



# CUSTOMER FEEDBACK REPORT

May 20-23 2024

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# INTRODUCTION

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From May 20th to May 23rd, 2024, we conducted a customer feedback survey through the Zoho survey portal to help us know how we are doing, and what we can do better.

More than 30% of our customers participated in the survey, and all of them answered all the mandatory questions.

This report is meant to share the insights we were able to get from the survey responses, and how we are going to use the information to make our services better.



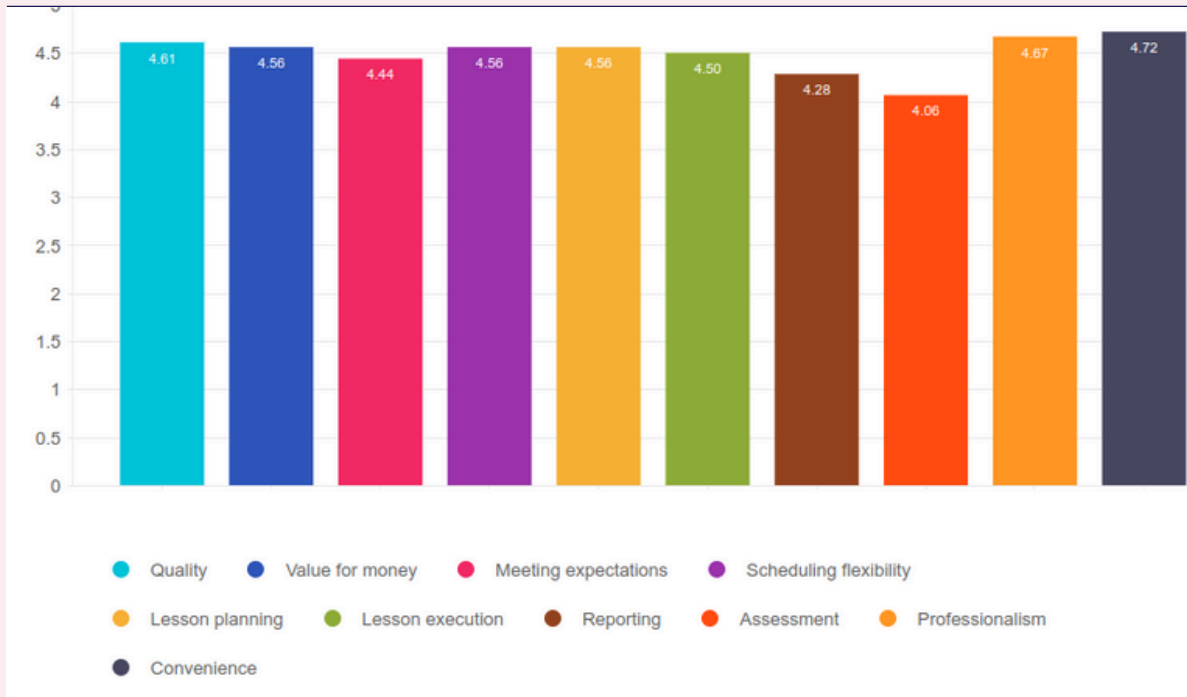
# FEEDBACK OVERVIEW

We had 4 CSAT scores:

- **92.78%** - Satisfaction score with the following categories: Quality, Value for money, Meeting expectations, Scheduling flexibility, Lesson planning, Lesson execution, Reporting, Assessment, Professionalism, Convenience
- **100%** - Satisfaction score with the communication from Cheza Music School regarding scheduling, updates, and other matters related to our lessons?
- **94.44%** - Rating for overall progress/improvement in musical skills since starting lessons at Cheza Music School.
- **83.33%** - Likelihood of recommending Cheza Music School to a friend or family member looking for music lessons.



# CATEGORIES



While most scores in these categories were above 4, we identified areas for enhancement in Assessments, Reporting, and fulfilling the expectations we have set.

We are glad 95% of our customers see value for money in engaging Cheza Music School for their music lessons.

Convenience scored the highest, probably because of our in-home approach that removes the burden of traffic jams, parking, and waiting.

