

Customer Satisfaction Survey

Le Wagon NL B.V.

17-05-2022



Customer Satisfaction Survey

This report highlights the activities of Le Wagon NL B.V. from different angles:
From the point of view of the client (Customer Satisfaction Survey)
From the point of view of Cedeo (Visit Report & Conclusion of the researcher)

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Cedeo Certification

1. Background

It is estimated that there are more than 8,500 commercial training institutes in the Netherlands that offer a multitude of customised and open enrollment training courses. For many training officers, this enormous range forms a cluttered and, in a qualitative sense, inscrutable whole. In addition, there are several thousand organisations that focus on the broad field of organisational advice, legal advice and intensive guidance through coaching. To provide insight into institutes, that have demonstrably provided courses, training, education, organisational advice or coaching to the satisfaction of companies and organisations, Cedeo in Rotterdam conducts customer satisfaction surveys among purchasers of these services. At present, around 800 institutes have been selected on the basis of customer satisfaction and are included in the Cedeo database.

2. Criteria

In order to qualify for recognition, Cedeo sets clear requirements in the form of quantitative and qualitative criteria.

Quantitative criteria to guarantee continuity include:

- The organisation has more than five clients.
- The organisation has been active for at least three years.
- The organisation has a minimum annual turnover of € 250,000.

Qualitative criteria:

- The organisation must be able to indicate how it develops its training programmes
- The organisation has achieved positive results in a business-oriented manner, with a range of organisations and participants. Whether this is the case is measured on the basis of a Customer Satisfaction Survey.
- The organisation must be demonstrably business- oriented in its actions.

3. Method

Cedeo grants certification for Customised and Open Enrollment Training, training through e-Learning (not being blended learning), for Coaching, Business Advice, Outplacement, Career Guidance, Legal - and Organisational Advice. Below is an explanation of the research methods on which the accreditations are based.

During the Customer Satisfaction Survey, Cedeo approaches participants, (training) officials and/or clients with a number of specific questions about their experiences with the investigated organisation. How do they value the collaborative relationship, the service provision and the performance of your organisation? The central question in each case is to what extent the institute has actually succeeded in fulfilling expectations and promises made. Only if the surveyed referees are satisfied with the various steps in the preliminary, implementation and post-process and if the institute meets the required basic criteria regarding **quality, continuity and business orientation** (see point 2), does it qualify for Cedeo recognition. Cedeo takes the position that for the requested recognition at least 80% of the respondents approached, must express themselves in terms of 'satisfied' to 'very satisfied'.

Depending on the research carried out, Cedeo grants the following certifications:

- Cedeo certified Customised Training
- Cedeo certified Open Enrollment Training
- Cedeo certified Coaching
- Cedeo certified Coach
- Cedeo certified e-Learning
- Cedeo certified Assessment
- Cedeo certified Legal Advice
- Cedeo certified Organisational Consulting
- Cedeo certified Management Consulting
- Cedeo certified Interim Management
- Cedeo certified Educational Advice or Educational Guidance
- Cedeo certified Outplacement, Career Guidance and Coaching
- Cedeo certified Recruitment & Selection
- Client Audit 'Look at Work'

Acknowledgements are valid for 2 years after issue.

4. Procedure

After the institute has registered for Cedeo recognition, the following procedure is used:

- During an introductory meeting, it must be clear that the institute meets the quantitative criteria that serve as the basis for the customer satisfaction survey to be carried out.
- Cedeo conducts the customer satisfaction survey.
- Cedeo visits the institute. During that visit, the results of the research are discussed with the management, and salient information points, provided by the institute in the questionnaire, are examined in more detail. Cedeo also asks additional questions with regard to the care regarding quality, continuity and business orientation.
- Based upon the questionnaire, the registered experiences of referees and the visit, conclusions are drawn that result in a recommendation.
- This advice is presented to the Board of the Cedeo Foundation. This advice may include:
 - granting Cedeo certification and thus:
 - (continuation of) publication and inclusion on Cedeo's website;
 - (continuation of) positive advice by the Cedeo Helpdesk;
 - no granting or continuation of the recognition.
- The Board of the Foundation may or may not grant the Cedeo certification. In the event of a positive decision, the research results will be public and available from Cedeo.
- Where "he" is mentioned in the Customer Satisfaction Survey report, "she" can also be read.

