



VWV Practical Strategies Conference

The Customer Experience


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Presented by



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How do parents choose a school?





Can we afford it?
Can we get there and back?
Is our child eligible?
Is there a place for our child?




Will our child fit in?
Will our child be happy?
Does the school feel right?
Do we like the atmosphere and ethos?

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How do parents choose a school?



Meaningful

Reliable



Powerful

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Why is choosing a school such an emotional decision?



Because...

- We care deeply about our children and their “success”
- We cannot test a school in advance
- It means trusting unknown people to carry out an ill-defined task
- It is very expensive

It is high risk and very important



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Defining your USP



Unique Selling Point / Proposition



Unique & Strong Personality



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What parents told us

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What parents at “X School” told us...



What were your main reason for preferring X school?

- “We loved the **ethos and ‘feel’** of the school when we came for an open morning. **It felt right** for our children. Our biggest driver was ensuring our children enjoyed their education, rather than any great ambition to hothouse them purely for their academic performance.”
- “The Head was a key factor in our decision. **He came across as** warm, engaging and understanding of the fact that children are different, need respect and warmth, not just discipline and academic learning. In contrast, the Head at Y school was arrogant, distant and condescending, more interested in telling us how great he/his school was than listening.”

What should the Head be careful not to change, as s/he plans for the future?

- “The **general feel** of the school. It’s hard to put it in to words but the junior school **just feels great** to be in. The children and teachers have a special bond that is apparent to anyone who witnesses it.”
- “Don’t change the **general feel** of the school. It’s a comfortable place for my children to be. That makes them confident and self aware.”

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What parents at “Z School” told us...



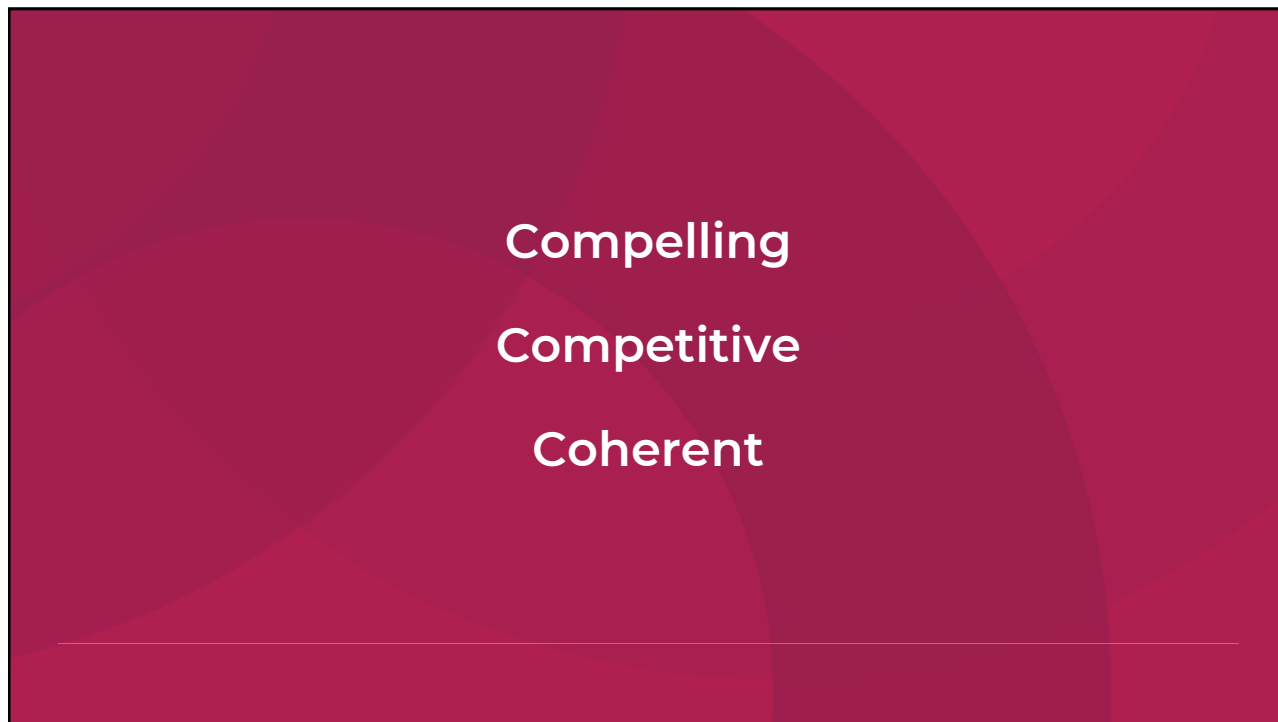
What were your main reason for preferring Z school?

