



Secret Shopper Survey 2015-16

SEMM November 22, 2016

Secret Shopper Survey 2015-16

Agenda

- Some Recent Data
- Secret Shopper Project Overview
- Secret Shopper Results
- Use Cases
- Hall of Shame
- Best Practices

Online Media Usage

Did You Know?

- 76% of Canadians are now using a smart phone (up from 55% two years)
- Canadians among the top Internet users spending 36.3 hours online compared to Americans at 35.2 and Brits at 33 hours
- The most popular social platform in Canada is Facebook at 71%, followed by YouTube at 49% and Twitter at 27%

<http://catalyst.ca/2016-canadian-smartphone-behaviour/>

http://www.huffingtonpost.ca/2015/03/27/internet-use-by-canadians_n_6958156.html

<http://canadiansinternet.com/2016-canadian-social-media-use-online-brand-interaction-statistics/>

Poll Results

In your search for the finding and applying to college and university, what is your preferred method of getting further information?

Email

75% - 167 vote(s)

Text

11% - 25 vote(s)

Mail

5% - 12 vote(s)

Call

2% - 5 vote(s)

Mix

5% - 13 vote(s)

Current vote tally: 222

75% of students polled
prefer email and 11%
text!

Secret Shopper Survey 2015-16

Project Overview

- 68 colleges and universities were included mostly Canadian, some UK
- Personas = two grade 11 students and two grade 12 students one interested in humanities and the other science, from Toronto, ON
- Requests were made through request info on the SchoolFinder.com website
- All requests were made in November 2015 for the fall of 2016
- The response time and type was tracked with comments

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Overall Results – Initial Responses

	email	mail	call	none	Grand Total
INITIAL RESPONSE GR 11 HUMANITIES	35	1	0	21	57
INITIAL RESPONSE GR 11 SCIENCE	30	2	1	20	53
INITIAL RESPONSE GR 12 HUMANITIES	41	2	0	22	65
INITIAL RESPONSE GR 12 SCIENCE	33	5	0	30	68
INITIAL RESPONSE TOTAL	139	10	1	93	243

- Responses to requests:
 - 61.7% responded
- Of which
 - 92.7% was email
 - 6.7% was mail
 - 0.7% was a call

Secret Shopper Survey 2015-16

Overall Results – Initial Responses

	email	mail	call	none	Grand Total
INITIAL RESPONSE GR 11 HUMANITIES %	61.4%	1.8%	0.0%	36.8%	100.0%
INITIAL RESPONSE GR 11 SCIENCE %	56.6%	3.8%	1.9%	37.7%	100.0%
INITIAL RESPONSE GR 12 HUMANITIES %	63.1%	3.1%	0.0%	33.8%	100.0%
INITIAL RESPONSE GR 12 SCIENCE %	48.5%	7.4%	0.0%	44.1%	100.0%
INITIAL RESPONSE TOTAL	57.2%	4.1%	0.4%	38.3%	100.0%

- Non-response:
 - 93 or 38.3% of the requests did not receive a response - go figure!
- In fact the 61.7% response rate is lower than 64.8% 2 years ago
- The call rate is much lower than two years ago when it was greater than 10%
- Text messaging was not measured – next year?

Secret Shopper Survey 2015-16

Overall Results – Initial Responses

	email	mail	call	none	Grand Total
INITIAL RESPONSE TIME GR 11 HUMANITIES	5.9	10.0	0.0		6.0
INITIAL RESPONSE TIME GR 11 SCIENCES	6.8	18.5	2.0		7.4
INITIAL RESPONSE TIME GR 12 HUMANITIES	8.6	9.5	0.0		8.7
INITIAL RESPONSE TIME GR 12 SCIENCES	11.8	26.6	0.0		13.7
INITIAL RESPONSE TIME TOTAL	8.3	16.2	0.5	0.0	8.9

- Time to respond in days:
 - On average just over 8 days which is 5 days faster than 13 days two years ago
 - Email is faster by half
 - Clearly grade 11 humanities students are more desirable???

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Overall Results – Beyond the first impression

	email	mail	call	Grand Total
NUMBER OF RESPONSES GR 11 HUMANITIES	93%	6%	1%	100%
NUMBER OF RESPONSES GR 11 SCIENCES	83%	11%	6%	100%
NUMBER OF RESPONSES GR 12 HUMANITIES	88%	9%	2%	100%
NUMBER OF RESPONSES GR 12 SCIENCES	84%	12%	3%	100%
NUMBER OF RESPONSES TOTAL	87%	10%	3%	100%

- Of the 565 responses, 87% were email, up from 79% two years ago
- Mail at 10% is down from 12% two years ago
- Sciences get more mail than humanities?
- Calls and mail increase after the initial response – makes sense!

