



The Five Service Improvements Your School Needs to Make to Increase Enrolments

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Founder and Chief Executive**

Today

- A bit about us
- Commercial reality
- Our 2015 findings
- The good bits
- The opportunities
- 5 key tips to increase enrolments



SHOPPER
Anonymous
Driving great service



With our 900 Clients...



Mystery Shopping
Written and Video

Focus Groups
Customer and Staff

Surveys
Exit and On-Line

App Feedback
Branded and Tailored

Training
5 Key Courses

Coaching
Leaders and Team



The Reality

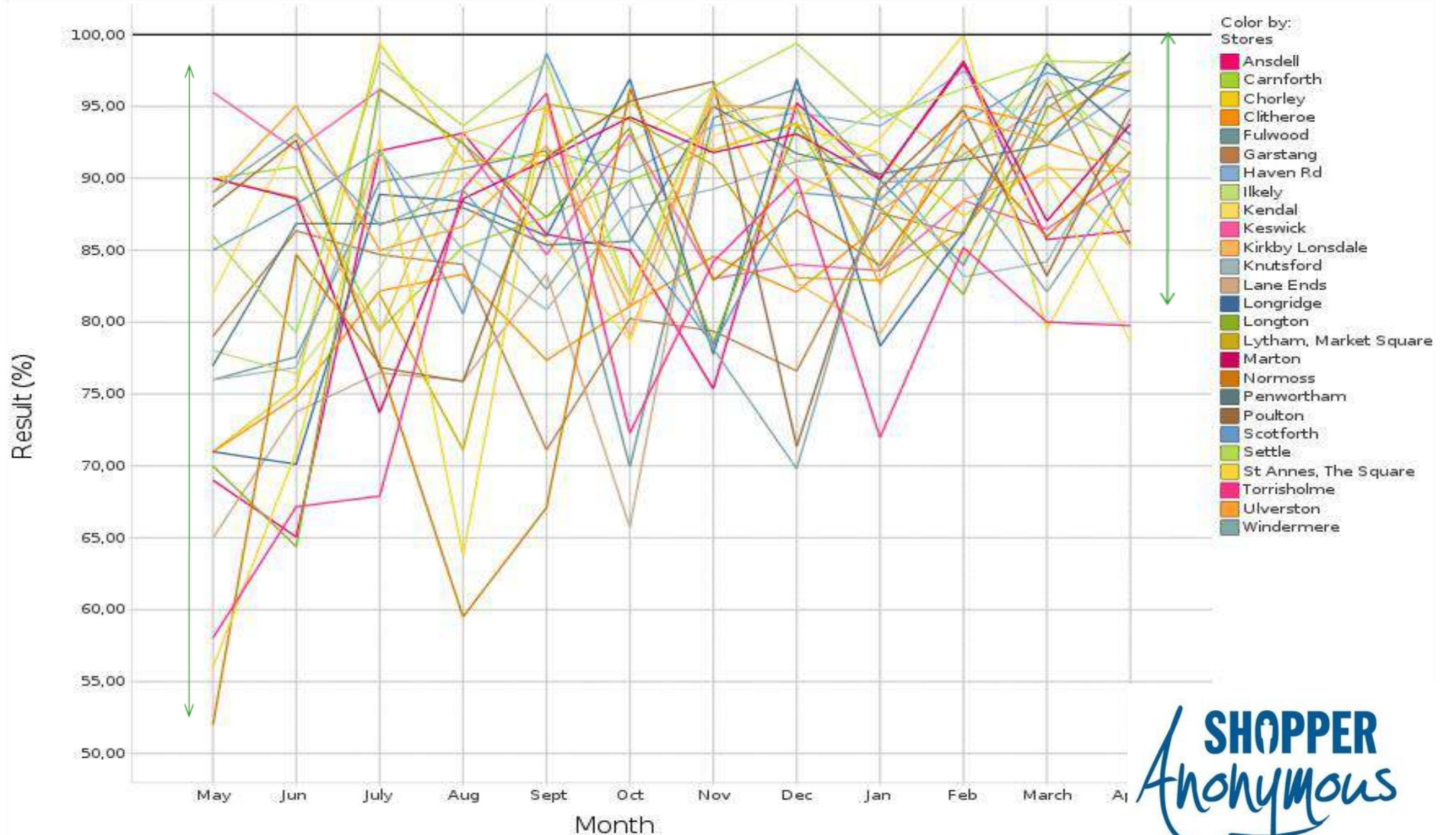


The Challenge

commercial

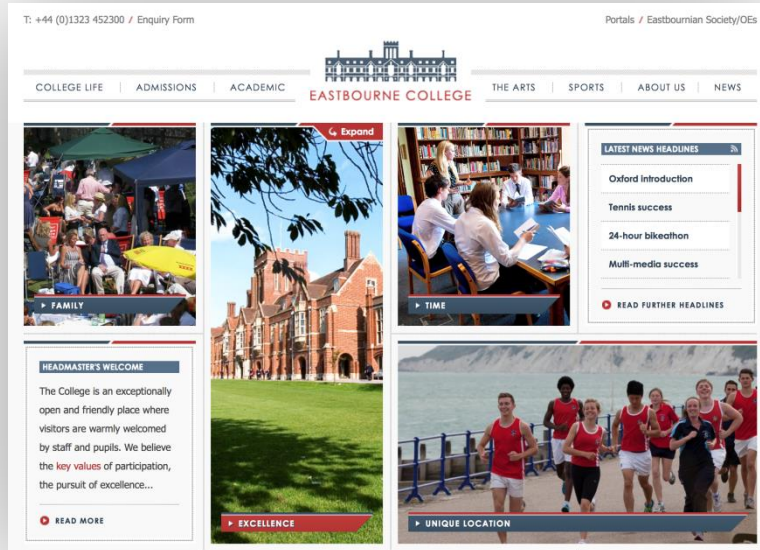
The Secret

Line Chart

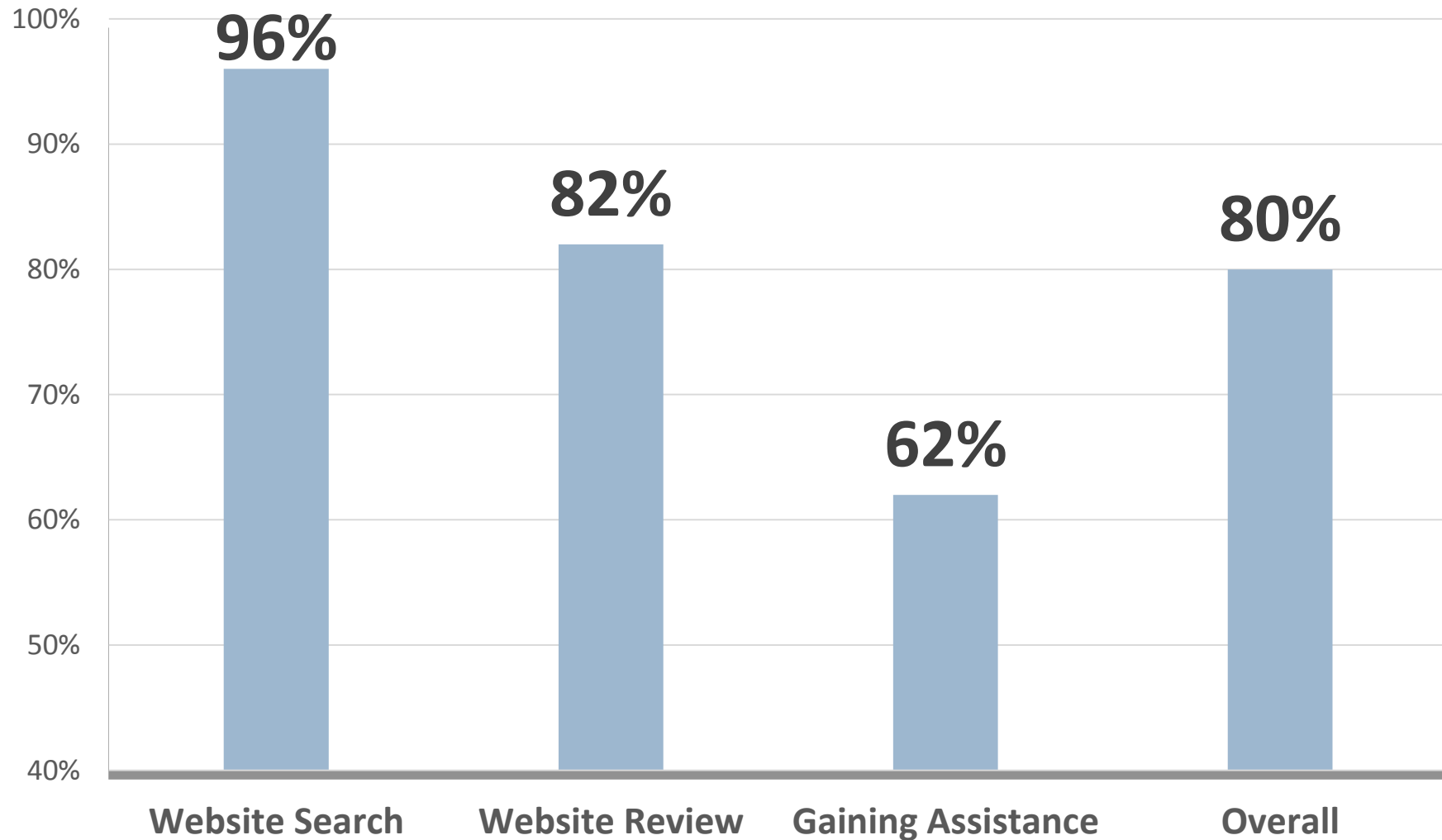


What is Mystery Shopping?

2015 : 50 Experiences



First Impression - Web



Web – What's Good

*The information was clear
and well-organised*

*The old-fashioned warmth
of the school ethos*

The input from pupils

*The site contained a wealth
