

Assessment provider

Industry

- Education

Solution

- OpenText™ TeleForm™

Partner

- SR Capture

Results



Enables a digital marking workflow with built-in quality controls and data analytics



Improves training for markers, cutting the number of repeat markings by 17%



Avoids postage and travel requirements, and reduces overall costs by 15%



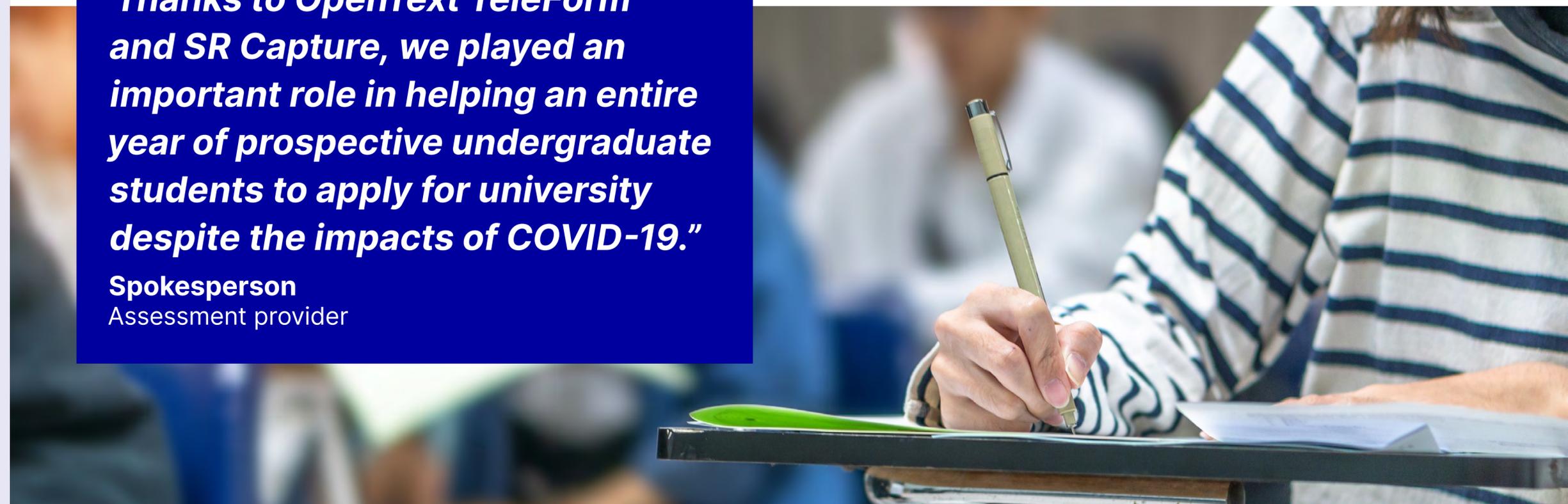
Accelerates process by 42%, helping to complete assessments on time despite COVID-19 disruption

Assessment provider embraces remote marking to avoid COVID-19 disruption

Industry leader builds digital processes on OpenText™ TeleForm™, accelerating marking speed by 42% and delivering student results on time despite pandemic pressures

“Thanks to OpenText TeleForm and SR Capture, we played an important role in helping an entire year of prospective undergraduate students to apply for university despite the impacts of COVID-19.”

Spokesperson
Assessment provider



Supporting universities around the world

This leading assessment provider designs and delivers assessments to learners around the world—helping higher education institutions select candidates for highly competitive study programs. The company's offering includes subject-specific, multiple-choice and essay-based tests, which universities use to identify the top applicants for their degree programs.

Performing under pressure

As the assessment provider is closely linked to the university admissions cycle, it must mark large volumes of papers accurately and transparently, sometimes within just a few weeks of an exam sitting. In the past, the company relied heavily on paper processes. Each year, the organization would physically deliver paper tests to a central site, where specialists would mark them in shifts over the course of several days.

