy getting instant feedback, which quickly tells them what subjects need more study. Training requirements are easily established with needs analysis surveys. Trainers are freed from the drudgery of grading tests. Comprehensive reports help instructors craft better lectures and tests, track individual and group performance, and set meaningful cut scores for future exams.

The following extracts are from case studies you can read on our Web site at <http://www.questionmark.com>. They illustrate the wide variety of ways in which Question Mark can be used. These include pre-course assessments, tests, exams, course evaluations, tutorials, and self-assessments. For specific reference contacts, please get in touch with your sales representative or email [info@questionmark.com](mailto:info@questionmark.com).



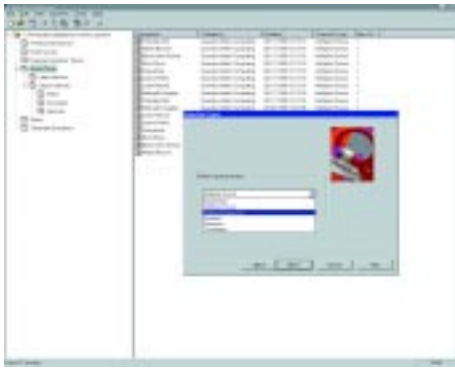
### Training Needs Assessment:

Employees at **Crestar Bank's** private banking division in Richmond, Virginia, took three Web-based training needs assessments designed to measure their knowledge of three key service areas: Insurance, Trusts and Estates, and Investments. They were given 30 days to complete all three modules, with a two-hour window in which to complete each 60-question assessment. They could do this anytime they liked, at work or at home. All they needed was access to the Internet and the correct password.

The employees ranged from administrative assistants to the division manager, and they answered multiple choice questions at three different levels depending on the proficiency deemed necessary to perform their jobs effectively: novice, generalist and advisor. The feedback they received on completing the tests after answering the questions included scores for all three assessments and links to detailed analysis for each one.

The results have enabled the bank, a subsidiary of SunTrust Banks, to direct people to standup and computer-based training courses hand picked for their individual needs.

Atlanta based **Greene Consulting** developed the assessments using Question Mark Perception. The assessments were administered via Greene's dual Pentium 350 NT server. Greene's SkillMark™ product benchmarks specific knowledge requirements for each employee position in the disciplines of Investments, Trusts and Estates, and Insurance, as well as an organization's proprietary products. It then assesses current proficiency levels against the benchmarks using Perception and diagnoses organizational needs to help focus training strategy.



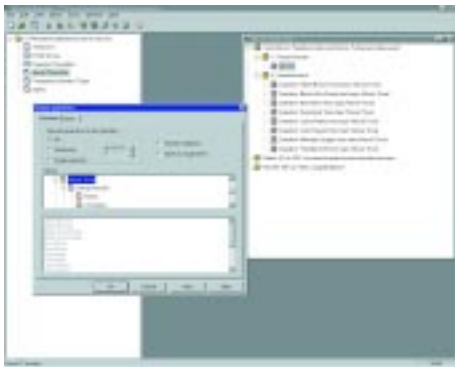
## Enhancing Product Knowledge:

Sales reps at a recent global sales meeting for **American Airlines** and **Canadian Airlines** found out the easy way that learning can be fun. To learn about some new Canadian Airlines products, the reps took a Question Mark for Windows quiz. Those who scored well were rewarded with free travel passes to Canadian Airlines destinations in Canada or Asia.

All the questions were set up to give them feedback. If they chose the wrong answer, the feedback told them the right answer. If they chose the right answer, they got additional information. In addition to increasing the reps' awareness of Canadian Airlines' products, services and key personnel, the quiz furnished trainers with a wealth of information. They've used quiz results to help tailor subsequent programs and presentations.

The questions, which were ready for the exhibition just two weeks after the airline purchased Perception, were randomized to create short, individualized quizzes. Four laptops with 17-inch monitors enabled people to watch what was going on. Participants didn't need to type anything. They just used a mouse to click on selected answers.

