

Customer Satisfaction Survey

Wisseloord Academy Hilversum BV

05-12-2022



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 (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'.

Afhankelijk van het uitgevoerde onderzoek verleent Cedeo de volgende erkenningen:

- Cedeo-erkend Maatwerk Bedrijfsopleidingen
- Cedeo-erkend Open Bedrijfsopleidingen
- Cedeo-erkend Coaching
- Cedeo-erkend Coach
- Cedeo-erkend e-Learning
- Cedeo-erkend Assessment
- Cedeo-erkend Juridisch Advies
- Cedeo-erkend Organisatieadvies
- Cedeo-erkend Bedrijfsadvies

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%	
Execution				20%	80%
Instructors				20%	80%
Learning Materials				100%	
Facilities / Classrooms ^②				40%	60%
Post-Course Experience				40%	
Organisation & Admin				100%	
Relationship Management				60%	
Price / Quality Ratio			30%	60%	10%
Satisfaction with Training / Overall Cooperation				30%	70%

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

- ② Three referees have no opinion on this subject

Clarification of the answers provided:

Pre-Course Experience

This research focuses on the open programme offerings of Wisseloord Academy Hilversum BV (hereinafter referred to as 'Wisseloord'). 10 referees cooperated in this survey. They all took one or more modules. Referees said that they came to Wisseloord through a targeted internet search after hearing about Wisseloord through social media. Other referees were made aware of Wisseloord's programme offerings by friends or colleagues. "I had been looking for some time for a good training programme that also covered the business side of the music industry. Wisseloord handled this well in my opinion. That was an important reason for me to choose them, besides of course their good reputation," says one of the satisfied participants. The referees also said that there were (intake) talks in which they were asked about their expectations, but Wisseloord also made clear what they could offer to them.

Training Programme

Wisseloord's training programme is sufficiently clear in advance according to all participants interviewed. The referees say that information about the different modules can be found on Wisseloord's website: "There are general descriptions there about the content, the number of hours spent on it and also the prices," said one of the respondents. Furthermore, the referees say that in the pre- or intake interviews there is also room to ask content-related questions. "In that conversation I really found out more about the content and how the modules could support me in achieving my goals," another participant explained. The other referees have similar comments, which explains the good scores they give to this component.

Execution

Referees are very enthusiastic about the way Wisseloord executed the training or courses. 80 percent gave the highest possible score of "very satisfied". The following quotes are a good reflection of this positive assessment: "I am wildly enthusiastic. I learned so much in a very fun way, I haven't encountered that anywhere else. The program is more or less fixed but everyone gives it their own interpretation and is supported in this by professionals", "Wisseloord Studio is a well-known and renowned name but the Academy is no less impressive. Everyone there works with passion and a super varied offer is presented" and "It was a great training in which all aspects of the business were covered but in which there was also so much room for our own expression and development. Everything was professionally facilitated by Wisseloord. I have never enjoyed a course this much".

Instructors

As with the previous section, referees are very appreciative of the lecturers employed by Wisseloord. They speak of "professionals," "the top of the music industry," and "passionate and committed teachers." One of the referees explains this a bit further: "I have taken courses before and I was quite satisfied with those too. But the way the lecturers at Wisseloord work is really exceptional. They regularly bring in experts from outside for master classes, for example. It is precisely this variety between the different teachers and speakers, between theory and practice, between big and small names, that makes Wisseloord very special." "The instructors all really have a heart for their profession, we were allowed to ask as many questions as we wanted and we received very personal feedback that really helped us," said another referent. The other respondents endorsed this; they were all satisfied to very satisfied with the lecturers used by Wisseloord.

Learning Materials

About the learning materials provided by Wisseloord, the interviewees are quite brief. Without exception, they are satisfied with this. In this regard, the referents refer not only to "paper" material but also to equipment and other items that can be used during training. One respondent said of this: "Learning materials are provided in all modules. You can use this as it suits you. Again, I find this very personal and pleasant. The material itself is interesting and relevant". Other referees have similar comments regarding this topic.

Facilities / Classrooms

The referees are unanimous in their assessment of the accommodation; everyone is satisfied to very satisfied with the Wisseloord's facilities. Here are some quotes to underscore this opinion: "I am satisfied with the location, it is located centrally in the Netherlands and is therefore easily accessible for most people", "The location was fine, there are beautiful studios with modern equipment. Very good" and "The location is easily accessible by car, by public transport the accessibility is a little less comfortable because I had to change trains a few times. That is a pity". Many referees also mention the pleasant atmosphere at the location as a positive point: "Everything breathes music, creativity, professionalism and positivity. For me it was a party to go to every time, there is a great atmosphere".

Post-Course Experience

Not all referees have an opinion about the post-course experience. Sometimes because they are still connected in one way or another to Wisseloord and therefore it's not relevant yet, sometimes because there is no follow-up for other reasons. The respondents who can say something about this are, without exception, satisfied with the way Wisseloord handles this. "All the people associated with Wisseloord are very approachable. That's really a unique selling point as far as I'm concerned. I still have contact with a number of fellow students as well as with a number of teachers. It actually works as a kind of network organisation, there are still regular activities with both larger and smaller groups," according to one of these referees. Another respondent speaks of a community of colleagues in which one is constantly learning with and from each other: "I have gained very good contacts and am happy with the role Wisseloord has played in this".

