

Case study



Company

Queen's School of Business, Canada

Industry

Education

Goal

Data collection to ensure student satisfaction and retention

Result

Improved communication with students and development of enrollment process

“Our ability to follow up within QuestBack adds an extremely valuable dimension to the whole feedback process. Collecting data is one thing – taking intelligent action is another.”

–Gary Scott, Director of Operations, Queen's School of Business

The Satisfied Student



Queen's School of Business is one of the world's premier business schools. Their Executive MBA (EMBA) is one of the top-ranked programs in Canada. To ensure that the program remains top ranked, Queen's pro-actively monitors the university's reputation, with a strong focus on student satisfaction.

The EMBA Program Office at the Queen's School of Business has found QuestBack to be the solution for monitoring student satisfaction and retention. Queen's uses QuestBack from the student's initial enrolment through the student's career.

On the first day of their EMBA program, students are sent a survey which asks for feedback on specifically why they chose Queen's EMBA. This information provides the EMBA management team with valuable information on which elements are important to current and potential students. They are then able to develop their enrolment process and adapt their offerings accordingly. These entry surveys were previously paper based with a response rate of only 60%. With QuestBack's online solution and the possibility to automatically send reminders to respondents, the response rate to the entry survey is now over 97%.

QuestBack is further used to maintain communication with their students. “With a dispersed student population, the ability to remain closely in touch with our students' needs and expectations through QuestBack is a key ingredient to our success,” says Gary Scott, Director of Operations. “Our ability to follow up within QuestBack adds an extremely valuable dimension to the whole feedback process. Collecting data is one thing – taking intelligent action is another. We use QuestBack to help identify real changes to our program. It helps us to keep our finger on the pulse of our participants.”

Queen's has found value in using QuestBack in other areas as well. Students are asked for their input throughout the entire program. Uses range from practical arrangements such as transportation needs upon arrival at campus, to satisfaction polls relating to the academic experience and all the way through to post-graduation when alumni are asked to share information on how the EMBA Program has influenced and enhanced their career.



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QuestBack provides a leading Enterprise Feedback Management (EFM) service that empowers customers with the ability to collect, analyse and follow up on business critical information through online surveys.

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