- “We thought that the school’s opinions, teachers and **atmosphere** were a good match for our son.”
- “Obviously the academics are important, but in some ways more easily achievable. **It is the ethos of the school** that attracted us in the first place.”

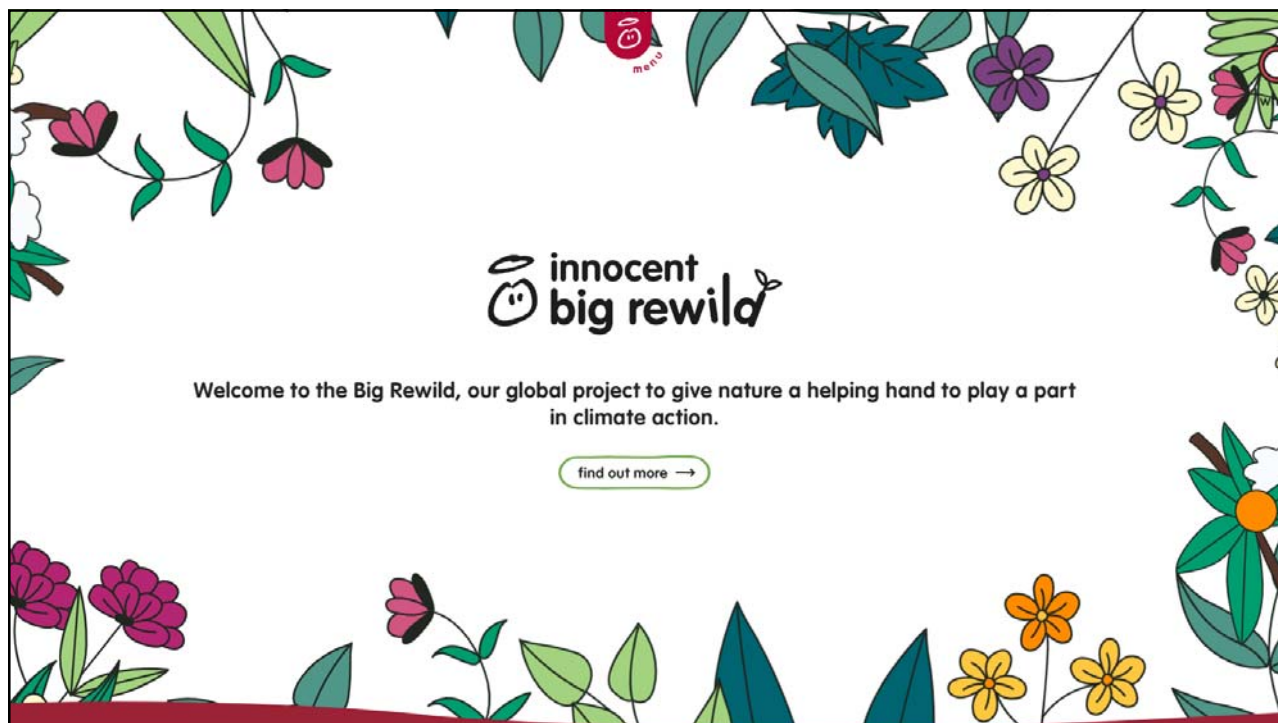
What should the Head be careful not to change, as s/he plans for the future?

- “**The unpretentious nature of the school** and the kindness and enthusiasm of the boys. The boys are not that smart, but I like that. They are real individuals and I really think they appreciate their uniform being very normal when travelling to and from school.”
- “**The ethos** of being personally ambitious, whilst supporting others. The academic and well-rounded ethos. The **unpretentious atmosphere.**”

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Ethos in action

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