

**aieec**  
2018 Sydney

**Australian International  
Education Conference**

9-12 October 2018  
ICC Sydney

Empowering a new generation

  #aiec2018  
[www.aiec.idp.com](http://www.aiec.idp.com)

## Reach for the stars

The rising power of reviews and their impact on student decision-making

Michel Hogan – Brand identity advisor

Neil Pearson - Chief Digital Marketing Officer, IDP Education

Gemma Langdale – IELTS Marketing Manager - Aus, Japan, IDP Education

Gracie Daniel – Communications Manager, IDP Education (Chair)









# Today's workshop in 3 points

- Understand why reviews matter and how you can build closer relationships with customers – *Michel*
- A view from our sector – *Neil*
- Now you've got reviews, how to amplify them – *Gemma*



# Who are we?



**Michel Hogan**

*Brand Counsel helping organisations make promises they can keep. Often asks inconvenient questions.*



**Neil Pearson**

*Leading IDP's digital transformation, innovator and disruptor, customer focused, sometimes late to meetings.*



**Gemma Langdale**

*Data-driven marketer, passionate about digital experiences, works best after she has had a morning coffee.*



**Gracie Daniel**

*Communications expert, loves sharing stories of customer experiences and stories in general... sometimes too much.*



The number one point today. Support our customers.  
Here is what not to do...





***Turn to the person behind you.***

***Share a review of your trip here or something you ate today.***

- ***What did you notice?***
- ***How did it make you feel?***

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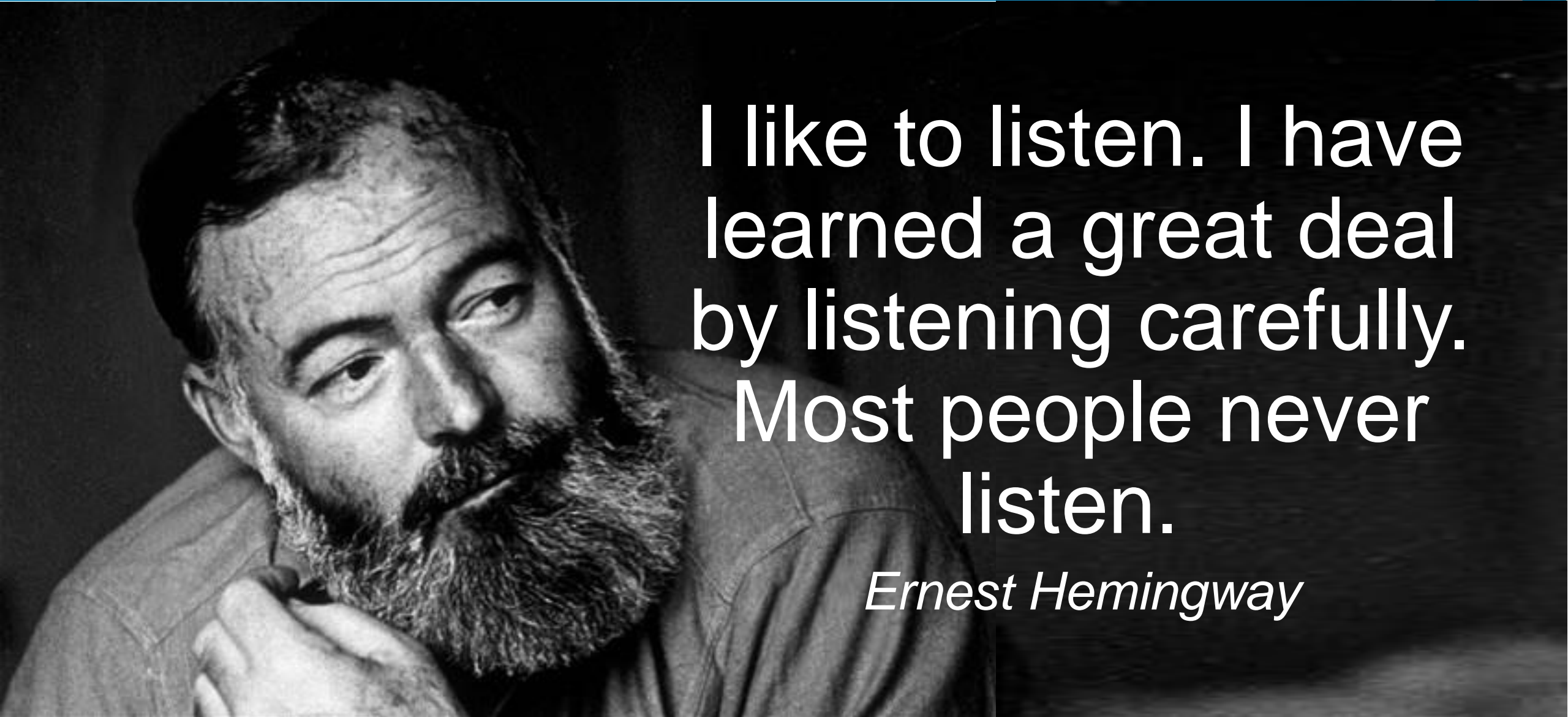
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**MICHEL HOGAN**





