

Small Business Case Study

Satisfaction survey of parents/carers for a Kent day nursery.

Spotlight Market Research & Editing conducted a parent/carer satisfaction survey for an established day care provider based in the heart of a busy local town. They aim to be the first nursery in the area to achieve the top 'outstanding' rating from OFSTED in its forthcoming inspection.

We conducted a detailed, high quality satisfaction survey within the nursery's budget. Based on a sophisticated analysis of the survey findings, Spotlight delivered a clear one-page action plan, underpinned by detailed practical recommendations per service area.

Using statistical analysis, we were able to uncover the subconscious factors important to parents/carers that would otherwise remain hidden.

The nursery began implementing Spotlight's recommendations immediately. A follow-up survey is planned for Q3 2010 to check the effects of service improvements.

Alpa had an excellent understanding of our business and she devised a highly relevant action plan which enabled us to immediately implement positive changes to the business. Alpa is very easy to approach, helpful and gave constructive feedback. Day Care Centre Management, 2010

Questionnaire

Dear Parent / Carer, your feedback is invaluable in helping us to identify our strengths and areas for improvement. Please take a few minutes to complete this confidential survey and place it in the collection box in the hallway by 30th October. Your responses will be analysed by a market researcher and we will share the key findings with you.

Q10M How many children do you currently send to Client? _____

Q10R Is your child/are your children under or over 3 years of age? (Tick all that apply) Under 3 Over 3

Q10L Does your child / do your children attend for up to 12, or over 12 hours per week? (Tick all that apply)

Up to 12 hours Over 12 hours

Q10Y What is the length of the typical day your child spends at Client?

'Long' full day e.g. 7am - 6pm 'Short' day e.g. 10am - 4pm Half day morning Half day afternoon

Q10T When did the last child start at Client? Within the last 12 months Over 12 months ago

Q10AT Taking everything into account, how would you rate your overall satisfaction with Client?

Excellent Very good Good Fair Poor Don't know

Q10AC Taking everything into account, how likely are you to recommend Client to other parents / carers?

Already have Very likely Fairly likely Not very likely Not at all likely Don't know

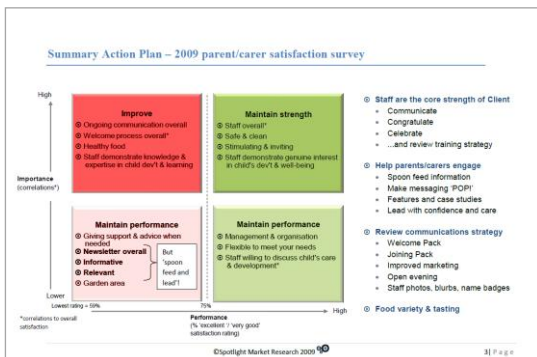
If your child started Client within the last 12 months answer Q10L otherwise go to Q10M:

Spotlight designed a clear, comprehensive and consistent questionnaire; allowing:

- ⊙ Easy-to-complete survey; high quality data.
- ⊙ Revelation of service aspects which are **truly** important to overall satisfaction and loyalty, using statistical analysis.
- ⊙ Performance targets to be set.
- ⊙ Business improvement plan to be drawn up.
- ⊙ Analysis by different customer types.

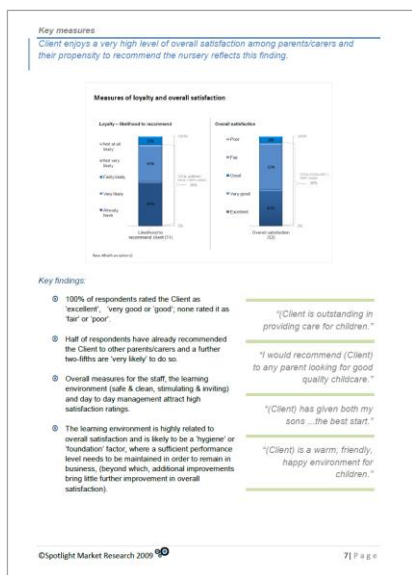
We can conduct surveys in the following ways:

- Self completion on paper
- Online web survey
- Telephone
- Face to face



Spotlight provided a summary action plan, illustrating which aspects of service provision are:

- ⊙ Key strengths to be celebrated, communicated and maintained.
- ⊙ Relative weaknesses for urgent action.
- ⊙ Areas from which resources could be diverted to fund more important areas.
- ⊙ Foundation factors which must be maintained at a threshold level to be in business.



