

## Assessing Return on Investment - A Case Study

Clients often ask how they can justify the purchase of an automated marking system for examinations, assessments, monitoring etc. As stated in our last newsletter, there are several different ways of assessing a return on investment and the following interview with Elevenology, one of our well known 11+ Mock Exam clients, has highlighted the benefits as follows -

Q. What challenge did you have in your business with examination testing?

A. When we started running mock tests, about 3 years ago, the answers sheets were managed manually. With time, and with more and more students joining the academy, the manual process started to deteriorate. Marking manually over 200 answer sheets, caused a massive issue for us. The team was made up of 10 markers and it was time consuming. Not only was it taking us about 6-7 days to mark the papers, but the manual process was introducing marking mistakes. Over time, more students equalled more marking papers introducing more mistakes. Both our team members and the parents were frustrated with the delays caused by re-visiting/re-marking the papers to get the scores corrected. It was a big pain.

Q. How did the Trax 'software as a service' enhance your examination process?

A. Elevenology was facing a huge dilemma regarding how to find a solution to a problem that was becoming now a show-stopper for the business. We did a bit of research about looking for an automated marking solution and found TRAX. What a god send this company was. Elevenology found TRAX to be very professional, very timely and very cooperative in helping us solve our problem. The marking process went from 2-weeks to just 5-days and this can be improved even further. The marking process requires couple people to complete versus 10. The blood pressure is now back to normal for all of us.

Q. What was the biggest return on investment?

A. What can I say about the ROI (Return on Investment)? Using TRAX, the company saved a large amount of time spent on the manual marking process, the cost of the process went down ten-fold and the sanity of our people was safe. Overall, and this is an estimate based on the mock tests managed via TRAX, the ROI accomplished thus far is about 625%. An amazing result thanks to TRAX.

Q. What would be your recommendation for educational establishment when considering transforming to a digital process.

A. It all comes down to the quality of service provided to our parents. Elevenology quality was impacting our reputation that was built with hard work over 6 years. Elevenology could not afford to have that negative impact and so we had to do something about it very quickly. Specifically for the Education Industry, parents want quick, easy and understandable reports. This type of process can only be accomplished when moving to a digital environment. In order for us to provide a competitive service, Elevenology had to innovate. Innovation, and leading the pack in our industry, meant Elevenology had to adopt a digital solution. Therefore, I highly recommend anyone in our sector to think in those terms.

Elevenology are now looking at the next step in their evolution by purchasing our software system with scanner to use in-house so that they can offer a turnaround of results on the day of the exam thus giving parents instant feedback. So why not join the growing number of clients using Trax products and services and remember that a return on investment can be expressed in -

- ⇒ Monetary terms - *such as the saving in manpower*
- ⇒ Time saving - *e.g. turnaround speed/time and/or quality*
- ⇒ Reduction of Marking Errors - *labour saving*
- ⇒ Satisfied parents/clients/students.

Interested and want to find out more, then why not contact Paul on 01227-793200 or email [sales@traxuk.com](mailto:sales@traxuk.com)

## Combining Automated MCQ and Computer Based Script Marking

A number of potential customers have asked whether it is possible to capture and mark both paper based MCQ style questions and scripted/essay type papers from a single examination event without the restriction of having to distribute the completed essay papers to assessors for marking and then return them for processing/reporting.

As the latest version of Print & Scan V10.01 now incorporates a full document management system, Trax is able to offer a new module based on our original computer based marking system that can be fully integrated with paper based MCQ marking thus enabling both Scripted and MCQ examination types to be integrated and processed simultaneously.

Need more information? Contact Paul on 01227-793200 or email [sales@traxuk.com](mailto:sales@traxuk.com)