

A low-angle, upward-looking shot of a modern skyscraper with a glass facade. The building's lines converge towards the top of the frame, creating a sense of height and scale. The sky is a pale, overcast grey. The overall tone is professional and corporate.

# Your Guide To Career Credential Management

and the Career Passport

[www.veremark.com](http://www.veremark.com)

**veremark.**

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Join Filipino BPO thought leaders in ushering in a new era of Career Credential management...  
Introducing the Veremark Career Passport...

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**Traditionally, performing background checks on every new hire your BPO makes took weeks. And it costs you thousands in lost productivity and the charges associated with doing the same checks over and over every time a contractor on your books gets offered a new role.**

**What if you could shrink the entire process down to a couple of days?**

Wouldn't it be great to reduce the number of checks required (*only requesting the lapsed checks to be updated*) and reducing the time required to complete background checking?

**That would enable you to:**

- Accelerate the rate of the background screening process, enabling your contractors/staff to start their new role much faster and with less hassle.
- Enhance the candidate experience and give them ownership back of their data so they can store all of their career credentials in one place.
- Reduce the friction of background screening when your staff move between jobs within your portfolio.
- Guarantee the correctness and validity of background checks and eliminate the need for credentials to be checked multiple times.
- Reduce the risks of data breaches or sensitive candidate information being shared inappropriately.
- Add simplicity and confidence back into your hiring process

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Learn everything you need to know about Career Credential Management

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**This is where Career Credentialing comes in... And that's what we'll be exploring in this E-book: The 'what, why and how' of Career Credentialing and how it is changing the background screening game entirely.**

**In this E-book we will discuss:**

- What are Career Credentials?
- What market forces have come together to drive the development of Career Credentials?
- How does data ownership come into play? (Introduce concept of self-sovereignty and why it's important that the candidate owns their own data)
- Why Veremark's Credential Passport the right type of self-sovereign data management, why are we building it, how it will evolve (e.g. *our goal is to help all our clients manage data in a way that helps navigate the complex worlds of data regs - gdpr, pdpa etc and we believe in an open framework for sharing data etc.*)
- Introduction to the Passport Itself - How to use it, what type of data is stored, where is it stored (brief it on our blockchain approach), where does the data come from, how can it be shared etc.
- How BPOs can become a force of good by ushering in a new era of career credential management and what the future holds...



# Setting the Scene

The BPO industry is one of the fastest growing industries in the world. It's expected to be valued at **\$406 billion USD** by 2027. Having recently surpassed India in demand for Call Centre staff, the Philippines is becoming a BPO world leader. In 2017 already, **over 300,000 jobs** were created by BPOs to help service clients from the United States alone. Despite the challenges associated with Covid-19, this trend continues...

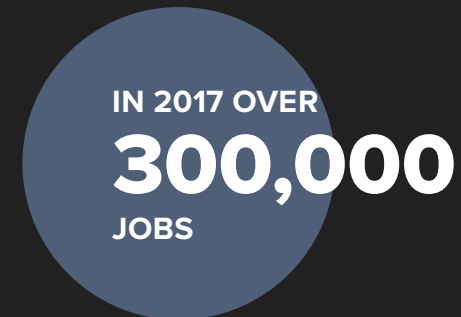
In fact, it's projected that Philippine-based BPOs will hire between **80,000** and **100,000** employees in 2021. Highly influential industry experts, like Jojo Uligan - President of the Contact Centre Association of the Philippines (CCAP) - maintains that the industry needs more workers amid rising demand for support services for e-commerce, logistics and healthcare, among others.

This rapid growth in demand for BPO staff comes with its unique challenges too... Competition for talented candidates, being one of them. This includes hiring the right staff before another BPO does.

To do this, a BPO needs to optimise its hiring process and focus on tools and technology to help onboard and retain people faster. One impactful way in which this can be done is by making employment background screening as efficient and scalable as possible.



