



## Case Study

# The **Right** End-to-End Testing Approach for Prestariang

### Background

Prestariang Berhad (Prestariang) is a leading provider of information and communications technology (ICT) training and certification in Malaysia. First incorporated in 2003, Prestariang has trained approximately 120,000 adults and lifelong learners to become professionally certified in courses including IBM, Microsoft, EC-Council and others.

The Malaysian government seeks to add 160,000 high value jobs by 2020 under its Digital Malaysia initiative by promoting a “pervasive use of ICT in all aspects of the economy.” To successfully attract global technology companies, workers will need both an understanding of ICT and certified vocational English speaking competency.

Prestariang, as one of the leading ICT providers to the government, has positioned itself to serve these intersecting demands by launching the Proficiency in Enterprise Communications (PEC) exam.

### Challenge

Malaysia is producing more than 180,000 graduates per year, but unemployment persists for many of them. Two major factors contribute to the unemployment of 71,000 unemployed graduates.

- + For decades, Malaysia systematically marginalized English in its school systems, with a policy rooted in its culture and as an expression of nationalism. As a result, a major void exists in speaking fluency and communicating effectively at professional and management levels.
- + Employers have become increasingly disciplined hiring only candidates that speak English well enough to facilitate business across a borderless marketplace. More and more, as jobs become tied to technology and customer service, multinational companies are choosing to operate only where communication skills are in richer supply in Southeast Asia.

### Strategy

To help the Malaysian government achieve its economic goals and move the country into a decade of technology innovation, Prestariang is committed to offering certification programs that equip recent graduates and lifelong learners with the skills they need to secure employment with globally recognized companies. Prestariang recognizes “the importance of English language as the most common form of communication in the use, application and advancement of ICT in general and the Internet in particular,” says the company’s website.

### Prestariang Fast Facts:

**Location:** Selangor, Malaysia

**Challenge:** To develop a vocational English competency exam concentrating on speaking, writing, grammar, listening, vocabulary and reading comprehension within an aggressive four-month rollout time frame.

**Outcome:** By leveraging its 20-hour global operation, Prometric was able to complete its comprehensive test development process in one-third the time of industry standards, providing greater flexibility for Prestariang to implement its testing program.

As part of its strategic outlook, Prestariang added to its certification portfolio an English language program tailored to the IT industry.

### Solution

For a complete beginning-to-end solution, Prestariang turned to Prometric to develop and deliver its English language certification examination. The Vocational English Certification for Technology and Communication was developed into sections concentrating on speaking, writing, grammar, listening, vocabulary and reading comprehension.

Prometric implemented an aggressive schedule to develop and pilot the exam, demonstrating successful collaboration between Prometric's Test Development Solutions and Client Services teams. The teams needed less than four months to complete the entire project, cutting by two-thirds industry standard project timelines.

In that period, the teams worked in collaboration with Prestariang to complete job analysis, item writing and review, form assembly, administering the exam in beta testing, post analysis and final sign-off. More than 500 approved items were developed for the exam.

### Outcome

In terms of test content, Prometric was able to achieve customized items that effectively measure competency in vocational English. Prestariang was able to launch a high standards assessment program, providing graduates and lifelong learners the certification they need to win jobs requiring customer-facing and business communications skills in the IT industry.

Unique to the Prestariang exam, two different score values were developed, to include "fully competent" and "acceptable." The elevated comprehension standards of scoring as fully competent helps employers distinguish who is better suited for more customer-facing jobs, such as help desk support, or a job that requires less interaction with fluent English speakers, such as programming. Candidates, too, benefit by the fully competent designation, making themselves more marketable in the job pool. Additionally, if candidates don't reach full competency, they are given guidance on areas for improvement and can retest.

In broader terms, the Vocational English Certification exam enhances government and private sector efforts for the Digital Malaysia initiative, helping to attract greater foreign direct investment.

Prometric's ability to complete development in one-third the time of industry norms by leveraging its 20-hour, global test development operation enabled Prestariang greater flexibility to launch its exam and meet its strategic goals for the company's continued growth.

### Find Out More

Learn more about our *Test Development and Delivery Solutions* by visiting [www.prometric.com](http://www.prometric.com) or by calling toll-free 1-855-855-2241.