“Transporting paper was time-consuming and costly, and there was a low but ever-present risk of pages getting lost in the shuffle,” a company spokesperson says. ***“It was also difficult to find markers who could travel the distance to our marking site.”***

Tackling COVID-19 challenges

To reduce costs and boost efficiency, the assessment provider embarked on an initiative to digitize the marking process, beginning with its multiple-choice examinations. When the COVID-19 pandemic struck, the organization realized it would be crucial to accelerate the transformation.

“We immediately saw that lockdown measures and social distancing requirements posed a big threat to the normal admissions cycle,” the spokesperson says. ***“To reduce the risk of disruption for students, we looked for a way to bring forward the digitalization efforts for our essay-based examinations.”***

Expanding a proven solution

For more than a decade, the company has relied on a digital marking solution from SR Capture for multiple-choice exams, powered by data capture capabilities from OpenText™ TeleForm™. The assessment provider engaged SR Capture to extend the solution to enable remote marking for essay questions.

“We’ve had more than 15 years of success with SR Capture and TeleForm for multiple-choice exam marking, so the solution was the clear choice,” the spokesperson says. ***“The SR Capture and OpenText support teams are always quick to help us with technical issues, and it’s easy to get in touch with them.”***

Working with trusted partners

Using SR Capture software, the assessment provider developed digital marking workflows for essay questions. The new approach replicates the double-blind quality controls of the former process: two different markers review each paper and if the two scores diverge from a pre-defined threshold, a third marking is triggered automatically. By exploring this data in Microsoft® Power BI®, the organization can also gain valuable insights to help enhance efficiency and quality.

“Since we started using the new SR Capture and TeleForm solution, we’ve measured big improvements to key performance indicators across the board. Our markers can evaluate assessments 42-percent faster, and we’ve cut the cost of the whole process by approximately 15 percent.”

Spokesperson,
Assessment provider



“We tested the new process to mark one of our smaller exam sittings first,” the spokesperson says. ***“The go-live was a great success, and within just six months we were ready to switch over to fully remote marking—helping us go into production ahead of the new university admissions cycle.”***

Delivering results on time

By embracing digital marking for its essay exam papers, the assessment provider delivered results on time despite the significant disruption of the COVID-19 pandemic, helping students complete their university applications as normal.

“The logistics and costs involved in posting paper exams to individual markers during the COVID-19 pandemic would have been immense, and it’s difficult to imagine we could have achieved such a positive outcome without remote marking,” the spokesperson says.

“Since we started using the new SR Capture and TeleForm digital capture solution, we’ve measured big improvements to key performance indicators across the board. Our markers can evaluate assessments 42-percent faster, and we’ve cut the cost of the whole process by approximately 15 percent,” the spokesperson says. ***“Crucially, we’ve been using analytics insights to identify opportunities to improve training for markers, reducing the average number of third markings by 17 percent. It’s also much easier to recruit markers ahead of each session, because we can tap into a much wider talent pool of expert markers from around the world.”***

Driving continuous improvement

Based on the positive outcomes of its work with SR Capture, the assessment provider is exploring the possibility of expanding its digital marking solution to cover additional exams.

“Thanks to OpenText TeleForm and SR Capture, we played an important role in helping an entire year of prospective undergraduate students apply for university despite the impacts of COVID-19,” the spokesperson says. ***“We’re really proud of what we’ve achieved, and we look forward to working with SR Capture to continue to refine our remote marking processes.”***

Quaranda said, expressing gratitude that the system was already in place for employees to complete approvals via remote log-in. ***“We still received the same volume of invoices and processed everything within the same timelines.”***

During a pandemic or not, digital transformation continues to be a priority for Bloomin’ Brands. Going forward, the company plans to expand invoice automation to its restaurant locations to realize productivity and profitability improvements already in place at the corporate office.

Partner information:

Based in Norwich, England, SR Capture offers expert development, consulting, systems and support services that help businesses harness data capture solutions to automate processes, save time and reduce costs.



About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](https://www.opentext.com).

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