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Overall Results – Beyond the first impression

	Average of Total Number of Responses	High
AVERAGE NUMBER OF RESPONSES GR 11 HUMANITIES	2.4	10
AVERAGE NUMBER OF RESPONSES GR 11 SCIENCES	3.5	18
AVERAGE NUMBER OF RESPONSES GR 12 HUMANITIES	4.9	17
AVERAGE NUMBER OF RESPONSES GR 12 SCIENCES	4.1	17
AVERAGE NUMBER OF RESPONSES TOTAL	3.7	

- The average number of responses at over three is up marginally from two years ago

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Overall Results – Beyond the first impression

77% of schools did not respond or responded 3 or less times.

RESPONSES	NUMBER OF RESPONSES BREAKDOWN GR 11 HUMANITIES	NUMBER OF RESPONSES BREAKDOWN GR 11 SCIENCES	NUMBER OF RESPONSES BREAKDOWN GR 12 HUMANITIES	NUMBER OF RESPONSES BREAKDOWN GR 12 SCIENCES	TOTAL	%
0	21	20	22	30	93	38.3%
1	18	17	17	14	66	27.2%
2	8	2	4	1	15	6.2%
3	3	4	2	4	13	5.3%
4	3	2	1	1	7	2.9%
5	1	1	2	10	14	5.8%
6		2	1	1	4	1.6%
7	1	1	6	1	9	3.7%
8				3	3	1.2%
9	1		3	1	5	2.1%
10	1	2	1	1	5	2.1%
11		1	2		3	1.2%
12			1		1	0.4%
13					0	0.0%
14			1		1	0.4%
15					0	0.0%
16			1		1	0.4%
17			1	1	2	0.8%
18		1			1	0.4%
Grand Total	57	53	65	68	243	100.0%

Secret Shopper Survey 2015-16

Overall Results – Beyond the first impression

	Average of Average Time Between Responses	High	Low
AVERAGE TIME BETWEEN RESPONSES GR 11 HUMANITIES	18.7	134.5	4.0
AVERAGE TIME BETWEEN RESPONSES GR 11 SCIENCES	14.5	134.5	3.6
AVERAGE TIME BETWEEN RESPONSES GR 12 HUMANITIES	17.4	48.0	0.0
AVERAGE TIME BETWEEN RESPONSES GR 12 SCIENCES	16.6	89.0	3.5
AVERAGE TIME BETWEEN RESPONSES TOTAL	16.8		

- The time between responses (for those who responded more than once) is just over two weeks

Best Practices

Some Use Cases

University in Alberta			
Grade 12 Science Prospect			
Biology (B.Sc. 4-year)			
Date	Lapse Time Days	Response Type	Comments
26/11/2015			
26/11/2015	0	email	Very personalized and alias email. Instructed to call, email, or book an appt. Not a lot of information about the actual program. Original subject line. Same word for word email written to other students.
08/12/2015	12	email	Personalized and alias email. Original subject line. Might have been copied. Encouraged me to fill out a survey and contact them about questions. Provided a link to their website and the Admissions Counsellors page. Same word for word email written to other students.
14/12/2015	6	mail	Package contained the department of biology newsletter. Received a letter from the Admissions Counsellor in which she gave me tips on choosing a program. A thick viewbook was also received in the package.
17/12/2015	3	mail	A Merry Christmas card from the Admissions Department.
17/12/2015	0	mail	Contained a little "Money for School" book which had info on scholarships, bursaries, awards, government loans, and other financial aid. Package had a letter sent from the manager of student finance that explained what the "Money for School" book was.

Quick
response
– great!

Personalized

Too early for a
'thick viewbook'?

Merry
Christmas?

