


What are your students saying
about you?

The power of word of mouth
recommendation



A profile view of Mark Zuckerberg, looking towards the right. He is wearing a grey t-shirt and has a small microphone clipped to it. The background is dark.

People influence people. Nothing
influences people more than a
recommendation from a trusted friend.
A trusted referral influences people more
than the best broadcast message.
A trusted referral is the Holy Grail of
advertising.

Mark Zuckerberg, Facebook

Indeed, word of mouth is the primary factor behind 20 to 50 percent of all purchasing decisions. **Its influence is greatest when consumers are buying a product for the first time or when products are relatively expensive**, factors that tend to make people conduct more research, seek more opinions, and deliberate longer than they otherwise would. **And its influence will probably grow**: the digital revolution has amplified and accelerated its reach to the point where word of mouth is no longer an act of intimate, one-on-one communication. Today, it also operates on a one-to-many basis: product reviews are posted online and opinions disseminated through social networks.

PERCENT OF GLOBAL RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT



EARNED

2015

Recommendations from people I know

83%

Consumer opinions posted online

66%

Editorial content, such as newspaper articles

66%



OWNED

2015

Branded websites

70%

Brand sponsorships

61%

Emails I signed up for

56%

Source: Nielsen Global Trust in Advertising Survey, Q1 2015





Neko-sama @neko_ghs · 24 Feb 2014

i definitely **would not recommend this college** to anyone. in fact, everyone should stay away from **this** crap institution.



Cheryl Davenport @bjjjmom4 · Oct 20

Replying to @MUGRADADMISSION

I will **never** again **recommend this school** to anyone, worst experience ever!



mo dooley @maurajuulia · Sep 7

Replying to @maurajuulia @UCLA_TFT

i love **this school** but could **never** in good conscience **recommend** it to someone anymore. too much mismanagement & lack of concern for students



Anthony @Antonio_Nikolo · 3 Nov 2016

So done with this bullshit **school**. I would **never recommend this** place to anybody. Biggest marketing scam to take your money is all it is.



- Who knows what % of their students would recommend their school?
- Who thinks they know what their students are saying about them – why they would or wouldn't recommend?



- Covers decision making, application, arrival, learning, living, support and recommendation
- Run in NZ in 2008, 2012, 2014 and 2016
- 2016 survey available in 9 languages
- 3,597 English language students participated from 49 institutions:
 - 29 specialist English language providers
 - 11 English language schools/centres at universities and ITPs
 - 9 PTEs that offered English language courses in addition to other courses
- Institution-level results compared against national and global benchmarks

Propensity to recommend

NZ ELB 2016
(3134)

?

I would actively encourage people to apply

If asked, I would encourage people to apply

X%

I would neither encourage nor discourage people to apply

X%

If asked, I would discourage people from applying

X%

I would actively discourage people from applying

Based on your impression at this stage in the year, would you recommend your language school/centre to other students thinking of applying here?

Propensity to recommend

NZ ELB 2016
(3134)