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## **When you improve your BPO's background screening processes, it allows you to:**

- Be the preferred and most cost-effective option for your clients - because you can onboard contractors faster, have full trust in their credentials and spend less money on the vetting process.
- Improve your customer service - with an efficient approach to background checks, you can hire faster, meeting the needs of your clients in real-time.
- Engage and retain in-demand talent - candidates drop off a laborious or prolonged hiring process. A transparent background checking process that puts the power in the hands of the candidate makes for a better candidate experience, helping you engage and retain your talented candidates (instead of losing them to competitors who move faster).

## **Basically put, when you streamline your background screening process, you:**

- Save time and money on laborious manual tasks
- Engage and hire great candidates faster
- Build trust and speed into your hiring process
- Remain fully compliant with standardised hiring processes
- Improve your candidate experience
- Free-up valuable recruiter/ screener time, so that your staff can focus on higher value tasks
- Minimise risk of fraud & identity theft

This is where Career Credentialing comes in...





# What are Career Credentials?

**When we perform background checks on a candidate, we're basically verifying that the candidate is who they say they are, that they have indeed done what they say they've done, that they don't have a history of criminal activity or managing situations poorly and that other people would vouch for their skills, expertise and experience. In other words, we're surveying their career credentials...**

Everything from identity, visa and work-right documents through to academic qualifications, past employment records, credit and criminal history and references fall under career credentials. This information contains highly sensitive personal data. If these documents fall into the wrong hands, it leaves candidates at high risk of fraud or identity theft.

Everything from identity, visa and work-right documents through to academic qualifications, past employment records, credit and criminal history and references fall under career credentials.



Traditionally the only way to manage and prove a candidate's career credentials has been by sharing the actual physical documents (like a verified copy of a passport or employment certificate) over email. And manually completing background checks and employment screening. This process is obviously fraught with risk. Not to mention inefficient and inconvenient for both the hiring organisation and the candidate.

Every. Single. Time. A candidate moved from one role to another all their career credentials would need to manually be re-verified. This can take weeks and cost the BPO significant amounts of time and money. Plus it delays project starts and delivery times and exposes both the screeners handling candidate documents and the candidates themselves to unnecessary work and risk.

**Goodbye repetitive manual checks... Hallo streamlined, verified credentials that are safely stored and easily shared. All electronically.**

Thanks to developments in technology, however, there are much more efficient ways of verifying, storing and sharing career credentials. The rise of blockchain technology is the biggest contributor to the future of career credentialing. While the continued development of GDPR makes matters of personal data ownership and the consent around sharing that data a priority for BPOs.





With blockchain technology, career credentials can be checked once and safely stored for as long as needed. They can be shared easily and adding additional credentials can be done as required. Once verified, the information remains current and secure (unless they expire, in which case expiry details will be visible too).

What this does, though, is flip the entire background screening process on its head. Now, instead of the candidate sharing their sensitive data with a screener who is going to email that data from pillar to post to get it verified and host the files in servers that act as honeypots for fraudsters, candidates have an electronic wallet with all the career credentials safely stored on blockchain. And candidates get to decide which screeners they want to give access to what information. In other words, candidates will now hold their own verified career credentials and share it with screeners or employers as required. Screeners or employers don't need to re-request an entire suite of background checks every time they hire a candidate. They can simply request updated or outstanding checks (which will be added to the career credential wallet stored on blockchain for future use).

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Career Credentials can be checked, updated & safely stored. Once verified, the info remains current & secure (unless verified documents expire - in which case expiry details are visible too).

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# Introducing self-sovereign identity and how it applies to career credentials

In a digital era with more access than ever to big data and increased risk for data breaches, identity theft and fraud, self-sovereign identity (*also known as SSI*) helps employers and candidates:



## Manage Risk

Risk is minimised because blockchain is used to verify, store and share career credentials. Information cannot easily be faked or tampered with.



## Manage Privacy

Providing the appropriate level of privacy to candidates - the holder of the career credential can select who to share their data with and how much they wish to share.



## Manage Trust

A transparent service for both the BPO and the candidate - all parties know that the process of verifying, storing and sharing information is legitimate and secure.

