

TACTICS

UNDERSTANDING
PARENT SATISFACTION

WHY IT MATTERS

Parent Satisfaction is the key to both
RETENTION and **REFERRALS**.

SATISFACTION QUESTION

“On a scale of 0-10, with 10 being the highest, how satisfied are you with [school]?”

- ☐ 8-10: Advocates
- ☐ 6-7: Apathetics
- ☐ 0-5: Assassins

THE ULTIMATE QUESTION

“On a scale of 0-10, with 10 being the highest, how likely are you to refer [school] to others?”

- ☐ 9-10: Promoters
- ☐ 7-8: Passives
- ☐ 0-6: Detractors



9-10: PROMOTERS

- 90% of referrals
- Actively promoting
- Will pay price premium



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7-8: PASSIVES

- 10% of referrals
- They are silent
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0-6: DETRACTORS

- Negative word-of-mouth
- 5 Times More Vocal
- Think you're overpriced

(% of Promoters) minus (% of Detractors) =
NET PROMOTER SCORE

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Starbucks 77
Sony 61
Apple 47
Target 43
Mercedes 39
Amazon 25
Nike 0
Home Depot -5
Facebook -21

IMPORTANCE QUESTION

“On a scale of 1-5, with 5 being the highest, how important is this to you?”

EFFECTIVENESS QUESTION

“On a scale of 1-5, with 5 being the highest, how effective is our school at this?”



THRILL ME

High Importance + High Effectiveness



THRILL ME

High Importance + High Effectiveness



FRILL ME

Low Importance + High Effectiveness



THRILL ME

High Importance + High Effectiveness



ANNOY ME

Low Importance + Low Effectiveness



FRILL ME

Low Importance + High Effectiveness



DISGUST ME

High Importance + Low Effectiveness



THRILL ME

High Importance + High Effectiveness



ANNOY ME

Low Importance + Low Effectiveness



FRILL ME

Low Importance + High Effectiveness

What a Parent Wants

- ❑ TOP TEN:
- ❑ BOTTOM TEN:
- ❑ 50-60% of parent satisfaction is tied directly to the

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& Standardized Test Scores.**
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What a Parent Wants

- ❑ TOP TEN: **Christian & Academics.**
- ❑ BOTTOM TEN: **Tuition, Technology,
& Standardized Test Scores.**
- ❑ 50-60% of parent satisfaction is tied directly to the **teacher.**

Program Elements Table

*Fix the "Disgust Me" factors first, and keep improving the "Thrill Me" elements.
Do something with the "Annoy Me" elements, if you can. Find a volunteer for the "Frill Me."*

Very Important to Parents

Done Poorly (Ineffectively)	Disgust Me <i>Fail to fix these and create Detractors</i>	Thrill Me <i>Do well here to create Promoters</i>
	Annoy Me <i>Enough of these will turn perfectly good Promoters into Passives</i>	Frill Me <i>Program elements you do more effectively than parents care ...and therefore are not helping you</i>

Done Well (Effectively)

Not Important to Parents

Program Elements Table

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Very Important to Parents

Done Poorly (Ineffectively)

Disgust Me		Thrill Me	
Fail to fix these and create Detractors		Do well here to create Promoters	
Parent/Teacher communication	Academically competent teachers	Traditional values taught	Educational vision for school
Engaging teaching	Positive school climate	Safe learning environment	Religion curriculum
Reasonable tuition	High student behavioral standards	Teachers are Christian role models	Principal leadership
Individual attention provided for students	Students well-prepared for next educational level		
Educational objectives clear	Challenging educational curriculum		
Teacher qualifications	Facility allows for adequate learning environment		
Key life skills taught	Teachers up to date on teaching methodology		
Teachers work well with parents			
Annoy Me		Frill Me	
Enough of these will turn perfectly good Promoters into Passives		Program elements you do more effectively than parents care ...and therefore are not helping you	
Individual student differences accommodated	Communication with constituents	High school basketball	Standardized test results
Students feel accepted by peers	Parent involvement with school	Elementary sports program	School's use of resources
Student admission standards		High school volleyball	Board of Education oversight
		High school soccer	Financial stability of school
		Significant financial aid available	Elementary Music & Art
		Middle school art	Middle school sports

Done Well (Effectively)

Not Important to Parents

2014

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Very Important to Parents

Done Poorly (Ineffectively)	<p>Disgust Me <i>Fail to fix these and create Detractors</i></p>	<p>Thrill Me <i>Do well here to create Promoters</i></p> <p>Traditional values taught* (599, 0.02)</p> <p>Principal provides staff oversight and accountability (567, 0.06)</p> <p>Safe learning environment* (562, 0.17)</p> <p>Educational vision for the school (523, 0.14)</p> <p>Principal leadership* (511, -0.03)</p> <p>Financial stability of school* (399, 0.13)</p> <p>Teachers are Christian role models* (303, 0.1)</p>	Done Well (Effectively)
	<p>Annoy Me <i>Enough of these will turn perfectly good Promoters into Passives</i></p>	<p>Frill Me <i>Program elements which you do well, but are not in the top 50% of Importance. These help less than Thrill Me's above.</i></p> <p>Principal addresses parent concerns (633, 0.09)</p> <p>Student admission standards (566, 0.05)</p> <p>School's use of resources (509, 0.01)</p> <p>Use of technology in instruction (452, -0.2)</p> <p>Staff is customer service oriented (418, 0)</p> <p>School Board oversight (325, -0.46)</p> <p>Results of standardized tests (313, -0.34)</p> <p>Significant financial aid is available (222, -0.17)</p>	

Less Important to Parents

Priorities for Parent Satisfaction

1. Promoters: Keep them **satisfied!**
2. Detractors: Fix the **problem** or let them **go!**
3. Win the **passives.**

TACTICS

WORD-OF-MOUTH
MARKETING

Why Word-of-Mouth?

1. Easiest lead to close.
2. Sales force beyond you.
3. Least expensive lead.
4. Works year-round.
5. More like your most valuable families.

Proactive WOM: Identify & train your promoters.

Working with Your Promoters

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IDENTIFY PROMOTERS: Use a **survey tool** or **brainstorm**.

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TRAIN PROMOTERS: Host a reception for your promoters **three** times per year and teach them:

1. What to **listen** for.
2. How to make a referral by asking for **name, number,** and **permission to call**.

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THANK PROMOTERS: Send **notes**, make **calls**, and host **events**.

What about financial incentives?



ACTION PLAN