



# Empowering Excellence: ASFA Certification Program Elevates Superannuation Expertise

Mercer

Best Certification Program

November 2024



## Company Background



Company-at-a-Glance	
<b>Headquarters</b>	1166 Avenue of the Americas, New York City, New York
<b>Year Founded</b>	1945
<b>Revenue</b>	\$5 billion
<b>Employees</b>	25,000
<b>Global Scale (Regions that you operate in or provide services to)</b>	130 countries in Africa, Asia, Europe, North and South America and Australia
<b>Customers/Output, etc. (Key customers and services offered)</b>	Mercer helps clients around the world advance the health, wealth, and performance of their most vital asset – their people. Clients include international companies of all sizes serving the leaders, HR managers and employees with the solutions, services and insight they need to make the most of their benefits
<b>Industry</b>	Consulting and benefits/HR administration
<b>Stock Symbol</b>	MMC
<b>Website</b>	<a href="http://www.mercer.com">http://www.mercer.com</a>



## Budget and Timeframe

Budget and Timeframe	
Overall budget	\$5000
Number of (HR, Learning, Talent) employees involved with the implementation?	1 employee from Learning Team
Number of Operations or Subject Matter Expert employees involved with the implementation?	3
Number of contractors involved with implementation	0
Timeframe to implement	2 months to implement, duration of the program: 4 - 6 months
Start date of the program	Apr 2023

## Fit to the Needs

Mercer stands at the forefront of reshaping the global work landscape, assisting organizations in crafting and implementing advanced workforce strategies. Renowned for its superior consulting services, Mercer leverages in-depth analytics and data-driven insights to empower organizations with informed decision-making capabilities. At the heart of Mercer's operations lies its consulting expertise, underpinned by robust product knowledge and domain expertise. To maintain this standard of excellence, Mercer is committed to developing a learning program that ensures its analysts remain abreast of the latest trends and possess the requisite proficiency level to provide clients with highly efficient and error-free services.

The Program's goals are tailored to align with the Superannuation Funds of Australia's standards, focusing on:

- Prioritizing the cultivation of professionals who are not only proficient in superannuation fund management but also equipped with forward-thinking skills.
- Elevating the expertise of team members to not only meet but exceed the operational benchmarks set within the superannuation industry.



- Developing a cadre of colleagues who are acknowledged as thought leaders in superannuation, thereby enhancing the effectiveness of business operations.
- Promoting an organizational ethos that champions lifelong learning and the continuous enrichment of superannuation knowledge.
- Empowering the Learning & Development (L&D) division to tailor learning solutions that address the unique challenges and requirements of the superannuation sector.
- Enhancing the credibility and proficiency of the operations team by ensuring they are well-versed in the latest superannuation trends and regulations.
- Guaranteeing that the learning initiatives are relevant and add value to colleagues in diverse roles within the superannuation landscape.

#### Challenges:

- **Diverse Skill Levels and Undefined Skill Requirements:** Team members displayed a broad spectrum of skill levels without a clearly defined set of skills to be acquired. Additionally, there was an absence of a structured plan for knowledge development within teams.
- **Gap in Knowledge and Experience:** A significant disparity in knowledge existed between long-standing employees and newcomers, rendering a uniform training approach ineffective.
- **Inter-Team Dynamics:** Different perspectives on the role of subject matter experts among various teams led to challenges in the transfer and enhancement of knowledge.
- **Content Standardization Needs:** The pandemic necessitated the redesign of content to ensure it was engaging and consistent across various locations and teams.
- **Technological Limitations:** A lack of proficiency in virtual facilitation tools among many teams restricted opportunities for knowledge dissemination.
- **Resource Constraints for Targeted Learning:** Teams faced bandwidth limitations, hindering their ability to conduct specialized knowledge sessions and evaluations, thus failing to fulfil the organizational need for elevated knowledge levels.
- **Recognition Deficit:** There was inadequate acknowledgment of colleagues who possessed substantial knowledge, and many employees were unaware of how to improve their domain expertise or the benefits it could bring to the business.



- **Continuity and Progress in Learning:** The absence of sustained learning efforts and a clear path for knowledge advancement meant managers were unable to monitor the learning progression of their teams effectively.

The launch of ASFA certification program for the colleagues was driven by several business conditions:

1. **Internal Skill Development:** As organizations increasingly rely on online presence and digital services, there is a need to develop internal expertise in domain management. The certification program was designed to build this expertise among colleagues, ensuring that the organization has the necessary skills to manage its domains effectively.
2. **Consistency and Standardization:** With multiple colleagues involved in domain management, there were inconsistencies in how tasks are performed. The certification program provides a standardized approach to domain management, ensuring that all colleagues follow best practices and procedures.
3. **Risk Mitigation:** Poor domain management lead to security vulnerabilities, website downtime, and loss of reputation. The certification program helps mitigate these risks by ensuring that colleagues are trained in cybersecurity, domain renewal processes, and other critical aspects of domain management.
4. **Regulatory Compliance:** Organizations must comply with regulations related to domain registration, privacy, and data protection. The certification program ensures that colleagues are aware of these regulations and understand how to comply with them in their domain management activities.
5. **Efficiency and Productivity:** By providing colleagues with the necessary training and certification, the organization improved efficiency and productivity of its domain management processes. This led to faster resolution of issues, more effective use of resources, and better overall management of the organization's online presence.
6. **Professional Development:** Offering a certification program is a part of the organization's commitment to the professional development of its colleagues. It provides an opportunity for individuals to enhance their skills, advance their careers, and contribute more effectively to the organization.
7. **Adaptability to Technological Changes:** The domain registration and management field is subject to technological changes and innovations. The certification program helps colleagues stay updated on these changes and adapt their practices accordingly.



**Culture in your operating environment  
It is what you say and do**



Fig 1.1

Call for Nominations: ASFA Certification

Gaurr, Chetan  
To: Rourai, Preetam; Philip, Binoy; Duneja, Shalu; Rajput, Sunny; Dhawan, Unish; Pandit, Rohit; Pathak, Ajeet; Kaur, Gurmeet; Thapar, Ashish; Kumar, Varun (4)  
Cc: Radhakrishnan, Krishnakumar; Singh, Deepa (2); Rajput, Sunny; Malhotra, Sandeep (2)  
Retention Policy: Default (2 years) Expires: 8/3/2025  
Confidential\No Visual Marking  
Enterprise Vault

Hi Team,  
As discussed, request you to share the nominations for ASFA 2023 batch.  
You are requested to share the same nominations in the attached format by 8<sup>th</sup> Aug'2023.

S. No.	Name	Email Address	Grade	Tenure	Team Name	Manager	Contact Number
1							
2							

- Criteria:
- 1.5 year of tenure
  - Performance
  - Recommendation

**ASFA 2023 Final Nominations**

Gaurr, Chetan  
To: Rajput, Sunny  
Cc: Gaurr, Chetan; Duneja, Shalu  
Retention Policy: Default (2 years) Expires: 8/27/2025  
Confidential\No Visual Marking  
Enterprise Vault

As we have closed the ASFA nominations for 2023. We need to initiate the further process. Request you to help with the process initiation of ASFA enrollments as listed below:

S. No.	Name	Grade	Tenure	Team Name	Manager
1	Yusuf Khan	D1	12.6	QA Contribution	Nidhi Nangia
2	Vijay Kumar	E	12.5	Insurance Underwriting	Sandeep Malhotra
3	Krishnakumar RadhaKrishna	G	10	ANZ Admin	Anita Devi
4	Vipin Mishra	D1	10	GSD ANZ DB Team	Gaurav Papneja
5	Vikram singh rathore	C2	7	ANZ Indexing Team	Arun sharma
6	Lovely Parween	C2	5.6	Sonata Payments	Yogendra V Singh
7	Rajesh LNU2	C2	5.5	Pension	Vikash Pandey
8	Ajay Singh	C2	4.5	Money Out	Ankita Dhiman
9	Vikash Kumar	C2	4	Sonata Basic	Mohini Jakhotra
10	Prashant Puri	C1	3.65	Member Maintenance	Neha Mago
11	Rajat Taneja	C2	3.6	Money Out	Ankita Dhiman
12	Rohini Chanchal	D1	2.5	QA Complex	Asha Razdan
13	Isha Nigam	C1	2.5	MST Admin	Priti Bhandari
14	Preeti Karir	E	2.2	SAO Cashflow	Ajeet Pathak
15	Avtar Singh	C1	2.10	Member Maintenance	Shahnawaz Ashraf
16	Shweta Rajput	E	2	Sonata Admin	Unish Dhawan
17	Neha Mago	D2	1.84	Member Maintenance	Parmeet Singh
18	Ashish Srivastava	E	1.8	Fund Admin	Shalu Duneja
19	Nishant Raj	E	1.8	NGS	Ajeet Pathak



Fig 1.2 Enrollment details

Once we finalize the nominations, setting-up the expectation setting meeting to brief all the participant and undertaking submission that help us plan next steps.

**TRAINING UNDERTAKING**

This Training Undertaking is signed on 16 October '23 issued by Mercer Consulting (India) Private Limited (the Company) to me, I, Vikram Singh Rathore (Emp ID:1081736) R/O E-18, House No-128, sector -3, Rohini, new delhi-110085 (the Employee) do hereby undertake and agree as under that:

Mercer Consulting (India) Private Limited (the Company) has on the basis of this Undertaking nominated me for ASFA Certification.

