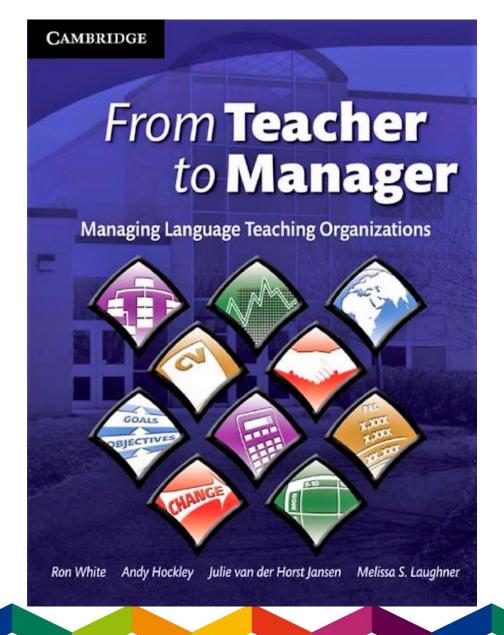
Growing Recommendations

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)



Teachers

Predictors of Satisfaction

- 1. Availability to help outside class
- 2. Teaching skills

- 1. Teaching skills
- 2. Teacher communication skills
- (White et al,2010)

Lessons

Predictors of Satisfaction

- 1. Mix of nationalities
- 2. Methods used to teach

- Effectiveness of lessons
- 2. Mix of nationalities

Service Procedures

Predictors of Satisfaction

- Enquiries
 Procedure
- 2. Placement procedure

- 1. Student feedback procedure
- 2. Complaints procedure

Communication

Predictors of Satisfaction

Accuracy of information in publicity materials

Predictors of willingness to recommend

Accuracy of information in publicity materials

Administration Staff

Predictors of Satisfaction

- 1. Ability to give information
- 2. Communication Skills

- 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

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

Facilities

Predictors of Satisfaction

- 1. Classrooms
- 2. Self-access unit

- 1. Classrooms
- 2. Self-access unit

Activities Programme

Predictors of Satisfaction

- 1. Organisation
- 2. Information

- 1. Value for Money
- 2. Organisation

General

Predictors of Satisfaction

- Overall organisation
- 2. Encouragement to achieve goals

- 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
- % promoters % detractors = 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

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