A black and white portrait of Ernest Hemingway, showing him from the chest up. He has a full, dark beard and mustache, and is looking slightly to the right of the camera with a thoughtful expression. His hands are clasped near his chin.

I like to listen. I have  
learned a great deal  
by listening carefully.  
Most people never  
listen.

*Ernest Hemingway*



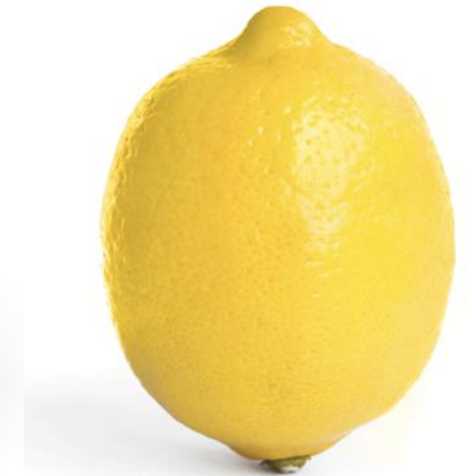
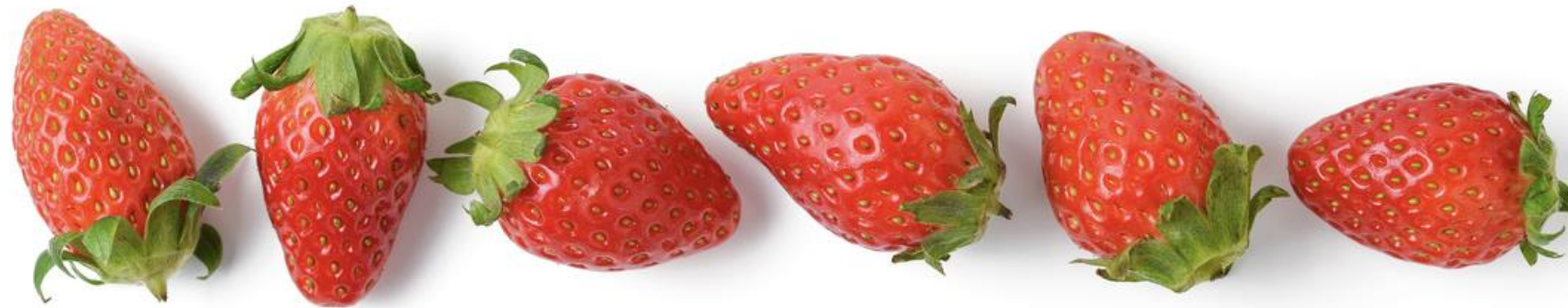
No fear.