32%

81%

I would actively encourage people to apply

49%

If asked, I would encourage people to apply

14%

I would neither encourage nor discourage people to apply

3%

5%

If asked, I would discourage people from applying

1%

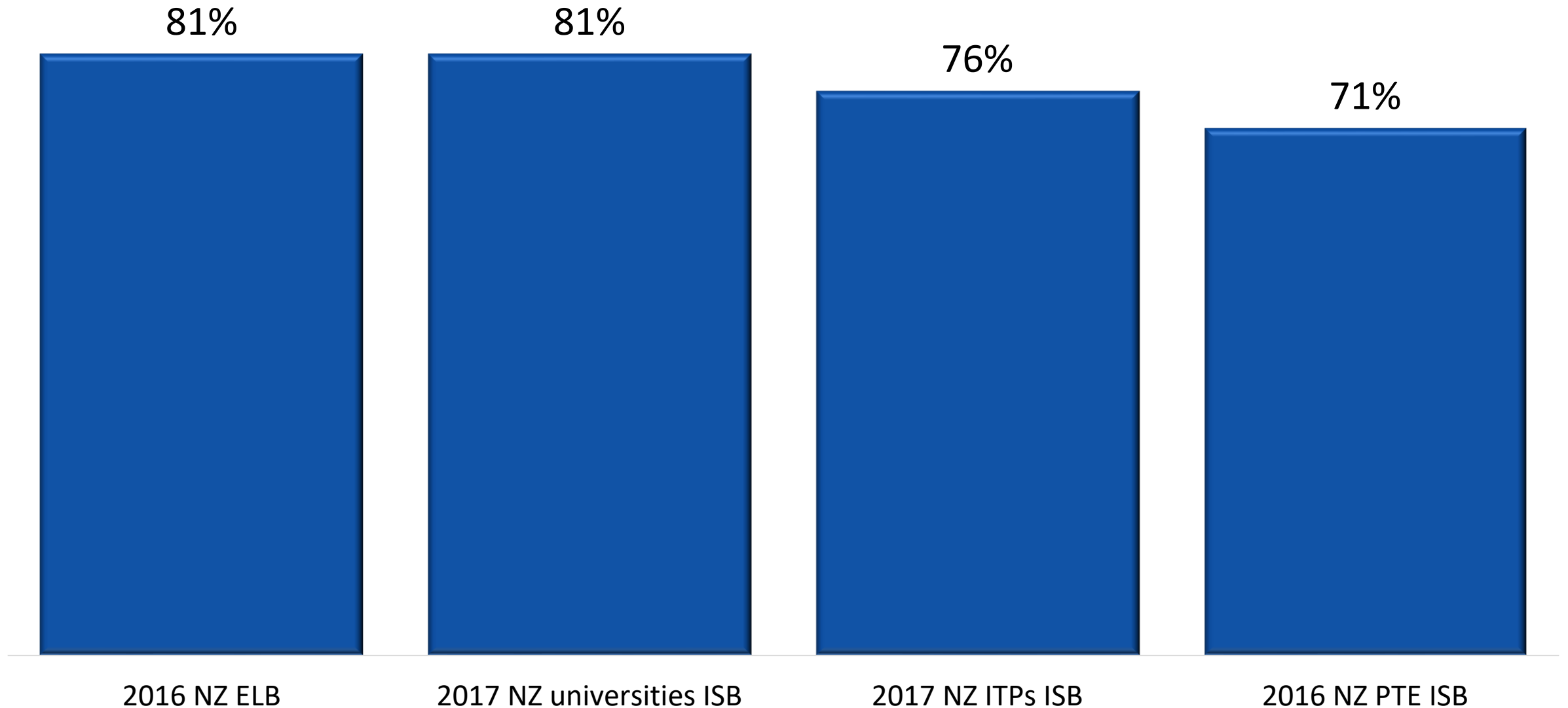
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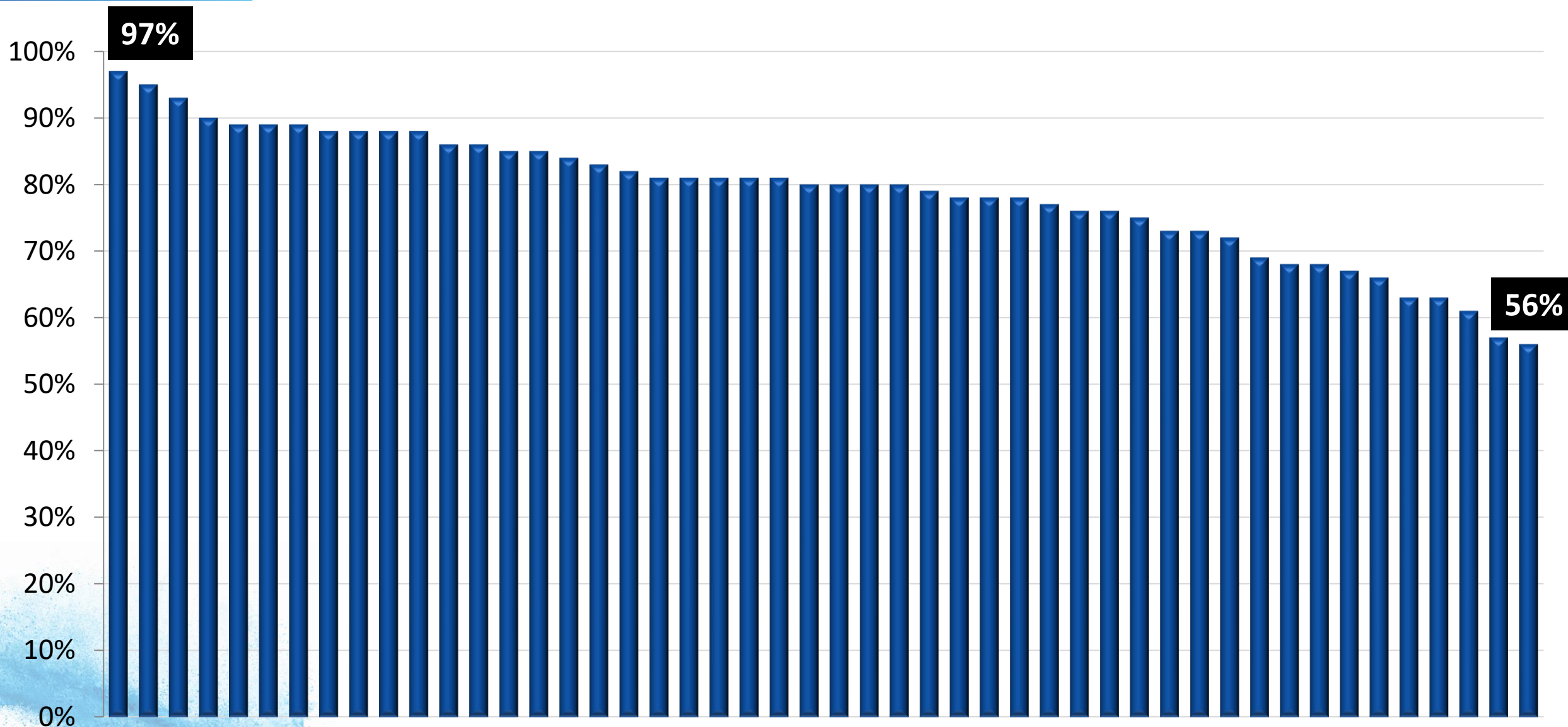
Propensity to recommend

NZ ELB 2016 (3134)		Global ELB 2016 (13211)
32%	I would actively encourage people to apply	30%
81%		82%
49%	If asked, I would encourage people to apply	52%
14%	I would neither encourage nor discourage people to apply	15%
3%	If asked, I would discourage people from applying	2%
5%		3%
1%	I would actively discourage people from applying	1%