- Training/Certification: This Agreement applies to training courses and certification offered by/through Mercer Consulting (India) Private Limited (the "company") and provided to the designated employee (the "Employee"). The Training Services may include the following:
  - Classroom training at the company has designated location ("Classroom Training");
  - Onsite training at designated location ("Onsite Training");
  - Instructor-led remote training ("Virtual Classroom Training");
  - On-demand pre-recorded audio/video sessions available over the internet ("On Demand Training"); and
  - Certification exams ("Exams")

Incidental to the Training Services, the company may also provide slides, documents, examples, test questions, and other materials (the "Materials"). For Onsite Training, employee agrees to comply with company's reasonable security procedures. Both parties agree to comport themselves in a professional manner and perform their obligations hereunder in accordance with good business practices.
- I fully recognize that Mercer Consulting (India) Private Limited (the "company") will be incurring the above specialized training and will incur a cost of approximately [redacted] towards administering this specialized training/certification. I acknowledge that this training will enhance my skills and provide specialized knowledge relating to industry expertise. Therefore, I undertake to complete the certification as specified and agree to remain and contribute as an employee of Mercer Consulting (India) Private Limited (the "company") for a period of 6 months, as aforesaid.
- If I voluntarily resign from the services of the Company or my service is terminated for misconduct/non-performance during the certification or prior to the completion of 6 [redacted] (company) aforesaid training cost amounting to AUD value in proportion to the time served in the Company subsequent to the training. In the event of my resignation or termination due to misconduct/non-performance, it would be within the right of the Company to treat the training cost as aforesaid as an advance on my salary and to offset that advance, against my salary due, incentive payment, salary arrears and terminal benefits if any. I undertake and agree to make good any shortfall that is due from me against the above training cost incurred by the Company.
- I undertake to use my best endeavor to acquaint myself in all details and acquire necessary knowledge during the course of my work and shall maintain adequate notes and records for my work which shall be accessible to the company or any of the nominated colleagues during the training and at all times thereafter, whether or not I

time to time, during the terms of this contract or thereafter during the continuance of employment at any time.

- Nothing in this contract alters my employment status with respect to the terms and conditions of my employment with the organization and Terms and Conditions of my Appointment letter shall continue to remain binding and enforceable.
- The validity, construction, interpretation and performance of this Agreement shall be governed by the laws of India and subject to the exclusive jurisdiction of Courts New Delhi. Any dispute, controversy or claim arising out of or relating to this Undertaking, or breach or termination or invalidity thereof, shall be settled by arbitration exclusively in accordance with the Arbitration and Conciliation Act, 1996 as in force. The Place of arbitration shall be New Delhi, India and language shall be English.

**UNDERTAKING**  
 I have carefully read the conditions above in connection with my training assignment abroad and I undertake to abide by the same.

**Place:** Gurugram  
**Date:** 16th October '23

Vikram Singh Rathore  
 Employee Signature:  
 Employee Name: Vikram Singh Rathore

Fig 1.3 Undertaking document

**Business Advantages:**

- **In-House Knowledge Enhancement:** Establishing a continuous internal program for knowledge development among colleagues.
- **Structured Learning Progression:** Facilitating a gradual shift in learning levels from basic to intermediate to advanced, encouraging the development of diverse skills.
- **Alignment with Business Objectives:** Tailoring the program to meet the specific needs and process requirements of on-the-floor colleagues for knowledge advancement.
- **Ongoing Professional Development:** Enabling colleagues to apply newly acquired skills in client interactions and routine business operations.
- **Collaborative Learning Environment:** Fostering a supportive professional community that encourages mutual growth and shared responsibility for knowledge enhancement, thereby ensuring retention and satisfaction.



- **Uniform High-Quality Content:** Delivering consistent, top-notch content across all locations, enriched with business-specific insights and experiences.
- **Comprehensive Learning on Pensions:** Providing learning opportunities on various aspects of pensions to improve performance and process understanding across different locations.
- **Expanded Learning Sessions:** Increasing the availability of consistent learning sessions for all colleagues to enhance their knowledge base.
- **Recognition of Expertise:** Acknowledging colleagues who possess exceptional knowledge that supports business needs and requirements.
- **Development of Versatile Resource Pool:** Building a robust pool of knowledgeable resources capable of handling complex tasks, serving as a foundational support for teams.
- **Empowerment and Motivation:** Inspiring employees to aspire to become knowledge champions for the business and empowering junior-level employees.

## Overview

The ASFA certification program is a structured training and certification initiative designed to equip professionals with the knowledge and skills necessary to effectively manage and administer domain names within the Australian internet landscape. The program typically covers a range of topics, including domain registration processes, DNS management, regulatory compliance, and customer service.

### Description of the Certification Program:

1. **Curriculum:** The program's curriculum is likely to cover the technical aspects of domain management, such as DNS configurations, domain renewal and transfer processes, and understanding of top-level domains (TLDs) specific to Australia (e.g., .au). It may also include modules on cybersecurity measures to protect domains from threats and on legal and regulatory requirements relevant to domain registration in Australia.
2. **Training Format:** The training could be delivered in various formats, including online courses, workshops, and webinars. It might also include hands-on exercises and case studies to provide practical experience.
3. **Assessment and Certification:** Participants are usually assessed through exams or practical assessments to evaluate their understanding and skills.