of information*

*The feel good factor of
the website*

*Great photography gave an
excellent first impression*

*The social media content
was engaging*

*The wealth of detailed
information*

Web – Opportunities

No response and the social media was out of date

The navigation wasn't always straightforward

Not being able to find fee information

The blog was a little out of date

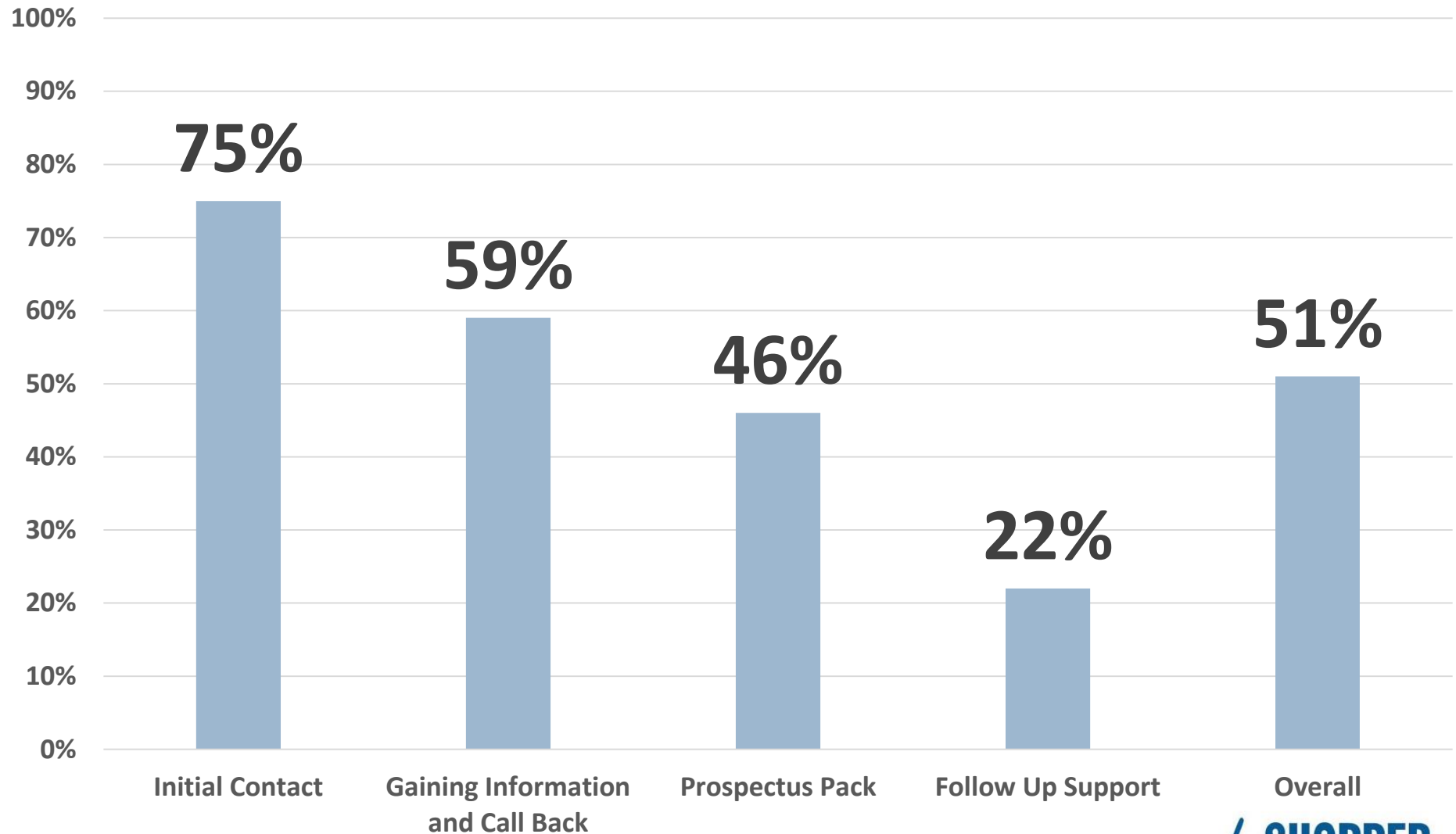
I struggled to find details of the fees and contacts