Customer Satisfaction Survey

Cedeo Open Enrollment

Number of referees interviewed: 10

Satisfaction Rating ^①	1	2	3	4	5
Pre-Course Experience			10%	50%	40%
Training Programme				50%	50%
Execution			10%	20%	70%
Instructors		10%	10%		80%
Learning Materials				20%	80%
Facilities / Classrooms ^②		10%	10%	20%	30%
Post-Course Experience		10%		20%	70%
Organisation & Admin				40%	60%
Relationship Management				70%	30%
Price / Quality Ratio		10%	20%	30%	40%
Satisfaction with Training / Overall Cooperation				40%	60%

- ① 1 = very unsatisfied
 2 = unsatisfied
 3 = neither unsatisfied / nor satisfied
 4 = satisfied
 5 = very satisfied

- ② Three referees cannot score the facilities / classrooms

Clarification of the answers provided:

Pre-Course Experience

The referees, who have participated in this survey regarding the bootcamps and service of Le Wagon, are, in great majority, (very) satisfied about their pre-course experience. In the interviews they stated that they have come across Le Wagon through friends, Google or their network. Some of them had to do a test for admission and/or an interview. Based upon the information they required, they decided to participate. Some quotes: "Their curriculum looked good. I had the impression that the bootcamp could be very helpful for my future", "The idea that we could meet on the campus, was an important reason for my admission" and "I checked the reviews and their ranking. The combination with the price, helped me decide to apply." The objectives most often mentioned about why to participate in a bootcamp, were for instance as follows: "To improve my technical skills", "To switch careers" and "I would like to do something completely different." One respondent stated: "I wasn't happy any longer in the job I had. So, I decided I wanted to create a special app. During the intake through Skype, I felt that this was exactly what I had in mind. They made inquiries about my objectives and gave me advice. Which meant that I switched to another bootcamp with them which better matched with my objectives." One referent is neutral in this stage and states: "If I was given a test beforehand, I might have come to the conclusion that this field of expertise was not suitable for me."

Training Programme

The website is very clear about the various programmes, according to the referees. Although one of them explains that he asked a friend, who participated in the bootcamp previously, a lot of questions. "The model Le Wagon uses, is clear and also the lessons and the exercises. However, the finishing of the programme was a bit of a blur", he explains. A second respondent states: "I was really aware of what I was getting into." "I had some additional questions, so I contacted Le Wagon. The answers given were very clear to me, for instance the explanation of all the options. Then I decided to apply", another referent explains. Some former students also mention the fact that Le Wagon informs them what kind of job they could obtain in the future. Also, the flexibility is appreciated, as evidenced by the following quote: "I was working a fulltime job. Le Wagon made sure that I was given some extra time to take the test. They really took my circumstances into account."

Execution

Nine respondents are (very) happy with the way Le Wagon executed the various bootcamps. Some of them participated during live events at the campus; others had to work remote, because of the Covid restrictions in The Netherlands. Some of the students have used both variants. "We had students also from other cities, so we worked online. And one time the professor was abroad, so we switched to remote as well", a referent explains. Most respondents express their preference for live meetings, but they understand the choice of working remotely. And they are of the opinion that Le Wagon is delivering the remote bootcamps correctly. The interviews show that the bootcamps of nine weeks are very intensive and varied. As one of them states: "You touch a lot of topics and all the basics are perfectly covered." Also frequently mentioned is the buddy system. "Every day we had to switch buddies. That worked perfect for me because I got to know my colleagues very quickly", one respondent mentions. Lectures were alternated with individual - and group assignments. It was very interactive and well balanced. Most of the participants explained that they had to work on one or two final projects. One referee is neutral in this stage and explains: "For me personally, some modules could be shortened."

Instructors

Although the majority of the referees are very enthusiastic about the teachers and the teaching assistants, one of them is dissatisfied and states: "Each teacher has his own expertise and is a real specialist. However, it varied in terms of knowledge and experience. That did not work well for me." A second one has a neutral opinion: "I would have preferred fewer different teachers and more permanent ones. The teaching assistants were very good on the other hand. They guided us through the course although some of them were better than others. But they understood the process." The other respondents characterise the teachers as follows: "They were perfect and really stimulate to search for answers yourself", "They really match with the group", "I thought they were awesome. We could ask all kinds of questions. If the teacher assistants didn't know the answer, they asked the teacher", "I found them very inspirational and motivating" and "If we had questions, we had to create a ticket. That system worked very smoothly."