Lesson planning, which sits at the heart of our operations, also scored highly. We highly value preparedness for lessons. We recently made lesson planning mandatory to ensure that all our customers get value for their investments.

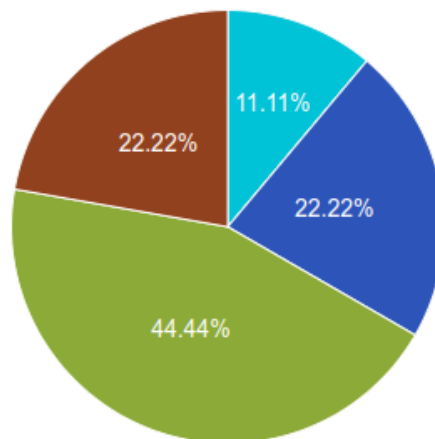
Quality was also rated highly. We base all our decisions on maintaining a high standard of quality, ensuring that we never compromise on this in any aspect of our work.



# FINDING US



- **44 %** of our customers heard about us through word of mouth - referrals. This is great news for us.
- **22 %** found us through search engines, mainly Google. This informs us that we need to invest more on SEO.
- **11 %** found us through social media - Facebook and Instagram - possibly through adverts.
- We have noticed that we need to work on other ways of reaching out to new customers,



- Social Network (Instagram, Facebook, Tiktok etc)
- Search Engine (Google, Bing, Yahoo, etc)
- Event (Camps, Recitals, etc)
- Blog (Other people's blogs)
- Advertisement (Sponsored post)
- Friend (Referral)
- Other (Please specify)