Having to download the fee information

Not enough benefits of the school

The confusing admissions information

First Impressions - Phone



Phone Experience – The Good

My enquiry was followed up with a phone call

The admissions procedure was clearly explained

The prospectus arrived very promptly and contained all the required information

Helen promoted the school extremely well during the call

Sue was very friendly and made me feel hopeful about a place becoming available

The promptness at which my phone call was returned and Len's encouraging manner

Phone Experience – Opportunities

*No details
were taken*

*Enquiry not
followed up*

*Not invited to
the school*

*My initial call was not
returned; I had to lead the
phone call to obtain the
required information*

*Not receiving a
follow up call or
email*

*Not receiving
a follow up
call or email*

Phone Experience – Opportunities

My call was not returned; I had to prompt to gain information

The staff member was very discouraging about a place

Not receiving a follow up call or email

My phone call was cut off. I did not receive a prospectus or follow up support

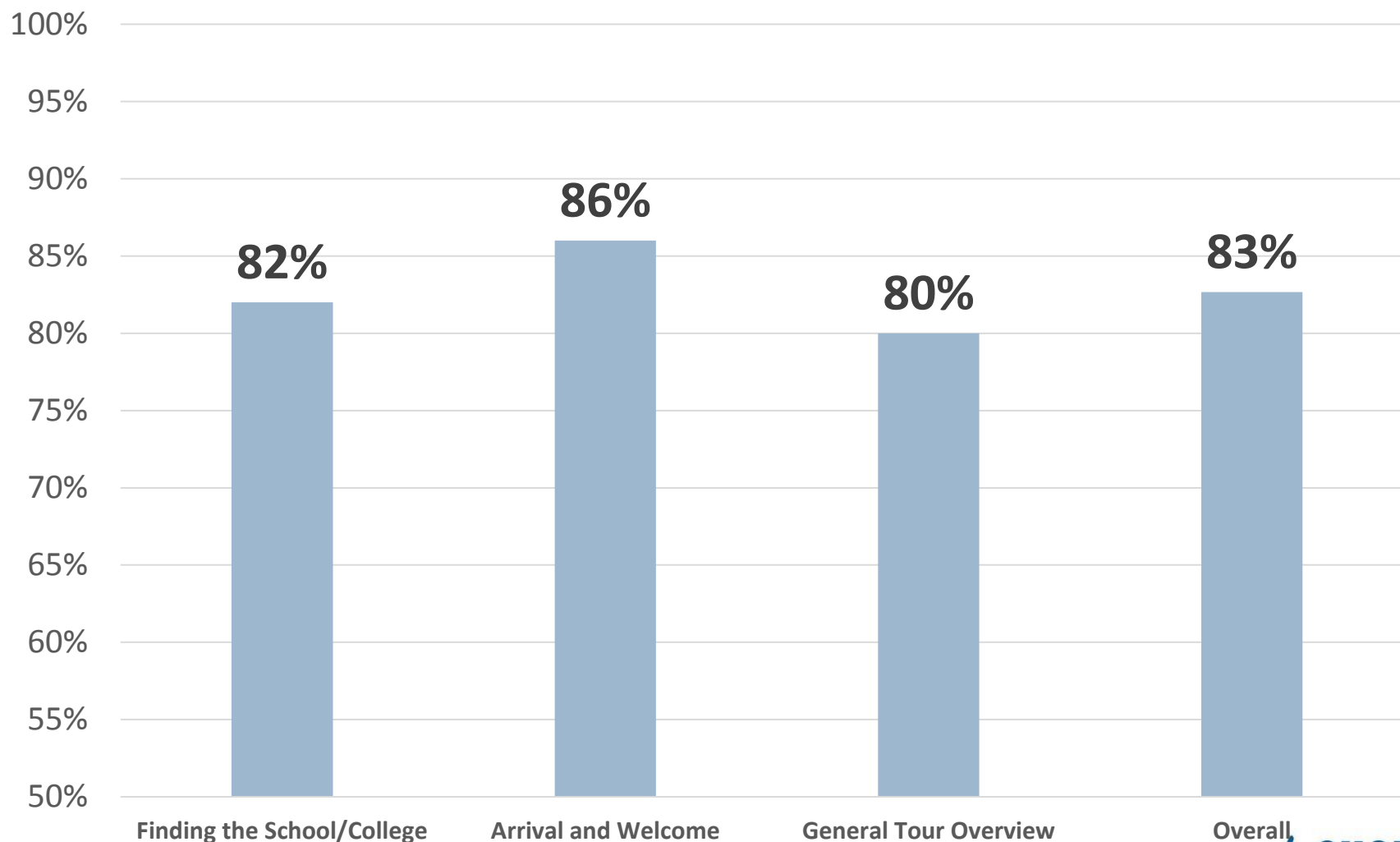
Detailed Question Analysis

	Yes	No
Were you connected on the first attempt?	73%	27%
Did the staff member ask questions to determine your exact needs?	64%	36%
Did the staff member take your full details, name and address, enquiry type?	27%	73%
If a message was taken, did you receive a call back within 24 hours?	50%	50%
Did the staff member encourage you to visit the school/college?	40%	60%
Did the staff member use your name during the conversation?	40%	60%
Did the prospectus pack contain a covering letter?	40%	60%
Did the school/college ethos and values come across in the prospectus?	50%	50%

Detailed Question Analysis

	Yes	No
Did you feel the staff member/s were good ambassador/s for the school or college?	55%	45%
Did the staff member/s you spoke to actively promote the school/college?	36%	64%
Would your experience encourage you to consider this school/college?	55%	45%

The Tour – Sales Process



Areas to Discuss






“We would love for you to come and see the school in action at a convenient time for yourselves if you feel our boarding house is what you are looking for.

“Sadly as our Headmaster is very booked up until the end of this term, we are making bookings for September.”

Areas to Discuss

- Car parking
- Finding the office
- Structure of the tour
- Identifying what is important