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# Hardwired for negative



Things can get prickly

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# Keep your promises

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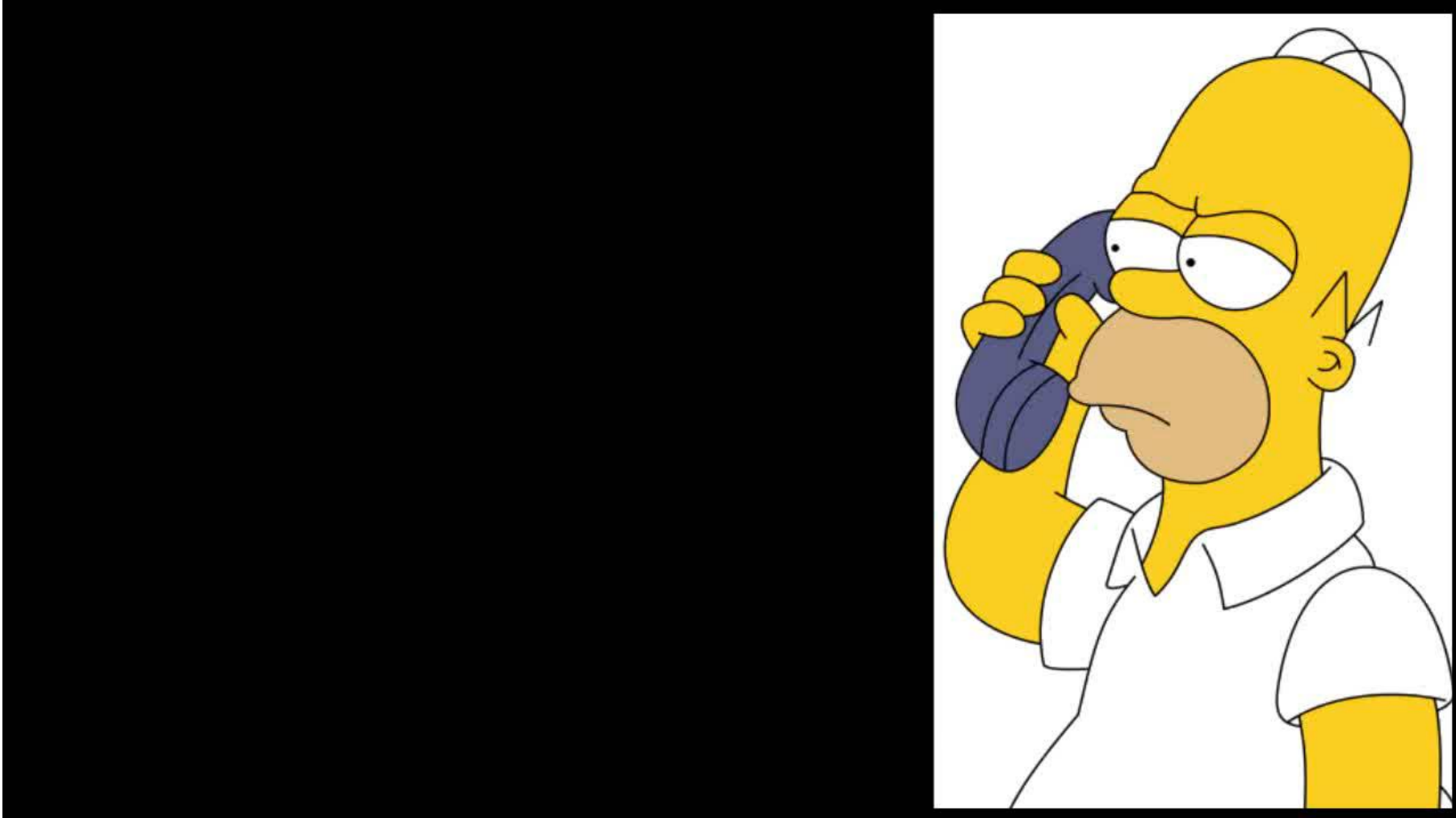
