



CONNECTION

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Quality Customer Service: At AMP It *Is* Personal!

by William D. Hogan, ME,
Vice President,
Marketing and Business Products

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any times during intense discussions among strong-minded individuals, you'll hear one of the parties say, "well, it isn't personal," to minimize the impact of a particularly sharp comment.

Other times, in legal proceedings or healthcare settings, you will hear attorneys or physicians express detachment from critical decisions that must be made by clients or patients. "It doesn't affect me personally," they say. Regarding quality customer service, however, at AMP we believe just the opposite. What we provide our customers, which we hold as business partners, is indeed personal—*personal attention, personal service, personal support and personal integrity*. In fact, without our staff being personally involved in an assessment or management program, AMP would choose not to be involved at all.

The foundation on which AMP has been built over more than 20 years is based upon having a personal relationship with our customers. Business partners are not just numbers to AMP. Each gets personal attention from staff members assigned by name to the organization. These individuals understand why it is important for things to go right and make personal commitments to ensure that they do. The AMP Team takes the time to learn about our business partners and their needs, recognizing the jobs that they do and the role that AMP plays in helping manage the certification process or in operating critical association programs.

This personal knowledge and interaction with our clients yields the unsurpassed customer service for which AMP has become known. AMP responds promptly, gets into the details, and meets its commitments better than any assessment or management company of which we are aware. We have experience on the "receiving end" of unsatisfactory customer service provided by others. In fact, AMP was formed to enable our parent company, the National Board for Respiratory Care, Inc. (NBRC), to end its dependence upon a large, impersonal provider of credentialing services. We understand why doing our jobs is critical to the success of certification programs or association initiatives and realize that, to do them well, we must be personally involved. Nothing destroys an organization's reputation faster than poor service. At AMP, we recognize this fact and take the personal initiative essential to providing superior service. Our term for this, "AMP Quality," means *the best* service we can deliver. In practice, the AMP Team goes out of our way in helping examination candidates and association members achieve their objectives.

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Technology
That Works

People
Who Care



AMP on the ROAD

AMP is committed to staying current with advancing professional standards and annually attends, exhibits and presents at industry conferences. An additional bonus to attending these conferences is the opportunity to meet and share with our clients, other credentialing organizations and associations. Please visit with us at an upcoming event:

ATP INNOVATIONS in TESTING CONFERENCE 2005

February 28-March 2 Scottsdale, AZ

ABNS ASSEMBLY

March 4-6 San Diego, CA

ARELLO Mid-YEAR MEETING

March 31-April 2 Monterey, CA

AERA/NCME

April 11-15 Montreal, Canada

SIOP ANNUAL CONFERENCE

April 15-17 Los Angeles, CA

ARELLO DISTRICT 4 (WEST) MEETING

April 2 Monterey, CA

ARELLO DISTRICT 1 (EAST) MEETING

June 5-6 Portland, ME

ARELLO DISTRICTS 2 AND 3 (SOUTH AND CENTRAL)

July 17-19 Nashville, TN

ASAE/IAAMC CONFERENCE

August 13-16 Nashville, TN

CLEAR ANNUAL CONFERENCE

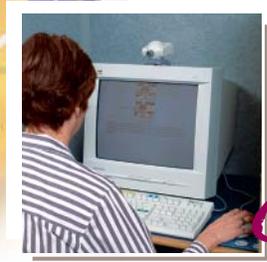
September 15-17 Phoenix, AZ

NOCA ANNUAL CONFERENCE

November 16-19 Long Beach, CA

AMP Assessment Center Network

Celebrates 5 Years of Success!



January 10, 2005 marked the fifth anniversary of the opening of the national AMP Assessment Center Network, offering daily computer-administered examinations in every state and all major metropolitan areas. Just a few short years ago, the operation of a national computer testing network by a company the size of AMP was deemed impossible by many. Today, however, with 138 locations successfully operating for the sustained period of over five years and more than 500,000 examination candidates tested with a high level of satisfaction, AMP's capability is undeniable. Beyond a shadow of doubt, AMP's proven combination of practical, integrated technology and quality customer service have shown the assessment market that not only can a relatively small organization establish a national assessment center network, but also that the network developed and operated by AMP exceeds expectations in terms of accessibility, security, accuracy and service.