## Self-sovereign identity

*“is the concept of individuals or organizations having sole ownership of their digital and analog identities, and control over how their personal data is shared and used. This adds a layer of security and flexibility allowing the identity holder to only reveal the necessary data for any given transaction or interaction. Since identity is such a central part of society, we need to ensure that user control will be the primary foundation self-sovereign identity will be built upon.”*

## **Veremark's Career Passport: Secure and scalable career credential management**


Off the back of years in the global background screening industry, Veremark has developed a secure and scalable career credential management tool designed specifically to cater for this rise of self-sovereign identity: Career Passport.

Impacting both the BPOs and your candidates, Career Passport puts *“the power”* of career credential management into the hands of the candidate.

**Think of it as a passport: It houses all of the countries someone has been to. Similarly, Career Passport contains all of a candidate's verified credentials.**

It houses, for example, their verified academic record - so you don't have to perform an academic check every time you shortlist or hire a candidate, because all of their verified credentials are already stored safely in the blockchain, which the candidate can give you access to.

Employment record is another example of credentials/info that is stored in a candidate's Career Passport - so with every role they leave, they can just add that to the list of already verified roles they've held.



Ultimately, SSI is about candidates managing and owning their own data.



# Why Veremark's Career Passport is valuable to BPOs?

1

No More Long Screening Processes; candidates will simply give you a link to their already completed checks, enabling quicker hiring and onboarding.

2

More agility & flexibility around hiring casual workers and freelancers.

3

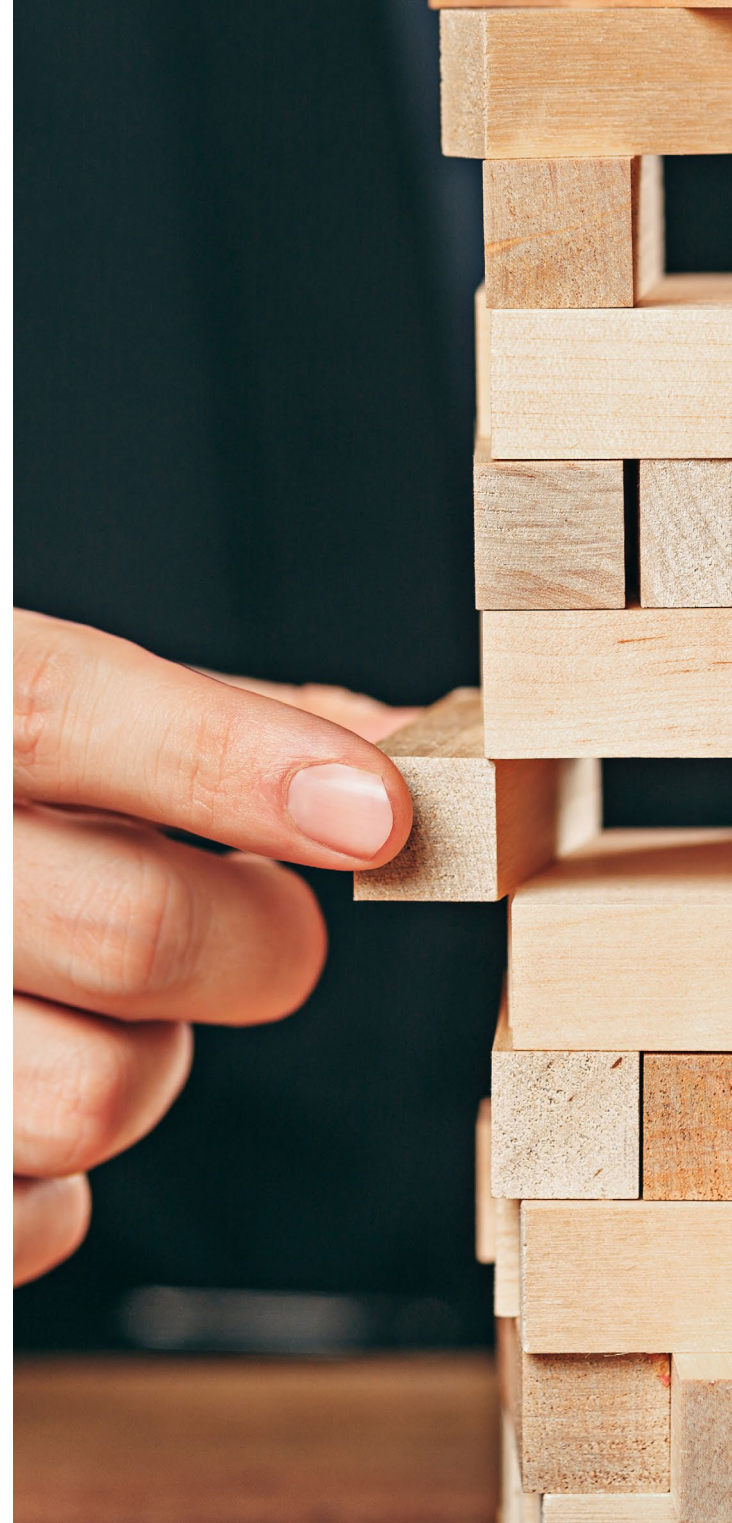
Faster time-to-hiring manual and repetitive tasks means less admin for your hiring teams and faster time-to-hire.

