

# MAD Credentials

2024 Year in Review





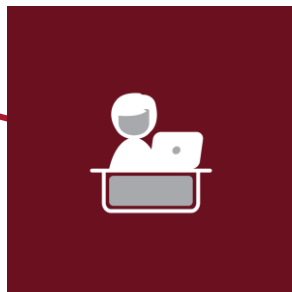
**MAD Credentials is a digital credentialing framework paired with the Accredible platform to validate and make MAD product skills visible.**

\*Accredible is a world-leading digital credential platform trusted by 2,300 technology companies, universities, and associations such as Google, Skillssoft, MIT, and PADI. Accredible ranked on the 2024 Inc. 5000, 2024 TIME's World' Top EdTech Company, and 2023 Deloitte's Technology Fast 500 lists.

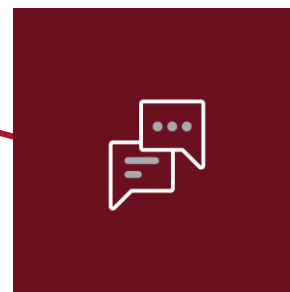
# Timeline



**August –  
December 2023**  
Pilot



**January –  
June 2024**  
Vendor  
Procurement



**July 2024**  
Program  
Goes Live



**August 2024**  
Issued First  
Credentials