More loyal and happy customers

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Sometimes, customers just need support

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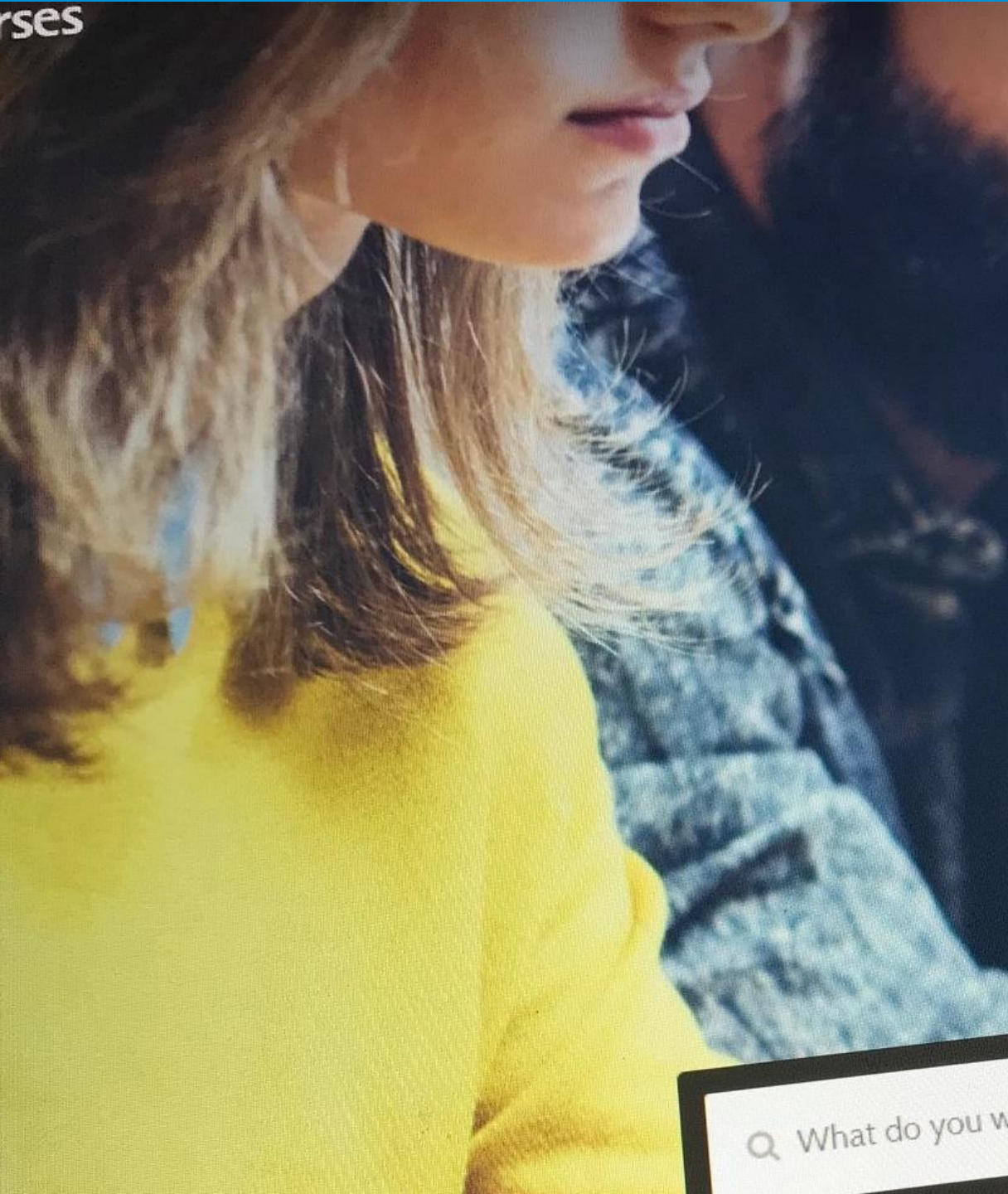
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**NEIL PEARSON**