Scholarships -
good context

18/12/2015	0	mail	Postcard that contained statistics about The "Uni". Also gave dates of open houses, view Friday's, and "Uni" Encounter Weekends.
18/12/2015	1	email	Original subject line. Copied email. Not alias. Personalized. Consists of tips on applying and links to application forms.
			Application email
22/12/2015	4	email	A Merry Christmas email with winter activities to do in Edmonton. Copied email, not personalized. Original subject line.
			Things to do in Edmonton
06/01/2016	15	email	Personalized email. Encouraged to ask questions. Original subject line. Same word for word email as for other students.
20/01/2016	14	email	Not personalized or alias. A list of winter events at the "Uni" and in Edmonton.
04/02/2016	15	email	Was encouraged to apply for scholarships and awards. Not personalized.
16/02/2016	12	email	Was encouraged to RSVP for "Uni" View Friday. Not personalized.
18/02/2016	0	email	Personalized. Just asked to see if I had any questions.
18/02/2016	2	email	Personalized and alias. Was encouraged to visit The "Uni" U. Listed open house related events to attend.
03/03/2016	14	email	Invitation to an open house. Not personalized.
09/03/2016	6	email	Listed a bunch of Spring Visit Events. Not personalized.
04/08/2016	147	mail	Booklet titled "Caring Community Faithful future"
			No more personalization?

With no response from the prospect at what point do you quit?

Hail Mary – is it worth it?

University in the UK			
Grade 12 Humanities Prospect			
Sociology			
Date	Lapse Time Days	Response Type	Comments
26/11/2015			
28/11/2015	2	email	Personalized, but not alias email. Original subject. Info about "Uni" School of Law. Attached a video with more details. Links to view courses and to fill out application forms.
02/12/2015	4	email	An email about the "Uni" campus and the history of the school. Attached a video about the school. Encouraged to contact the school if I had any questions. Not personalized.
04/12/2015	2	email	Meet the team email. 3 profiles of people who run student recruitment. Very short email with short profiles. Not personalized.
09/12/2015	13	email	Journey to university email. Listed factors to consider when choosing a university. Not personalized.

Personalized, timely and relevant content

Meet the team

14/12/2015	5	email	Listed the 5 steps of applying to "Uni" . Encouraged to contact "Uni" for questions. Not personalized.	
17/12/2015	3	email	Meet our students email. Not personalized. Encouraged to join their social media channels, read student profiles, and watch videos.	
18/12/2015	1	email	Happy Holidays email. Not personalized.	Social media
21/12/2015	3	email	Awards, bursaries email. Also included student loans for Canadian students Not personalized.	Finance for Cdn students
28/12/2015	7	email	Stats and facts about London, UK and why I should go to U	Living in the UK
04/01/2016	7	email	Meet our students email with videos and articles about particular students	
11/01/2016	7	email	Links to follow all of "Uni"'s social media accounts.	
04/02/2016	24	email	Was encouraged to complete a survey. Not personalized.	Survey?
10/02/2016	6	email	Was wondering if I was still interested in receiving emails from "Uni". Not personalized.	
11/02/2016	1	email	Exact same email sent on Feb 4 asking to fill out a survey.	
18/02/2016	7	email	Was encouraged to attend the Study and Go Abroad Fairs in Vancouver or Toronto. Was provided details (time and location) as well as a link to register. Original subject. Not personalized.	
23/02/2016	5	email	Exact same email sent on Feb 18.	No more personalization?

University in Quebec			
Grade 12 Humanities Prospect			
Sociology- Bachelor			
Date	Lapse Time Days	Response Type	Comments
26/11/2015			
27/11/2015	1	email	Seems Personalized. Alias email. Original subject. Said they created a personal "Uni" account. Received an invitation to an open house and a campus tour. Exact same email for other students.
28/11/2015	1	email	Was encouraged to sign up for the "Uni" webinar that would lay out the application process and about scholarships/bursaries. Not personalized.
06/12/2015	8	email	Exact same webinar email.
19/12/2015	23	email	Season's Greetings email.
26/12/2015	7	email	Application email with links. Original subject.
12/01/2016	17	mail	Invitation to upcoming open houses. Sent on a postcard. Gave a link to RSVP.
25/01/2016	13	email	Invitation to an open house. Not personalized.
28/01/2016	3	email	Was notified that their online application system was down to technical difficulties and was now working again. Alias and personalized.
06/02/2016	71	email	Exact same email sent on January 25.
23/02/2016	88	email	Same open house email sent previously on Jan 25.
07/03/2016	101	email	Invitation to an open house. Not personalized.