# Types of Credentials

We issued credentials for the following achievements:



**Learning Pathway  
Completion**



**Program  
Completion**



**Trainer  
Qualification**



**Assessment  
Passing Score**



**Partner Session  
Participation**

# Credential Offerings

We offered these specific credentials in 2024:



## Learning Pathway Completion

- Basic & Intermediate Tickets  
*Client Service Desk*
- Introduction to Contracts  
*Compliance*



## Program Completion

- Emerging Leaders Program  
*Talent Development*



## Trainer Qualification

- DataSwift and INT Roaming courses  
*Enablement*



## Assessment Passing Score

- CPQ Server-Side Skills  
*Platform Engineering*
- Contract Practitioner  
*Compliance*

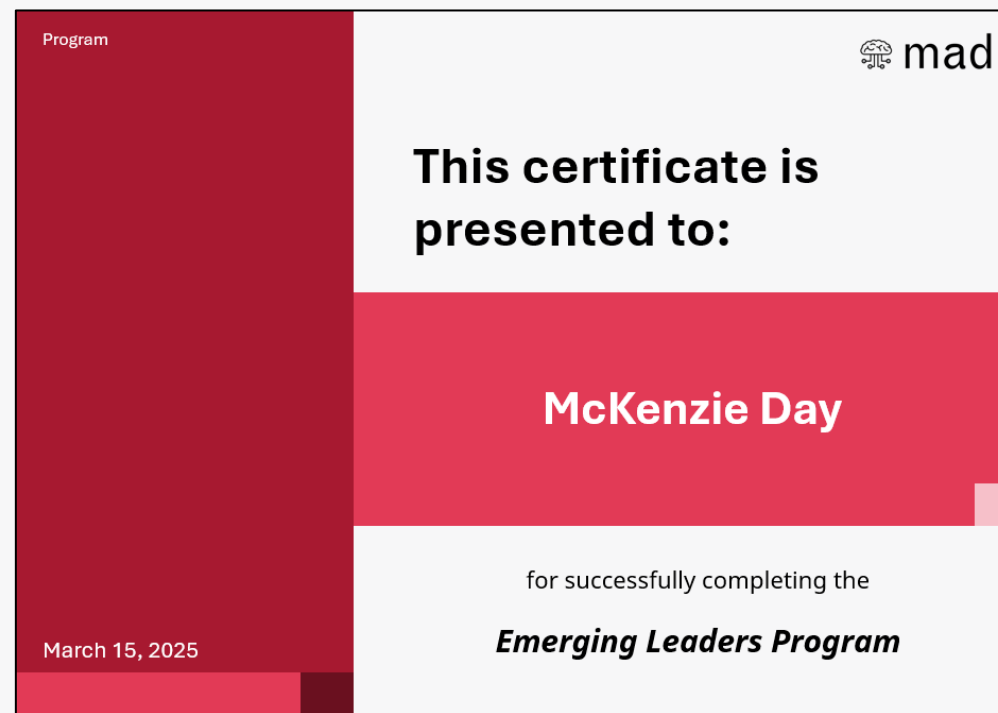
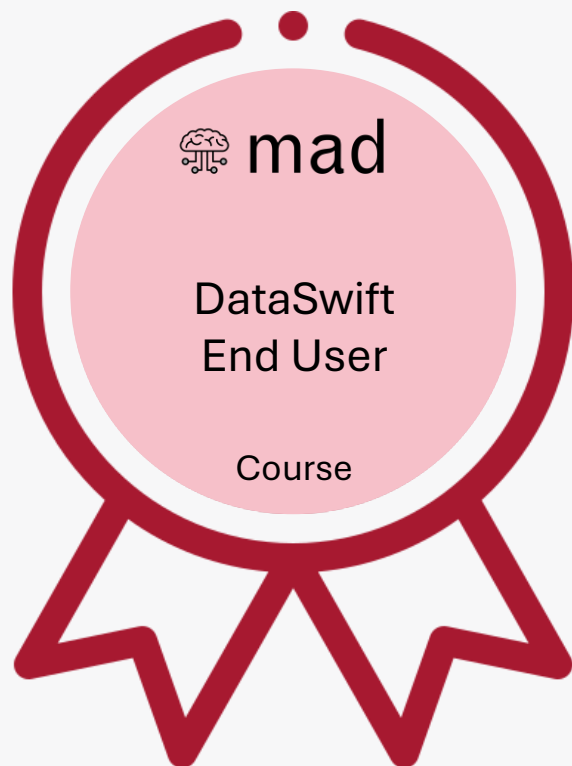


