Google's Business Messages Partner Certification Guide

Last updated: 12/05/2022

1. **What is the certification program about?**
   Google's Business Messages Partner Certification Program intends to deliver product training and assessment to raise Business Messages awareness and knowledge among partners and their staff. The program will be launched in two phases with the initial phase being simply a non-proctored online exam and self-learning of the information published on Google's Business Messages Developer Site. During the second phase (1H23'), we will roll out a series of in-depth on-demand video training to further help partners better sell and develop Google's Business Messages solutions.

   Through certification, partner staff in each region gain a better understanding of our service terms, acceptable use policy, and product features and implementation. Equipped with the latest knowledge of Business Messages, the sales team can effectively sell the product and the development team can help the customers get set up and launch smoothly.

2. **Who should take the GBM certification exam?**
   Anyone who is interested in learning Google's Business Messages is welcome to take the exam. However, the primary audience for the Business Assessment are individuals working in business and product functions of <u>messaging service providers</u>. The primary audience for the Technical Assessment are developers and engineers in the <u>service providers' organization</u>.

3. **Why should I take the GBM certification exam?**
   Taking the 25-question exam is a good way to check if you have mastered the most important information you need to know about Google's Business Messages, including its Acceptance User Policies (AUP), product features, quality requirements, and etc. In addition, passing the exam also helps your company, the service provider, to gain prominent placement and badging (upcoming features) in the Partner Directory that demonstrate its ability in understanding this product and can design and deliver high quality conversational experiences on GBM. Having completed the Technical Assessment will also open up access to a variety of technical workshops led by the Business Messages DevRel team.

4. **How many people from my organization need to take the exam?**
   There is no limit on how many people can take the certification exams from your organization. However, it's best that at least 4 people in each of your operating regions, preferably 2 in business functions and 2 in technical functions, take the respective exam (business version or technical version).

5. **Do I need to pay for the exam?**
Please follow the registration and test instructions below to get a one-time use voucher code. The voucher is required to register for an exam and the cost is $0, which will reduce the exam fee to $0 when you check out. You must request the voucher first before taking the exam.

6. **Are there any other languages offered for this exam?**
At the moment, we only offer the exam in English.

7. **How frequently does a person need to be certified?**
Assessments must be completed at minimum every 12 months to maintain a valid certification status.

8. **How is the exam structured?**
There are two versions of exams, a business version and a technical version. Please choose the right version based on your role and function.

Each exam contains a total of 25 multiple choice and True/False questions. You will have 90 mins to complete it and must score a minimum 80% in order to pass.

The exam is a non-proctored online exam. All answers can be found on the GBM [Developer Site](). You can always refer to the corresponding sections of information on the developer website to help you answer the questions in the exam.

9. **Is there a limit on how many times a person can take/retake the exam?**
You can retake the exam 7 days after failing the 1st time, another 30 days before you can take it again, and another 90 days before you can take the 4th time. Hopefully you will not need to retake again afterward!

10. **Can you share the exam registration and test instructions?**

    1) Go to the assessment site [here]() to start the Webassesor account creation process.

Google Business Messages

Receipts   Register For An Exam   My Assessment   Home

Google's Business Messages Partner Certification Program

Welcome to Google's Business Messages' online exam registration

| Login |
| Password |

Follow these steps to schedule an exam:

1. Create a New Account by clicking here.
2. Log into your newly created account.
3. Click on "Register for an Exam" and follow the remaining steps to complete scheduling...etc.

[Log In]

2) Log back to enter the Certification Program home page.
- i. Remember to first obtain a voucher code per the instructions on the screen. Once you fill the voucher code request form, wait for the voucher code to be distributed to your email in a few minutes.
- ii. You can now register for an exam and choose either the technical exam or the business exam depending on your job function.
- iii. Follow the instructions to check out the exam and get ready to take the test.