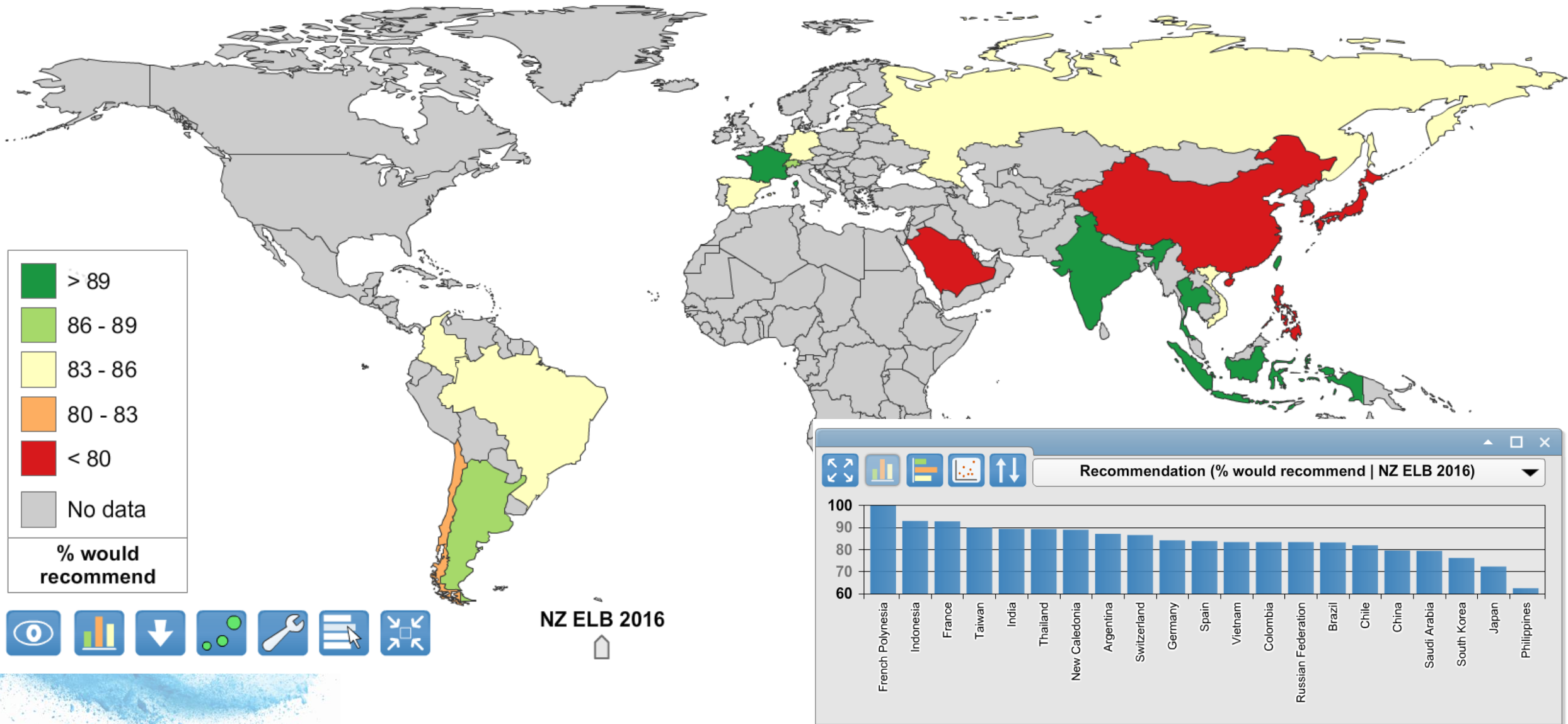
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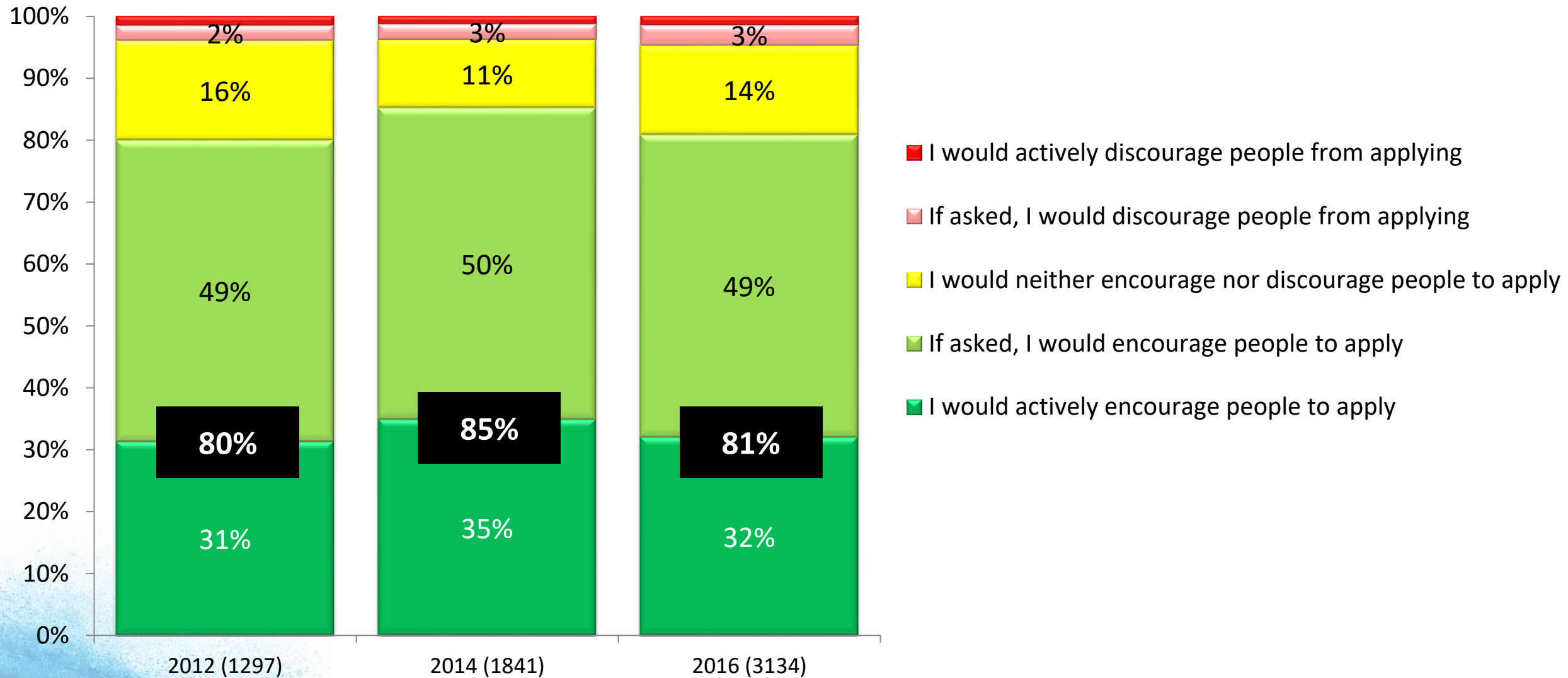
Propensity to recommend – by school



