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

Ernest Hemingway
No fear.
Hardwired for negative
Things can get prickly
Keep your promises
More loyal and happy customers
Sometimes, customers just need support
Lessons from 2006

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

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? 1st / 2nd Year & quick win
11. Fraud
12. Sample size
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

Find a course
<table>
<thead>
<tr>
<th>Rank</th>
<th>University Name</th>
<th>Entry Standards</th>
<th>Student Satisfaction</th>
<th>Research Quality</th>
<th>Graduate Prospects</th>
<th>Overall Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Cambridge</td>
<td>226</td>
<td>n/a</td>
<td>3.33</td>
<td>87.3</td>
<td>1000</td>
</tr>
<tr>
<td>2nd</td>
<td>Oxford</td>
<td>217</td>
<td>n/a</td>
<td>3.34</td>
<td>85.0</td>
<td>997</td>
</tr>
<tr>
<td>3rd</td>
<td>London School of Economics</td>
<td>200</td>
<td>3.71</td>
<td>3.35</td>
<td>87.1</td>
<td>935</td>
</tr>
<tr>
<td>4th</td>
<td>Imperial College London</td>
<td>206</td>
<td>4.32</td>
<td>3.13</td>
<td>81.6</td>
<td>928</td>
</tr>
</tbody>
</table>
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?
85% read a minimum of 4 reviews
Case study: IDP IELTS Sydney

**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.
Case study: IDP IELTS Sydney

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

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

Like

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.
Spreading the (good!) news

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

IDP IELTS Test Centre
Adelaide

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, Karan) 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 →
The impact?

What happened?

↑ Website conversions

↑ Lead generation

↑ Test bookings
SEM, SEO and social opportunities

- 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

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 easier to do 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 were super friendly and helpful. I had no hard time 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)”

What others are saying about computer-delivered IELTS:

IELTS®

IELTS®

IELTS®

Computer-delivered IELTS is here.

IELTS®

IELTS®

IELTS®

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...