Spotlight Action Pack delivered to Client (hard & soft copy):

- Face to face presentation of findings to Client management team.
- Custom report including:
 - Management summary.
 - Summary action plan.
 - Detailed survey findings and recommendations.
 - A full listing of verbatim comments from parents/carers (those agreeing to share their views, anonymised).
 - Technical Appendix - details of statistical analysis conducted by Spotlight.
- Materials for noticeboards highlighting positive and pertinent survey findings to parents/carers, staff and visitors.

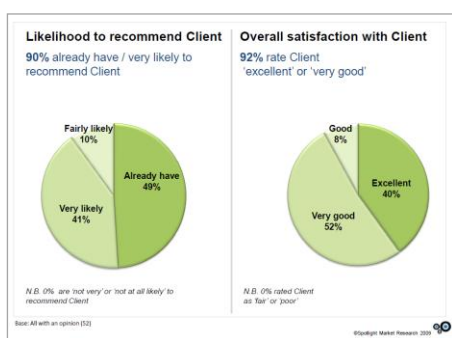
Recommended actions - ongoing communications

The following actions need to be led by management:

What	Benefits
<p>Formulate a co-ordinated communications strategy for information sheets, noticeboards newsletter, and staff as a channel of communication, including:</p> <ul style="list-style-type: none"> Cohesive look and feel Clear printed notices in black ink Discreetive use of orange and green markers Comprehensive information packs Strategy for efficient one-to-one communication on milestones and observations Encourage staff to offer information to parents about their child's learning and progress during pick up, either through an informal or formalised approach <p>Incorporate recommendations on Joining Pack (see Welcome Process above)</p> <p>Learning Stories and / or Contact Book - process and purpose to be communicated to all parents</p> <p>Provide the open evening</p> <p>Assign and display key workers for each child before term begins</p> <p>Assign and display staff for each room before term begins</p>	<ul style="list-style-type: none"> Create messages that: <ul style="list-style-type: none"> 'good' (it have impact), have more authority appear less cluttered are easier to read Co-ordinated & consistent comms strategy creates a professional blueprint for all communications for all staff to follow and a stronger, impactful Client identity See benefits of Joining Pack Demonstrate Client expertise and encourage engagement Reassure parents about room staffing, key workers, help settling-in of children

Spotlight provided detailed recommendations based on their analysis of survey findings:

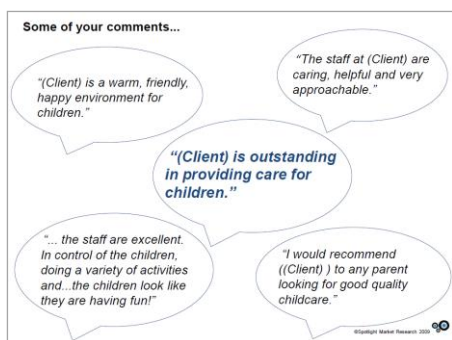
- Strategic, tactical and 'quick win' actions for each service aspect.
- Benefits of each recommended action.
- Our research found the Client needed to:
 - Review and improve their entire communications strategy.
 - Communicate successes to staff and external audiences.
 - Review their staff training needs.
- Furthermore, Spotlight recommended the Client view their marketing audience more widely than parents/carers to encompass private and public funding bodies, prospective customers, the local community and press.



Spotlight provided the client with a clear, attractive poster pack, to display to visitors positive outcomes and key findings from the survey research.

Spotlight firmly believes in maximising the client benefits from investment in market research. We always look for ways to do this for you, for example:

- Poster packs to feedback to customers, staff and visitors.
- Press releases to communicate positive news stories based on the survey research.
- Application of survey findings to marketing materials.
- Benchmarking against competitors.
- Identifying key measures for tracking over time.
- Application of statistical analyses and/or mixed survey methods to gain deeper insights to inform strategies.



Spotlight operates in accordance with the Market Research Society's Code of Conduct and Data Protection Act to ensure the rights of survey respondents and our clients are protected. For more information, contact Alpa Viridi on 07751 710 731 or alpa@spotlightmrs.co.uk.