urses


## Lessons from 2006

1. Sued
2. Engagement
3. Post-moderation
4. Notification / ability to respond
5. Widgets / API

Find your perfect course!

Where do you want to study? (optional)

What do you want to learn?



WHAT UNI?  
STUDENT  
CHOICE  
**Awards**  
2018

Independent HE

**WINNER**

Point Blank Music School





From the Fans

**36,400**

Reviews collected

**148**

Institutions featured



# Reviews

Harri featherston



Great. One big community where everyone knows everyone and all willing to help you get to where you wish to be. The... [READ MORE](#)

## Lessons from 2011-18

1. Sued
2. Control of content
3. Engagement
4. Timing
5. Can we be honest?
6. Distrust of internal
7. Loving the words
8. Student trust / Client Promotion
9. Student Union use
10. When? 1<sup>st</sup> / 2<sup>nd</sup> Year & quick win
11. Fraud
12. Sample size

[VIEW ALL 107 REVIEWS](#)



# Value for Institutions

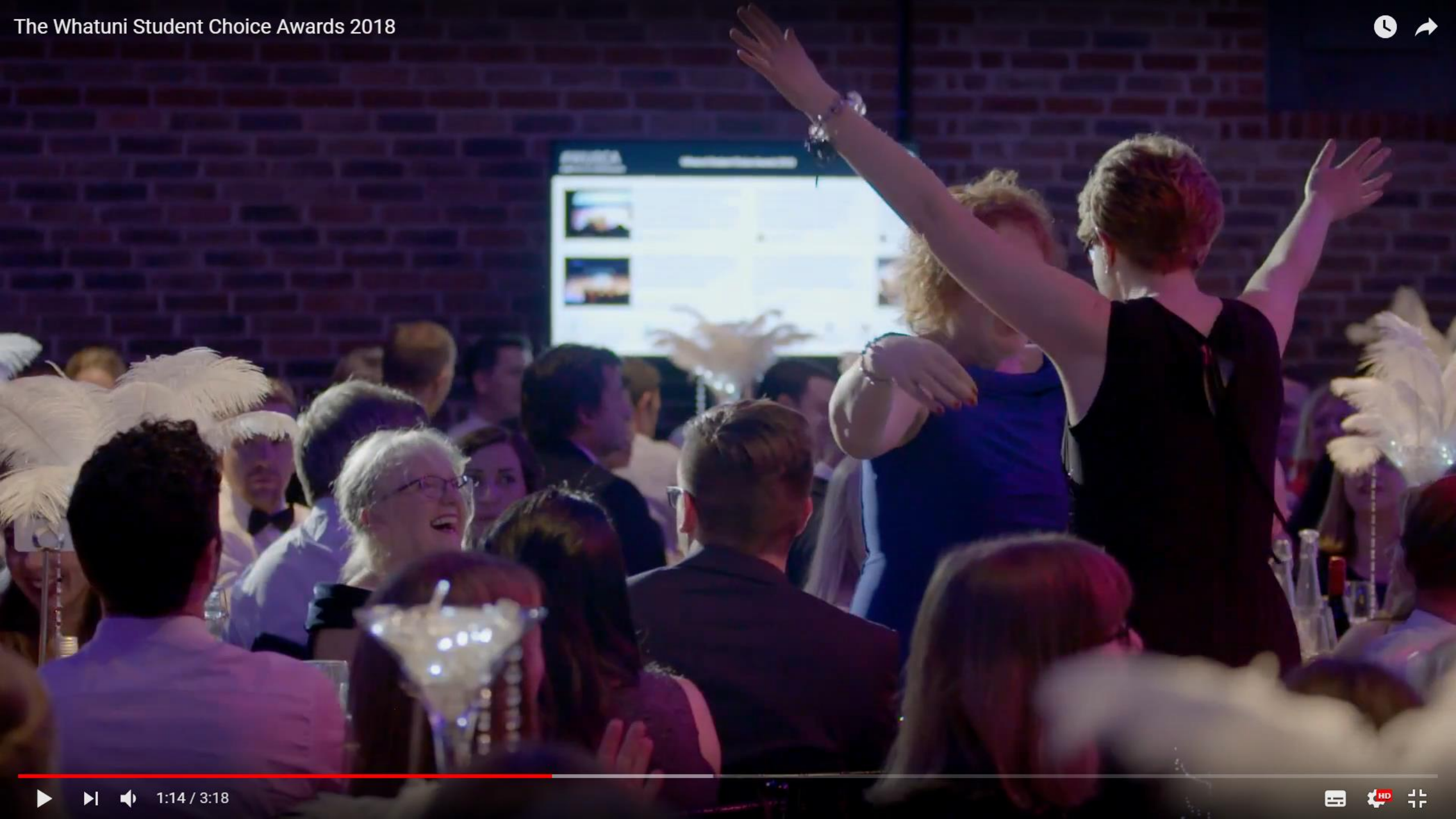
- Insights
- Benchmark
- Segmentation
- Breadth
- Trends

Best university in the UK for Clubs and Societies (WhatUni Student Choice Awards 2018)

Undergraduate Courses at Bangor University









Rank		University Name	Entry Standards	Student Satisfaction	Research Quality	Graduate Prospects	Overall Score	Next Steps
1st	0	Cambridge	226 	n/a	3.33 	87.3 	1000 	PROFIL
2nd	0	Oxford	217 	n/a	3.34 	85.0 	997 	PROFIL
3rd	1	London School of Economics	200 	3.71 	3.35 	87.1 	935 	PROFIL
4th	1	Imperial College London	219 	4.07 	3.36 	90.5 	930 	PROFIL
			206 	4.32 	3.13 	81.6 	928 	PROFIL
							895 	PROFIL



## A broad picture

1. Overall experience
2. Teaching quality
3. Affordability
4. Safety
5. Student support
6. Campus environment
7. Career prospects
8. City Life

Eye Candy?



