

# Customer Satisfaction Survey

Ironhack Netherlands B.V.

05-06-2024



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.
- 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 <sup>①</sup>	1	2	3	4	5
Pre-Course Experience				100%	
Training Programme				100%	
Execution				80%	20%
Instructors				80%	20%
Learning Materials				100%	
Facilities / Classrooms <sup>②</sup>				100%	
Post-Course Experience			10%	60%	30%
Organisation & Admin				90%	10%
Relationship Management			10%	90%	
Price / Quality Ratio				100%	
Satisfaction with training / Overall Cooperation				70%	30%

- 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 participants took part in a study evaluating various training courses and bootcamps offered by Ironhack Netherlands B.V. (Ironhack). Most participants learned about Ironhack through colleagues, while others found it through online searches or other research methods. One participant noted, "Registering digitally was easy, and my additional questions were promptly answered." Additionally, most participants had to complete a technical test. One participant mentioned, "I was a bit nervous about it, but that was unnecessary." Overall, participants found the course information, including schedules, dates, and locations, to be clear and well-presented. The registration process was generally seen as straightforward. In conclusion, all participants agreed that they were satisfied with the information and registration process provided by Ironhack.

### **Training Programme**

Similar to the previous section, all respondents are satisfied with the training program. They mentioned that the program's content is well-described in advance. One respondent noted, "It's very important to have a clear understanding of what to expect, especially with such an expensive program. It's always hard to gauge, but good communication makes it easier. In this case, I'm pleased with the information provided about the program. It's clear and comprehensive." Another respondent added, "Ironhack has clearly put a lot of thought into their programs to ensure they align well with practical applications. They effectively translate theory into practice. Plus, they offer a wide range of options, so there's something for everyone." Additionally, one of the interviewees mentioned having phone contact with Ironhack about the program: "I had some questions, and a staff member from Ironhack answered them satisfactorily." These remarks highlight the participants' satisfaction with the communication, content, and practical relevance of Ironhack's training programs.

### **Execution**

The way Ironhack conducted the various training sessions and bootcamps received positive feedback from all participants. They praised the high quality of the sessions, the relevant topics covered, and the engaging teaching methods, describing them as "interesting and almost continuously captivating." One satisfied participant explained, "The sessions were highly interactive, demanding active participation from everyone. This approach made it much easier to absorb the material." Other participants shared similar sentiments, emphasizing that their questions were well-addressed during the sessions. Additionally, they highlighted the practical applicability of the training. One respondent noted, "It was extremely practical because they really focus on real-world situations." Overall, participants stressed that Ironhack's training approach is not only educational and engaging but also practically applicable and flexible, contributing to their overall satisfaction.

### **Instructors**

The feedback on the trainers and instructors employed by Ironhack for various courses and training sessions has been overwhelmingly positive. All respondents expressed satisfaction, with twenty percent giving the highest possible rating of 'very satisfied.' Here are some quotes that highlight this satisfaction: "The trainers were excellent. They were clearly very knowledgeable and experienced, but they also understood what was important to us and responded with engaging and relevant examples," said one participant. Another respondent added, "I am very pleased with these trainers. Patient, clear, and friendly are the words that come to mind first." A third respondent emphasized the trainers' flexibility: "The trainers have clearly done this many times before. They managed well with the significant differences in skill levels in our group, despite the online preparatory work. I think everyone felt actively involved in the training, which is largely thanks to the trainers' efforts." Overall, the trainers' expertise, friendliness, and ability to address participants' needs significantly contribute to the overall satisfaction with Ironhack's courses and training sessions.

### **Learning Materials**

All participants praised Ironhack's learning environment and study materials, with no issues reported. They were satisfied with the user-friendly learning platform and the quality of the materials. One participant noted, "The platform is easy to navigate and includes numerous features that enrich the learning experience." Another participant echoed this sentiment, saying, "I came into this with high expectations from all the positive feedback I'd heard, and I'm happy to say, they were all met. The platform is incredibly user-friendly, catering to everyone's needs seamlessly." This positive feedback was consistent across the board, with all participants expressing satisfaction, from positive to very satisfied, with the course materials and the overall learning environment at Ironhack.

### **Facilities / Classrooms**

Although the courses are conducted online, references still have opinions about the locations used, as they have participated in various events there. The reviewers are unanimous in their assessment of the venue used by Ironhack; they are satisfied with it. Here are some quotes that clarify this satisfaction: “The space was great, it provided everything you’d expect for such a gathering. Good catering too,” said one of the participants. Another respondent adds, “I’m definitely happy with the venue. It’s situated wonderfully in the city, making it lively, and finally, the rooms themselves were just fine with nice and modern amenities.” A third respondent says, “The location was perfectly suitable, everything was in order and well taken care of.” Finally, one last participant emphasizes, “The facilities were top-notch. It was nice to be in a well-maintained and comfortable environment.” These quotes paint a clear picture of the respondents’ satisfaction with the venue used.