Google Business Messages

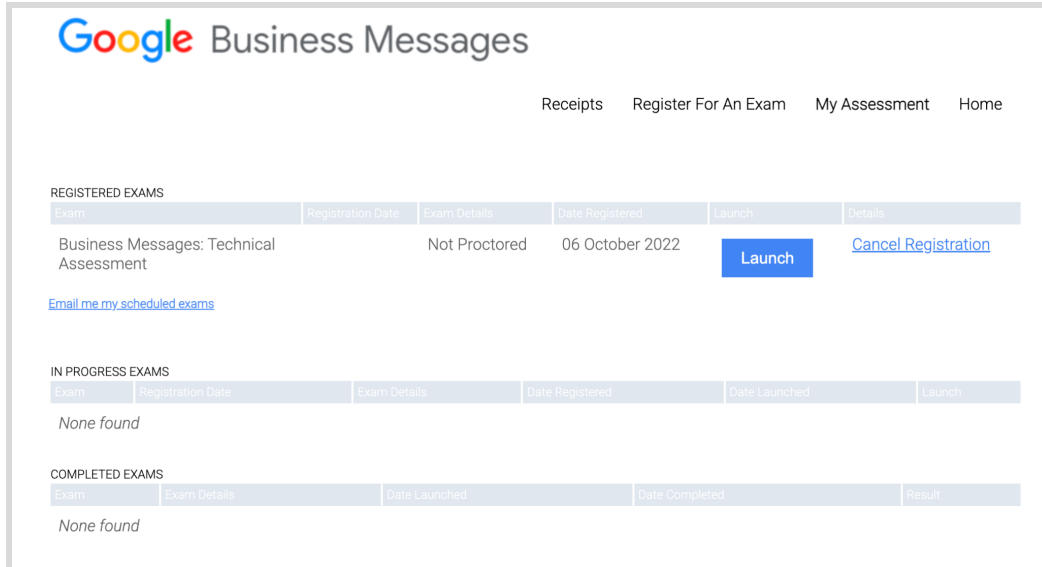Receipts   Register For An Exam   My Assessment   Home

Welcome to the Business Messages Partner Certification Program. Please be sure to request a voucher from us to cover the cost of the exam before proceeding with exam registration.

1. REQUEST A VOUCHER   **2. REGISTER FOR AN EXAM**

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3) Go to the "My Assessment" tab, you will see the "Launch" button to get into the exam you chose and complete the test.

Google Business Messages

Receipts   Register For An Exam   My Assessment   Home

REGISTERED EXAMS

Exam	Registration Date	Exam Details	Date Registered	Launch	Details
Business Messages: Technical Assessment		Not Proctored	06 October 2022	Launch	Cancel Registration

Email me my scheduled exams

IN PROGRESS EXAMS

Exam	Registration Date	Exam Details	Date Registered	Date Launched	Launch
None found					

COMPLETED EXAMS

Exam	Exam Details	Date Launched	Date Completed	Result
None found				

11. If the voucher code does not work, what should I do?

Please click on the "Request A Voucher" button on the "Home" page again to obtain a new voucher code.

12. How do I know if I passed the exam or where can I check my result?

You will receive an "Exam Complete" email after you finish the assessment to inform you of the test results, including exam date, overall score and Pass/Fail. If you didn't receive it, please reach out to us to check using the "Contact Us" link.

13. If I have technical difficulties using the test platform, how do I get support from?

Please contact Kryterion Support Team, available 24*7 (with the exception of US Federal Holidays) via chat or web form in English.

- Candidate Support Community 24 hour/365 days, excluding official holidays
- Live Chat – 6 AM Sunday through Midnight Saturday

14. If I have questions related to Google's Business Messages Certification Program, who should I contact?

Please use this "Contact Us" link for all questions related to:

- Voucher for exam
- Test taking policy
- Exam item
- Exam result
- Business Messages product
- Business Messages partner certification program

Questions will be answered usually within 48 hours.