Propensity to recommend – by nationality



Propensity to recommend

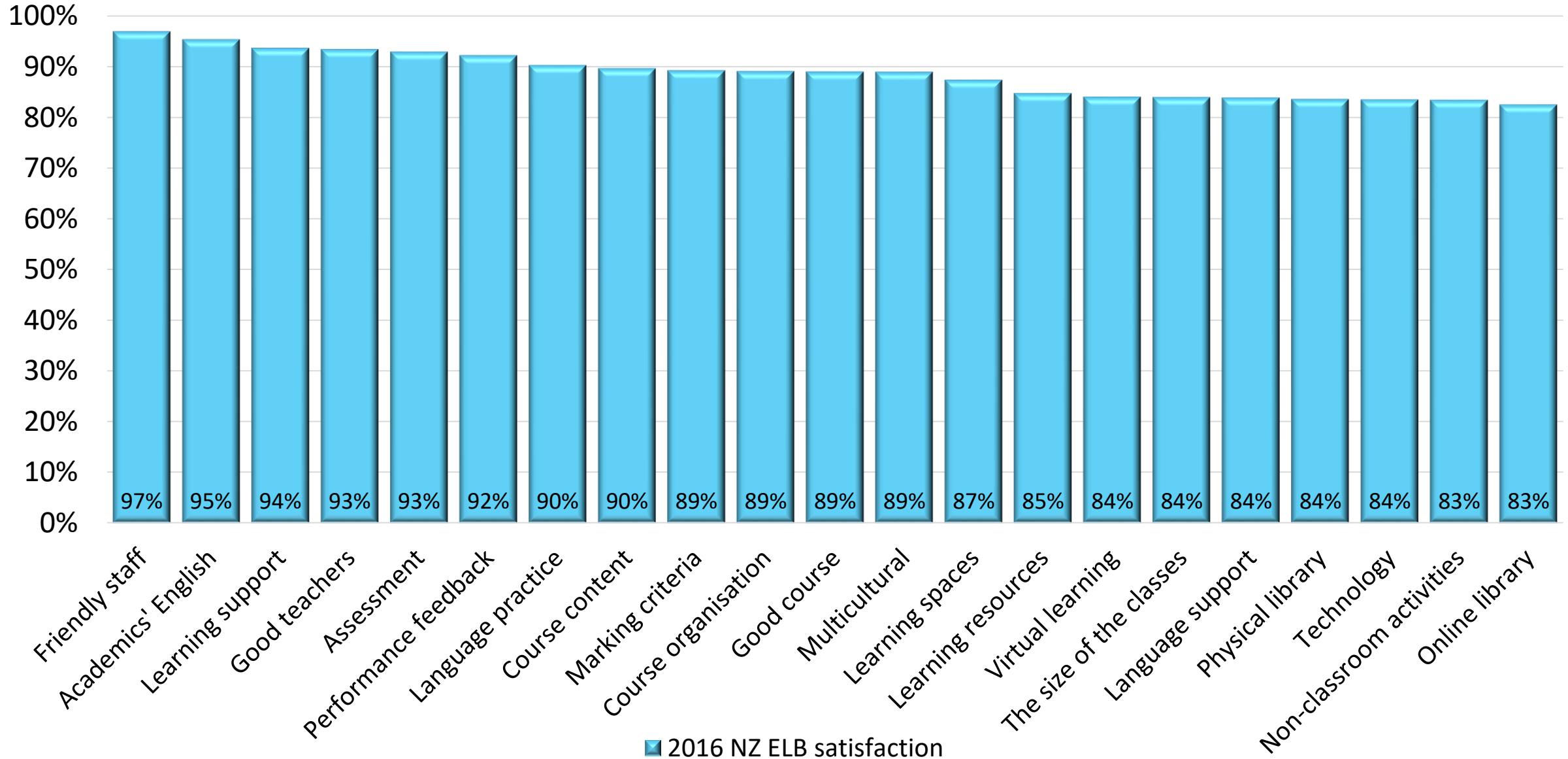


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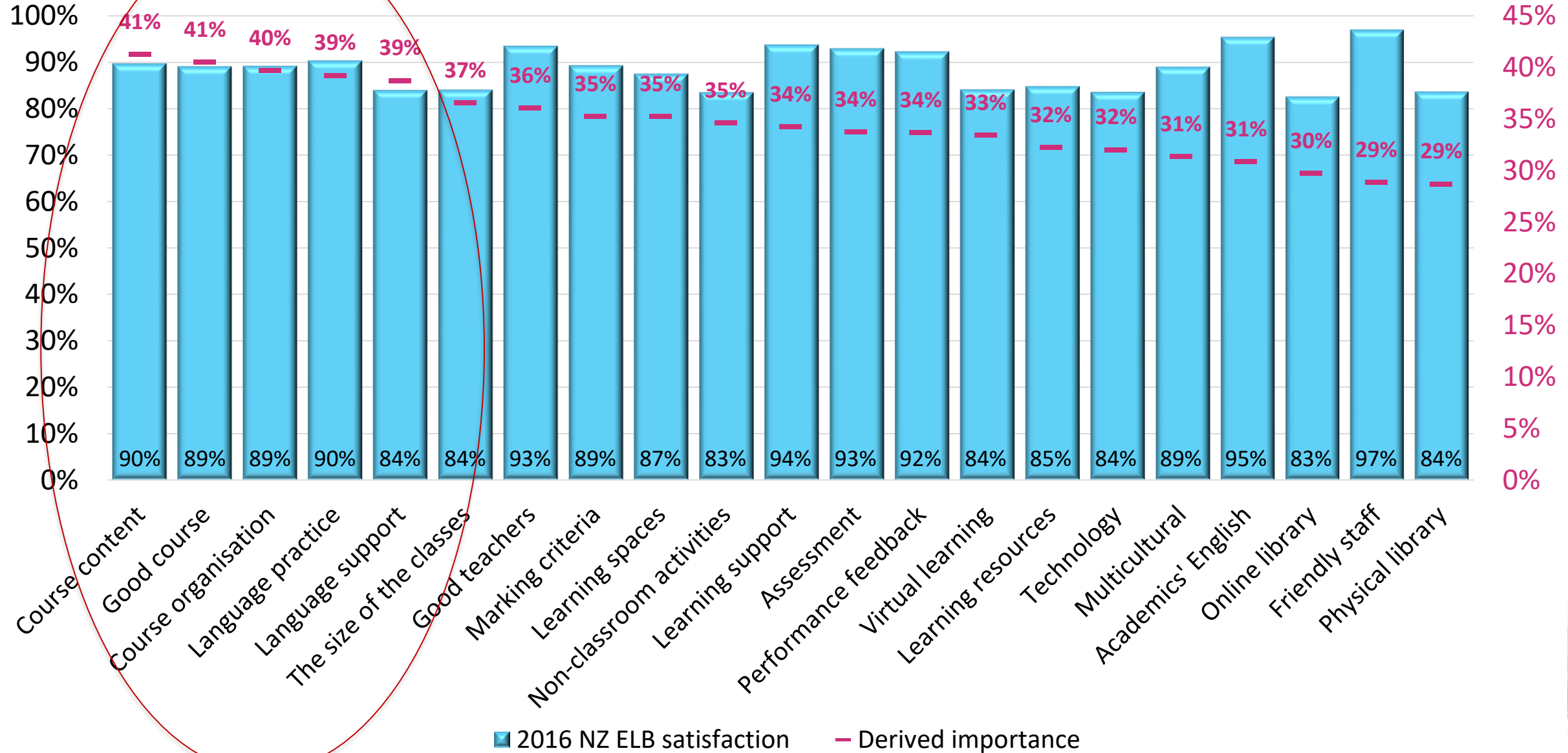
What drives recommendation?



