



# Feedback cycle

- Our aim is to enable improved and enhanced learning experiences to delight both current, and future learners.
- Short surveys are sent at key points in the learner journey to capture feedback and enable continuous improvement through the learner journey.
- Feedback is logged and categorised so that trends can be reviewed and monitored holistically.
- The process is overseen by the central Experience Management (XM) Team who encourage a customer-centric focus business wide.
- All customer feedback is reviewed on a monthly basis and is also presented to the Learner Experience Committee via an Experience Improvement Plan.

\*Feedback can be classified as surveys, complaints, feedback and even contract trends