Learning Materials

The interviews show that everyone is (very) satisfied with the training materials. They express that the materials are very usable and handy and that everything was available in the learning management system. "Every tool was available. Furthermore, I still have access to it", one of them explains. A second one: "If you missed a lecture, they send you the recorded version afterwards." "I got access to the academy with a personal login code. There I found my daily challenges but also the lectures and usable links to a variety of programming languages", "Le Wagon offers an extensive digital infrastructure. At the end of the day you can also find flashcards to recap the lessons" and "Everything is online. Also, the links to helpful external websites", other respondents explain. One of them has a suggestion as well: "Try to update the material more often so that we receive the most up to date information."

Facilities / Classrooms

Some bootcamps, due to Covid restrictions, were delivered online. Therefore three students cannot score this item. Two others express some remarks: "I don't like the campus very much. Classrooms were okay but the toilet and the kitchen could be improved" and "It would be nice if they had provided us with a second screen." The remaining five respondents really appreciate the location of the campus and its facilities. Some quotes: "It's a very friendly environment. The several bootcamps came together on the campus and they have pictures of all the graduates", "All the facilities provided for, were in order", "It felt like a second home. The hospitality of the people was very good, and I liked the ping-pong table" and "It was a co-working space, so our group was joined by the students of the other bootcamp during lunch."

Post-Course Experience

Nine out of the ten respondents are positive and very positive about the way Le Wagon guided them towards the end of the course. The bootcamps end with one or two projects and a presentation for the group and the teachers. There's also a live stream for students abroad. During the bootcamp you work towards this end. This means that you have to show if and how you can apply to what you have learned and achieved during the course. In addition, Le Wagon also organised a career week in which students were guided in upgrading their cv and writing a motivational letter. Some of them actually found a new job, in alignment with the topic of the bootcamp. Others stated that they have gained more knowledge and therefore have grown in their role as a discussion partner. Some quotes: "I understand the world of IT much better now", "It has been a good basis for me to study computer science at the university" and "I got a job handed to me afterwards and recently changed again. The bootcamp came in very handy." The referee who is dissatisfied, explains this as follows: "The level of experience was very different. Some of the students were very mature on this line of expertise. I would like to suggest dividing the group in levels of experience. In a smaller group there is more attention for an individual student which I would have preferred. Unfortunately, I did not find another job so far."

Organisation & Admin

The organisation and administration departments are handled (very) well by Le Wagon, so the respondents state. They are easily accessible and very helpful. As one of them says: "The staff was friendly, available and approachable. One day the internet wasn't working, and they offered us to go to the café nearby and paid for the coffee as well." Another one: "They practice what they preach and are very motivational to stimulate us to go on." "It did meet my expectations and even more than that", a third one claims. Respondents also mention the quick response to their questions and the way they communicate. All in all, every respondent is very content with the logistics handling.

Relationship Management

During the interviews many referees shared the fact that Le Wagon is very committed to the field of expertise and the students. Several respondents mention the alumni network, which they find very valuable. "Everyone has access to this network and if you ask a question, there is always someone who can assist you", one of the participants mention. This opinion is shared by others. Another one: "I think Le Wagon acts very proactive and I really appreciate that." Also mentioned is that the former students receive e-mails with additional information. One referee explains it as follows: "They have a kind of forum for all the students from all over the world. I think there are approximately 13,000 participants. So, if you have a question, you can put this on the platform, and you receive answers within minutes. Everyone is very helpful and enjoying the success of others. It feels like a kind of family. So, I really appreciate this initiative from Le Wagon."

Price / Quality Ratio

Seven referees consider that the price meets the quality and the value of the bootcamp. Three others think the price is (too) high. They explain: "I don't think it's worth it. The price is like a master except that you don't get a master's degree", "I certainly think there's value to the course, but the price is heavy" and "I would suggest that they upgrade a screening in the preliminary stage. I experienced that I needed a bit of knowledge, prior to the bootcamp. Then I would have gotten more out of it." Also, students who are satisfied, mention the high price. As one says: "However, the balance was okay, also with regards to the value of the career week."