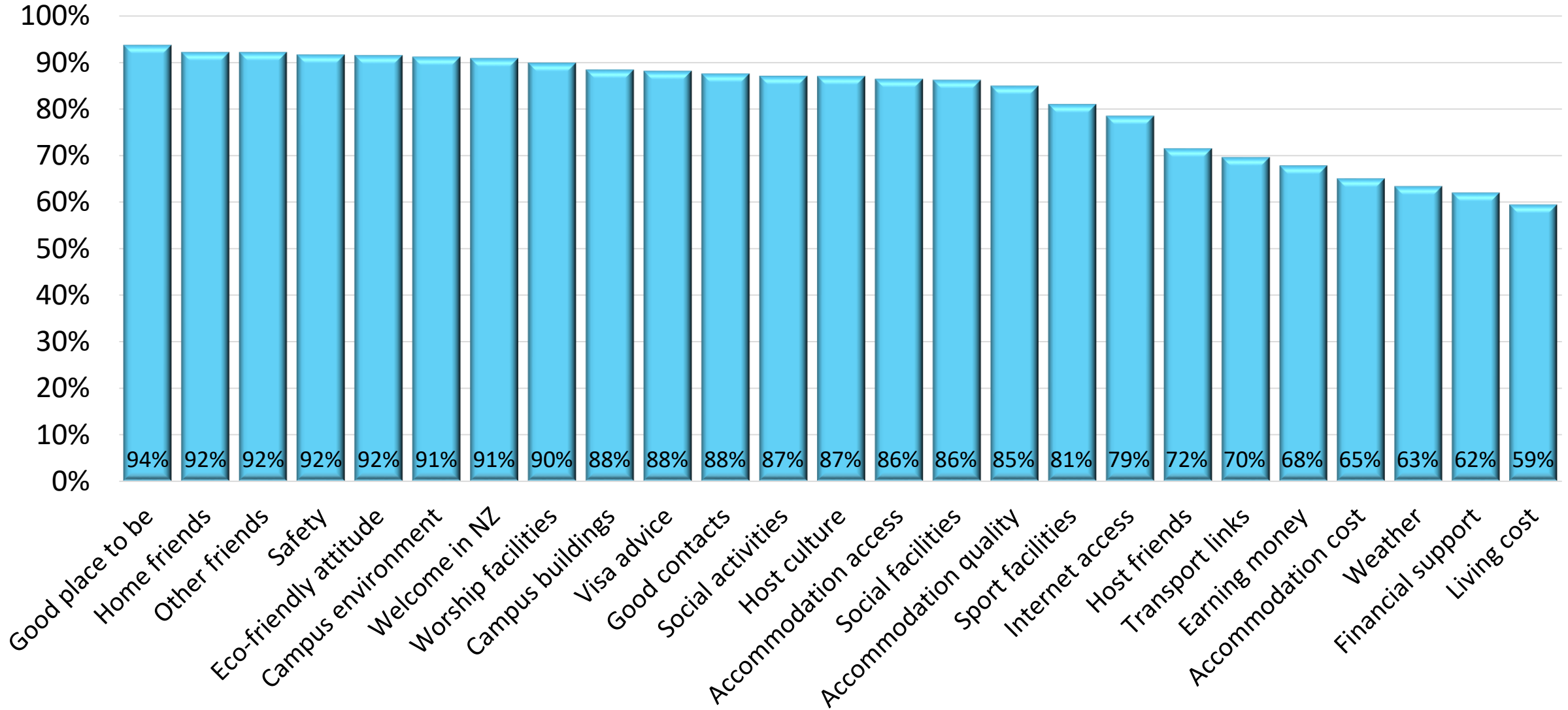
Learning experience – Satisfaction



Learning: Derived importance – correlation to recommendation

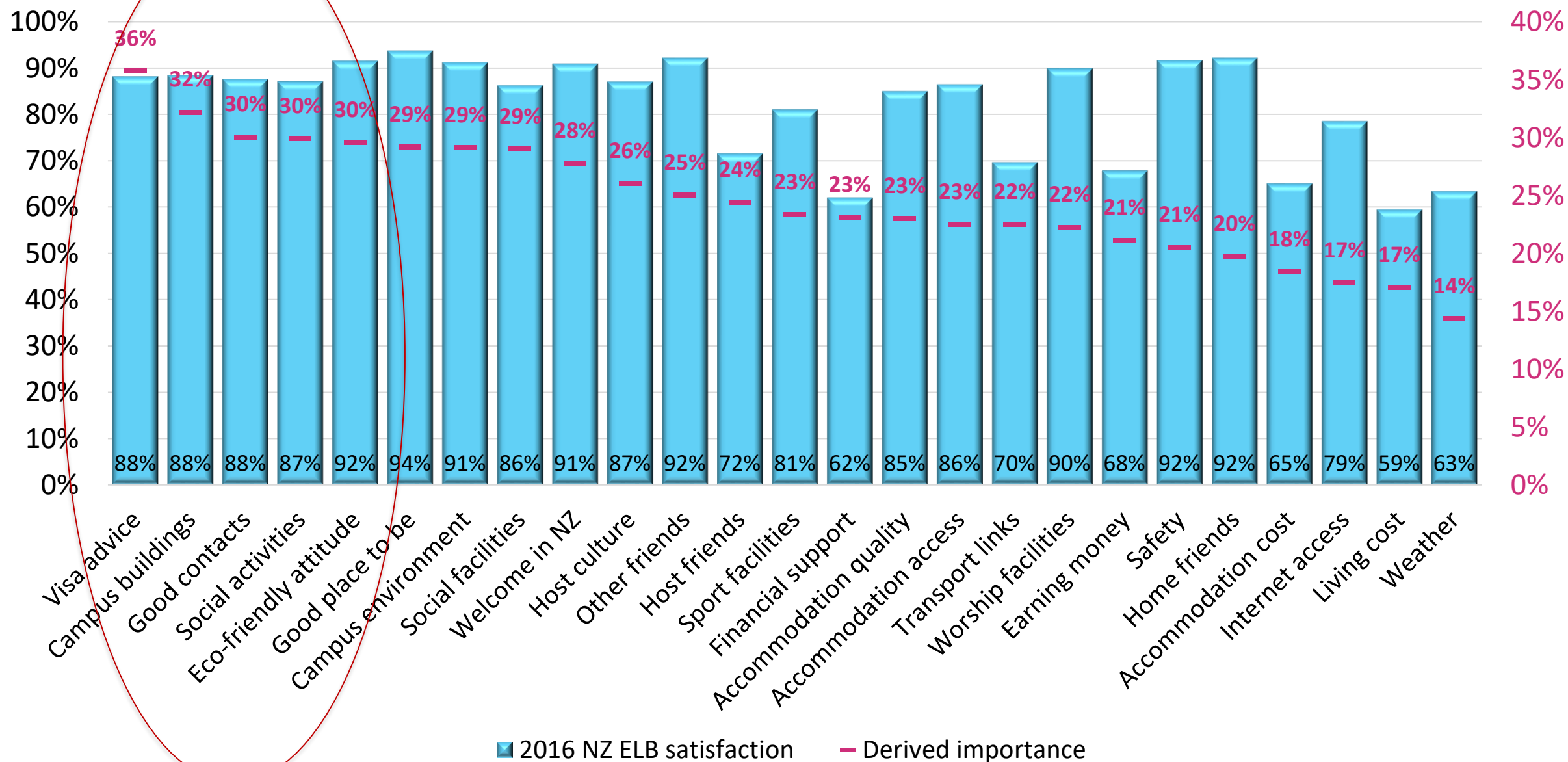


Living experience – Satisfaction



■ 2016 NZ ELB satisfaction

Living: Derived importance – correlation to recommendation



The lessons are well prepared, care is taken in developing the teaching material for the pupil and the majority of the teachers really love what they do, you can see this!