## Partner Session Participation

- DataSwift configuration session  
*HubSpot*

# Examples

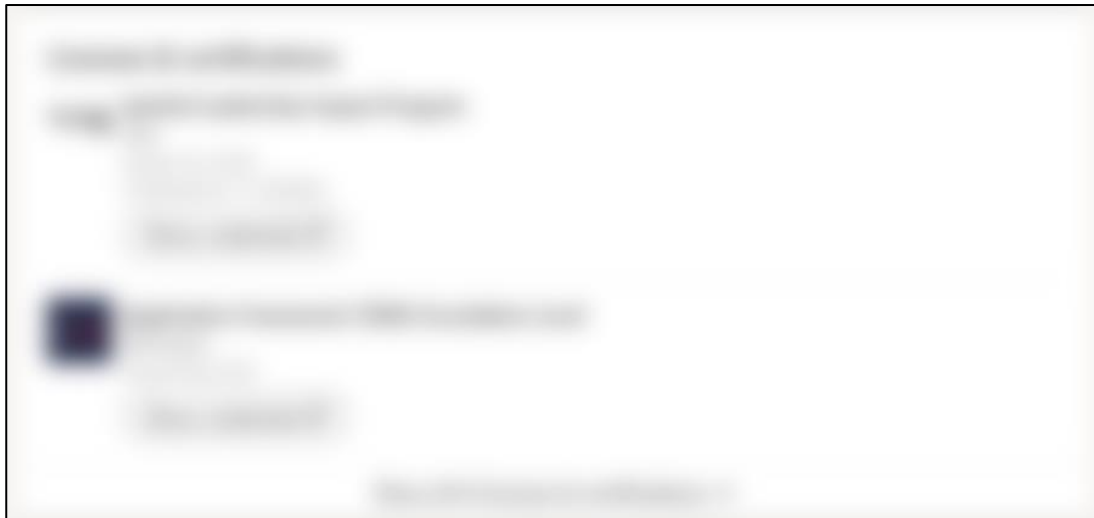
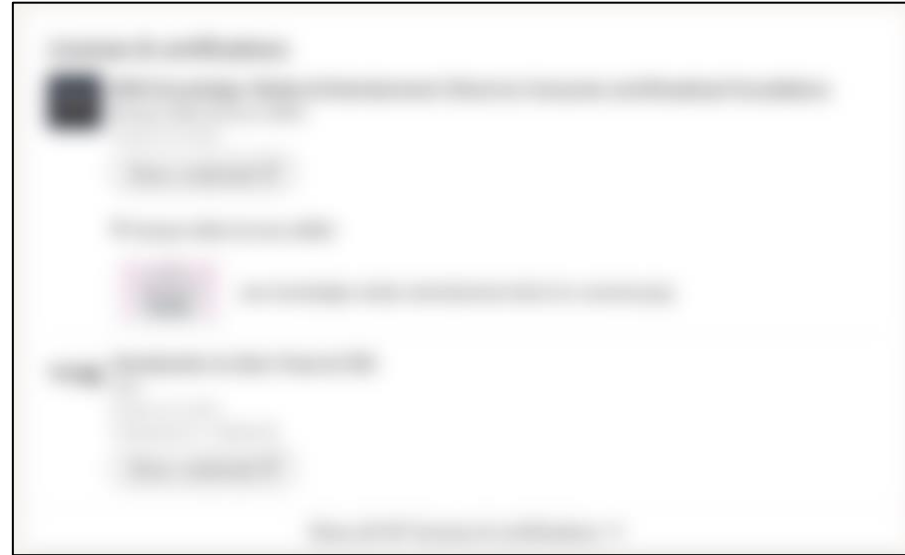
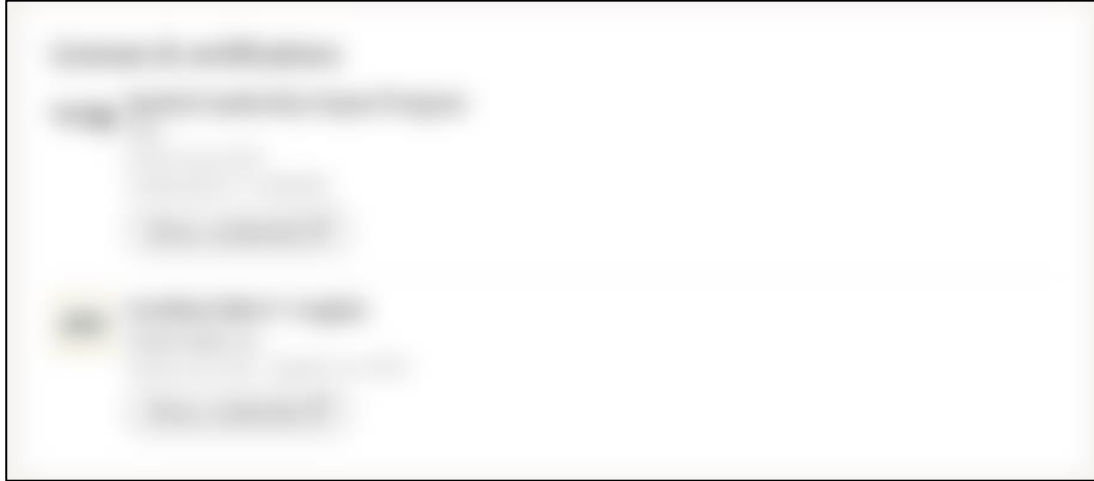
We offer badges or certificates.



