



Educatius Group

Agent Survey
Educatius North America
December 2019



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There were 119 responses from agents sending students to Educatius Day and Boarding school programs. Responses were collected during November and December 2019.

All questions had responses that were scored 1-5 (5 best). All score changes are presented as year to year (fall 2019 compared with fall 2018).

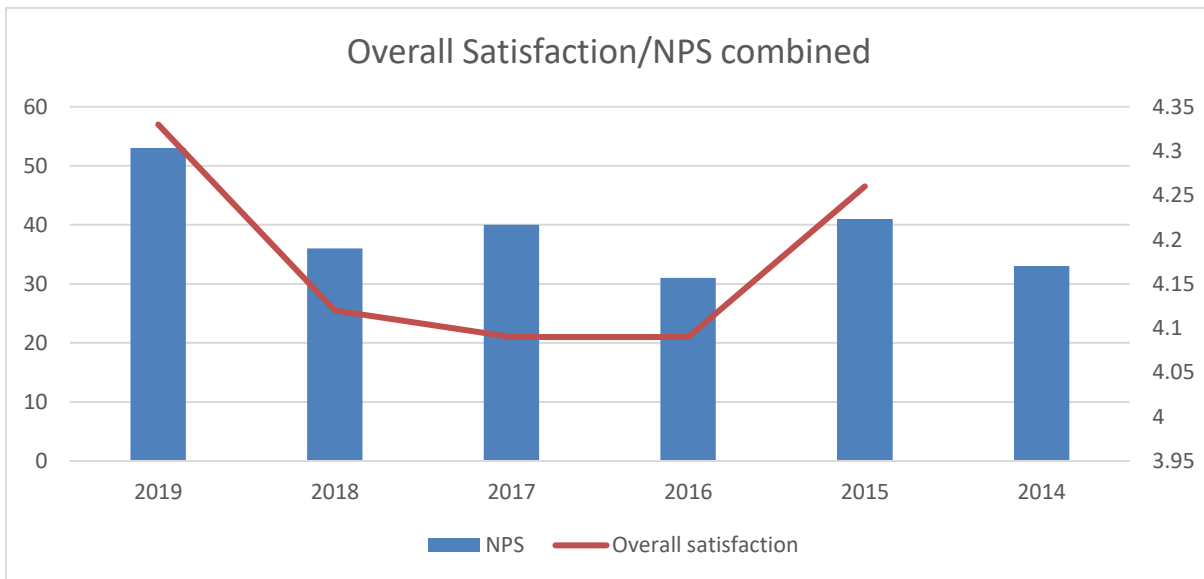
SUMMARY

- Overall satisfaction up to 4.33 from 4.12.
- NPS increased to 53 from 36
- Slight increases in scores for all categories. Especially positive for communication.
- Overwhelmingly positive response to host family satisfaction guarantee and support organization.
- Positive comments mention staff, student support, offering and good prices.

OVERALL SATISFACTION

Overall, how satisfied are you with the service Educatius Group provides to you as a partner?

Overall	2019	2018	2017	2016	2015
All	4.33	4.12	4.09	4.09	4.26
China	4	4.29	4.13	4.14	4.43
Rest of Asia	4.09	4.11	4.20	3.92	4.14
South America	4.56	4.00	4.40	4.28	4.44
Europe	4.48	4.12	3.93	4.05	4.11



NPS SCORE

How likely is it that you would recommend Educatius Group to a friend or colleague? (Note that NPS, Net Promoter Score, ranges between -100 and 100 and that scores above 0 are generally seen as good and scores above 50 as excellent.)

NPS	2019	2018	2017	2016	2015	2014
All	53	36	40	31	41	33
China	N/A	43	25	43	86	27
Rest of Asia	37	25	35	19	33	10
South America	72	57	60	56	44	55
Europe	59	38	37	10	33	32

Comments from promoters:

“Many reasons: wide offer, well organized company, useful on-line tools, helpful staff”

“Real partner when dealing with challenge situations”

“I find the support serious and professional, students are treated with respect and this is important.”

“Best staff and schools, host families, fast working.”

“Variety of programs, affordable price, supportive staff, long-term experiences, ...”