4

Reduced risk when handling sensitive personal data trust because of the type of technology used to store and share information (blockchain).

5

Lower cost & less duplication checks requested means less spent on background screening.



# Why Veremark's Career Passport is loved by candidates?

- 1** Managing their own data gives candidates more security.
- 2** Goodbye multiple entries of the same info, hello slick and seamless check result sharing.
- 3** Less repetition and paperwork because they only have to get credentials once or once in a while (not for every role they are offered).
- 4** They get to keep an ongoing track of their checks and can keep them up to date.
- 5** Candidates can even proactively include a link to their checks in their application to further speed up the process.
- 6** They hold the data and share only what they want to share (no extra risk of sharing their sensitive documents via email with a complete stranger on the other side of the world).

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Candidates have an electronic wallet with all the career credentials safely stored on blockchain. And candidates get to decide which screeners they want to give access to what information.

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# How career credentials are shared via Veremark's Career Passport?



01

First, a candidate uses a Career Passport to upload and verify their career credentials.

02

Then, all verified career credentials are stored in blockchain and access via a secure 'wallet' solely by the candidate who owns that data.

03

These career credentials are issued via Veremark background checks and stored in the Career Passport on the successful completion of the check.

04

Candidates can use their Veremark Career Passport to securely share their career credentials without ever having to share a physical copy of their data - this massively reduced the risk of their data being intercepted or used for fraud.

