

Growing Recommendations

Making Good Work count



› The power of recommendations

- 90% of respondents trust personal recommendations (Nielsen,2009)
- The average value of a referred customer is at least 16% higher than that of a non-referred customer (Schmitt et al,2010)



CAMBRIDGE

From Teacher to Manager

Managing Language Teaching Organizations



Ron White Andy Hockley Julie van der Horst Jansen Melissa S. Laughner

› Teachers

Predictors of Satisfaction

1. Availability to help outside class
2. Teaching skills

Predictors of willingness to recommend

1. Teaching skills
2. Teacher communication skills

- (White et al,2010)



› Lessons

Predictors of Satisfaction

1. Mix of nationalities
2. Methods used to teach

Predictors of willingness to recommend

1. Effectiveness of lessons
2. Mix of nationalities



› Service Procedures

Predictors of Satisfaction

1. Enquiries Procedure
2. Placement procedure

Predictors of willingness to recommend

1. Student feedback procedure
2. Complaints procedure



› Communication

Predictors of Satisfaction

1. Accuracy of information in publicity materials

Predictors of willingness to recommend

1. Accuracy of information in publicity materials



› Administration Staff

Predictors of Satisfaction

1. Ability to give information
2. Communication Skills

Predictors of willingness to recommend

1. Ability to give information
2. Communication Skills



› Homestay

Predictors of Satisfaction

1. Chance to speak English
2. Match between what's requested and allocated

Predictors of willingness to recommend

1. Chance to speak English
2. Match between what's requested and allocated



› Facilities

Predictors of Satisfaction

1. Classrooms
2. Self-access unit

Predictors of willingness to recommend

1. Classrooms
2. Self-access unit



› Activities Programme

Predictors of Satisfaction

1. Organisation
2. Information

Predictors of willingness to recommend

1. Value for Money
2. Organisation



› General

Predictors of Satisfaction

1. Overall organisation
2. Encouragement to achieve goals

Predictors of willingness to recommend

1. Value for money
2. Encouragement to achieve goals



› Community schools

- Accessibility
- Teaching quality
- Pragmatism



› How social media and review websites have changed the customer experience

- Horizontal versus Vertical Differentiation
- 7 in 10 trust online reviews (Nielsen,2009)
- Businesses with high ratings deal proactively with negative reviews



› Collecting information

- Paper versus electronic- Google docs
- Net Promoter Score- 10-9 active promoters, 7-8 passives, 6-0 detractors
- $\% \text{ promoters} - \% \text{ detractors} = \text{NPS}$
- Good companies have a range of 50 to 80 (White et al,2010)



› Communication

- Taking time to speak to students works on many levels
- What can we do before, during and after the student's course?



› Referral Schemes

- 83% of satisfied customers are willing to refer a product or service but only 29% actually do. (Fourth Source, 2015)
- Referral schemes work best when it comes with a special offer or discount to the third party (Journal of Marketing, 2007)
- Offering a reward helps but the size doesn't matter
Non-monetary rewards are more successful (Jeffery, 2010)



› Referral Schemes

- Recommend a friend- £10 for every week booked for you and your friend
- £50 voucher for you
- At least a 15% discount for your friend



› Share an idea

- A driver of satisfaction or dissatisfaction
- An observation about marketing
- A nugget about referral schemes
- A novel way to build lines of communication
- Something that rang true or hollow during the talk



› Bibliography

- Nielsen (2009), Pr_global-study_07709, page 1. Available at: http://www.nielsen.com/content/dam/corporate/us/en/newswire/uploads/2009/07/pr_global-study_07709.pdf [Accessed: 05/03/17].
- Schmitt, P., Skiera, B., and Van den Bulte, C. (2010), Referral Programs and Customer Value, page 2. Available at: http://www.ericstowndsendmarketing.com/wp-content/uploads/2010/09/referral_programs1.pdf [Accessed: 05/03/17].
- White, W., Hockley, A., Van der Horst Jansen, J., Laughner, M., (2010). From Teacher to Manager, Kindle Edition, Cambridge University Press
- Mesec, J (2015). Why Referral Marketing Works and How to Use It. [online] Fourth Source. Available at: <http://www.fourthsource.com/social-media/referral-marketing-works-use-18838>, [Accessed 05/03/17].
- Jeffery, S., Feick, L., (2010). The Benefits of Tangible Non-Monetary Incentives[online] Theirf.org Available at: <http://theirf.org/research/the-benefits-of-tangible-non-monetary-incentives/205/>, [Accessed 05/03/17].
- Ryu, G., Feick, L., (2007). A Penny for Your Thoughts: Referral Reward Programs and Referral Likelihood. [online] Researchgate.net. Available at: https://www.researchgate.net/publication/240296251_A_Penny_for_Your_Thoughts_Referral_Reward_Programs_and_Referral_Likelihood