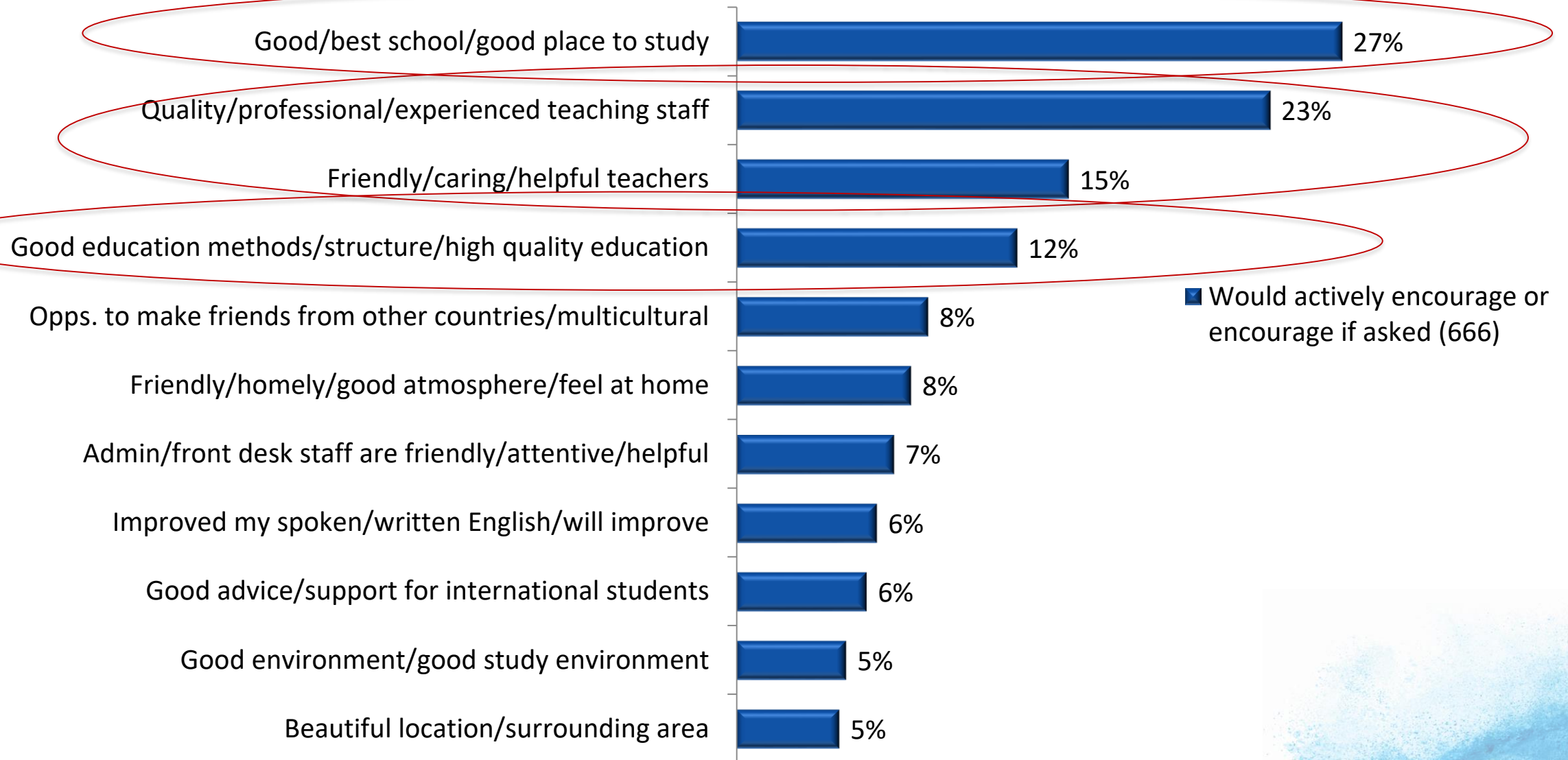
Tuition fees are on the high side compared with other language schools, but its appeal is that in return they have well-skilled teaching staff, and proper provisions of extra-curricular activities and supplementary lessons. If you make an appointment you get proper advice from teachers on the path to follow or the school. All teachers are friendly and I am full of admiration.