Webinar invite

Application information

On campus events , no more personalization

University in BC			
Grade 12 Science Prospect			
Biology: Bachelor of Science Major			
Date	Lapse Time Days	Response Type	Comments
26/11/2015			
26/11/2015	0	email	Email encouraging to update my "Uni" account that they recently created. Encouraged to get in touch for any questions I had. Personalized, name in subject.
26/11/2015	0	email	Welcome with program Name in subject, understandable alias email sent from, long email with lots of information about program - including prerequisite courses, links to more information at bottom, personalized email, signed from individual person - encourages students to make account
28/11/2015	2	email	Newsletter for the science and horticulture department. Provided links for programs and videos of student success stories.
03/12/2015	5	email	More program Personalized email with an original subject. Just checking if I had any questions about the biology program and encouraged me to join a drop-in session, book a telephone appointment, or email.
18/12/2015	15	email	Seasons greetings email. Not personalized.
06/01/2016	19	email	Original subject. Personalized email. A summarization of what to expect on a "Uni" tour plus the registration link.
19/01/2016	13	email	Was encouraged to get in touch with "Uni" and was sent a guide for the application process.
21/02/2016	33	email	Invitation to an open house. Not personalized.

College in Ontario			
Grade 11 Sciences Prospect			
Pharmacist Assistant			
Date	Lapse Time Days	Response Type	Comments
24/11/2015			
26/11/2015	2	call	Admissions Counsellor introduced herself and left her phone number.
26/11/2015	0	email	Personalized. Original subject. Gave school background. Was encouraged to visit the campus. Attached a course outline to the email.
30/11/2015	4	email	Seems personalized, but same email used for other students. Was encouraged to book a personal information session.
02/12/2015	2	call	Admissions Counsellor introduced herself and left her phone number.
04/12/2015	2	email	Automated email encouraging me to apply to "College".
05/12/2015	1	email	Checked to see if I was still interested. Made arguments as to why to come to "College".
08/12/2015	3	email	Invitation to Health Care Programs webinar.
09/12/2015	1	email	Invitation to Health Care seminar.
10/12/2015	1	email	Webinar invitation. Not personalized
15/12/2015	5	email	Advertised most of their programs have internships.
15/12/2015	0	email	Check-up email. Wanted to see if I was still interested.
22/12/2015	7	email	Happy Holidays email.
31/12/2015	9	email	Happy New Year email.
31/12/2015	0	email	Another Happy New Year email.
31/12/2015	0	email	Invitation to a free one-day class.
16/01/2016	16	email	Same email about internships.
21/01/2016	5	email	Another check-in email to see if I was still interested.
27/01/2016	6		to be a student at "College".

Too early for a call?

Program

Internships

The right approach for
a grade 11 student?

Hall of Shame

Long Text Emails

Hello Matilda,

Thank you very much for your interest in the [Practical Nursing](#) program here at Stenberg College. I received the inquiry that you submitted online and I'm very sorry that I missed you when I called today.

The Practical Nursing program is one of our longest-running programs with a proven track-record of graduate success. You'll find a lot of useful information about the program on our website including career & wage information, admission requirements, a [course listing](#), and more. The program is taught in-class at our campus here in Surrey, BC.

- Practical Nurses in BC can earn over \$24 per hour to start.
- Our program has been fully updated to the latest 18-month curriculum set up by the CLPNBC and Ministry of Advanced Education and Stenberg College was the first private school in BC to be approved for the new curriculum.
- Over 95% of our graduates pass the National Registration Exam on their first try – nearly 10% higher than the national average!
- [Students](#) in our program will have access to the latest technology, utilizing [SIMS Mannequins](#) in the Nursing Lab to practice skills prior to beginning any clinical or practicum time.
- The program includes training in First Aid, CPR, Health Care Provider, & Automated External Defibrillation, Workplace Hazardous Materials Information Systems, FOODSAFE Level 1 so that y
- Stenberg College offers FREE UPGRADING and challenge exams to [students](#) who may not meet the program requirements.
- Over 92% of our graduates are hired in their field within six months of graduation and our [Graduate and Career Services](#) office is dedicated to helping our graduates find employment.
- Graduates of the Practical Nursing program are eligible for the [BC Student Loan Forgiveness Program](#) if they choose to work in an underserved area of BC after graduation.

You can review the most recent copy of [SUCCESS Magazine](#) featuring our [Student of the Year Awards](#), which are tuition reimbursements between \$7,000 and \$19,000. I hope you enjoy reading the stories of our [students](#) and find inspiration in their accomplishments!

I'd like to help you get more information by coordinating an Information Session by phone for you with one of our Program Advisors. They will be able to go over the specifics of the program such as future start dates, delivery methods, classroom schedules, program fees, payment options as well as career outcomes, starting wages, and more. Your advisor can also answer any questions you have so you can decide if our program is right for you. Phone appointments can be set during the day during the week as well as Wednesday evenings and Saturdays.