Upon successful completion, participants receive a certification that recognizes their expertise in managing Australian domains.

4. **Continuing Education:** The program might require certified professionals to engage in continuing education to keep their certification valid, ensuring they stay up to date with industry developments.

Dear Colleagues

I hope this email finds you well. As discussed in the meeting about ASFA certification journey. This program is designed to enhance our knowledge and skills in the superannuation industry, and I am excited that we will be embarking on this journey together.

I wanted to take a moment to outline the expectations and timeline for the program, so that we are all on the same page and can make the most of this opportunity. Here are the key details:

1. **Program Overview:**

- The ASFA Program is a comprehensive certification program that covers various aspects of superannuation.
- It includes eLearning modules, series of debrief sessions, assessments, and assignments that will help us deepen our understanding of the subject matter.

2. **Timeline:**

- You are required to devote time in your learning through their portal and come with your questions to discussion.
- All sessions are mandatory to attend coz it will help you with your learnings.
- First session is scheduled to start on 23<sup>rd</sup> Jan and is expected to be completed by mid-March.
- During this period, we will have dedicated time for completing online modules, debrief sessions (mandatory), online assessments, and completing assignments.

3. **Commitment:**

- Active participation and engagement are crucial for the success of this program.
- We are expected to attend all scheduled sessions throughout the journey and complete the assigned assessments and assignments within the given deadlines. Your journey would be supported by Trainer and Buddy's.
- Regular communication and collaboration with fellow participants will also be encouraged to foster a supportive and group learning environment.

4. **Support:**

- We will have access to resources, materials, and support from the program facilitators to assist us throughout the program.
- If you have any questions or need clarification on any aspect of the program, please feel free to reach out to Sunil or me.

5. **Reporting:**

- We'll have weekly report-out to share the progress details with leaders including attendance, course completion % etc.

I am confident that this program will provide you valuable insights and enhance our expertise in the superannuation field. Let's make the most of this opportunity by actively engaging in the program and supporting each other along the way.

PS: Internet access request has been initiated for the pending ones.

Expect the invites in the follow-up email.

Thanks,

Chetan Gaurr

Fig 2.1 Expectation setting

## Impact on the Organization:

1. **Enhanced Expertise:** The certification program raises the level of expertise within the organization regarding domain management, leading to more effective and efficient handling of the organization's online assets.
2. **Risk Reduction:** By adhering to best practices and staying informed about measures, the organization can reduce the risk of domain-related security breaches and downtime.
3. **Compliance Assurance:** The program ensures that professionals are knowledgeable about regulatory requirements, helping the organization maintain compliance and avoid potential legal issues.
4. **Improved Reputation:** Having certified domain management professionals can enhance the organization's reputation for reliability and professionalism, potentially attracting new work.
5. **Operational Efficiency:** Standardized practices and a deeper understanding of domain management processes lead to smoother operations, reducing errors and improving response times.





- 6. **Employee Development:** Offering certification opportunities also contribute to employee satisfaction and professional growth, leading to higher retention rates and a more motivated workforce.
- 7. **Improved Performance:** With the new knowledge and skills gained through certification, individuals can enhance their performance in their respective roles. They can apply best practices and industry standards, leading to improved productivity and quality of work.
- 8. **Business Impact:** When individuals bring their newly acquired knowledge and skills back to their organizations, it always has positive impact on the business side (onshore team). They can contribute to process improvements, innovation, and overall business success.

Nominated #	Year	Total time	Status	FTSR
20	2022	6 months	Completed	100%
20	2023	4-5 months	Completed	100%
20	2024	4 months	Completed	100%

The ASFA certification program is designed to provide professionals with comprehensive knowledge and skills in domain management, with a focus on the Australian internet context. Its impact on the organization includes enhanced expertise, reduced risks, assurance of compliance, improved reputation, operational efficiency, and employee development.

## Design of the Program

ASFA certification program, was crucial to meet the specific needs and characteristics of the intended audience:

- 1. **Audience Analysis:** Understanding the audience is the first step in designing the program. This includes identifying their existing knowledge level, learning preferences, professional backgrounds, and what they seek to achieve through the certification. For a domain certification program, the audience might include IT professionals, web developers, system administrators, and digital marketers.
- 2. **Learning Objectives:** Based on the audience analysis, clear learning objectives should be defined. These objectives should align with the skills and knowledge that the audience needs to acquire. For domain certification, objectives might include understanding domain registration processes, DNS management, security protocols, and compliance with relevant regulations.