- Enthusiasm
- Seeking permission to follow up

If I were you.....

	Navigate website	Visit FAQ section	Submit a request	Follow up from customer service	Resolution
Customer process	<ul style="list-style-type: none"> Arrive at website Navigate for help section 	<ul style="list-style-type: none"> Look for relevant question Look for topic answers Search for contact numbers 	<ul style="list-style-type: none"> Find query form Enter personal details Find account number Submit query 	<ul style="list-style-type: none"> Wait for call back or email from customer services Can it be dealt with, or does it need to be referred? 	<ul style="list-style-type: none"> Problem is solved by customer services
Internal Process	<ul style="list-style-type: none"> Internal process example Internal process example 	<ul style="list-style-type: none"> Internal process example Internal process example 	<ul style="list-style-type: none"> Internal process example Internal process example 	<ul style="list-style-type: none"> Internal process example Internal process example 	<ul style="list-style-type: none"> Internal process example Internal process example
Experience	 <ul style="list-style-type: none"> Examples of positive experience Examples of positive experience Examples of positive experience 	 <ul style="list-style-type: none"> Examples of negative experience Examples of negative experience Examples of negative experience 	 <ul style="list-style-type: none"> Examples of negative experience Examples of negative experience Examples of negative experience 	 <ul style="list-style-type: none"> Examples of average experience Examples of average experience Examples of average experience 	 <ul style="list-style-type: none"> Examples of positive experience Examples of positive experience Examples of positive experience
Improvements and key learnings	<ol style="list-style-type: none"> Improvement, or learnings to maintain high performance 	<ol style="list-style-type: none"> Improvement, or learnings to improve poor performance? 	<ol style="list-style-type: none"> Reduce the form down to Improvement, or learnings to improve poor performance? 	<ol style="list-style-type: none"> Reduce the form down to Improvement, or learnings to improve average performance? 	<ol style="list-style-type: none"> Improvement, or learnings to maintain high performance

THREE Best Kept Secrets



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Driving great service

How do you Receive Feedback?