05

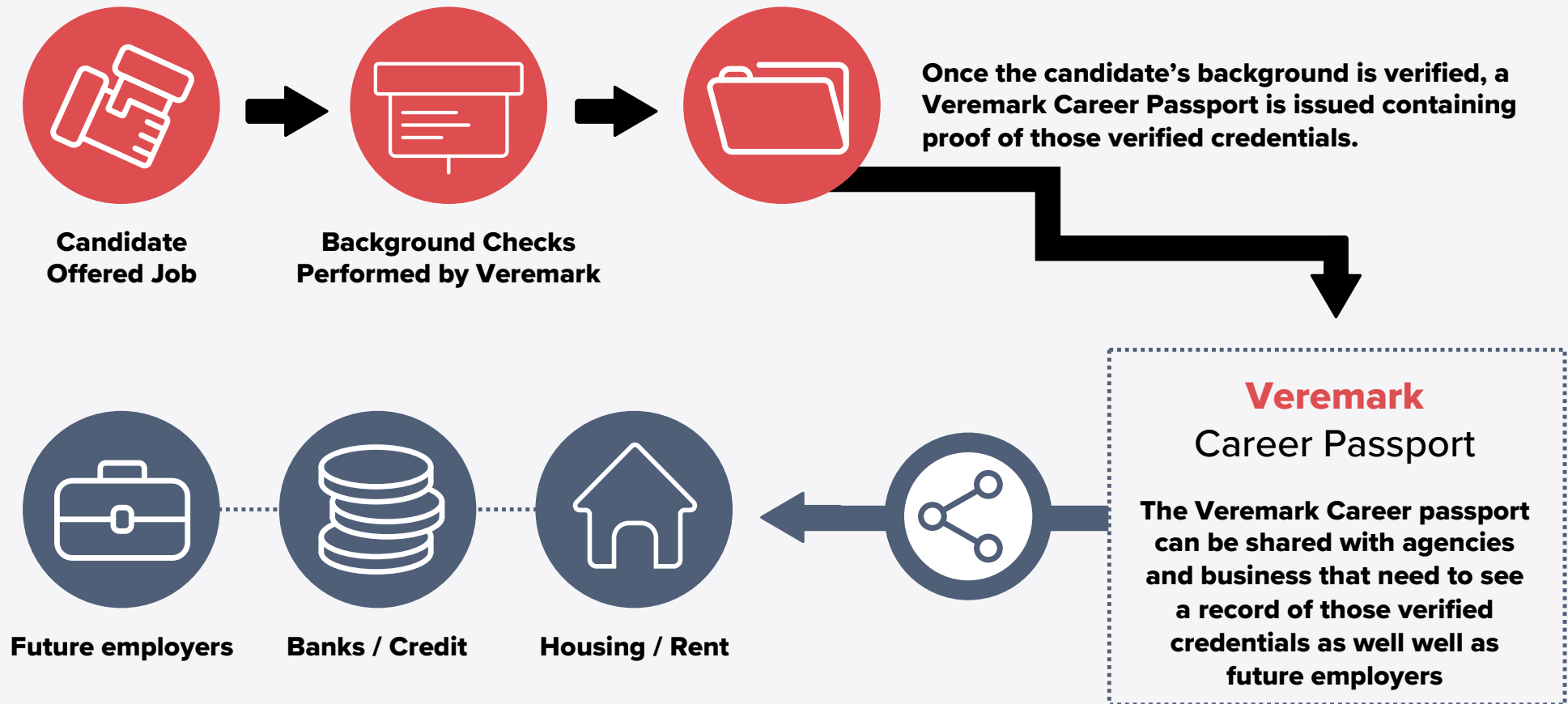
Candidates simply share their Career Passport pdf files with BPOs who have requested visibility of these credentials to prove some aspect of their background.

06

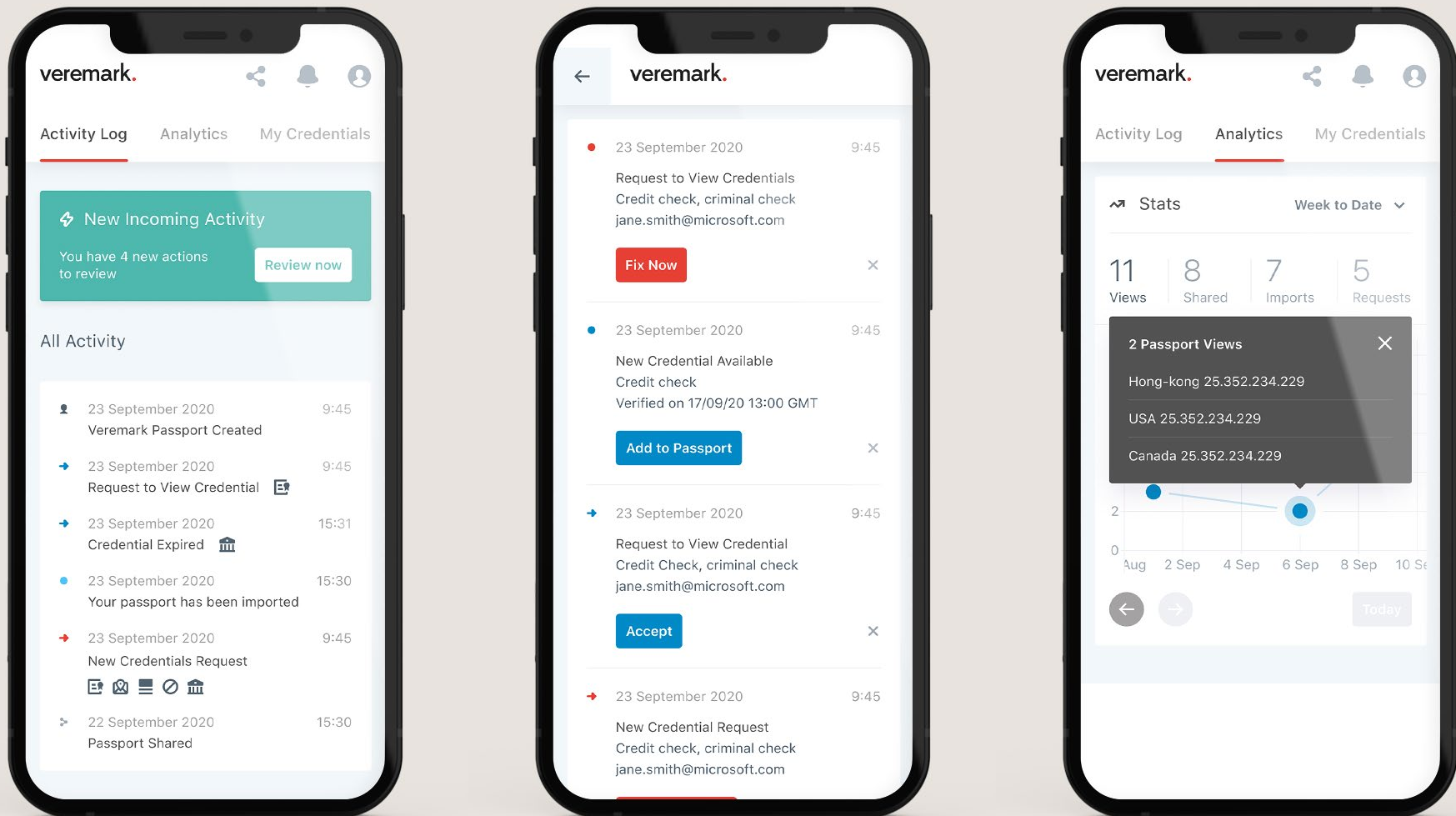
The approved contact at the BPO receives an email with instructions, they drag the attached file into [app.veremark.com/](https://app.veremark.com/) verify and they can see the record of the requested credential - the person who verified it, the date verified, details of the credential - e.g. employment dates, or ID number.