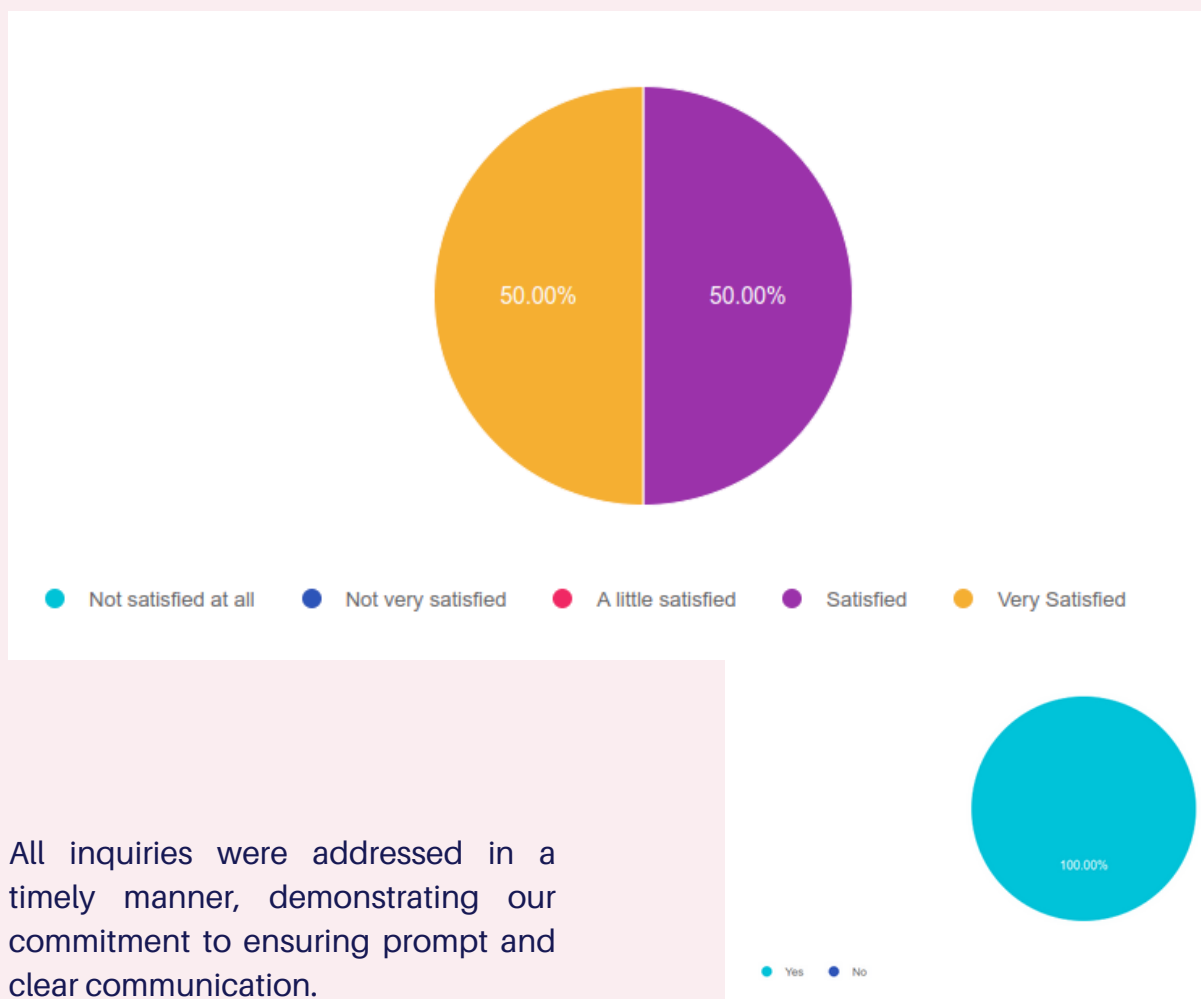
# OVERALL SATISFACTION



The overall satisfaction is seemingly very high, as 50% are "satisfied" while the other 50% are "very satisfied" with our services.

This is music to our ears. We have intended to ensure that all our customers get what they pay for.

It is a reassuring to see that there was no average or negative score from any client.



All inquiries were addressed in a timely manner, demonstrating our commitment to ensuring prompt and clear communication.

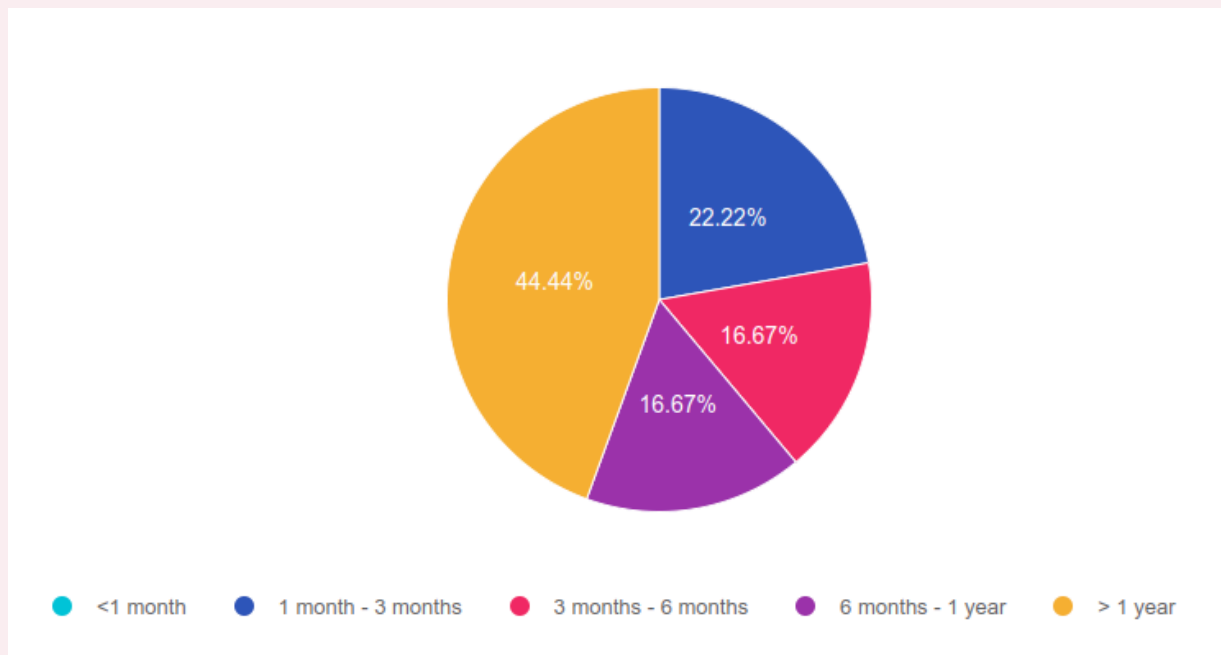


# RETENTION

- **44.44%** of our clients have been with us for more than 1 year.
- **22.22%** have been with us for less than 3 months.
- **16.67%** have been with us for between 3 and 6 months
- **16.67%** have been with us for between 6 months and 1 year.

