

Customer Satisfaction Survey

Le Wagon NL B.V.

27-03-2024



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 (Visiting 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				100%	
Training Programme				100%	50%
Execution				80%	20%
Instructors			10%	70%	20%
Learning Materials				100%	
Facilities			10%	80%	10%
Post-Course Experience				90%	10%
Organisation & Admin			10%	90%	
Relationship Management				100%	
Price / Quality Ratio			20%	80%	
Satisfaction with Training / Overall Cooperation				80%	20%

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

Clarification of the answers provided:

Pre-Course Experience

Ten participants participated in this study evaluating several training courses and bootcamps offered by Le Wagon NL B.V. (referred to as Le Wagon). Most learned about Le Wagon through colleagues, while others discovered it via online searches or other research methods. Overall, participants found the course information, including schedules, dates, and locations, to be clear and well-presented. However, one participant mentioned the desire for a more consolidated schedule, stating, "I had to search around a bit for that." The registration process for the courses was generally seen as straightforward. One participant commented, "Registering digitally was easy, and scheduling the initial interview was quickly arranged." Additionally, most participants had a pre-course conversation with a representative from Le Wagon. During these discussions, clear explanations about the desired training were provided. In conclusion, all participants agreed on this aspect of the training; they were satisfied with the information and registration process provided by Le Wagon.

Training Programme

The training program offered by Le Wagon received positive feedback from the participants; overall, everyone was satisfied. "The information provided in advance, both on the website and elsewhere, is very comprehensive. It gives you a clear understanding of what to expect," commented one of the participants. Another participant added, "The program's description was clear, outlining both the content and the learning objectives effectively." All participants agreed that Le Wagon supplied ample information about the training course content in advance. This sentiment was echoed regarding the information provided about the course level, structure, and objectives.

Execution

The way Le Wagon conducted the various training sessions received positive feedback from all participants. They praised the high level of engagement, the topics covered, and the teaching methods employed, describing them as "instructive and very informative." One participant noted, "The sessions were dynamic and engaging, requiring active participation from everyone. Because of this interactive approach, I felt I absorbed much more." This sentiment was shared by other participants, who also felt that participant questions were well-addressed. Another highlight of the training mentioned by participants was its practical applicability. One participant remarked, "The training provided numerous real-world examples, demonstrating the practical utility of the methods taught." However, several participants did find the sessions to be "quite intensive," with one noting, "It's almost impossible to juggle alongside your regular work commitments. This aspect should be clearly communicated."

Instructors

The trainers employed by Le Wagon received high praise from the majority of participants. Participants expressed satisfaction ranging from positive to very satisfied with the trainers' professionalism and teaching methods. One participant commented, "The instructor was knowledgeable and enhanced the learning experience with practical examples. This made the exercises more engaging and clear, which is a significant advantage of Le Wagon's trainers." This sentiment was echoed by almost all other participants, who appreciated the trainers' practical approach. One participant emphasized the importance of quality trainers, stating, "The success of a training course largely depends on the quality of the instructors. Le Wagon's trainers are excellent; they are well-suited for their roles and deliver the material with enthusiasm and passion." However, one participant gave a neutral rating due to perceived inconsistencies in the trainers' expertise levels, saying, "While I recognize that there may be differences, I believe the quality should be more consistent across all trainers."

Learning Materials

All participants praised the learning environment and study materials provided by Le Wagon, with no reported issues. Participants expressed satisfaction with the quality of the materials and the user-friendly learning platform. One participant remarked, "The platform is intuitive and offers many additional features that enhance the learning experience." Another participant shared a similar sentiment, stating, "Based on the positive feedback I had heard before enrolling, my expectations were high, and I was not disappointed. The platform is user-friendly and accessible, catering to everyone's needs." This positive feedback was consistent among all participants. They unanimously expressed satisfaction ranging from positive to very satisfied with the course materials and the overall learning environment offered by Le Wagon.

Facilities

Participants had varying opinions regarding the accommodations provided by Le Wagon. While one participant was very satisfied, another gave a neutral rating, and the rest expressed satisfaction. Here are some quotes for further clarity: One participant commented, "The space was adequate and provided everything you would expect for such a meeting, including good catering." Another participant remarked, "The venue was well-suited for this type of event, with everything organized just as it should be." The participant who gave a neutral rating said, "While I found the accommodations satisfactory, I did find it a bit noisy at times, which made it challenging to focus."

Post-Course Experience

All participants expressed satisfaction with the post-course support provided by Le Wagon, describing it as both thorough and enjoyable. Many participants highlighted a concluding presentation that effectively summarized the training's key learnings. One participant stated, "The final presentation was engaging and insightful. It allowed us to see our progress and understand how to apply our new skills." Le Wagon also organized a career week, during which students received guidance on updating their resumes and writing motivational letters. Some participants even secured new jobs related to the bootcamp's topic, while others mentioned gaining valuable knowledge that enhanced their role as discussion partners. One participant shared their experience with the evaluation process, saying, "After completing the various modules, we had a group discussion to evaluate our progress. I found this feedback session to be very beneficial and informative."