### **Post-Course Experience**

Nearly all participants expressed satisfaction with the post-course support provided by Ironhack, describing it as both thorough and enjoyable. Many participants talked about a concluding presentation where they effectively summarized the key learnings of the training. One participant stated, “The final presentation was engaging and enlightening. It allowed us to track our progress and understand how to apply our new skills.” Ironhack also assists students after the course. Some participants even secured new jobs related to the bootcamp’s topic, while others reported gaining valuable knowledge that enhanced their job prospects. One participant shared their experience with the evaluation process, saying, “After completing the various modules, we had a group discussion to assess our progress. I also filled out an evaluation form.” One of the respondents gave a neutral rating because they expected more active assistance and guidance from Ironhack: “I had to actively pursue it myself.”

### **Organisation & Admin**

On the administrative and organizational front, everything is running smoothly for all the respondents. None of them have encountered any issues in this regard. According to the respondents, Ironhack is easily reachable, and queries are promptly addressed. “You’re dealing with a professional organization, and you can feel it in every aspect. All information is clear and sent out on time, communication flows smoothly, and the invoice matches what was agreed upon,” explains one satisfied participant. Another respondent adds, “Ironhack has its ducks in a row. The staff are engaged and interested, which makes working with them enjoyable.” These quotes accurately reflect the sentiments of the respondents regarding Ironhack’s organizational and administrative capabilities.

### **Relationship Management**

The way Ironhack handles relationship management has garnered unanimous satisfaction from the respondents. One of them says, “It’s often a fine line; I tend to perceive information as intrusive rather quickly. In this case, I have no complaints. Besides the occasional email, most of the contact originates from me, and I’m happy with that.” Another respondent adds, “I do appreciate the newsletters, but beyond that, I don’t really feel the need for more contact. It’s fine as it is.” The majority of the remaining respondents had similar remarks. Others commend Ironhack’s relationship management, saying, “I frequently leverage Ironhack’s network, which has been incredibly beneficial for me. I consider this to be excellent service.” One of the respondents, the same one who gave a neutral score in the follow-up section, also mentions here that he “expected more initiative from Ironhack.”

### **Price / Quality Ratio**

When it comes to the price-quality ratio, the interviewees are certainly pleased. Everyone is satisfied with this aspect: “This education definitely comes with a hefty price tag, but considering what you get in return, the price is fair,” says one of the interviewed participants. Another adds, “Although the price is on the higher side, I must admit that the bootcamps are well-organized and highly informative. They enhance your job market prospects.” The remaining respondents share this opinion and are content with this aspect. Overall, the price-quality ratio is considered appropriate, given the high quality and organization of the training sessions.

**Satisfaction with Training / Overall Cooperation**

The results of this survey strongly emphasize the quality of Ironhack's training programs. Participants praised both the organizational efficiency and the content of the training, with one individual remarking: "From an organizational standpoint, everything runs smoothly, and the content is good, they simply offer a great product." Participants also expressed satisfaction with their interactions with Ironhack, noting that the company is easily accessible and open to suggestions. "They respond to questions in a friendly manner," one participant noted. It's noteworthy that none of the participants gave negative reviews, with one person 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: "Having knowledge is one thing, but being able to effectively convey that knowledge is equally important." Several participants also appreciated Ironhack's support after the training, stating: "They can assist you with your career plan even after the training is completed." There is only one respondent who gave a neutral score twice. That's because this individual expected a bit more guidance from Ironhack. All respondents indicated that they would recommend Ironhack to others when asked.



## 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 June 5, 2024.

### General information

Ironhack is a global tech school that ranks among the top two worldwide. Their mission is to help people transform their careers and join a thriving, growing community of tech professionals who are not only skilled but passionate about their work. To achieve this, Ironhack offers intensive courses and bootcamps in web development, UX/UI design, data analytics, and cybersecurity. Additionally, Ironhack provides Career Services dedicated to helping and preparing students for their job search. The interview took place at Ironhack's Amsterdam office with Ms. Van der Zanden.

### Quality

Ironhack offers both full-time and part-time courses, focusing on the most in-demand skills in the tech industry. The instructors employed by Ironhack are always experienced professionals who share their practical knowledge and expertise with students. Thanks to Ironhack's extensive network within the tech sector, they stay up-to-date with the latest developments and trends, and adjust their curriculum accordingly. The education team leads this process but collaborates closely with instructors and campus teams. With locations and contacts around the world, the content of Ironhack's courses and programs is always internationally applicable and recognized. Evaluations play a crucial role; both the instructors and course content are regularly reviewed, and the results are carefully analyzed. Actions are taken as needed based on these evaluations.

### Continuity

Ironhack has been around for over ten years, demonstrating that their approach to delivering courses is successful. Participant satisfaction is high, as evidenced not only by internal evaluations but also by a customer satisfaction survey conducted by Cedeo. The courses effectively lead to successful career switches for participants. Based on the information provided during the visit, combined with the results of the aforementioned survey, Cedeo considers the continuity of Ironhack to be assured for the coming period.

### Business Orientation

Thanks to the extensive network Ironhack has built worldwide over the years, combined with partnerships with various organizations, Ironhack can proactively respond to demands and changes in the tech market. This proactive approach is evident in their new offerings of short, impactful courses in AI. By staying ahead of industry trends and continuously updating their curriculum, Ironhack ensures that their students are equipped with the latest skills and knowledge. This commitment to innovation and responsiveness keeps Ironhack at the forefront of tech education, making it a trusted and dynamic choice for aspiring tech professionals.

## **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