

# Customer Satisfaction Survey

Ironhack Netherlands B.V.

20-05-2026



Customer Satisfaction Survey

This report highlights the activities of Ironhack Netherlands 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.

## Customer Satisfaction Survey

### Cedeo Open Enrollment

Number of referees interviewed: 9

Satisfaction Rating <sup>①</sup>	1	2	3	4	5
Pre-Course Experience				78%	22%
Training Programme				78%	22%
Execution				67%	33%
Instructors				67%	33%
Learning Materials			11%	89%	
Facilities / Classrooms <sup>②</sup>			11%	22%	11%
Post-Course Experience			11%	89%	
Organisation & Admin				100%	
Relationship Management			11%	89%	
Price / Quality Ratio			22%	78%	
Satisfaction with training / Overall Cooperation				67%	33%

- ① 1 = very unsatisfied  
 2 = unsatisfied  
 3 = nor unsatisfied / nor satisfied  
 4 = satisfied  
 5 = very satisfied

#### Clarification of the answers provided:

##### Pre-Course Experience

Ten respondents participated in this study on a number of open courses and bootcamps at Ironhack. The pre-trajectory at Ironhack was experienced positively by all of these respondents. Many participants came into contact with Ironhack through their employer, often because the programme was recommended within the organisation as part of professional development. As one respondent stated: "Via my employer I heard positive stories about Ironhack. The decision to explore it further actually came from my work." Other participants found Ironhack independently, for example through online searches or via colleagues who already had experience with the programme. The registration process was also consistently described as smooth and user-friendly. Participants indicated that signing up was easy and required little time. One respondent put it as follows: "Registering was very easy and was arranged quickly." In some cases, participants had additional substantive questions in advance about the programme and expectations. These were answered quickly and clearly. As one respondent explained: "Not everything was entirely clear to me, so I contacted Ironhack. They responded almost immediately with a clear answer."

### **Training Programme**

The training programme of Ironhack is assessed as (very) positive by all respondents. According to them, the content of the courses is easily accessible and clearly presented on the website. The information is complete, well-structured, and provides a clear picture of what participants can expect. As a result, interested individuals were able to orient themselves well in advance on the different tracks and levels. The structure and build-up of the programmes are also perceived as logical. According to the respondents, the combination of theory and practice aligns well with the learning objectives and the expectations that are set beforehand. In addition, the quality of the information provided on the website is explicitly mentioned as a strong point. One respondent stated: "The programme was described very clearly online, which meant I knew exactly what to expect." This supports making a well-informed decision. Another respondent summarised the overall satisfaction as follows: "Everything you need is clearly laid out on the website." Overall, the respondents are therefore satisfied to very satisfied with the training programme and its accessibility.

### **Execution**

The way Ironhack conducted the various training sessions and bootcamps received positive feedback from all participants. In practice, it is particularly emphasised that there is ample opportunity to actively practise and engage with the learning material independently. According to respondents, the classes are highly practice-oriented, allowing participants to directly apply theory in assignments and case studies. In addition, the guidance during the delivery is experienced as valuable. Instructors provide practical tips and concrete tools that are directly applicable in daily practice or future work situations. This contributes to the perception that the training is not only theoretical, but truly focused on applicable skills. Interaction during the classes is also positively highlighted. There is sufficient room to ask questions and to address uncertainties immediately. One respondent described this as follows: "You are basically constantly doing things rather than just listening, which makes it both engaging and intensive." Another respondent added: "There was always time to answer questions, even if that meant briefly deviating from the programme." Overall, the delivery is experienced as dynamic, practical, and well supported.

### **Instructors**

All respondents are satisfied to very satisfied with the trainers at Ironhack. What is particularly highlighted is their subject-matter expertise and practical experience, which enables them to translate theory into recognisable real-world situations. In addition, the trainers' enthusiasm is mentioned as an important success factor: they are able to engage the group and create an active and involved learning environment. The way trainers handle differences in skill level within the group is also assessed positively. According to respondents, they are able to switch effectively between participants who need more support and those who progress more quickly through the material. One respondent stated: "They really know what they are talking about and bring it with a lot of energy, which makes it enjoyable to listen to." Another respondent said on the same topic: "It doesn't matter what level you are at, they always find a way to help you move forward without making you feel like you are falling behind."