The questions were based on information from a training CD-ROM and other training materials, so those who had done their homework performed well on the quiz. Anyone scoring higher than 80 percent received a free travel voucher. So people who'd had fun taking a quiz had some fun to look forward to afterwards.

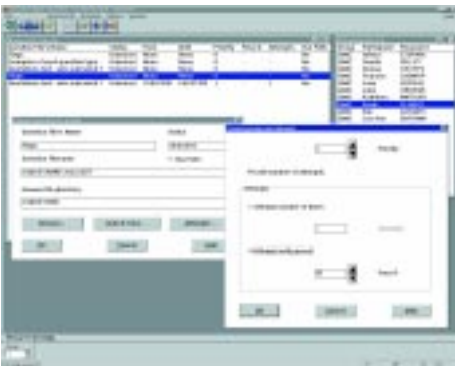


## Proficiency Exams:

**Geotrac** and its 215 employees serve the Mortgage Lending industry with flood compliance and geographic information services. The company offers skill based pay to employees, assessing each individual's level of proficiency in job required skill areas using Question Mark for Windows.

Tests are administered in the company's training room, which offers a well-controlled test taking environment. Employees sit at one of 12 computers to take the tests, which cover everything from job-specific subjects like the National Flood Insurance Program to a wide range of computer programs such as Microsoft Office. Approximately seventy percent of the company's employees—those who work on an hourly basis—are in the skill-based pay program and take these Question Mark tests on a regular basis.

The Question Mark exams have done away with having to personally observe employees working with numerous software programs—to see if they know how to format a font in Microsoft Word, for example. Twelve people can be tested simultaneously, and there are no papers to score. Geotrac chose Question Mark largely because the software is easy to use. The short learning curve meant tests could be put together quickly and easily.



## Post-course Assessments:

At Toronto-based **Celestica, Inc.**, people who make intricate circuit boards for IBM computers take Question Mark tests following computer based courses which qualify them to take on increasingly difficult tasks. In order to progress in their work, employees must answer 100 per cent of their test questions correctly. They can take the tests as many times as they wish, but the end result must be a perfect score. This is essential for product quality and employee safety.

Computer based training has made it far easier for Celestica instructors to deliver training in a plant that operates seven days per week. One or two people at a time can take some

time out to take a course on any shift. The Question Mark exams simplify the process of determining how much a person has learned from a self-paced course. A quiz can present a photograph of a circuit card and ask the person to point out a defect. The quizzes can also simulate a control panel, giving employees a safe way to demonstrate their knowledge of machinery operation.

## Employee Selection:

**LIMRA International's** Assessment Solutions Group utilizes Question Mark assessments in its ExSel Toolkit. The Toolkit offers insurance and financial services companies a means of enhancing their recruiting and selection processes. Using the Toolkit, recruiters can identify candidates who are likely to succeed in an insurance or financial services sales career. Computerized tests help predict such things as the candidate's probability of success in insurance or financial services sales, the candidate's business conscientiousness, how likely it is that the candidate will pass his or her licensing exam, and how well or how poorly the candidate matches the office's "culture" or environment.