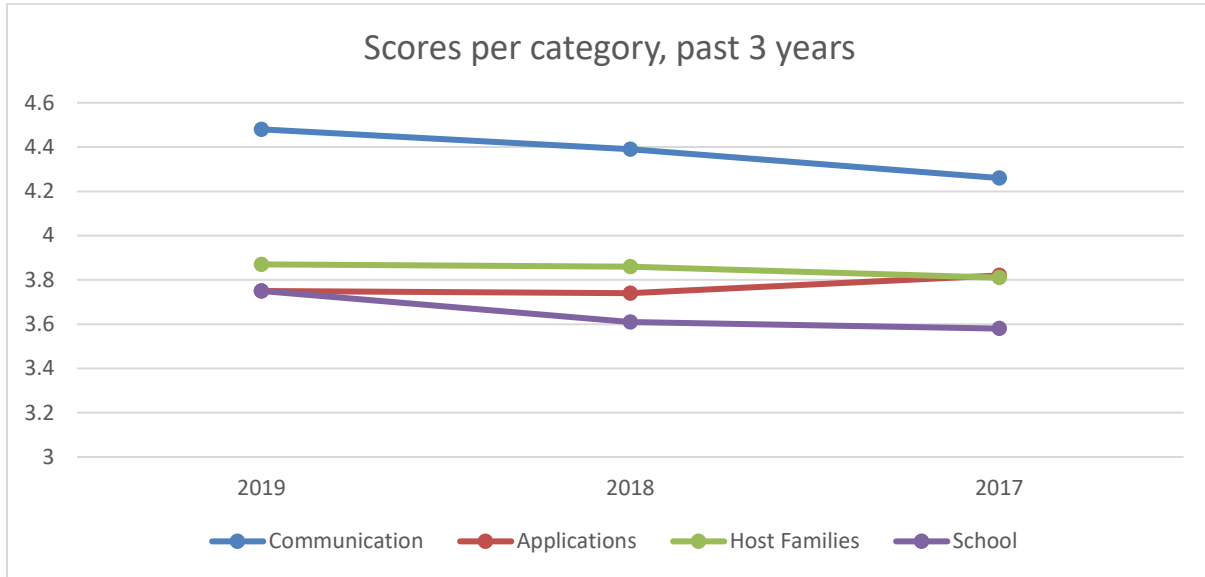
AVERAGE SCORE

The average score of all questions.

	2019	2018	2017	2016	2015	2014
All	4.07	4.05	3.98	3.94	3.95	3.67
China	4.27	4.22	3.89	4.14	4.37	3.74
Rest of Asia	4.06	4.05	4.14	3.90	3.88	3.70
South America	4.04	4.00	4.13	4.06	4.06	3.63
Europe	4.09	4.02	3.81	3.75	3.83	3.63

SCORES PER CATEGORY

We can see a positive development for the last few years in all categories. Especially communications have improved a lot. For applications, scores regarding I-20s are noticeably lower than others.

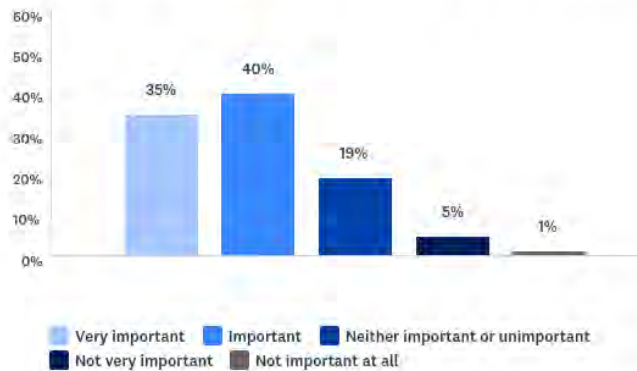


Region	Communication	Applications	Host Families	School
All	4.48 (4.39)	3.75 (3.74)	3.87 (3.86)	3.75 (3.61)
China	4.5 (4.57)	4.07 (4.06)	N/A (3.83)	4.00 (4.00)
Rest of Asia	4.45 (4.38)	3.78 (3.70)	3.91 (3.93)	3.76 (3.61)
South America	4.51 (4.44)	3.57 (3.65)	3.87 (3.79)	3.78 (3.38)
Europe	4.50 (4.34)	3.83 (3.75)	3.83 (3.83)	3.72 (3.59)

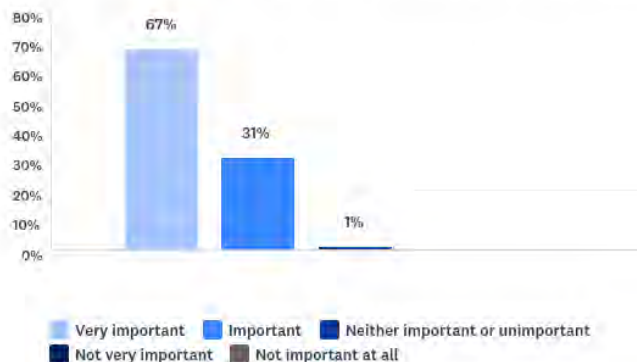
PARTNERSHIP AND SERVICE PROMISE

We asked a few questions about the marketing platform. All the things that we are pushing are seen as big positives but nothing more so than the host family satisfaction guarantee. 99% of respondents marked that as important or very important when recommending a program to a customer.

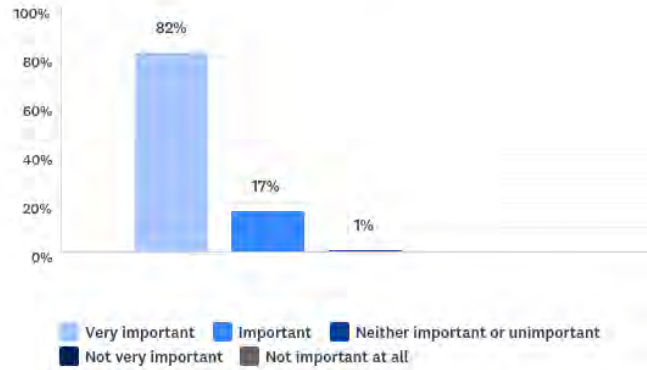
Q21 As you may know, Educatius North America is certified according to the ISO 9001:2015 quality standard as well as being listed with CSIET. How important are these quality certifications for you when recommending a program to a customer?



Q22 Educatius offers several levels of student support; including trained host families, Local Coordinators, 24/7 emergency hotline and a student experience team that communicates with most students in their native language. How important is this support system for you when recommending a program to a customer?



Q23 Educatius guarantees to move any student that is not happy with their host family placement. How important is this guarantee for you when recommending a program to a customer?



Q24 Educatius Group has the highest possible credit rating in Sweden. How important is this rating for you when recommending a program to a customer?