We appreciate that we have recently acquired more customers and that most of our customers have been with us for quite a while!

This communicates to us the importance of maintaining strong relationships and consistently high-quality service to retain our long-term clients. Additionally, the influx of new customers highlights our growing reputation and the effectiveness of our outreach efforts. Moving forward, we aim to continue fostering loyalty among our existing clients while attracting and retaining new ones with our commitment to excellence.



# PRACTICE & GROWTH



- The above relationship between rating of growth perception and practice reveals a noteworthy relationship between practice frequency and perceived improvement in musical skills.
- Through a scatter plot visualization, it is quite apparent that students who practiced more frequently tended to rate their overall improvement higher compared to those who practiced less often.
- This finding underscores the importance of regular practice in skill development within music education.
- This is a challenge to us concerning potential implications for instructors to encourage more regular practice habits among their students.
- Students who perceive a high growth rate with little practice can do better than that if they practice more often. More exposure may also challenge the perception





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# SUGGESTIONS FOR IMPROVEMENT

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Here is a summary for the suggestions given for improving our services:

- Enhance the setting of our music camps for a more comfortable experience, ensuring facilities like washrooms are conveniently accessible.
- Improve the functionality of our online music theory exam software to streamline assessment processes.
- Focus on recruitment efforts to strengthen the student community and foster collaborative learning.
- Emphasize consistent growth in musical skills to prevent regression and ensure continual improvement, especially in building repertoire
- Consider offering certificates to students based on their level of achievement to recognize progress.
- Enhance communication by clearly stating term dates and invoicing periods to avoid confusion.
- Encourage regular practice among students to reinforce learning and skill development.
- Implement focused reporting based on comprehensive assessments to provide meaningful feedback to students.
- Expand opportunities for student performances beyond recitals to showcase their talents and build confidence.

We will have these as the foundation for our next steps in improving our services.



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# SUGGESTIONS FOR MORE ACTIVITIES

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Here is a summary for the suggestions given for more activities we can integrate to improve our services:

- Consider organizing choral symposiums and presentations to provide additional learning opportunities and exposure for students.
- Offer classes focusing on the business aspect of music to help students see music skills as a potential career path and provide inspirational talks with established young artists for added value.
- Integrate exams more seamlessly into the learning process to make them a compulsory and integral part of skill development, potentially enhancing the speed of growth.
- Explore the possibility of offering affordable classes for adults, including instruments such as the violin, to cater to a wider demographic.
- Extend music camps for adults to accommodate longer durations, allowing participants to plan ahead and fully immerse themselves in the experience.
- Encourage learners to self-record and submit their performances for assessment, promoting self-directed learning and accountability.

We will have these as the foundation for our next steps in improving our services.



# CONCLUSION



## RECAP OF KEY POINTS

### 1. Overall Satisfaction:

- The majority of respondents expressed satisfaction with their experience at Cheza Music School, finding it enlightening, pleasurable, and wonderful.

### 2. Certificates for Exams:

- There was a suggestion to provide certificates for exams done, indicating a desire for formal recognition of achievements.

### 3. High Praise:

- Some parents expressed high praise for Cheza Music School, foreseeing a great future and encouraging us to continue our excellent work.

### 4. Professionalism and Value for Money:

- Parents expressed satisfaction with the professionalism of the staff and the value for money provided by Cheza Music School compared to other trainers.

Other personal issues have been noted and will be addressed effectively.

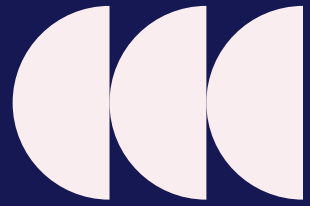
We thank you so much for taking the time to give us your feedback. This will help us serve you better.



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# THANK YOU

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## CONTACT INFORMATION

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