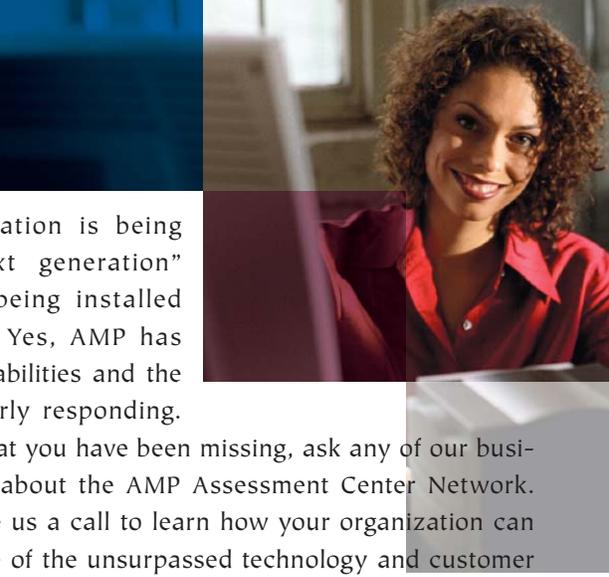
Behind the success of the AMP Assessment Center Network are two important elements: unsurpassed technology and a strategic alliance with a committed business partner, H&R Block, the world's largest tax preparer. The technology, founded upon the sophisticated LXR•TEST 6.0 software, has proven to be user-friendly, uniformly accurate and trouble-free for examination candidates and test site proctors. The business relationship,

where AMP installs and operates many of its assessment centers within offices of H&R Block, who has provided professional facilities, as well as significant expandability, convenient for clients and their constituents. In our continuous evaluation of the performance of the AMP Assessment Center Network, more than 98 percent of candidates tested rate the performance of examination proctors as courteous and helpful, and their overall testing experience as satisfactory or better.

The concept for AMP's Assessment Center Network was developed in the late 1990s, based on a business model similar to that followed by H&R Block in expanding its tax preparation offices. You may remember that H&R Block once established offices in Sears stores, to take advantage of their high traffic and visibility. In a like manner, AMP approached H&R Block and proposed establishing AMP Assessment Centers within their tax offices. AMP builds out the secure testing room and owns the computer software, office fixtures and computer equipment, while H&R Block provides the space and staff to serve as Assessment Center Proctors. AMP trains the staff and manages all aspects of assessment center operation. Though many questioned whether this type of arrangement would result in effective administration of high stakes credentialing examinations, the answer to this question after five years of successful operation is a resounding "yes!"

We approached the development of the national AMP Assessment Center Network as we have the solutions to other business problems in AMP's more than 20-year history, with great care, deliberation and an overriding emphasis on quality. The locations for each AMP Assessment Center were personally selected, and the sites were individually visited by our staff. The details of office arrangement and specifications for computer carrels were carefully thought out and planned to work within the framework of H&R Block's administrative operation. The computer software and hardware were also individually selected and carefully tested to make certain candidates would find them to be "user-friendly" and 100 percent accurate in reporting examination results. Proctors were carefully trained and have now been "certified" by an AMP examination to be qualified to administer a wide variety of standardized examination programs.

The outcome of this intense developmental process is, of course, now "history." There is no doubt that AMP has established a fully operational and highly effective national Assessment Center Network. "Technology That Works!" has become a company mantra, operated by "People Who Care." Although five years of successful operation of the AMP Assessment Center Network has established AMP as a more than simply viable alternative to other computer testing providers, you may be certain that we are not resting on our "laurels." Technology is continuously being improved and



network operation is being refined. "Next generation" hardware is being installed and updated. Yes, AMP has shown its capabilities and the market is clearly responding.