### **Learning Materials**

Respondents are overwhelmingly positive about Ironhack's training materials. Eight of the nine participants indicate that the materials align well with the content of the training and are seen as a valuable support. They describe the materials as practical, good, and useful in their day-to-day work. One respondent shares: "The training materials were clearly structured and tied in well with what we covered during the training. I could also refer back to them easily afterwards." Other interviewees similarly highlight the practical value of the materials provided. They indicate that the materials help them consolidate and apply the knowledge gained in their daily work. At the same time, one critical note was raised. One respondent gives a neutral score and explains: "The materials were perfectly fine, but they felt somewhat standard. Based on the level of the training, I had expected a bit more depth." This respondent had hoped for materials that were better tailored to their specific situation and experience level.

### **Facilities / Classrooms**

The majority of respondents have no opinion on the accommodation, as their Ironhack training was delivered entirely online. Four respondents did attend an in-person session and are therefore able to provide an assessment. Three of these four respondents are satisfied to very satisfied with the accommodation. They describe the training space as tidy and well-suited to its purpose. The venue is experienced as pleasant and functional, contributing to a productive learning environment. One respondent shares: "The space was well-organised and properly equipped. Everything we needed was available, which meant we could focus fully on the training itself." The fourth respondent gives a neutral score. This interviewee is positive about the accessibility of the location, but indicates a preference for a venue situated more centrally within the country. According to this respondent, a more central location would make it easier for participants travelling from different regions to attend.

### **Post-Course Experience**

Most respondents are positive about the after-programme support. They highlight in particular the community built up during and after the training as a significant added value. The network of fellow students and alumni is experienced as valuable and active, with connections being maintained well beyond the end of the programme. One respondent shares: "The community is a real asset. You build a network during the training with people from all kinds of different sectors, and it stays active afterwards too. I didn't expect that, but it's probably the most valuable thing I took away from the whole experience." Respondents also appreciate the availability of coaches and supervisors after completing the programme. They indicate that there remains room for questions and feedback even after the training has ended. One interviewee adds: "It was reassuring to find that the door didn't simply close once the programme was over. You could still reach out whenever you had a question." At the same time, one critical note was raised. One respondent gives a neutral score and had expected more follow-up support, particularly in the area of career guidance. Another interviewee partly echoes this sentiment: "The training itself was good, but in terms of finding a suitable job, I had expected a bit more support."

### **Organisation & Admin**

All respondents are positive about the organisation and administration. They indicate that communication with Ironhack is smooth and professional, and that practical matters are handled efficiently. Enrolment, scheduling, and communication are experienced as clear and well-structured. One respondent shares: "The communication was always clear and timely. I always knew exactly where I stood, and whenever I had a question, I received a prompt and straightforward answer." Several interviewees also appreciate the personal approach. They indicate that staff are genuinely helpful when questions arise or circumstances change, and that the organisation operates in a flexible and client-focused manner. The digital environment and learning platform are likewise described as well-organised and user-friendly. Another respondent adds: "Everything was well taken care of. From enrolment through to completion, the process ran smoothly. You can tell they really have their act together."

### **Relationship Management**

Most respondents are positive about the relationship management. They indicate that Ironhack remains engaged after the programme has ended, actively keeping them informed of relevant developments, alumni events, and new training opportunities. This is experienced as pleasant and valuable. One respondent shares: "Ironhack keeps you well connected even after the programme. I regularly receive updates about events and new developments in the field. I genuinely appreciate that sense of connection with the organisation." Several interviewees also highlight the accessibility of staff as a particular strength. Questions are answered promptly and there is a clear awareness of the individual participant. A number of respondents also speak positively about the organisation's involvement in the career development of its alumni. One respondent gives a neutral score. This interviewee indicates that post-programme contact consists primarily of general mailings, with little personalised or targeted communication. This respondent had expected a greater degree of individual attention.

**Price / Quality Ratio**

Most respondents are positive about the value for money. Seven interviewees indicate that the price is justified, citing in particular the high quality of the instructors combined with the content of the programme. They experience the investment as worthwhile and regard the knowledge and skills gained as a tangible asset to their careers. One respondent shares: “The programme is certainly not cheap, but the quality of the guidance and the content make it well worth it. I learned a great deal and find myself applying that knowledge on a daily basis.” Two respondents give a neutral score and raise critical observations regarding the level of the fees. They acknowledge the quality of the programme, but feel that the costs are not fully in proportion to what they received. One interviewee explains: “The programme was good, but for this amount I had expected a little more. In the end it felt somewhat on the expensive side.”