Find your dream course  
is at one of



Using IDP is free

We don't charge fees to help  
you find and apply for your

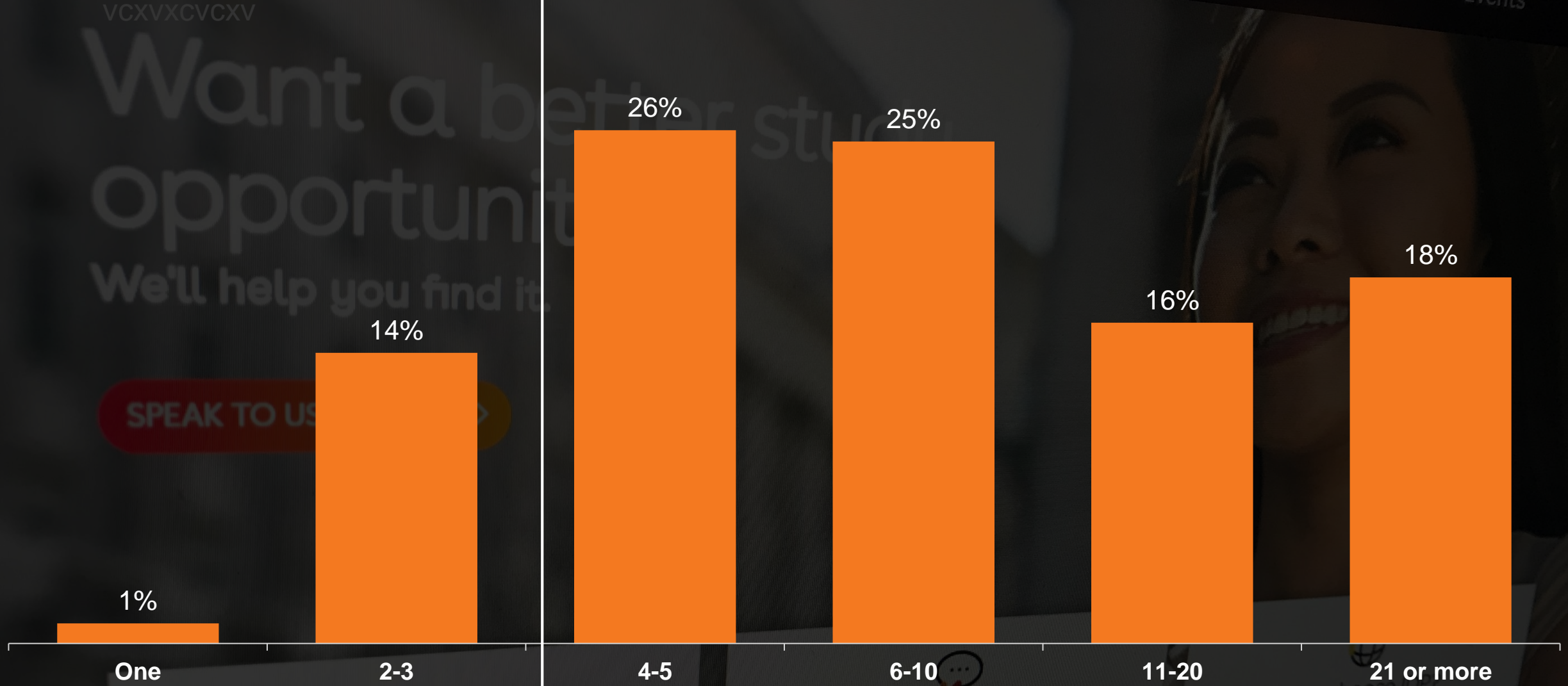


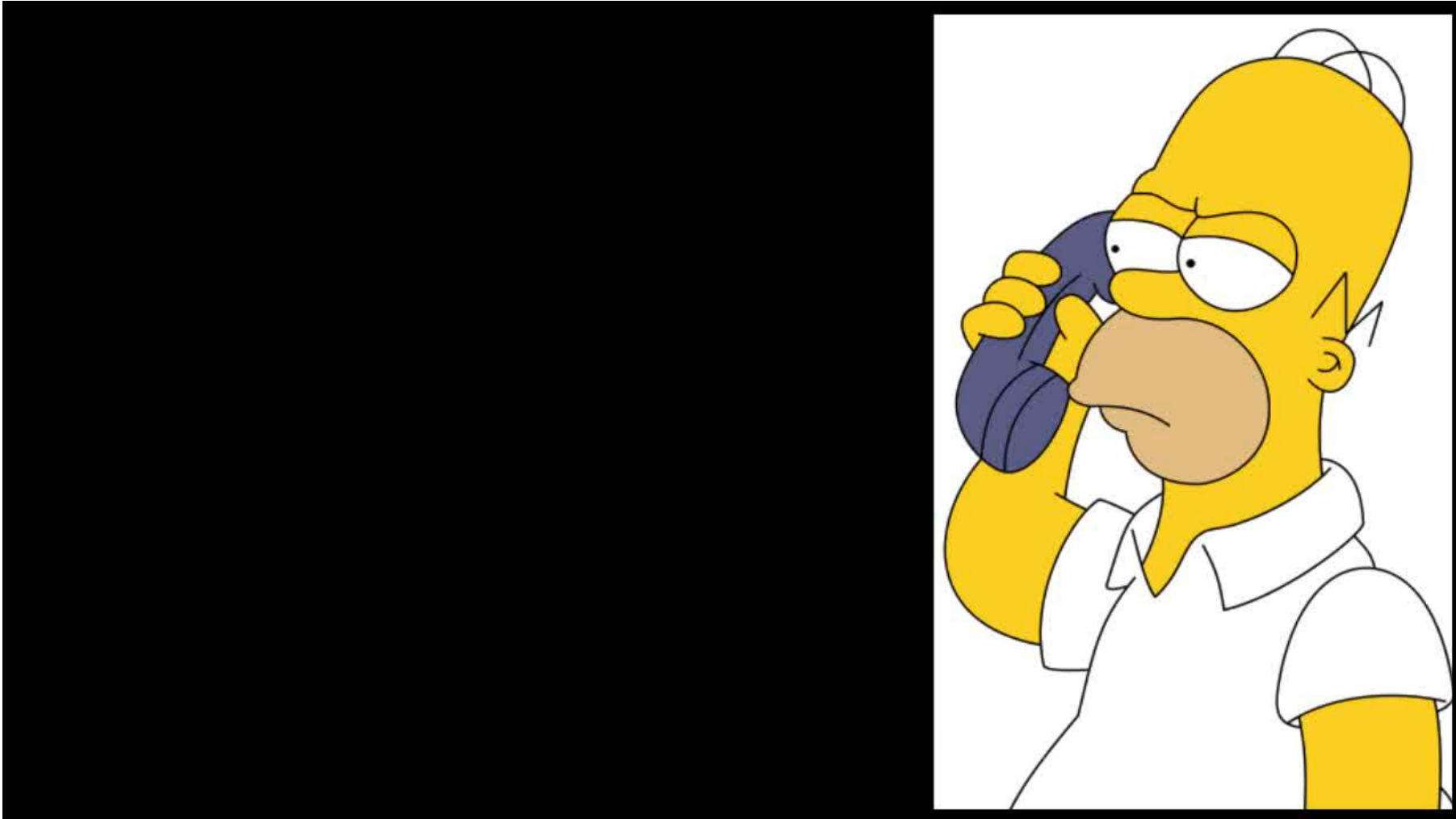
Why choose IDP?