Satisfaction with Training / Overall Cooperation

At the end of this survey we can conclude that all referees are content about the course and cooperation. Some quotes that show their appreciation: "The international character and contacts all over the world, is highly valuable for me", "The learning platform and the way they teach and handle everything in combination with the friendly environment", "It's learning by doing and hands on. You really have to figure it out by yourself. They only guide you through the process", "It's an all-round course which works perfectly through the buddy system", "The alumni network adds value" and "The personal attention in combination with the quality and the speed of learning, is all top." Apart from the suggestions, previously mentioned in this report, referees also state: "Focus on the front-end side. I had a lot of experience already. I would have liked it if my assignments were more challenging", "With regards to the number of participants, check the available space at the location", "The level of knowledge in the group was very different. Maybe it's time to organise bootcamps for different levels" and "Teach, especially the teaching assistants, a higher level of hospitality. Some of them got very frustrated but don't take that out on the students." In closing: all referees mention that they would recommend Le Wagon to others. Some of them have already acted upon it.

Visit Report

This visit report has been prepared by Cedeo. It is a summary of the conversation that advisor Ms Hyacinthe van Emst conducted with Le Wagon NL BV on May, 17th 2022.

General information

Le Wagon teaches skills and entrepreneurial mindset for their students to thrive. Now and in the future. Through immersive coding tech bootcamps. In the more than 40 campuses students are guided to changing their careers, to improve skills and/or apply for a promotion in their current working environment. The curriculum of Le Wagon consists of two main specialties, namely web development and data science. Both bootcamps can be executed fulltime as well as parttime. After the bootcamps, participants can kickstart their tech careers in a few months. Within six months 93% of the former students changed careers globally. Le Wagon also has a campus in Amsterdam.

Quality

Quality and a high standard of service are important topics Le Wagon focuses on. The basis is formed by surveys, conducted among students and teachers (including teaching assistants). These surveys are conducted in the middle and at the end of the bootcamps. Le Wagon values their feedback in order to improve their standards. The global office conducts surveys worldwide so that they can compare the various experiences. After zooming in on the feedback, the institute decides which adjustments have to be set in motion and are of added value. Furthermore, Le Wagon investigates the career improvements, the students have achieved after six months. This results in a very strong alumni network which is not only quantitatively but has a very high quality. Former students are more than willing to assist in any questions that pop up. Also there is an intensive contact with all the teachers and teaching assistants. Onboarding sessions as well as several trainings are organised to share knowledge and improve didactic skills. Their feedback is also highly valued.

Continuity

Le Wagon strives to create strong and long-lasting partnerships with the companies as hiring partners. Their community of alumni is huge, and the results of the Amsterdam office show a 100% match between the companies and the former students. Furthermore, Le Wagon is very keen on improving the content in order to facilitate the most up-to-date technological tools. Because of the strong alumni network students are very willing to share their experiences in order to inspire others. Le Wagon offers many possibilities as they stand side by side with them. Based upon the results of this client satisfaction survey and the information provided in the interview, Cedeo considers the continuity of Le Wagon for the coming period sufficiently guaranteed, in training courses with an open registration.

Business Orientation

Le Wagon offers great career opportunities as well as flexibility, for instance in the way they handled the transition from live classrooms to online. The referees who have participated in this survey also mention the value of the worldwide contacts as well as the hands-on approach. Most referees state that the bootcamps have met their end goals, as set in the preliminary stage.

Conclusion of the Stichting Cedeo Foundation

Based on the positive result of the Customer Satisfaction Survey, the institute is allowed to use the designation 'Cedeo Certified' for a period of two years; the period in accordance with the certificate issued.

In addition, the institute is entitled to:

- The possibility to use the 'Cedeo Certified' listing for PR activities
- Publication of appropriate logo(s) 'Cedeo Certified'
- Listing on Cedeo's website: www.cedeo.eu, including
 - contact details
 - acknowledgements granted
 - integral customer satisfaction survey
 - training offerings, including a direct link to the website
- Publication as a recognised agency in advertisements
- Receive a positive recommendation via the Helpdesk Training Cedeo