

## CASE STUDY

### How AIM Group and Integrity Advocate Are Bringing Ofqual-Regulated Assessments Into the Online Age

How do you lead digital transformation in something as wide-ranging as online assessment? It isn't just a matter of swapping the classroom for a Zoom link. It takes purpose-built technology and strong, communicative partnerships.

"In five years' time, online assessments will be the default," Fabienne Bailey, Director for Business Growth and Transformation for AIM Qualifications and Assessment Group, told us recently.

Leading the move towards that future are AIM Group, Integrity Advocate and Coelrind, who recently launched online examination programs for multiple highly regulated UK testing centres.

#### Building an Online Proctoring Program from Scratch

Live, in-classroom assessments and exams are expensive to run; they require dedicated resources and specially trained invigilators who understand the complex rule sets and guidelines required to meet regulatory requirements. Similarly, the logistics of coordinating with testing centres across the UK creates significant barriers, both to learners and to administrators.

Moving more assessments and exams online was a priority for AIM Group, but it introduced new complexities. Ultimately, thanks to their partnership with Integrity Advocate and Coelrind, AIM Group emerged well-positioned to bring regulated assessments to a wider range of learners than ever before.

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"With Integrity Advocate, we've got an on-demand system that can be taken anytime, anywhere"



#### Who's Who

**AIM Qualifications and Assessment Group** is an Awarding Organisation (AO) that develops and monitors qualifications, apprenticeship standards and bespoke accreditations for training providers, both in the UK and around the world.

**Coelrind** is a learning and assessment software provider that provides the technical capabilities for AOs like AIM Group to deliver training programs online.

**Integrity Advocate** is an online invigilation tool that works closely with both Coelrind and AIM Group to ensure that any assessments delivered online meet Ofqual standards for integrity.

#### UK Regulatory Requirements

AIM Group is what's known as an Awarding Organisation (AO) — a regulated and officially approved awarding body that quality assures learner achievements and awards certification for learners globally. The Office of Qualifications and Examinations Regulation (Ofqual) is responsible for regulating qualifications, exams and assessments, both online and off.

Ofqual regularly publishes guidance for AOs on things like responsible use of AI, invigilation requirements and technical standards for training and exams. The office's key aims are to ensure that qualifications are of high quality, that they match skills frameworks and meet uniform standards — especially as more training and testing moves online.

For a deeper dive into what this means for online training, check out Integrity Advocate's Ofqual compliance brief [here](#).

## Enter Coelrind

More and more centres are requesting remote exams to be proctored. However, most remote proctoring solutions require a browser plug-in, and don't run on tablets or mobile devices. Recognizing that this would significantly hinder adoption with one of their larger training centres, AIM Group reached out to Coelrind.

"We were addressing two very specific issues, the tablet issue and the plug-in issue, which were making it impossible to bring one of AIM's largest clients onboard," Coelrind's John O'Sullivan told us.

Fortunately, Coelrind and AIM found Integrity Advocate, which proved to be the crucial missing piece in their digital transformation. "With Integrity Advocate, we've got an on-demand system that can be taken anytime, anywhere," Bailey said.

## Going Live

When it came to moving assessments online, "the main goal was to make this user-friendly, for the end users... to make sure that when they get to the live exam, it all works swimmingly."

Getting there took some work. "What we thought we needed in the front end soon evolved," Bailey told us. "It's been an evolutionary process that's kept growing as things progressed, but all for the right reasons: to best support the centres and the learners."

All learner sessions now begin with a full systems check to avoid issues during the live exam. Online guides and instructions clearly communicate assessment rules to prevent confusion. And because Integrity Advocate works on mobile and tablet devices without installation, hardware compatibility is a non-issue.

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"Integrity Advocate has been so responsive, so patient. They've delivered on everything that we've asked."

## Up and Running

Now that AIM Group is up and running, "it all seems to be working well. Everyone's got a great new asset to support their learners with," Bailey said.

That things went so smoothly is a testament to the strength of the relationship between AIM Group, Coelrind and Integrity Advocate:

*"Integrity Advocate is really easy to work with, really fun to work with and very responsive. There's always a quick turnaround for change requests; they've kept us updated with their progress. I would recommend them 100%."*

Ultimately, AIM Group's experience speaks to the complexity of doing online assessment right — something that is especially true when working with regulated certifications. But with great tech and strong partnerships, it's possible to deliver an experience that's easy to use, cost-effective and puts learners first.