Because this is much more international than other current schools. Students from all countries can communicate with one another, and make new friends. The environment at the school is very good. The teachers are extremely responsible and very patient, and create a general atmosphere that makes people feel at ease.

The [Institution name] is like one big family! You immediately feel at home! You are treated like a mother treats her child! Definitely to be recommended.

There is an English language environment, as there are not many Chinese people, and English language must be used all the time.

Why students would recommend their school



Why students would recommend their school

	NZ ELB (666)	Japan (127)	China (121)	South Korea (85)	Brazil (52)	Thailand (50)	Colombia (38)	Switz. (32)
Good/best school/good place to study	27%	13%	36%	13%	23%	44%	37%	25%
Quality/professional/experienced teaching staff	23%	20%	26%	28%	37%	18%	24%	13%
Friendly/caring/helpful teachers	15%	17%	12%	20%	8%	16%	13%	19%
Good education methods/structure/high quality education	12%	8%	12%	13%	17%	8%	29%	9%
Opps to make friends from other countries/multicultural	8%	7%	4%	20%	10%	4%	8%	3%
Friendly/homely/good atmosphere/feel at home	8%	11%	3%	7%	8%	10%	5%	25%
Admin/front desk staff are friendly/attentive/helpful	7%	3%	2%	7%	8%	14%	8%	16%
Improved my spoken/written English/will improve	6%	8%	8%	1%	8%	6%	8%	0%
Good advice/support for international students	6%	4%	2%	5%	13%	2%	13%	6%
Good environment/good study environment	5%	3%	10%	5%	6%	4%	0%	0%
Beautiful location/surrounding area	5%	2%	2%	7%	4%	8%	0%	13%
Good course content/relevant courses	4%	4%	4%	5%	0%	0%	11%	3%
Fun/enjoyable learning/enjoy it here/exciting	4%	11%	1%	1%	0%	2%	3%	6%
New Zealand is good place to study/good quality of life	4%	2%	2%	7%	4%	6%	3%	3%
Made fast progress/learnt a lot	4%	2%	3%	2%	0%	4%	8%	3%

Propensity to recommend

NZ ELB 2016
(3134)

32%

I would actively encourage people to apply

49%

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5%

1%

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It is very different from what I'd heard about it, nationalities are heavily one-sided.

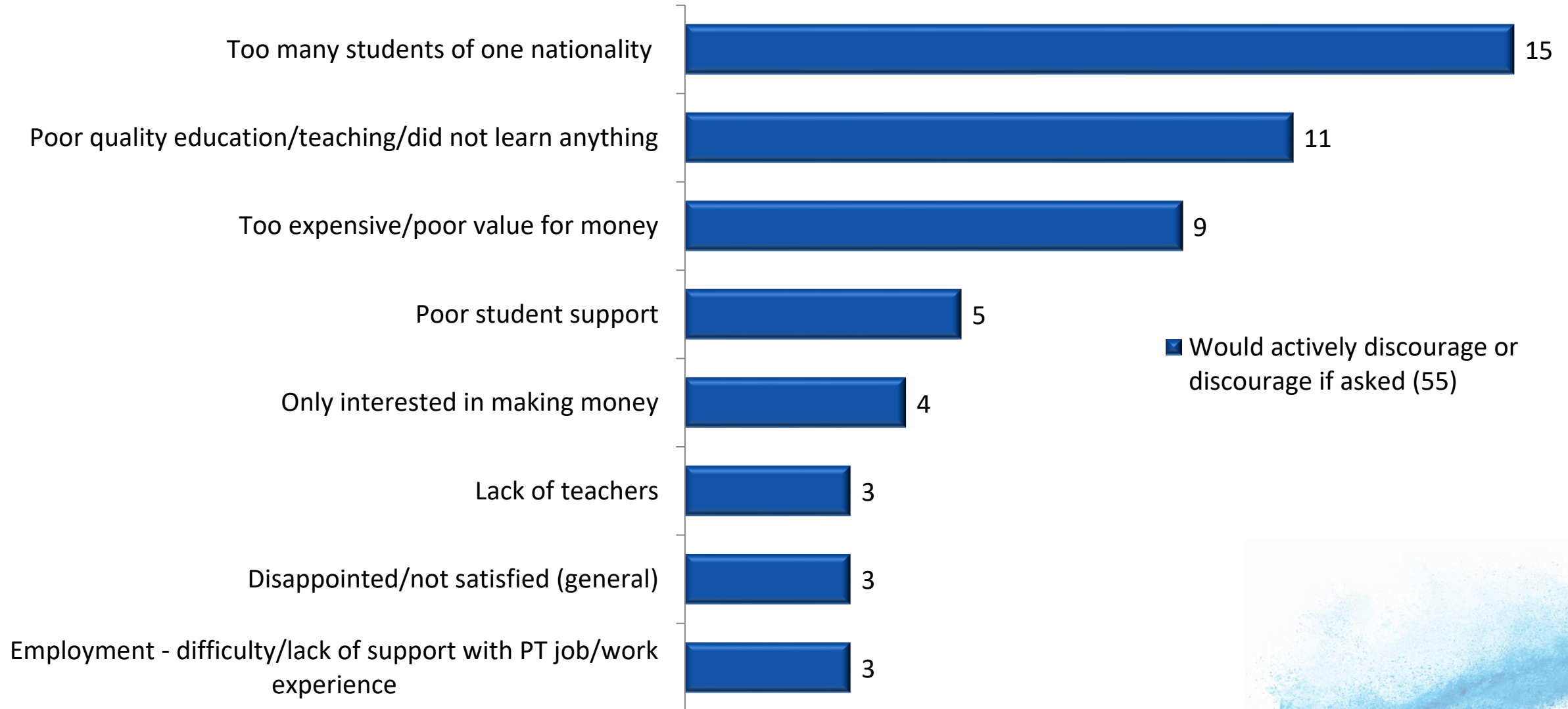
*Because there are many other students of the same nationality in my school.
Because the level of teaching is poor.*