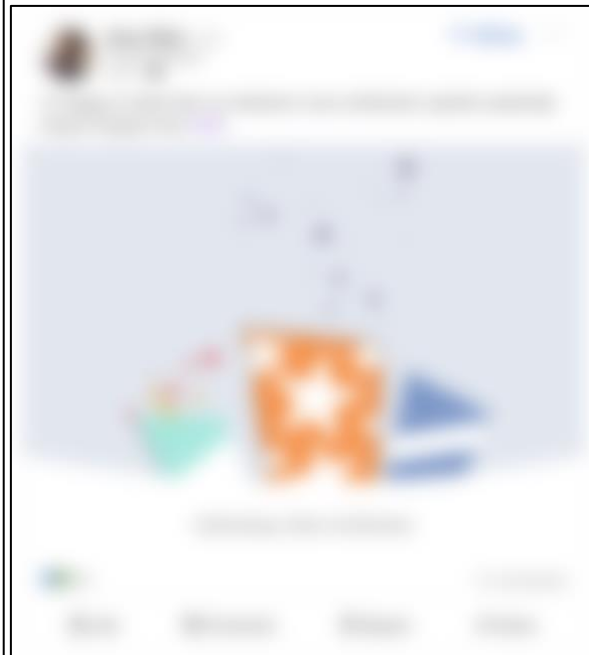
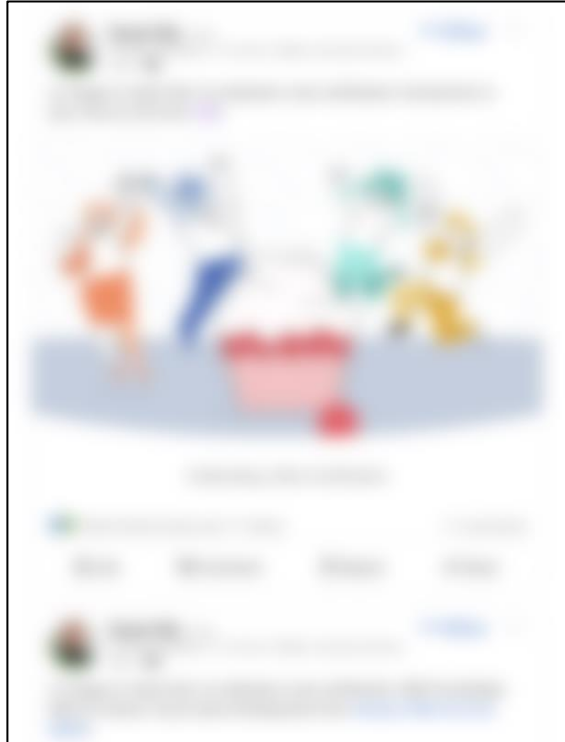
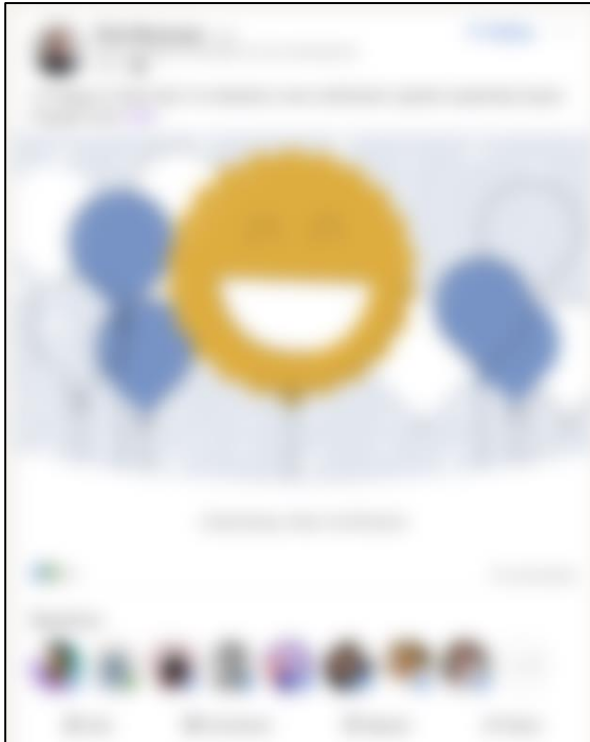
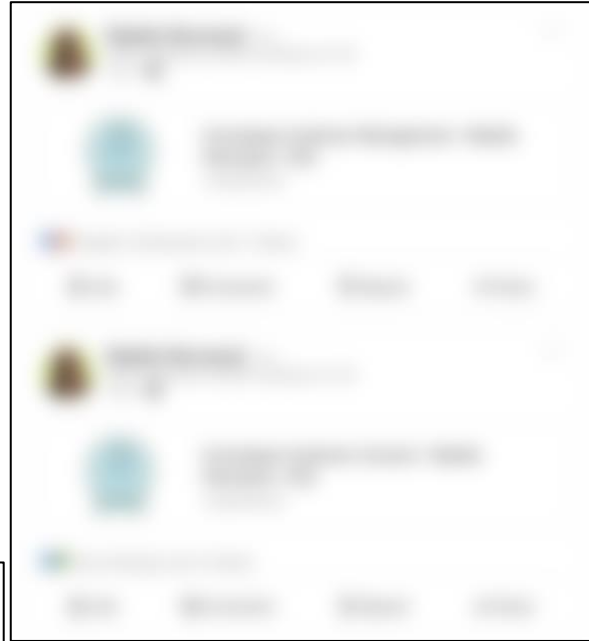
# 2024 in Numbers