3. **Curriculum Development:** The curriculum should be structured to cover all necessary topics while being accessible to the audience. It should start with foundational concepts and gradually progress to more advanced topics. Practical examples and case studies relevant to the audience's work context enhance the learning experience.
4. **Delivery Methods:** The choice of delivery methods catered to the learning preferences of the audience. This included a mix of online courses, in-person workshops, webinars, and hands-on labs. For technical subjects like domain management, interactive simulations and practical exercises were particularly effective.
5. **Assessment and Feedback:** The program included mechanisms for assessing the participants' understanding and providing feedback. This involved quizzes, practical assignments, and a final certification exam. Feedback was constructive and timely to help learners improve.
6. **Resources and Support:** Providing participants with additional resources and support that can enhance their learning experience. This included access to online forums, expert mentorship, study guides, and technical documentation.
7. **Program Evaluation:** Finally, the program included a system for evaluating its effectiveness. This could involve collecting feedback from participants, tracking their performance, and assessing the impact of the certification on their professional capabilities.

Dear Kri

We hope that you are enjoying your study so far.

By now, you should have logged into the ASFA Learning Hub and familiarised yourself with your subject material. Please take note of your assessment submission dates.

Over the course of your study with ASFA Learning, you will be sent reports updating you on your progress. The table below shows the assessments for our course and their status.

<b>Enrolment status:</b> Enrolled		<b>Last submission date :</b> 02 April, 2024	
<b>RG 146 - Superannuation Course Progression</b>			
<b>Assessment</b>	<b>Attempts</b>	<b>Last attempt</b>	<b>Outcome</b>
Written Assignment	0		Not yet completed
Online Exam	0		Not yet completed

**\*\*Please allow up to three weeks marking time for submitted written assignments.**

Fig 3.1 Email communication (LMS)

**Eligibility:**



All colleagues with a tenure of 18 months or more are eligible for the ASFA program.

The ASFA program is a continuous knowledge-building initiative, enabling colleagues to progress from Level 1 (Basic) through to Level 3 (Advanced).

All colleagues must begin their knowledge journey at the Basic level and must score above 80% to advance to the Intermediate level. Similarly, scoring above 80% at the Intermediate level is required to move to the Advanced level (ASFA).

Colleagues with a tenure of 6 months to 18 months appear for refresher program who score below 80% will remain at their current level. Those scoring between 60% and 79% will also stay at the same level (Basic or Intermediate) until they participate in the next cycle's assessments.

Colleagues who achieve a score of 80% or above in all three levels are recognized as knowledge champions and are considered technically ready for external ASFA accreditation.

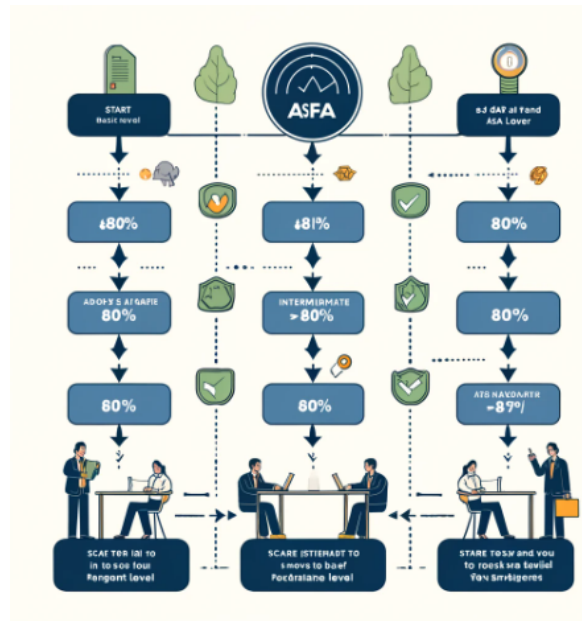


Fig 3.2 ASFA Prog Structure



The screenshot displays a document titled 'Superannuation Benefits' with several sections: 'Description of benefits', 'Classification of benefits', 'Conditions of release of benefits', and 'TERMINAL MEDICAL CONDITION'. Below the text is a flowchart with four boxes: 'Total benefit', 'Preserved', 'Preserved component', and 'Unpreserved component'. To the right, a questionnaire with 18 numbered questions is visible, covering topics like eligibility for Age Pension, financial product disclosure, and superannuation contributions.

Fig 3.3 ASFA User Manual and Questionnaire

Designing the program involves understanding the audience, defining clear learning objectives, developing a relevant curriculum, choosing appropriate delivery methods, assessing participants' understanding, providing resources and support, and evaluating the program's effectiveness. By considering these factors, the program was tailored to effectively meet the needs of its audience and achieve its intended outcomes.

## Delivery of the Program

The delivery of a domain certification program is a critical aspect of its success. It involves the methods and channels used to provide the program to its audience. Important considerations for delivery of the program:

- 1. Online Learning Platforms:** Given the technical nature of domain certification, online learning platforms are commonly used to deliver the program. These platforms offer interactive courses, video tutorials, and quizzes, allowing participants to learn at their own pace and access the materials from anywhere.
- 2. In-Person Workshops:** For more hands-on learning, in-person workshops were beneficial. These sessions provided opportunities for live demonstrations, practical exercises, and direct interaction with instructors. They are particularly useful for covering complex technical topics or providing personalized guidance.
- 3. Webinars:** Live webinars used to cover specific topics or updates in the domain management field. They offer a way for participants to engage with experts and ask questions in real-time. Webinars were recorded and made available on LMS for later review.