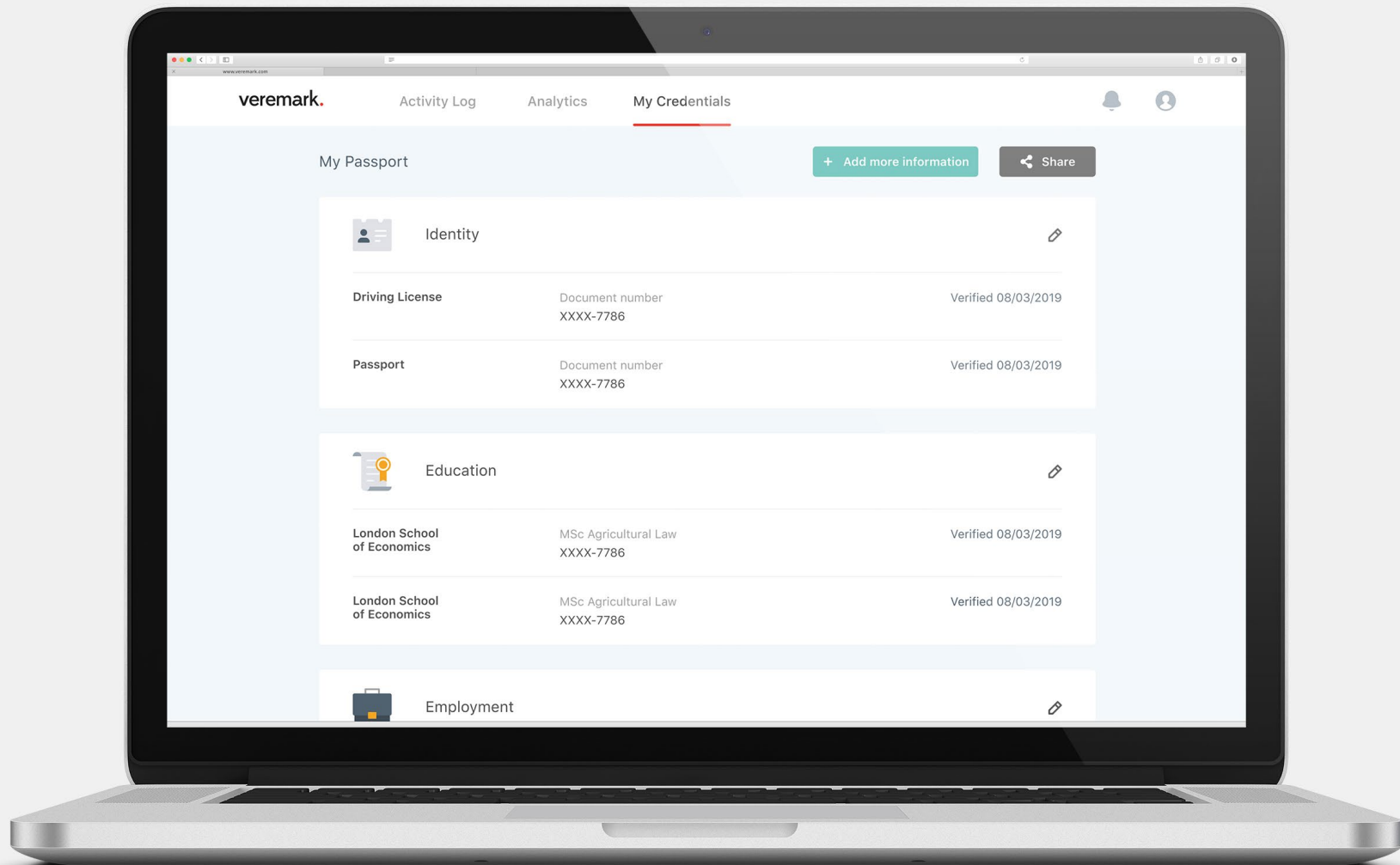
# Career Passport Journey



# Candidate's View



# Example User View





# Recap of the general benefits of Veremark's Career Passport

The candidate (Career Passport holder) gets a secure way to store and share their credentials.

The recipient (BPO) gets a neat, simple way to check the validity of employment history and background without having to trawl through multiple documents and do the verification themselves.

This also reduces the exposure of the recipients to mishandling sensitive documents and data that they received.

This has the potential to massively reduce the friction of moving between jobs by cutting the time needed to perform checks

Also reduce friction when needing to prove background data when going through other KYC style processes - renting an apartment, investing, leasing a car etc.

- Accelerate time-to-fill
- Reduce cost per hire
- Minimize lost productivity due to unfilled vacancies
- Empower candidates
- Improved experience for everyone

# Philippine-based BPOs and Career Passport - the Future of Career Credential Management

**To maintain this reputational and competitive advantage over other regions, Philippine-based BPOs need to become a force of good by ushering in the future of career credential management and setting the pace when it comes to adoption of secure, transparent and efficient background screening processes powered by technology.**

BPOs in the Philippines are no stranger to innovation. The question now is: how quickly will these BPOs embrace innovative products like Veremark's Career Passport to improve and optimise their hiring processes and solidify their position as market leaders?

The BPO industry remains one of two main pillars of the Philippine economy with more than 800 outsourcing providers operating in the country. On top of that, the Philippines is seen as a leader in the BPO space.

“

Lead the adoption of a better way - for your business and your candidates.

”

# Key benefits of using Veremark

## Simplicity

Our background screening platform is a straightforward solution to mitigating risk in recruitment.

## Configurability

Get fully customisable employment checks that can be tailored to any industry and role type - design unique and personal workflows and templates.

## Customer experience

It's in how we design our product. And how we deliver our service... Customer experience sits at the core of everything we do. Our global support team is at your beck and call. 24 hours a day. 7 days a week.

## No long contracts - pay for what you use only

Nothing about the Veremark platform is traditional, so why should our pricing be? Instead, we offer pricing on a pay-as-you-go basis. So you can request one check, or thousands. Either way, you're not locked in.

## Veremark does the work, so you don't have to

Automation is the engine that accelerates our background screening processes - offering you the fastest check turnaround times on the market, without fail.

Want to know  
more?

Reach out to our  
team for personalised  
advise [here](#)

Or visit

[www.veremark.com](http://www.veremark.com)