

4PCustomerXperience

'Red Carpet Customer Service Every Time'

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Admissions Audit

Creating an Excellent Customer Experience to Grow Your Numbers

An Admissions Audit is a quick and easy way to find out where you are with regard to your admissions processes, where you need to be and how to get there.

It is a simple project that can have massive benefits in terms of growth and revenue. I have conducted these for schools both nationally and internationally and they really do help to ensure you are doing all you can to create an excellent customer experience and grow those all-important numbers.

What's involved?

I will spend two days at your school engaging in the following activities:

- Meetings with the Head, Director(s) of Marketing / Admissions, Admissions and Marketing team(s) and any other relevant members of support staff (Database Manager and Bursar) to talk about the current admissions process, visits, offer and acceptance journey as well as website and current databases used to support the admissions operation and pupil changes and trends in recent years. *(4 hours)*
- Tour of the entire school with pupils – the same as given to prospective parents - including any boarding houses, as well as all other areas that parents do not see initially. *(2 hours)*
- Meeting with Heads of Reception, Year 7 and Year 12 where relevant. *(1.5 hours)*
- Meetings with boarding staff if relevant *(1 hour)*
- Focus group meetings with parents of students in Reception, Year 7 and 12 as well as current parents in Years 2, 8, 10 and 13. *(2 hours)*
- Focus Group meetings with students in Years 7 and 12 as well as current students in Years 8, 10 and 13. *(1.5 hours)*
- Opportunity to spend some time with the Head of IT / Technology / Digital Solutions to discuss the current packages in operation. *(1 hour)*
- Looking at current and recent prospect data against visits, offers and acceptances so that I can discuss this with the marketing and admissions teams in situ. *(1 hour)*

Outcome

You will receive an admissions report on what key aspects need looking at with regard to the admissions process including any training needs, resources that need investing in and suggestions to make your visits and tours the best they can be (if they are not already) as well as a customer journey map for the admissions process and ongoing practical advice and support to ensure that the marketing and admissions team(s) are well supported to make the changes.

You may well decide that you would like to take up options for other services including:

Customer Experience Audit - Customer Service Training - Mystery Shopping - Strategic Development and Support – Fundraising & Marketing Consultancy - Ongoing Advice and Practical Support

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