Organisation & Admin

Wisseloord is well-organised according to the referees in this survey. Respondents were unanimously satisfied with the way Wisseloord deals with organisational and administrative matters. "They are friendly and helpful. When I had to cancel a few meetings due to personal circumstances, this was handled well and we looked for a solution together," one of these referees says. Another referee says about the same subject: "The accessibility is excellent, my questions are always answered quickly and well. You don't feel like a number, they take a very personal approach and I really like that". Furthermore, the referees also indicate that the invoices correspond to the prices quoted in advance and that the invoices are "clear" and "well-organised." "In this area, too, everything is completely satisfactory".

Relationship Management

Four referees indicate that in their case there is no real relationship management. They do not miss this either, but for this reason they refrain from giving a score for this part. The other referees are satisfied with the way Wisseloord manages relationships. One of them says: "It is often a thin line, I quickly experience information as irritating. In this case, I have nothing to complain about. Wisseloord is not pushy but informs in a neutral way. So I am satisfied with that". The other respondents have similar comments.

Price / Quality Ratio

On the relationship between the price and quality of Wisseloord's training courses, the opinions of the referees range from "neutral" to "very satisfied". The respondents who gave a neutral score here felt that a lot of money was being asked for the modules: "They do offer high quality and fantastic services but they work for a profession that often doesn't pay very well. They do try to help with all kinds of things but the fact remains that large sums of money are asked for". The very satisfied referee feels that the quality is so high that the price is "definitely justified": "It is much more than just an education. You gain contacts there that are useful for the rest of your career. That is also worth a lot". The satisfied respondents understand where the prices come from and they find that the price fits well with what is offered: "A good ratio".

Satisfaction with Training / Overall Cooperation

The results of this survey are very positive for Wisseloord's open courses. Referees are very positive about the quality of the training course/module(s) they followed and everything that comes with it: "Organisationally it runs like clockwork, but also in terms of content, they simply offer a very good product". Everyone is satisfied with the cooperation with Wisseloord: "They are easily accessible and they are open to suggestions. Questions are answered quickly". No dissatisfied or very dissatisfied scores are given by the referees during this survey: "I am just very satisfied with the whole process, I learned so much and made fantastic contacts". In particular, the personal and targeted help of the trainers/speakers was mentioned as a strong point of Wisseloord: "The teachers are very well informed about new developments and they themselves have gained a lot of experience which they shared with us (participants). I found that very useful and interesting". Many of the referees share this opinion and they would recommend Wisseloord to others without hesitation.

Visit Report

This visit report has been prepared by Cedeo. It is a summary of the conversation that advisor Ms Nathalie de Bok conducted with Wisseloord Academy on December 5th 2022.

General information

The Wisseloord Studios are the most historical recording studios of The Netherlands. The studios were opened in 1979 by record label PolyGram and owner Philips. Originally the studios were used only by artists under contract with PolyGram but later they were also used by other artists. Many Dutch but also International artists like the Rolling Stones, Police, Elton John, Chris Brown or Sting recorded in the studios. In October 2010 Wisseloord got a new business team and Wisseloord was thoroughly renovated to meet all modern requirements. In 2020, Malik Berrabah, CEO and co-owner of the studios founded the Wisseloord Academy. Malik Berrabah himself was educated in several international conservatories and has been working in the music business for over 25 years. As a result, he knew very well what was missing from those courses. He wanted to improve the connection between music education and the music industry. The Academy offers a unique training that is very practical, in accord with the practice of the music world.

Quality

Wisseloord Academy offers Several courses like for example a Full Course for Songwriters, artists and producers, or a Full course for sound engineers. In addition, students can also take individual modules. In this way, students can develop certain aspects in a relatively short time. Some examples of modules are: The Art of Listening, Songwriting and Producing and Career Development. The courses were developed by Malik Berrabah in collaboration with several professionals from the music industry. The trainers used by Wisseloord are always working in the music industry themselves and share their knowledge with the participants in an inspiring way. Malik Berrabah has a large network and can therefore use many and various instructors. The participants learn to produce from some of the most successful producers of the Dutch pop, rock, indie or rap scene. They learn to write toplines or songs with award winning songwriters. They learn about publishing from publishers. They hear artists talking about their career or learn to record or mix with engineers recording or mixing successful records on a daily basis. The pedagogic team is composed of internationally acclaimed composers, engineers and producers from all sorts of musical backgrounds. The Academy strives to offer their students the perfect balance between classes with a pool of regular teachers as well as modules and masterclasses from outside lecturers who come from all over the world to share their knowledge.

Continuity

Right now there are two branches of the Academy. One, as mentioned, is at Wisseloord Studios in Hilversum and the other branch is in Paris. More and more students are finding their way to the Academy and so are international students. Wisseloord Academy is planning to open more locations in Europe in the near future. Based upon the results of this client satisfaction survey and the information provided in the interview, Cedeo considers the continuity of Wisseloord Academy for the coming period sufficiently guaranteed, in training courses with an open registration.

Business Orientation

Malik Berrabah has extensive experience in music and the music industry. As a result, he has built a large network with which he maintains close contacts. Therefore, he knows very well what is needed. Besides this the students need to go through a selection procedure in order to join the Academy. During this intake process, Wisseloord looks at who the students are, what they do musically and what kind of classes or modules suits them the best. The combination of these aspects together with Wisseloord Academy's programme ensures that students not only learn all about the music industry but that they actually connect with it. They also build a network themselves. This excellent business orientation is an important explanation for the success of the Wisseloord Academy.

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