First, because the school is too disorganized, don't put students in the right levels, but put students in where there is more space available, second because this school doesn't offer support immigration for us when we need, and the cost of the course is too expensive

The courses arranged are not very appropriate. I often think that the content studied in the classroom will not help for the IELTS exams, and that I would benefit more studying by myself. The teachers' abilities are not good. There are too few teachers available, and many are away at various times. I don't learn anything.

For me it's a school that only thinks about the money it charges the pupils, nothing else apart from this.

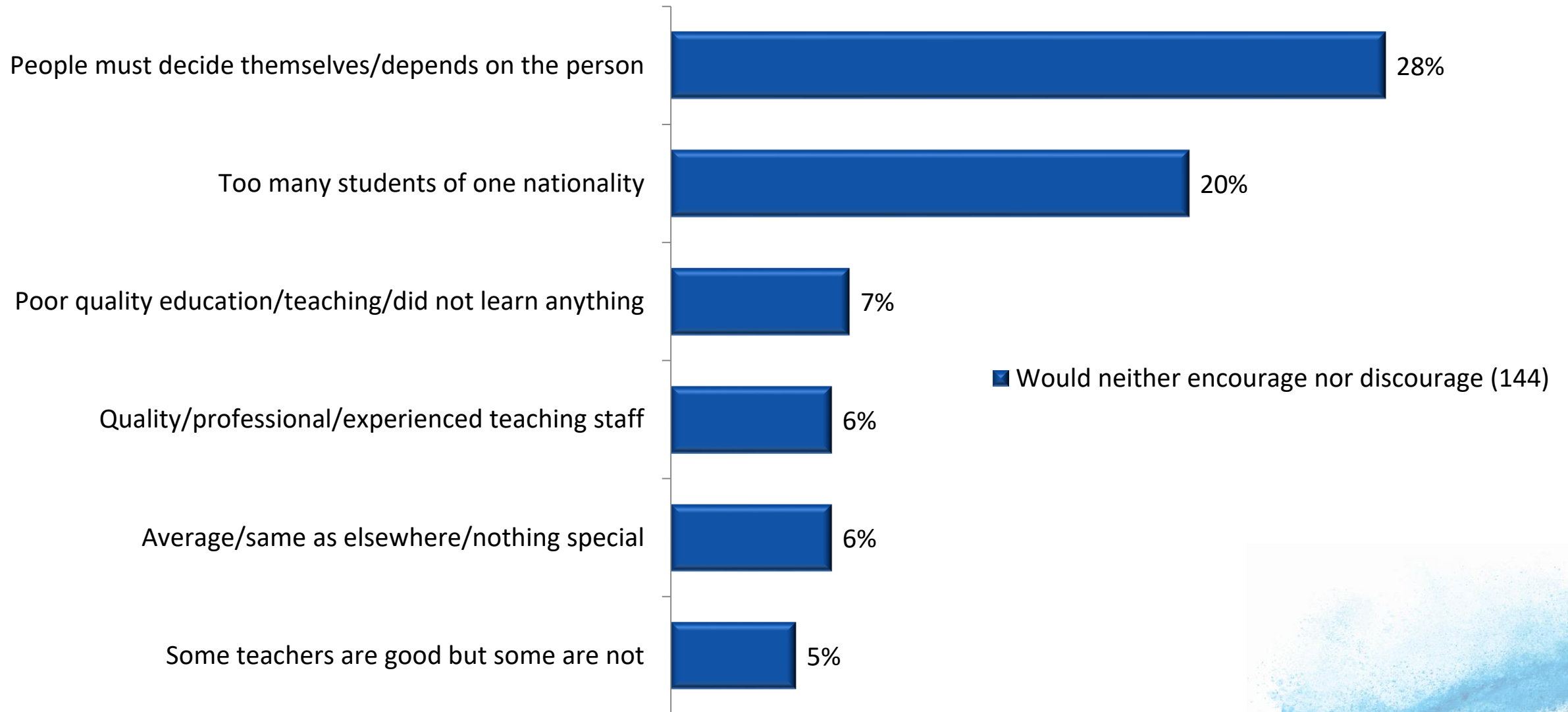
Why students would not recommend their school



Propensity to recommend

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32%	I would actively encourage people to apply
49%	If asked, I would encourage people to apply
14%	I would neither encourage nor discourage people to apply
3%	If asked, I would discourage people from applying
1%	I would actively discourage people from applying

Why students would neither encourage nor discourage



1. Do you know what % of your students would recommend your school?

Yes




- How is this measured?
- How is this information used?

No



- Is this a metric you think your school should consider?
- How might you measure this?

2. Based on what we've seen, what do you think could be done at your school to increase recommendation?

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Questions?

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