



# Surveys and Customer Experience

Level 3-5 Apprentices in BUD

September 2024

# Why do we ask you to complete surveys?

It is so important that QA understands your experience as learners on programme. To do this, we ask you to complete surveys at the start of your programme, after 6 months or so, and at the end of your programme. We also ask for your feedback on live events.

All the learner feedback that is generated from surveys is pulled into our Qualtrics Experience Management platform which enables our Customer Experience Team to monitor and review all your feedback effectively.

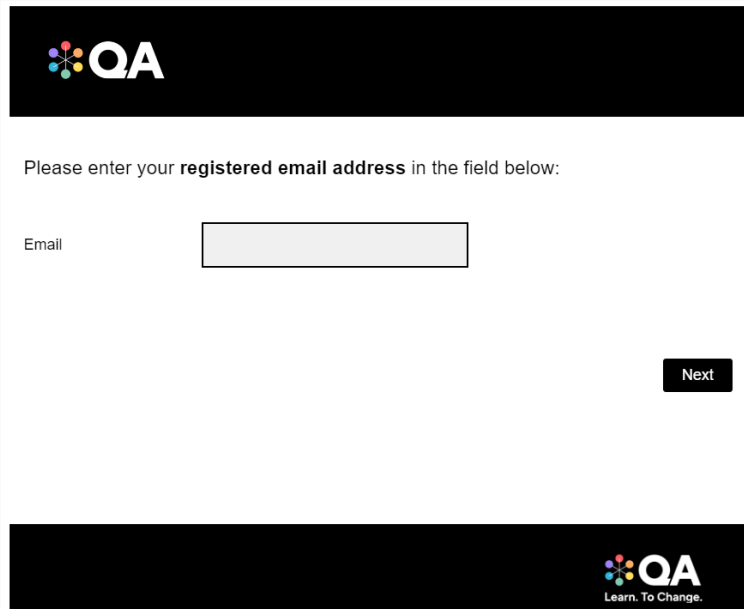
We then ensure that **successes are celebrated**, and any required **improvements are escalated** to the right teams for prioritisation.

In September 2024, we reviewed and refreshed our approach to surveying apprentices. We have looked at the frequency of our surveys and also created new questions that are linked to the Quality Standards of Excellence.

# How do you view your programme surveys?

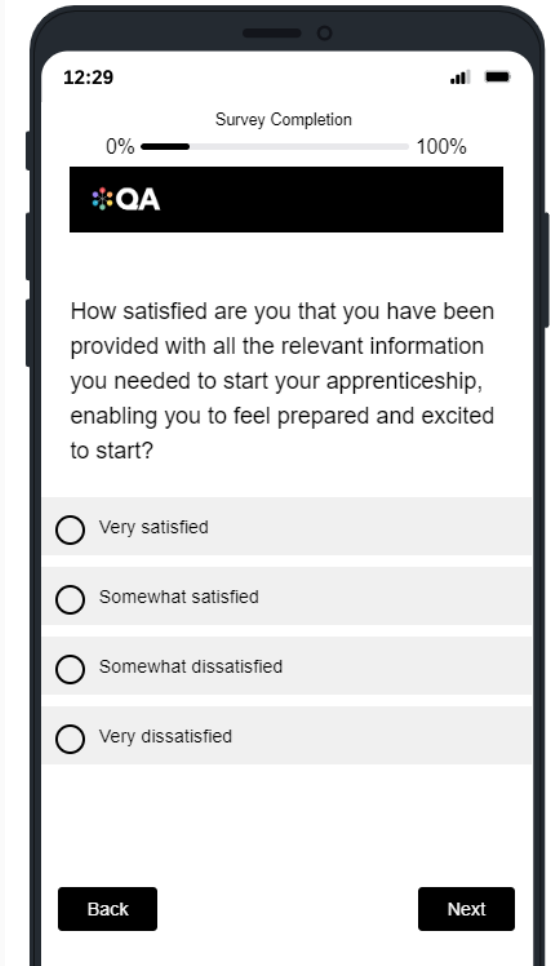
Mobile view

1. Surveys are set as activities in BUD,
2. When you click through from BUD you'll reach a screen that looks like this:



The screenshot shows a web interface with a black header containing the QA logo. Below the header, the text reads "Please enter your registered email address in the field below:". There is a text input field labeled "Email" and a "Next" button. At the bottom, there is a black footer with the QA logo and the tagline "Learn. To Change."

3. When you enter your email address our system pulls through details of your programme and company so that you don't have to complete all these details yourself.
4. The surveys are easy to complete with less questions than previously asked.
5. Surveys can be easily completed on your mobile or PC.



The screenshot shows a mobile phone displaying a survey. At the top, the time is 12:29 and the battery is at 100%. Below the time is a "Survey Completion" progress bar showing 0% to 100%. The QA logo is visible. The survey question is: "How satisfied are you that you have been provided with all the relevant information you needed to start your apprenticeship, enabling you to feel prepared and excited to start?". There are four radio button options: "Very satisfied", "Somewhat satisfied", "Somewhat dissatisfied", and "Very dissatisfied". At the bottom, there are "Back" and "Next" buttons.

# When are surveys completed?

The Customer Experience Team will survey you at different points in your learner journey to establish how things are going. This table shows you which surveys should be completed when:

When available	Week 6	6-9 Months	Last day of learning block	Last day of learning	Within 3 months of completion
<b>What</b>	Start of Programme survey	On Programme survey	End of Event survey	End of Programme survey	Destination survey
<b>Frequency</b>	Completed once	Completed once	Completed after every live event block	Completed at the end of learning	Completed within 3 months of completion

# Why is my feedback important?

- At QA we want to deliver a learning experience that enables you to succeed and excel.
- We want to understand what we are doing well, and where we can improve.
- When you complete a survey, the feedback you share is considered and analysed alongside that of your peers to ensure that we focus our energies on making the right improvements to benefit both you and future learners.
- **So please keep completing your surveys – your feedback is invaluable!**



**Thank you**