



CASE STUDY



Witz Education Sees Rapid ROI with Explorance Blue 360 Degree Feedback Software

About Witz Education:

Witz Education empowers individuals to excel as executives, employees, managers, and coaches. As Canada's sole Gold-level Apple Certified training facility, it offers specialized instruction in Adobe, Autodesk, and Ableton, ensuring certified expertise in these essential tools.



blue

CHALLENGE

An Expensive Custom System

The MRPI (Multi-Rater Personality Inventory) is a pivotal element of Witz's flagship training program, offering a comprehensive 360 degree review. With over 20 years of experience conducting 360 reviews, Witz customizes assessments to its standard protocol or client specifications.

Initially managing these reviews on paper, Witz transitioned to their own online application, which served them well until unforeseen challenges arose. Rising costs and security concerns, particularly navigating office firewalls, prompted a reevaluation. Olga Bodnar, VP of Business Relationships, notes, "The escalating technical issues impacted our brand reputation."

Furthermore, the reliance on a custom system created a dependency on programmers for troubleshooting and development updates. Limitations in reporting capabilities hindered data utilization. Olga emphasizes, "The lack of reporting options restricted our ability to leverage the data effectively."

SOLUTION

Experts in the Field of 360 Degree Feedback

Witz Education sought a turnkey solution tailored to its specific requirements, prioritizing expertise in 360 degree reviews. After extensive research of the market in Canada and Europe, Witz Education selected the Explorance Blue 360 degree feedback software. "We have a different scoring system from most people, and we wanted software to accommodate that," states Olga.

"We were impressed by a lot of things in Blue—first, it looks really sleek. Second, Explorance has an impressive client list. And then there were details like WCAG compliance for visually impaired or color-blind raters." Olga continues.

OUTCOME

Quick ROI, Increased Revenue

After implementing Explorance Blue, Witz promptly saw returns on its investment (ROI). "It took about five months for us to realize a return on our initial investment," says Olga. "When we buy additional blocks of licenses, it takes us about one month to see ROI. And we continue to see added revenue from those investments."

Learning more about Blue unveiled its potential, and Witz has since expanded their product portfolio. Olga notes. "We're now going to market with new products that we had on the back burner for a while. As we got to know the complete Blue software package, we saw potential opportunities and started offering them to our client base."

Now, with Blue, Witz Education delivers various assessments globally in multiple languages. "Creating surveys is effortless," Olga states. "We craft them in English, and the recipients receive them in their preferred language."

Explorance Blue has significantly cut costs for Witz Education. Ten-person project completion time dropped from a day and a half to just an hour and a half. "This efficiency boost led to remarkable productivity gains," says Olga. "Most importantly, our professional reputation has vastly improved. We've had about 2000 people touch the system now."

A solid partnership with Explorance has also been instrumental. "We love and value our relationship with Explorance," Olga expresses. "There's not a single individual I've contacted that I haven't been extremely satisfied with. "Explorance is more than just a provider. I rely on them to keep us informed on new features and capabilities, especially ones we haven't thought of yet. We're very excited about the opportunities we see ahead for us."



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