To find out what you have been missing, ask any of our business partners about the AMP Assessment Center Network. Better yet, give us a call to learn how your organization can take advantage of the unsurpassed technology and customer service available from AMP.

Quality Customer Service:
At AMP It is Personal!

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Of course, in spite of our best efforts and personal attention, things will sometimes go astray. Corrective action must be taken and responsibility determined. At AMP, you'll find personal support for your organization during such times of crisis. We take responsibility for our mistakes and initiate corrective measures without quibbling over who is to blame. In the worst of times, our business partners know that AMP is at its very best, providing the rapid response that they expect and working to resolve the situation in a prompt and satisfactory manner.

While personal attention, service and support are all important qualities in building AMP's relationship with our business partners, the personal integrity of the AMP Team is perhaps the most significant factor. Each AMP staff member is carefully and personally selected to ensure that they have the character and individual commitment to be honest, sincere and forthcoming at all times. You won't find people at AMP who are willing to "cut corners" or "look the other way" while substandard service is being delivered. Rather, the proactive AMP Team takes responsibility for quality at all levels, being willing to take steps to "start-over" if necessary to maintain the quality we expect and demand. That in itself is a key to knowing what AMP is all about—our Team expects high performance from itself and this translates into unsurpassed customer service for you!

If it seems that your certification program or professional association is lost in a maze of bureaucratic bungling or that your provider is only interested in the profit to be made from your account, we invite you to consider coming over to AMP. You'll find that the AMP Team is interested in solving your business problems, while taking a personal interest in doing so. Remember, at AMP, *it is personal!*

Personal **C**onnections

"I can attest to the ongoing, daily care and consideration of the AMP staff. I have always felt that my input and participation are welcomed, my concerns were respected and my priorities became their priorities. They have proven reliable, honest and responsive in the various matters that have come up through the years."



TERESA D. HOFFMAN
NEBRASKA REAL
ESTATE COMMISSION

BUSINESS DEVELOPMENT

Technology
That Works

People
Who Care

PROGRAMS MOVING FORWARD

As a full-service testing provider, AMP builds quality certification and licensure programs from the ground up. The heart of a new credentialing program is the job analysis study, which produces a content outline based on actual job tasks. AMP has completed over 200 job analysis studies over the past 20 years and the results of many of these led to the creation of new certification programs. A job analysis study not only determines appropriate content for the examination but can also help organizations assess the demand for a particular program and the appropriate examination format. Currently, AMP is pleased to be helping three organizations develop comprehensive credentialing programs based on recent job analyses we conducted.

- AMP conducted a job analysis for the *American Psychiatric Nurses Association (APNA)* in 2004. From this study of 4,000 practitioners, APNA and AMP are currently developing test forms for basic and advanced level psychiatric nurses. Computer-based administration of these examinations is scheduled to begin in August 2005.
- The *National League for Nursing (NLN)* and AMP are in the final stages of a practice analysis to determine the content for a Certified Nurse Educator examination program. NLN recently selected AMP to assist with developing and administering the examination program, which is expected to result in separate examinations: one for faculty who are in the early stages of their nurse educator career and one for mid to senior career faculty. The first-level examination is scheduled to be administered through the AMP Assessment Center Network beginning in December 2005.
- The *Entertainment Technician Certification Program (ETCP)* and AMP recently completed a job analysis for a certification program for entertainment riggers. ETCP also decided to contract with AMP for test development activities, which are now in full swing. Based on the results of the job analysis, separate examinations for arena (temporary) riggers and theatre (permanent) riggers are being developed. The initial test forms will be completed and ready for administration by November 2005.

FOR MORE INFORMATION, PLEASE CONTACT AMP'S MARKETING DEPARTMENT.
913.541.0400 • FAX: 913.541.0156 • E-mail: sales@goAMP.com

www.goAMP.com



APPLIED MEASUREMENT PROFESSIONALS, INC.

8310 Nieman Road
Lenexa, KS 66214.1579

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