Inspiring students since 1969,  
we partner with all leading  
New Zealand educational  
institutions. Speak to us



85% read a minimum of 4 reviews







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**GEMMA LANGDALE**



## Problem

IDP IELTS Sydney had a small number of reviews. Reviews didn't reflect their excellent customer experience.

## Objective

To boost their star rating and number of reviews, to engage with customers online and to identify areas to improve their business.

## Action

- ✓ We asked
- ✓ Valued responses
  - ✓ Made it easy
  - ✓ Got competitive
- ✓ Acknowledged the review

## Result

- ✓ 160 reviews
  - ✓ 4.7 average star rating
  - ✓ Highest conversion rate



# What others are saying about us...



**Xia Chen**

3 reviews

★ ★ ★ ★ ★ 3 months ago

just finished my reading, writing and listen parts, had a awful experience. there were two invigilators. the younger one was sooo unprofessional in so many ways. she walks around the exam room so dam/n often along with the sound that she ... [More](#)



**Response from the owner** 2 months ago

Hi Mr Chen, we're sorry to hear you didn't have a great test experience with us. We value your feedback, and have spoken with our invigilators about how they move around the test room. We train our staff to be unobtrusive as possible so test takers can concentrate and perform at the best of their ability. Please contact us if we can assist you any further. All the best, the IDP IELTS Sydney team.

Identified opportunities to amplify customer reviews on our owned-assets:

1. Websites
2. SEM and SEO opportunities
3. Social media
4. Promotional emails and campaign assets
5. Point of sale



# Google Business Reviews online

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## IDP IELTS Test Centre Adelaide

Adelaide SA, Australia

### Location

Level 1, 16 Grenfell  
Street, Adelaide SA  
5000

### Phone

08 8205 1101

### Opening Hours

Monday - Friday  
9:00am - 5:00pm

Google

## Recent Google Business Reviews

What others are saying about us on Google  
Business Reviews.

### Mohamed Abdel Hady

19th September 2018 ★ ★ ★ ★ ★

*"As I am back to my country I am writing the review as I promised. After taking IELTS exam in 4 countries in three different continents I can say that this is the best place ever. Andrea and her team (Tarek, Craig, Karen) are simply the best. They are very helpful and nice people, they accommodate all your requests as they can. I wish that I don't need to take IELTS exam again, however if I am forced to do so I will definitely go there. Keep the good work guys and may god bless you all"*

● ○ ○ ○ ○ ○

[See more reviews](#) →

  [#aiec2018](#)



# The impact?

## What happened?

- ↑ Website conversions
- ↑ Lead generation
- ↑ Test bookings

**Book your IELTS test now**

Computer-delivered or paper-based. Academic or General Training. Your IELTS, your choice. Select your state and test format to get started.

State  Format

Computer-delivered sessions per week: **2,304** / Australian test venues: **48**

### IELTS Reviews

See what others are saying about computer-delivered IELTS at IDP Adelaide.

**Haytham Elsaden**  
19th September 2018 ★★★★★  
"This is much better than a paper based test. The team are very helpful and friendly. Great experience . thanks for all of you"

**Richard Evans**  
12th July 2018 ★★★★★  
"The team are very helpful and friendly. This is much better than a paper based test where you are herded like sheep. Here I got treated like an individual and helped every step of the way. Computer IELTS is good and the results came quickly."