## Certifications:

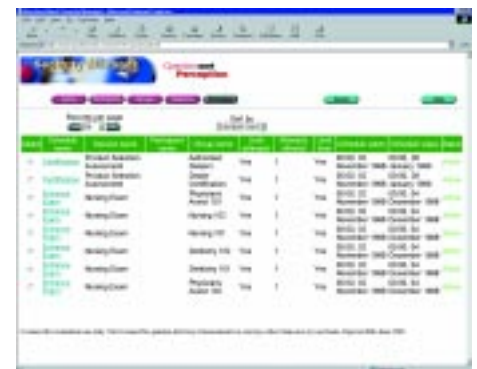
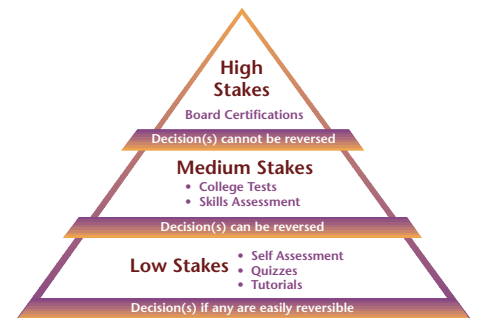
**CDI Corporate Education Services (CES)**, a division of CDI Education Corporation, is one of the largest corporate IT training and education solutions providers in Canada. The company administers pre and post assessments for the many courses they offer. Topics of their Question Mark Perception tests include project management, Windows network skills, and customer service skills. The organization has also put together a customized certification exam using Perception for one client's customer service representatives. CES' clients have offices throughout Canada, so there was a tremendous need to distribute tests quickly and securely to far-flung offices and provide results quickly. Centralized testing or paper tests simply didn't offer a practical solution for CES' widespread customer base, so the company chose QM Perception to deliver tests over its intranet.

## Technical Tests:

Another Canadian company, **3-SOFT**, is a leading software services provider. Its work includes recruiting technical people who need to prove their ability on various software products as well as taking typical HR tests such as quality ranking and motivational assessments. The company recruits everyone from programmers to network administrators and database administrators for a wide range of clients. Rather than basing people's performance ratings on standard certification exams, 3-SOFT wanted to create its own tests. They previously gave paper tests but purchased Question Mark for Windows in 1995 to avoid the hassle of grading tests.

3-SOFT subsequently changed to QM Perception so that they could administer the same tests at different geographical locations. Each test includes a proportion of easy, moderate, and difficult questions so that scores will more accurately reflect each person's proficiency. Future Question Mark applications may include on-line customer surveys and post-course evaluations. The company also hopes someday to have recruits take tests from their homes.

The company regards Web-based testing as a wise choice, putting them in a leadership position by greatly enhancing their ability to administer tests efficiently and securely.



## Customer Satisfaction Surveys

**St. Cloud Hospital** in St. Cloud, Minnesota, uses QM Perception to administer internal customer satisfaction surveys in which one department rates the level of service of other departments. They have also used Perception in a limited way for employee satisfaction surveys. The hospital's performance improvement department has developed 48 different surveys, which are disseminated on the hospital's intranet. The department developed an Access database to process the survey results, providing quick access to important statistics. The department is glad to have chosen Web-based surveys, which eliminate the need to run results through a scanner or retype comments.



## Manufacturing:

**KEMET Electronics Corporation**, the largest manufacturer and supplier of solid tantalum capacitors in the world, selected Question Mark for Windows for internal training and skills assessment. Manufacturing plant workers at Kemet de Mexico are tested using QM for Windows as part of the company's highly regarded quality control program. Their QM tests are designed to test knowledge of safety procedures as well as the use of equipment. Some questions include graphics and require the employee to identify the correct parts or functions of the equipment.

Question Mark's ability to incorporate graphics and hot spot questions as well as multiple choice, multiple selection, and fill-in-the-blanks, offers KEMET the ability to design tests tailored to the needs of its employees. Implementation of interactive computer-based testing began at KEMET's Matamoros, Mexico, manufacturing facilities. AssessNet, a Question Mark business partner based in Austin, Texas, provided training in Spanish for six staff members responsible for developing assessments for the manufacturing plant workers. The test developers are computer literate but are not programmers. They were able to learn QM's functions and features very quickly and had already been practicing with a 30-day trial copy of the software prior to the training. Kemet de Mexico uses QM to ensure quality and safety and to obtain information for job certification and cross training. Using this tool, the company can accurately document employees' training in their current jobs and can offer additional training to employees who would like to learn new skills.

The company has won many supplier awards from its customers, including Ford's Total Quality Excellence (TQE) Award, an award given to only 27 of Ford's suppliers worldwide. KEMET is ISO and QS 9000 registered.

*All product names are the trademarks or registered trademarks of their respective owners.*

## Corporate Offices:



*The world's most advanced  
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