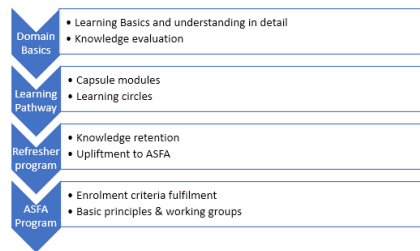


4. **Hands-On Labs:** Practical experience is crucial in domain management. Hands-on labs also provided participants with the opportunity to work with real domain management tools and scenarios. This helped reinforce learning and build confidence in applying the concepts.
5. **Blended Learning:** A combination of online and offline methods, known as blended learning, which is effective in delivering a comprehensive learning experience. This approach allows for flexibility in learning while also providing opportunities for interaction and practical application.
6. **Support and Mentorship:** Providing ongoing support and mentorship also enhance the learning experience. This included access to discussion forums, regular Q&A sessions, or one-on-one mentorship from experienced professionals in the field.
7. **Assessment and Certification:** The delivery of the program also included a clear process for assessment and certification. This involved online exams, practical assessments, or a combination of both. The certification process should be transparent and aligned with the learning objectives of the program.
8. **Continuous Updates:** Given the rapidly evolving nature of domain management and technology, the program should be regularly updated to reflect the latest developments and best practices. This ensures that the content remains relevant and valuable to participants.

## ASFA Certification Program

### Objective:

To develop a comprehensive understanding of pension processing from first principles and to enhance competence in this area.



### Key Outcomes:

- Increased Knowledge Retention
- Greater alignment to the functional strategy
- Increased ownership & accountability
- Low dependency on Australia colleagues
- Better prepared with right skills for future transitions

**ASFA eligibility:**

- 18 month and above in the system
- Performance rating: on track and above
- Good performer (Last 6-month SLAs)

Fig 3.1 Entire journey landscape

The execution of a certification program entails a mix of online learning, in-person workshops, webinars, hands-on labs, and blended learning approaches, complemented by support and mentorship. It also includes well-defined assessment and certification processes, along with regular content updates. By integrating these elements, the program effectively engages its audience,



equipping them with the essential skills and knowledge for success in domain management.

RE: ASFA Session Batch 1 - 2024

Yadav, Sunil (Gurgaon)

To: Khan, Yusuf; Kumar, Vijay (Gurgaon); Radhakrishnan, Krishnakumar; Mishra, Vipin; Rathore, Vikram; LNU, Rajesh 2; Singh, Ajay; Kumar, Vikash; PURI, PRASHANT; Taneja, Rajat; Chanchal, Rohini; Nigam, Isha; Karir, Preeti; SINGH, AVTAR; Kumar, Kuldeep; Mago, Neha; Srivastava, Ashish; +2 others  
 Cc: Gaur, Chetan; Nangia, Nidhi; Papneja, Gaurav; Sharma, Arun; Pandey, Vikash; Maheshwari, Rovin; Jakhotra, Mohini; Razdan, Asha; Bhandari, Priti; Ashraf, Shahnawaz; Pahwa, Sanjeev; #GSD ANZ Leaders

Retention Policy: Default (2 years) Expires: 2/5/2026

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Enterprise Vault

**Module 6 - Superannuation Benefits** completed, will begin **Module 7 - Engaging with Members** from tomorrow.

**Note:** As discussed, please download and start working on your Assignments.

Emp ID	Name	Email Address	Role	Tenure	23rd	24th	25th	30th	31st	1st	7th
1002152	Yusuf Khan		Lead Specialist	12.6	P	P	P	P	P	P	P
882530	Vijay Kumar		Senior Manager	12.5	P	P	P	P	P	P	P
843821	Krishnakumar Radhakrishnan	kr	Director	10	P	P	P	P	P	P	P
1000330	Vipin Mishra		Lead Specialist	10	P	P	P	P	A	P	P
1121703	Vikram singh rathore		Senior Specialist	7	P	P	P	P	P	P	P
1121703	Rajesh LNU2		Senior Specialist	5.5	P	P	P	P	P	P	P
1170611	Ajay Singh		Senior Specialist	4.5	P	P	P	P	A	P	P
1190261	Vikash Kumar		Senior Specialist	4	P	P	P	P	P	P	A
1200151	Prashant Duri		Specialist	3.65	P	P	P	P	P	P	P

Fig 3.2 Reporting

## Measurable Benefits

Measurable benefits are crucial in evaluating the success of a domain certification program. Some ways in which the Return on Investment (ROI) and impact of the program measured, along with considerations for prioritization and identification of important factors:

- Improved Performance:** One of the primary measurable benefits is the improved performance of individuals who have completed the certification. This can be assessed through metrics such as reduced downtime of websites, quicker resolution of domain-related issues, and more efficient management of domain portfolios.
- Enhanced Security:** Given the importance of cybersecurity in domain management, another key benefit is the enhancement of security measures. This can be measured by a reduction in security breaches, successful implementation of security protocols, and increased compliance with security standards.
- Cost Savings:** The certification program can lead to cost savings for the organization by reducing the need for external consultants, minimizing the risk of costly errors, and streamlining domain management processes. These savings can be quantified and compared against the investment in the program.
- Increased Customer Satisfaction:** For organizations that manage domains on behalf of clients, an improvement in customer satisfaction can



- be a significant benefit. This can be measured through customer surveys, retention rates, and feedback on the quality of domain management services.
- 5. Employee Engagement and Retention:** The certification program can also impact employee engagement and retention by providing professional development opportunities. Metrics such as employee satisfaction scores, turnover rates, and participation in the program can be used to assess this impact.
  - 6. Prioritization:** In terms of prioritization, the organization needs to identify which benefits are most aligned with its strategic goals. For example, if the organization is particularly focused on security, then enhancing security measures would be a top priority. Similarly, if cost efficiency is a key objective, then cost savings would be prioritized.
  - 7. Identification of Important Factors:** The important factors for the domain certification program can be identified through a combination of stakeholder feedback, industry benchmarks, and an analysis of organizational needs. Regular reviews and updates to the program can ensure that it remains aligned with these important factors and continues to deliver measurable benefits.

### ASFA Program Status update



Malhotra, Sandeep 2

To Khan, Yusuf; Kumar, Vijay (Gurgaon); Radhakrishnan, Krishn PURI, PRASHANT; Taneja, Rajat; Chanchal, Rohini; Nigam, Is Cc Yadav, Sunil (Gurgaon); Gaurr, Chetan; Nangia, Nidhi; Papne Razdan, Asha; Bhandari, Priti; Ashraf, Shahnawaz; Pahwa, Sa

Retention Policy Default (2 years)

Confidential\No Visual Marking

This message was sent with High importance.

#### Enterprise Vault

Very few members have submitted their assignments till now. Assignment submission date was last week. Kindly see below assignment submission status:

Final assignment submission date is 10<sup>th</sup> March. From next week final assessments to start. Invites to follow soon.

Note: ASFA course end date is March end, post that we will not be able to give assessment.

@Managers -- I urge you to push respective ASFA resource to submit assignment asap.

Looking forward to your cooperation.


Name	Assignment Submitted
Ajay Singh	No
Vikash Kumar	No
Prashant Puri	No
Rajat Taneja	No
Rohini Chanchal	No
Isha Nigam	No
Pradeep Kaur	No
Avtar Singh	No
Ashish Srivastava	No
Nishant Raj	No
Vijay Kumar	No
Shweta Rajput	No
Yusuf Khan	Yes
Krishnakumar Radhakrishnan	Yes
Vipin Mishra	Yes
Vikram Singh Rathore	Yes
Rajesh LNUZ	Yes
Kuldeep Kumar	Yes
Naha Mago	Yes

### Fig 4.1 Assignment submission with due diligence

Congratulations on Successful Completion of RG 146 Certification

**RP** Routrai, Preetam  
 To: Kumar, Shailesh; Patro, Chandan; Tiwari, Aditya B; Gaurav, Khushboo; Kumar, Vinit; Monga, Jagriti; Patel, Himanshu; Pokhriyal, Anuj; Singl Kaur, Kulveer; Dixit, Priyanka; SHARMA, AJAY; Akhtar, Javed; Ranapaheli, Sandeep; Chaudhary, Mohd.; Singh, Sarabjeet 1; Papneja, Gaur  
 Cc: Devi (ANZ), Anita; Bhadwal, Aditya; Radhakrishnan, Krishnakumar; Singh, Deepa (2); Bhatia, Kiranjot; Gaurr, Chetar; Malhotra, Sandeep 2  
 Retention Policy: Default (2 years) Expires: 4/13/2025  
 Confidential/No Visual Marking  
 Enterprise Vault

Hi All,  
 I am extremely delighted to share all 20 ANZ colleagues from have successfully cleared RG-146 assessment & assignment (Threshold-80%).  
 All of them have gone through extensive training program for 6 months, investing about 1600+ hours to go-through the online modules, attend ILT sessions including doubt clarification sessions, mock preparations and internal assessments.  
 Many Congratulations to all the participants for successfully achieving this milestone and earning 'RG 146 Course Completion Certificate' from Our Education Partner - ASFA (The Association of Superannuation Funds of Australia).  
 Big Thanks to Rishi Kumar and Yogendra V Singh for extending their support in clarifying subject relevant queries/questions.  
 Special mention for Sunil Yadav for conducting all the training sessions and leading from the front, supporting everyone in successfully completing this Certification course.