[See more reviews →](#)

# SEM, SEO and social opportunities

## IDP IELTS Test Centre Bunbury | IELTS Australia

<https://ielts.com.au/test-centre/idp-ielts-test-centre-bunbury/> ▼

★★★★★ Rating: 4.1 - 14 reviews

Since 2009 IDP Education has been delivering the IELTS test in Australian capital cities and regional areas through our network of custom built IDP IELTS Test ...

Sat., 13 Oct. [IELTS Test - IELTS Academic](#)

Sat., 13 Oct. [IELTS Test - IELTS General Training](#)

Sat., 1 Dec. [IELTS Test - IELTS Academic](#)

## IDP IELTS Test Centre Mildura | IELTS Australia

<https://ielts.com.au/test-centre/idp-ielts-test-centre-mildura/> ▼

★★★★★ Rating: 4 - 19 reviews

Since 2009 IDP Education has been delivering the IELTS test in Australian capital cities and regional areas through our network of custom-built IDP IELTS test ...

## IDP IELTS Test Centre Wagga Wagga | IELTS Australia

<https://ielts.com.au/test-centre/idp-ielts-test-centre-wagga-wagga/> ▼

★★★★★ Rating: 4.7 - 160 reviews

Since 2009 IDP Education has been delivering the IELTS test in Australian capital cities and regional areas through our network of custom-built IDP IELTS Test ...

Sat., 3 Nov. [IELTS Test - IELTS Academic](#)

Sat., 3 Nov. [IELTS Test - IELTS General Training](#)

Sat., 15 Dec. [IELTS Test - IELTS Academic](#)

## IDP IELTS La Trobe University - Bundoora | IELTS Australia

<https://ielts.com.au/test-centre/idp-ielts-la-trobe-university-bundoora/> ▼

★★★★★ Rating: 4 - 19 reviews

Since 2009 IDP Education has been delivering the IELTS test in Australian capital cities and regional areas through our network of custom-built IDP IELTS Test ...

Sat., 27 Oct. [IELTS Test - IELTS Academic](#)

Sat., 27 Oct. [IELTS Test - IELTS General Training](#)

Sat., 10 Nov. [IELTS Test - IELTS Academic](#)

- ✓ Google reviews will assist in organic rankings
- ✓ Google review schema mark-up
- ✓ Reviews in Google ad extensions
- ✓ Reviews in lead generation forms

# Campaigns and point-of-sale



**IELTS™**

**Computer-delivered  
IELTS is here.**

## What others are saying...

André, computer-delivered IELTS at IDP Melbourne



*"Taking my IELTS tests at IDP was (a) great experience. The new computer-delivered tests make it way easier to go through the questions, highlighting content and taking notes, it saved me a lot of time which I used afterwards on the writing test. Their staff was super friendly and helpful, I had no hard time on booking and signing up for the test. Highly recommended!"*

Jarrad, computer-delivered IELTS at IDP Melbourne



*"The new computer-based IELTS test is a MASSIVE improvement on the paper-based test. Not only was the whole experience much more enjoyable and far less stressful, the computer-based test itself felt fairer (but no less challenging!)"*



**IELTS™**

**What others are saying about  
computer-delivered IELTS:**



*"The new computer-based IELTS test is a MASSIVE improvement on the paper-based test. Not only was the whole experience much more enjoyable and far less stressful, the computer-based test itself felt fairer (but no less challenging!)"*

**Jarrad**

Computer-delivered IELTS at IDP Melbourne



**IELTS™**

**Computer-delivered  
IELTS is here**

- ✓ Results in 5-7 days
- ✓ Face-to-face Speaking test
- ✓ Academic or General Training
- ✓ More test dates

*"The new computer-based IELTS test is a MASSIVE improvement on the paper-based test. Not only was the whole experience much more enjoyable and far less stressful, the computer-based test itself felt fairer."*

**Jarrad**  
Computer-delivered IELTS at IDP Melbourne

Speak to an IDP staff member  
for more information or visit:

[ielts.com.au](https://ielts.com.au)



# So many questions...

Wenger

## Wenger 16999 Swiss Army Knife Giant



673 customer reviews

| 146 answered questions

**Note:** This item is only available from third-party sellers  
(see all offers).



### Surprising Results

By a fan on December 31, 2013

I tried to file my nails, but in the process I accidentally fixed a small engine that was near by. Which was nice

# Wrapping up

It's the end of a long conference and our brains are full.

Use the paper in front of you to write a note to your future self. Take a photo of your note and add it to your calendar for review in next month.

1. My review strategy is...
2. Advice for my team is...
3. One example I want to remember...