Organisation & Admin

On an administrative and organizational level, the majority of participants praised Le Wagon for their efficient operations. Participants found Le Wagon easily accessible and appreciated the prompt and clear responses to their inquiries. However, one participant had a different experience, feeling that responses sometimes took too long, leading to a neutral rating. Contrary to this, most participants expressed satisfaction with Le Wagon's professionalism and organizational efficiency. One participant commented, "Le Wagon is a professional player in the market, and this is evident in every interaction. All information is clear, timely, and communication is seamless. The invoicing aligns with the agreed terms." Another participant added, "Le Wagon has excellent organizational skills. When I couldn't attend a session, they provided valuable assistance in finding alternatives. The staff's genuine interest and support are commendable." These quotes reflect the overall positive sentiment participants have towards Le Wagon's administrative and organizational capabilities.

Relationship Management

Participants unanimously praise Le Wagon's relationship management, expressing satisfaction with how the company maintains these connections. One participant notes, "It's a delicate balance; I often perceive information as intrusive. In this case, I have no complaints—aside from occasional emails, most of the contact is initiated by me, which I appreciate." Other participants commend Le Wagon's approach to relationship management, stating, "I frequently utilize Le Wagon's network, which has been incredibly beneficial to me. I consider this an excellent service provided by Le Wagon."

Price / Quality Ratio

Most participants believe that the training offers good value for its price. "The training does come with a significant price tag, but considering what you gain in return, it's a reasonable investment," one participant commented. Another participant shared a similar sentiment, saying, "It's a substantial investment that I deliberated over for a while. However, I believe it will not only advance my career but also expand my job prospects. The majority of respondents echoed these positive views. However, two participants gave a neutral rating, noting that they generally find the costs of training and education to be too high, and this training was no exception, as one of them pointed out."

Satisfaction with Training / Overall Cooperation

The survey results overwhelmingly highlight the quality of Le Wagon's training courses. Participants praised both the organizational efficiency and the content of the training, with one stating, "From an organizational standpoint, everything runs smoothly, and the content is top-notch—they simply offer a great product." Participants also expressed satisfaction with their interactions with Le Wagon, noting that the company is easily accessible and open to suggestions. "They respond to inquiries in a friendly manner," one participant remarked. Notably, no participants gave negative ratings, with one stating, "I am completely satisfied with the entire process." The expertise and helpfulness of the instructors were frequently cited as strengths, with one participant noting, "Being knowledgeable is one thing, but being able to effectively convey that knowledge is equally important." Several participants also appreciated Le Wagon's continued support after the training, stating, "They assist you with your career plan even after the training has ended." The only area for improvement highlighted in the survey was the pricing, which some participants perceived as high, despite overall satisfaction with the value for money. Despite this, all participants stated that they would wholeheartedly recommend Le Wagon to others.

Visit Report

This visit report has been prepared by Cedeo. It is a summary of the conversation that advisor Ms mr. N.J. de Bok conducted with Le Wagon NL B.V. on 27-03-2024.

General information

Founded in Paris in 2013, Le Wagon now has offices in more than 45 cities and 25 countries. These include global tech hubs such as Berlin, Singapore and Sao Paulo. Le Wagon has since become a leader in boot-camp-style tech training. Le Wagon's mission is to train people of all backgrounds in coding, data and product skills. The method of training, in the form of an intensive bootcamp, gives students the best learning experience. This allows them to successfully change or accelerate their careers. In addition, Le Wagon is a community of now more than 25,000 developers, data scientists, designers and entrepreneurs who can inspire and help each other in shaping their new careers. The interview took place in Amsterdam with Mr. Dirat.

Quality

Le Wagon offers training in the areas of web development, data science & AI, data engineering and data analytics. These trainings are developed in-house with an eye on the latest developments in the field. All trainings are conducted in English and have uniform content, so the level of training does not depend on the location where a participant attends the training. Keeping their training courses current and up-to-date is very important to Le Wagon and sets them apart from other providers. What also makes Le Wagon unique is the way they offer their trainings. These can be taken online or physically, but are always intensive and as compact as possible. This approach ensures that participants are fully immersed in the material, which enhances the learning process. There is plenty of room for practice and experimentation, which helps improve retention of the material. Le Wagon uses a diverse team of trainers who each have their own specialty.

Continuity

Le Wagon has now acquired an established name in the market. Customers find Le Wagon primarily through its website and various social media channels. Word of mouth also plays an important role in increasing brand awareness, as does Le Wagon's extensive network. Le Wagon continues to respond proactively to market developments and attracts many new customers thanks to an excellent price/quality ratio. Based on the careful attention to quality, positive results from customer satisfaction surveys and the information provided during the interview, Cedeo concludes that the continuity of Le Wagon is sufficiently guaranteed for the coming period.

Business Orientation

The referees who participated in this study are very satisfied with both the expertise and the didactic qualities of the experts at Le Wagon. The organization around them is also highly appreciated. Le Wagon is characterized by many as customer-friendly and professional. After completing a training program, Le Wagon continues to play an important role in participants' careers, thanks to the extensive platform and various activities offered. Le Wagon's strong focus on practicality and timeliness is an important consideration for participants to choose Le Wagon.

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