<p><b>Credential Offerings</b></p> <p><b>18</b></p>	<p><b>Credentials Issued</b></p> <p><b>1910</b></p>	<p><b>Credentials Claimed</b></p> <p><b>1300</b> (68%)</p>
<p><b>Engagement - % Above Industry Average</b></p> <p><b>48</b></p>	<p><b>Credentials Shared</b></p> <p><b>470</b></p>	<p><b>Unique Credential Views</b></p> <p><b>1841</b></p>
<p><b>LinkedIn Posts &amp; Profile Adds</b></p> <p><b>210 &amp; 115</b></p>	<p><b>Likes &amp; Comments on LinkedIn</b></p> <p><b>941 &amp; 301</b></p>	<p><b>Referral Clicks to CSG Website</b></p> <p><b>138</b></p>

# LinkedIn Profile Adds



# LinkedIn Posts



# 2025 Plans

1

## Employees

- Women in Tech mentoring program
- MAD Champions

2

## Partners

- HubSpot and Amdocs enablement

3

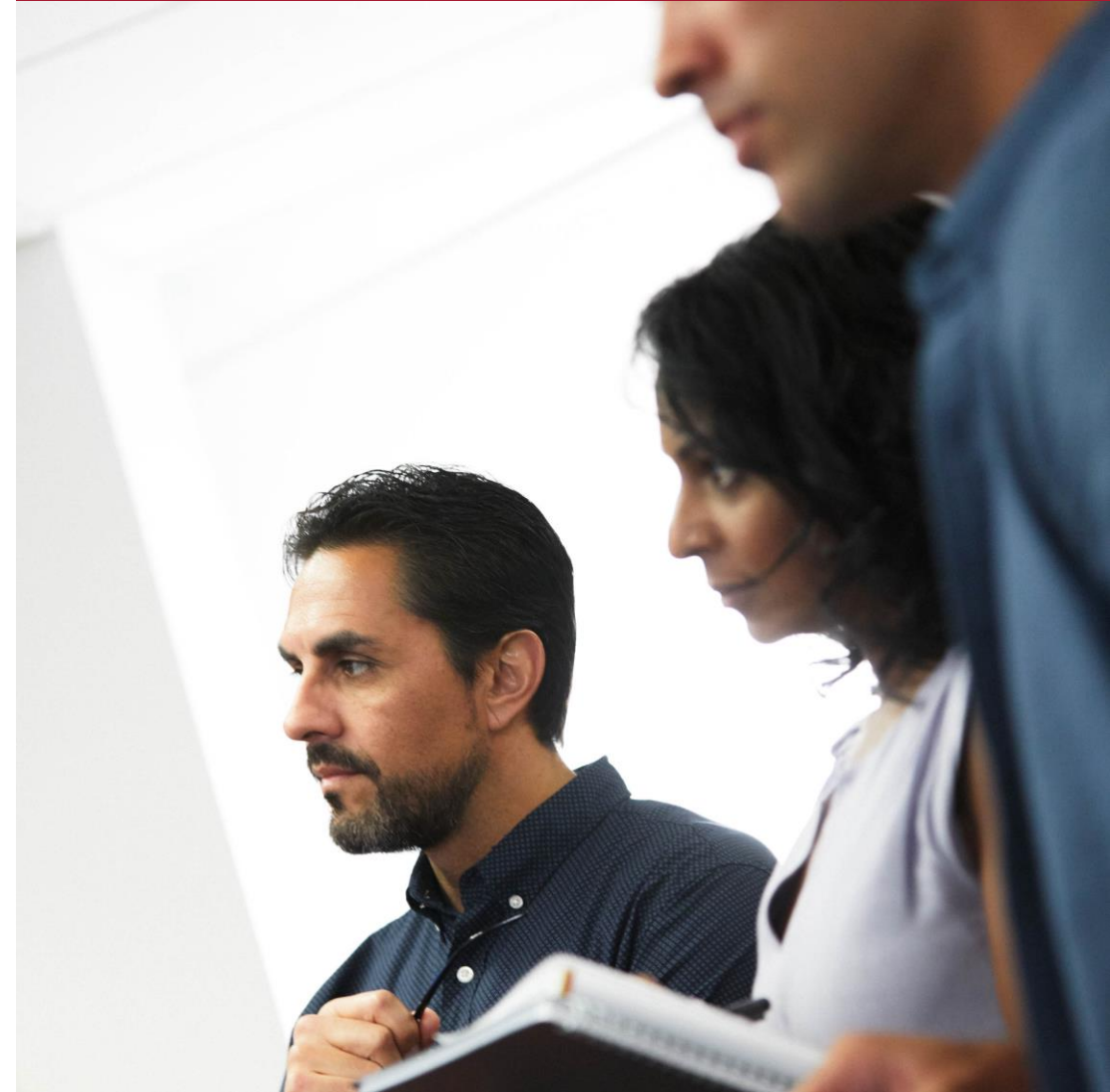
## Customers

- Training completion badges
  - Zapier, Netflix, AT&T

4

## You!

- Please reach out with your ideas for collaboration





## Request Credential Here

Or contact McKenzie Day

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