

## Walk on the (not so) wild side

My commitment to making a parent survey safe

***“According to research, it [customer experience] will become the main brand differentiator by 2020, effectively overtaking pricing and product. On top of that, great customer experience is directly linked to improved brand loyalty and increased retention rates. After all, data shows that consumers who enjoy a great customer experience are five times more likely to recommend a brand to others.”***

*A Guide to Customer Satisfaction Metrics*  
retently.com

Please read the quote above slowly and let it sink into your thinking--how your parents experience your school is likely to be more important for retention and their willingness to refer, than either tuition costs or the specifics of the educational program. A parent survey tells you what your parents love and don't love about their experience with your school, as I shared at Principals' Council earlier this month. (I'll talk next week about another approach for getting this info.)

But a wise pastor in our conference recently talked to me about barriers some of you may have to surveying your parents, and conversations with some of you have confirmed these may be issues.

So here are my commitments for making a survey a "walk on the helpful side" rather than a "walk on the wild side." (And if you think of other ways I can make this process more useful and less worrisome, just let me know.)

1. If you use the GraceWorks or NCC satisfaction survey, I will share results with you first.
2. If you use the GraceWorks or NCC satisfaction survey, I will share results with others only after conferring with you on what will be constructive to share.
3. If you use the GraceWorks or NCC satisfaction survey, your results will be confidential to the extent you wish it.

### **Delegating:**

A staff member or volunteer can work with me to set up a survey.

**Binder tab:** February

**School size:** All

### **Marketing process step:**

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?