There is no such thing as a bad review

Harness the power of student reviews to recruit more students

Ross Holmes - Director of Online Products, ICEF
While we wait…

Who already uses reviews?
There is no such thing as a bad review

Harness the power of student reviews to recruit more students

Ross Holmes - Director of Online Products, ICEF
Today

- What is a review?
- Do they make a difference?
- Reviews and the travel industry
- Reviews in education
- Best practices
- Questions
What is a review?

• Good and bad (not a testimonial)
• First-hand experience
• Not edited or curated
• Ratings and comments
The science bit…Social Proof

- Uncertainty
- Multiple Source Effect
- Similarity
What is a review?
Ratings and Reviews

20 of 20 people found the following review helpful

***** "Death by Powerpoint" ?... No more, 20 Jan. 2008
By tabletop "tabletop" (Spain) - See all my reviews

This review is from: Presentation Skills for Quivering Wrecks (Paperback)
I am (was) terrible at Public Speaking especially at work. But it has all changed now since actually applying PSFW. One thing Bob says in the book changed my colleague's reaction so much that I have decided to adapt all my future presentations to his advice. He says 'STOP using your slides as your notes'. So I did. I wrote note cards (like he advises) and stopped looking back at my slides. GREAT!! couldn't be better. I will let you know if the rest of the content is as effective. I also got some applause like the last blimey!

Help other customers find the most helpful reviews
Was this review helpful to you? Yes No

9 of 9 people found the following review helpful

***** Maybe one of the best books I have ever read, 1 Feb. 2009
By Louise London (London) - See all my reviews

Verified Purchase (What is this?)
This review is from: Presentation Skills for Quivering Wrecks (Paperback)
This is one of the best books I have ever read because it genuinely helped me. I had a huge fear of presenting and a new job which involved lots of presenting. I can't say I love presenting because I don't enjoy it - but after reading the book and putting some of the ideas into practice I went from someone who has on several occasions found it hard to even speak to an audience to someone who can write a presentation that gets their point across and more importantly I feel relatively normal and confident while doing it which has been an enormous breakthrough. If you hate public speaking and find it a complete misery - I really believe that this book could help you and if you just want a bit of help with presentations it's very good at explaining the mechanics of a good presentation,

Help other customers find the most helpful reviews
Was this review helpful to you? Yes No

42 of 44 people found the following review helpful

***** I tried it...and it works (surprisingly), 6 Nov. 2006
By Bill Gibson - See all my reviews

This review is from: Presentation Skills for Quivering Wrecks (Paperback)
I saw this guy speak in the City years ago when he was at Reuters and decided to buy the book. It is very good and very accurate. He is quite right when he says most audiences and business speakers share a similar objective "To get out of the room!" But there is something we can all do about it.

So, I had to give a an internal speech in London last week and followed his model to the letter (as far as possible). I even followed his instructions and organised myself a 'clap-trap' at the end. For only the second time in my company's history - I'm told - the audience of 62 people applauded. It felt great. Well done and thank you Mr E.

Help other customers find the most helpful reviews
Was this review helpful to you? Yes No

9 of 9 people found the following review helpful

***** Must have one on your shelf, 11 Mar. 2008
By jovita "JK" (Oxford, Uk) - See all my reviews
Why should we care?

“As a brand owner, you are no longer in control. Your customers now own your brand and they can make or break it by how you react to their feedback.”

Travel Weekly, October 2014
How people respond to reviews

- “online shoppers put 12 times more trust in peers’ opinions than in marketer-initiated sources.” e-marketer 2010
- 92% of online customers read and use verbatim review comments in their purchase decisions Channel advisor 2010
- 70 percent of global consumers indicate they trust online reviews, an increase of 15 percent in four years Nielsen Global Trust in Advertising report 2013
What does it mean for your business?

• “Roku attribute a 20% lift in conversion rates to the appearance of 17,000 customer reviews (positive and negative) on its website.” Bronto.com, 2011

• 68% of consumers trust reviews more when they see both good and bad scores e-consultancy, 2012

• 30% suspect censorship or faked reviews when they don’t see anything negative Journal of Marketing 2013
More reviews = more students!
Reviews in the Travel Industry

“Reports indicate that each year hundreds of millions of potential hotel visitors consult such review sites. Of these visitors, 88% have their hotel choices affected by what they see”

(Tripadvisor.com; European Travel Commission 2009)
Reviews and Travel Agents

Two key findings were an increase in the use of review sites by travellers who use agents and the growing importance of sites such as TripAdvisor in travellers' decision-making.

Consumer trends survey 2014 – Travel Weekly
Reviews and Travel Agents

The number of respondents who used an agent in the past year and said review sites were influential jumped from 59% to 72%.
That jump comes largely from younger travelers (age 21 to 34)

Travel Weekly - Consumer Trends 2014
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The Most Awarded English School in Canada
- 97% of our students would recommend ILAC to a friend
- 17 years of experience in providing high-quality English programs
- Highly qualified teachers and dedicated staff
- Partnerships with 60+ Universities & Colleges
- Students from over 70 countries
Building TRUST

Timely - not older than 12 months

Relevant - cultural peers

Unbiased – genuine students, not all 100%

Standardised - easily able to compare

Transparent - no anonymous reviews
Best Practices

1. Let students write in own language and style
2. Don’t censor reviews, but reply/comment to them
3. Encourage reviewers to be honest
4. Asking for reviews should be a constant process
5. Get a diverse range of reviews
6. Show as much info about reviewers as possible, including a photo of the face
CourseFinders

- Reviews of language programs
- Reviewers verified by schools
- Not testimonials!
CourseFinders Review Tool

- Free
- Always most recent reviews
- Always most relevant reviews
- Keeps traffic on your site
Vocabulary exercise with "SHAPE" & "WEIGHT"

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General English

there are a lot of good teachers and classmates. and this school has a lot of activity with another ... Read More

Posted 1 month ago

Write a review

COURSE Finders
**New York Language Center - Jackson Heights, Queens**

English Academic preparation

I really liked this school and I recommend it to everybody who wants to study English! I had a lot of fun ... [Read More]

Posted 3 months ago

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**Matteo Rama**

English Academic preparation

**Incredible** ...

I really liked this school and I recommend it to everybody who wants to study English! I had a lot of fun and I will never forget my super classmates and my teacher Greg! And of course the secretaries! I will miss this school but I have to try a new experience! Starting College is an important step of ... [Read full review]

Posted 3 months ago
CoursePricer

- **Mobile first** - students tap their way to an instant quote
- **Accurate** - and working for hundreds of schools
- **Fast** - menu driven and no data input
- **Fully itemised** - so students know exactly what the costs are
- **Easily installed** - wherever you want it.
Questions?

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“The only thing worse than being talked about; is not being talked about”

Oscar Wilde