**Satisfaction with Training / Overall Cooperation**

Looking back on the programme and the collaboration with Ironhack as a whole, the overall picture among respondents is clearly positive. The vast majority indicate that the training has delivered concrete value, both in terms of professional knowledge and personal development. The high quality of the instructors stands out as a consistent strength throughout the responses, as does the practice-oriented approach that allows participants to directly apply what they have learned. The sense of community that develops during the programme is likewise mentioned as a distinctive feature that sets Ironhack apart. Combined with the accessible and well-structured programme content, the smooth organisation and administration, and the continued engagement after the programme has ended, respondents paint a picture of an organisation that takes both its product and its participants seriously. At the same time, respondents point to areas where there is room for improvement. Career support following the programme could be strengthened, particularly for those actively seeking to transition into a new role. A small number of respondents also feel that the investment is on the high side, and that training materials could be more tailored to individual backgrounds and experience levels. Nevertheless, the overriding sentiment is one of satisfaction. Respondents leave the programme better equipped, more confident in their abilities, and connected to a network that continues to add value long after the final session.

## Visit Report

This visit report has been prepared by Cedeo. It is a summary of the conversation that advisor mr. N.J. de Bok conducted with Ironhack Netherlands B.V. on May 20, 2026.

### General information

Ironhack is a leading international tech school that ranks among the top two worldwide. Their mission is clear: to help people make a meaningful career switch and welcome them into a dynamic, growing community of tech professionals who are not only technically strong, but also genuinely passionate about their craft. To fulfil that mission, Ironhack offers intensive courses and bootcamps in web development, UX/UI design, data analytics, and cybersecurity. The programme offering is deliberately kept compact and practically oriented, so that participants can make maximum progress in a short period of time. In addition to its core education, Ironhack has a dedicated Career Services team that supports students at every step of their job search, from crafting a strong CV to practising job interviews. The conversation for this report took place at Ironhack's Amsterdam office, with Ms. Van der Zanden as the interlocutor.

### Quality

At Ironhack, quality is not just a statement on paper, it is visible in day-to-day practice. Courses are offered in both full-time and part-time formats, ensuring that the programme fits the personal circumstances of each participant. What all formats have in common is a focus on the skills that are currently most in demand in the tech industry. The instructors who teach at Ironhack are not academics in the traditional sense, but seasoned professionals with demonstrable hands-on experience in the field. They bring current knowledge and practical insights directly into the classroom, minimising the gap between learning and professional practice. Ironhack maintains an extensive international network within the tech world, allowing the organisation to stay closely informed about new developments, emerging technologies, and shifts in the labour market. This network forms the foundation for a curriculum that is continuously updated. The education team takes the lead in this process, but works in close structural collaboration with instructors and local campus teams to ensure both relevance and buy-in. Because Ironhack operates globally, with offices and partnerships across multiple countries, the content of its programmes is not only locally relevant, but also internationally recognised and applicable. Evaluation is not a formality at Ironhack, but a serious tool for improvement. Both instructor performance and course content are assessed critically on a regular basis. The outcomes are thoroughly analysed and feed directly into targeted improvement actions. In this way, Ironhack safeguards an educational quality that keeps pace with a rapidly changing industry.

### Continuity

With over ten years of experience, Ironhack has proven that its approach works and stands the test of time. What started as an ambitious initiative has grown into an established player in international tech education, with a strong track record and a globally active alumni community. Participant satisfaction is consistently high, a fact borne out not only by internal evaluations, but also confirmed by an independent customer satisfaction survey conducted by Cedeo. This kind of external validation underlines that positive experiences are not the exception, but the result of a consistent and well-considered educational model. The courses demonstrably lead to successful career transitions. Upon completion, participants move on to roles in the tech sector, with the support provided by Career Services playing an important facilitating role. Based on the information gathered during the visit, combined with the findings of the Cedeo survey, Cedeo concludes that the continuity of Ironhack can be considered assured for the period ahead.

**Business Orientation**

Ironhack does not operate in an ivory tower, it is firmly embedded in the tech market. Thanks to the global network the organisation has carefully built over the years, along with partnerships with a wide range of companies and organisations, Ironhack has a sharp eye for what is happening in the industry. This market awareness translates directly into its offering: Ironhack identifies trends early and responds proactively, rather than playing catch-up. A concrete and timely example of this is the introduction of a series of new, short-format courses focused on artificial intelligence. AI is currently one of the most transformative developments in the tech world, and Ironhack responds quickly and purposefully with accessible programmes that are immediately applicable in practice. Initiatives like these demonstrate that Ironhack does not merely react to market needs, but actively helps translate those needs into concrete learning pathways. By continuously investing in curriculum updates and maintaining close collaboration with the business community, Ironhack ensures that its graduates are ready for the realities of the modern labour market. This combination of agility, market knowledge, and educational quality makes Ironhack a reliable and future-oriented choice for anyone looking to take a serious step forward in the tech industry.

## **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](http://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