Ask Them....One to One

*What do we
do well?*

*How can
we improve?*

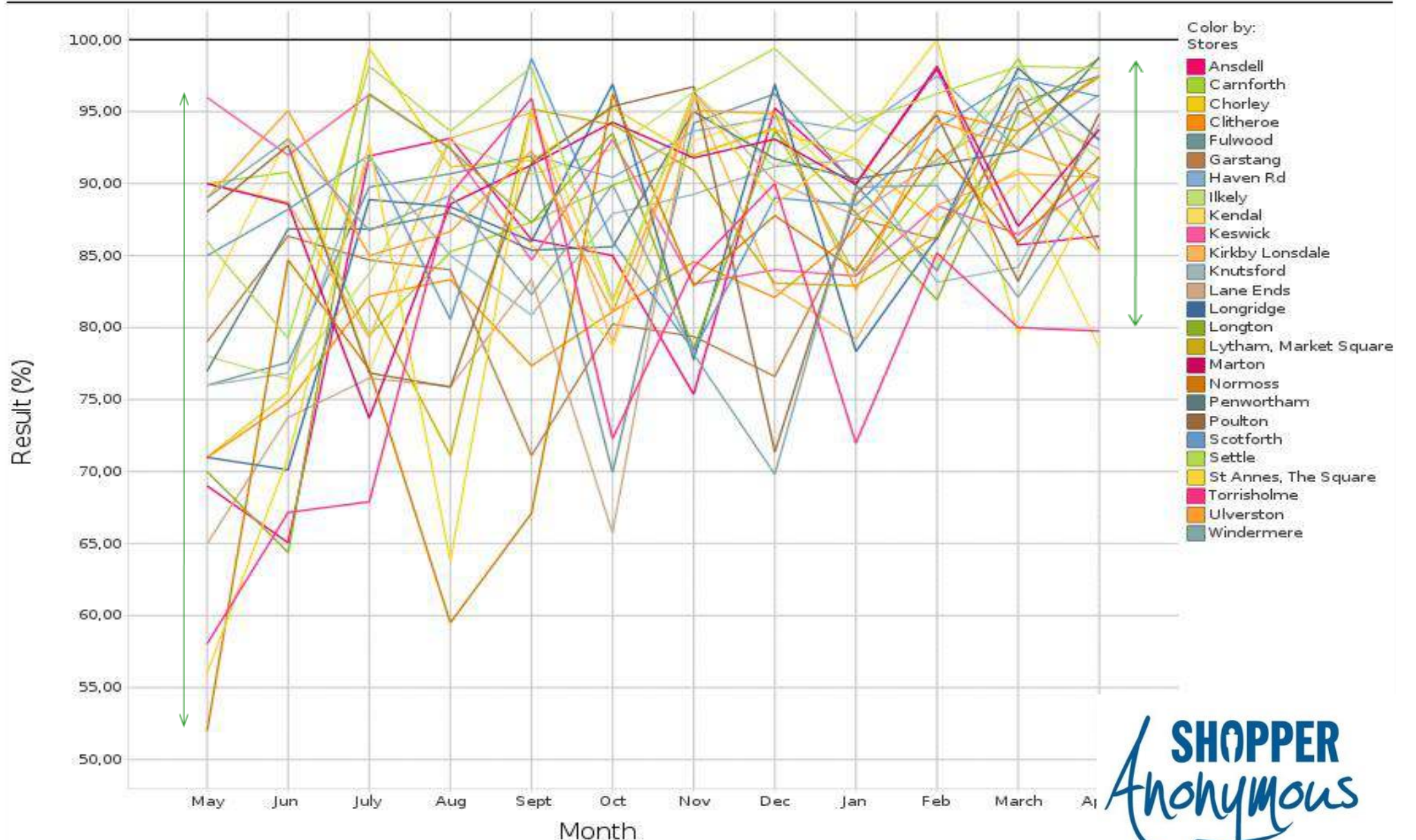
Benefits of Mystery Shopping?

- Third party feedback
- Reward the team
- “Your bug bears”
- Terrific coaching tool
- Positive tool
- Test the process



Consistency

Line Chart



We Can Help.....



"THE SECRET OF
CHANGE IS TO FOCUS
ALL OF YOUR ENERGY,
NOT ON FIGHTING THE
OLD, BUT ON BUILDING
THE NEW."

— *SOCRATES*