Please contact me at your earliest convenience so I may set up an Information Session for you.

Sincerely,

**Excessively long
text emails**

Hall of Shame

Sales Terminology

Hi Matilda,

I've made several attempts to contact you by phone and email regarding your inquiry about our **Bachelor of Commerce - General Studies** program, but I haven't heard back from you. I am wondering if you are still interested in learning about the program in more detail?

Please do get back to me at your earliest convenience by email [REDACTED] or by calling my toll free number [REDACTED]. I'll be happy to answer any questions regarding your inquiry and tell you more about the program and institution itself.

However, if you are no longer interested, please let me know and I can close your file.

Regards,

Referring to a student's file or similar sales terminology

Hall of Shame

Asking For Information Again


Hi Brenda,

I would be glad to help get information to you for a grade 11 student. I can actually post you a number of different material to help. If you give me an address I'll have it sent out as soon as possible.

**Address information already provided -
don't forget to collect all lead details**

Best Practices

The Basics



Welcome to Concordia University!

Hi Matilda,

Thank you for your interest in Concordia University. We have started your profile on Connect2Concordia!

Here is your login information:

Your temporary Username is: 04GV05I9
(you can change this later)

Click on this link to [activate your profile](#) and set your password.

If the link above does not work please copy paste the following in a new browser window:
<https://connect2.concordia.ca/concordia/link/97B7D7253322E27C61843EFFB51BBCCF>


You now have personalized access to [Connect2Concordia](#) through which you can register for a campus tour, ask questions, and receive current information and more.

Using this tool, as well as the [Concordia website](#), you can begin to explore all that Concordia University has to offer. Get to know what we have to offer to you and what sets us apart from other institutions. Feel free to ask questions about what a unique experience awaits you at Concordia.

For your convenience, we've also sent this information to your Concordia email which maintains a record of your correspondence with us.

Looking forward to seeing you on campus soon,

Concordia University
1455 De Maisonneuve Blvd. West
Montreal, Quebec, Canada
H3G 1M8





Join us on Social Media!

Hi Matilda,

Since you've expressed an interest in Concordia University we want to take this opportunity to invite you to join us online through social media.

There are a few fun ways to get connected, join the conversation, and get helpful information about your future university.


 Follow us on Twitter, [@CUFutureStudent](#), to get information about our programs, upcoming events, reminders, and fun tips from the Concordia recruitment team. Give us a shout-out, we'd love to hear from you.

 Make sure to "Like" our page [Concordia University Future Students](#). Thousands of students use our page to network with other future students, ask questions, and find their way to Concordia long before they set foot on campus.

Make sure that no question goes unanswered. We've seen all sorts of topics that everyone wants to join the conversation. Maybe you have questions about admission or you're looking for new friends or potential roommates. All questions are welcome!

Join the community and join our thousands of members from all over the world in becoming Concordia as a future Concordia student.

