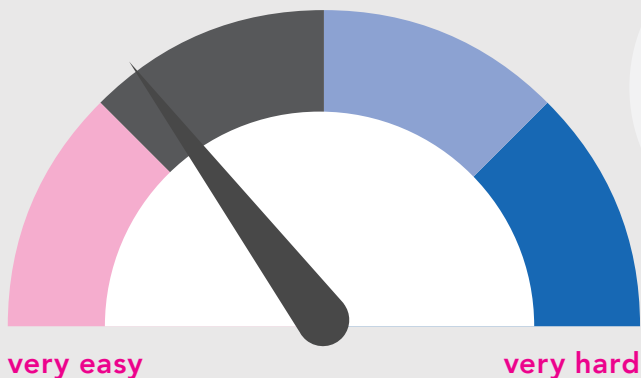


# Satisfaction will help drive growth...

How difficult did you find the process of changing to a different exam board?



very easy

very hard



## Business objective

Business development opportunities, market understanding, measuring satisfaction against expectation with boards products and services.

### Views on the competition

“ We have been ‘cut off’ from the [...] resources, despite still teaching the board for one year, and it has been a nightmare to try & get it reinstated ”

“ They seemed to pick marks out of a hat & you could never get through to speak to anyone... ”

“ We actually preferred the structure of the [...] course, but anything was preferable to their crackpot marking & abysmal customer service ”



### The worst element of changing boards – what should they target?

“ Entirely different standards applied to work. Lack of clear communication. Negative feedback on work submitted. Poor quality training. Poor results ”

“ Confusing messages and approval processes and forms! ”

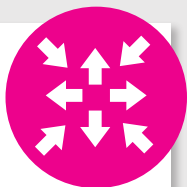
“ Second guessing the unwritten expectations of the board ”



### Opportunities & threats

Easy to change means boards can grow market share from other exam boards.

**But**, to maintain own customers must ensure high quality customer service and ensure customer satisfaction is a priority.



### What do people want when they change?



“ More consistent marking and better customer service ”

“ Encourages you to review and refresh schemes of work. Adds variety to teaching diet ”

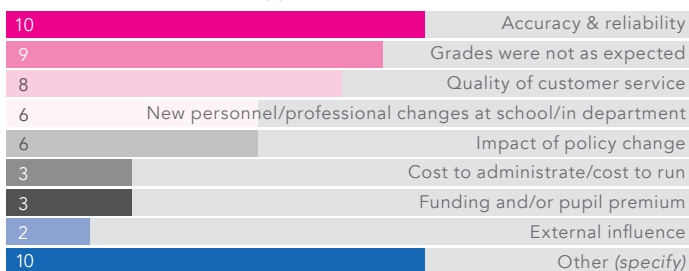
“ New opportunities to develop exciting schemes of work. Have worked closely with the new exam board to develop exemplar material ”

“ Improved results, better balance of course, less emphasis on controlled assessment ”



### What were the main reasons you made the change to a different examination board?

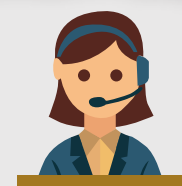
Please indicate all which apply



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