Ravi Singh	Sandeep Sarabjeet	Khushboo Gaurav	Aditya B Tiwari	Vinit Kumar
Anuj Pokhriyal	Sarabjeet Singh	Gaurav Papneja	Shailesh Kumar	Asha Damsi
Chandan Patro	Jagriti Monga	Mohd Ahsan Chaudhary	Ranjana Sarin	Varsha Pattnaik
Javed Akhtar	Himanshu	Priyanka Dixit	Ajay Sharma	Kulveer Kaur



Fig 4.2 Final successful completion email sample

In summary, the measurable benefits of a domain certification program can include improved performance, enhanced security, cost savings, increased customer satisfaction, and employee engagement and retention. ROI and impact can be measured through various metrics, and the prioritization of benefits and identification of important factors should be guided by the organization's strategic goals and industry standards.

#### Testimonials from Business

*“Team is extremely pleased with the way these training exercises have been conducted. We would like to express our gratitude for sharing such a valuable wealth of knowledge with our colleagues through ASFA. This program has provided a fantastic opportunity for everyone to enhance their learning. Thank you for your efforts in making this possible.”*

*ASFA program plays a vital role in ensuring that our knowledge remains up to date in the ever-evolving domain we work in. This program's advanced stages are particularly valuable as they help distinguish the knowledge and capabilities of our colleagues. With centralized management, our Operations leads face the challenge of advancing colleagues and improving success rates in these tests. Additionally, ASFA enables us to build a pool of skilled colleagues, showcasing our expertise to the clients. We extend our gratitude to the Learning and Development (L&D) team for their invaluable contribution to this program.*





## Overall

In summary, the domain certification program is designed to address the evolving needs of the industry, focusing on enhancing domain management skills, ensuring regulatory compliance, improving security measures, and fostering professional development. The program's design is tailored to the audience's needs, employing a blend of online and offline learning methods to provide a comprehensive learning experience. Its delivery is characterized by flexibility, accessibility, and practical application, ensuring that participants can effectively apply their knowledge in real-world scenarios.

### Key Findings:

1. **Alignment with Industry Needs:** The program is well-aligned with the current and emerging needs of the domain management industry, addressing critical areas such as cybersecurity, regulatory compliance, and technical expertise.
2. **Effective Learning Design:** The blend of online learning, in-person workshops, and hands-on labs has been effective in delivering a comprehensive and engaging learning experience.
3. **Positive Impact:** The program has had a positive impact on participants and the organization, leading to improved performance, enhanced security measures, and increased professional development opportunities.

### Lessons Learned:

1. **Continuous Update is Crucial:** Given the fast-paced nature of technology and domain management, regular updates to the program's content are essential to ensure its relevance and effectiveness.
2. **Flexibility in Delivery:** Offering a variety of learning formats (online, in-person, blended) has been key to accommodating different learning preferences and schedules.
3. **Importance of Practical Application:** Hands-on experience and practical exercises have been critical in helping participants understand and apply domain management concepts effectively.



### ASFA Learning Approach

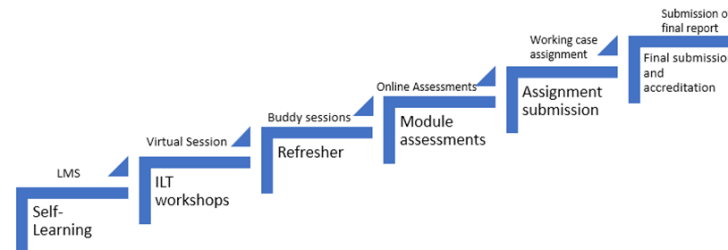


Fig 5.1 Future learning approach

#### Future Outlook:

1. **Expansion of Topics:** The program may expand to cover emerging topics such as cloud domain management, international domain regulations, and advanced security protocols.
2. **Integration of New Technologies:** Incorporating new technologies like AI and blockchain into the curriculum could provide participants with cutting-edge skills and knowledge.
3. **Global Standardization:** As domain management becomes increasingly global, there may be efforts to standardize the certification program across different regions to ensure consistency and portability of credentials.
4. **Continuous Professional Development:** The program may evolve to offer more advanced levels of certification and ongoing professional development opportunities to support career progression in the field.

The domain certification program has demonstrated its value in equipping professionals with essential skills and knowledge for effective domain management. With a focus on continuous improvement and adaptation to industry trends, the program is well-positioned to meet future challenges and contribute to the professional growth of its participants.

ASFA program has had a significant positive impact on managers, the business, and its intended audience. This success has also inspired the L&D team to explore opportunities for high-performing colleagues within the program. To foster a culture of continuous learning and knowledge building, the existing knowledge champions can be appointed as learning ambassadors, working alongside L&D to drive and support the learning initiatives.

To further enhance the value and engagement of the business, L&D can actively involve employees in the design and delivery of learning programs. This collaborative approach will not only increase the business's responsiveness to learning needs but also empower employees to take ownership of their



development. The L&D team should consistently monitor, evaluate, gather feedback, and update the program to ensure its ongoing relevance and to maintain its position as a leading-edge learning initiative.

By implementing these strategies, the organization can create a dynamic and adaptive learning environment that supports the changing needs of the business and its employees, ultimately driving growth and success.



# About Brandon Hall Group™

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