Join us online,



BRIAN HASTIE
Recruitment Communications Specialist

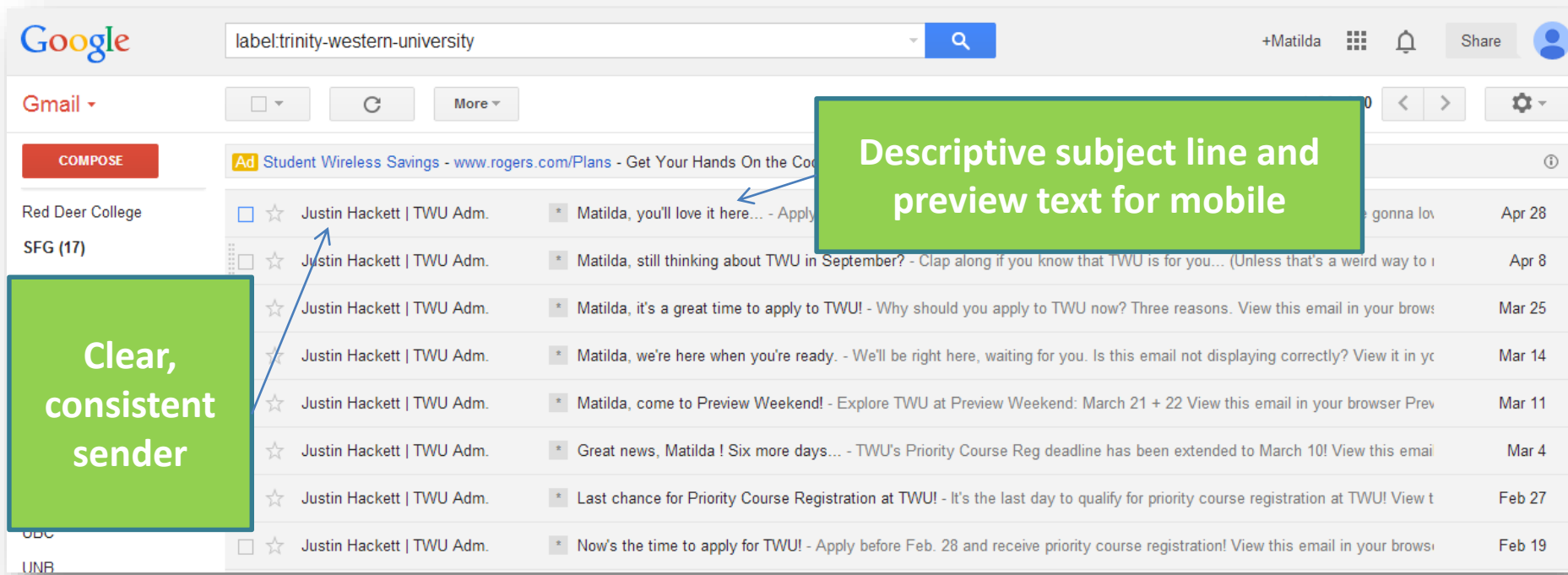


CECILIA MALAZDREWICZ
Recruitment Communications Specialist

HTML-coded, concise content
Consistent branding + tone
Responsive

Best Practices

The Basics



Best Practices

The Basics



Include a personalized letter with viewbooks

Keep branding + tone consistent

Send relevant content

Best Practices

Tailored Content



Hey Brenda!

Curious about what classes you need to get into TWU?

It's never too early to start planning ahead. Take a look at our [Admissions Requirements](#) to make sure you have the classes you need to pursue the TWU program that appeals to you.

If you have any questions, feel free to email me back. I'd be happy to help!

Talk to you soon,

776-21-22

**Clear Grade 11 strategy –
content specific to younger
students**

Best Practices

Tailored Content



Location-specific targeting

Visit the Study and Go Abroad Fair

Register Now

Dear Brenda,

Come and meet in person Middlesex's trusted representative **Across The Pond** at the **Spring 2014 Study and Go Abroad Fair** - Canada's largest International University Expo, taking place in Vancouver and Toronto.

Best Practices

Tailored Content

Hello Matilda,

Warm greetings from [redacted]! There are online resources available that will provide you with information on the Business Administration and Nursing program. I have copied the link to our viewbook for your perusal and this will provide you with a general overview of each program as well as the admission requirements. I have also attached our academic calendar if you wish to browse through the courses available under each program. Lastly, please see the links below for the webpage for the Business Administration and Nursing program.

[redacted] [nursing/](#)
[/businessadmin/](#)
[a/viewbook/](#)

Program-specific
information

Hello Matilda,

I recently received an information request from you regarding our Bachelor of Management.

I can help you answer any questions you have about [redacted] and our would like to talk just give us a call at [780.479.9220](tel:780.479.9220) and speak with an admissions advisor!

We look forward to hearing from you.

If you want to find more info about [redacted] online You can:

- Like us on [Facebook](#)
- Follow us on [Twitter](#)
- Find us on [YouTube](#)
- Go online to [Apply!](#)

Lance Lindoff

Best Practices

A Communication Plan

1. Welcome email / 0-2 days
 - Be relevant and personalized
2. Program-specific email / 5 – 10 days
 - Relevant programs
3. Life on campus and social media email / 7 – 14 days
 - Stay in touch follow and join social media
4. Events email / 7 – 14 days prior
 - Campus tour and local events are for locals, webinars and visits for others
5. Location & residence package / 7 – 14 days
 - Especially if coming from a far
6. Scholarships & financing email / 7 – 14 days
 - Especially if coming from a far
7. Application postcard – email – call / 7 - 21 days prior to deadline
 - Deadlines, links, questions

Best Practices

A Communication Plan

1. Personalize
2. Be relevant and context
3. Have consistent branding
4. Use graphics, photos and video
5. Be timely
6. Mix it up
7. Track and adapt

Best Practices

A Communication Plan

Yikes – almost forgot ...

Respond to your requests!

Thank You & Questions

Contact Information

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