

YDUQS

CASE STUDY

Using feedback to innovate and improve the customer experience



In order to achieve our purpose of 'Educate to Transform' we need to deliver, in addition to excellent teaching, an overall experience that engages the student and eliminates all the noise around the learning process.

Gustavo Sued
Director of Customer Experience at Yduqs

Over 1.2M students engaging in feedback

+22 pt increase in NPS for the Digital programs*

+19 pt increase in NPS for the On-Campus programs*

* NPS Estácio, YTD Q3 2021 vs 2020

SUMMARY

Yduqs, one of the largest higher education groups in Brazil, is on a cultural transformation that aims to provide the best customer experience to its students and is studying and redesigning processes to ensure satisfaction is

Using Medallia, Yduqs now has a clear understanding of the student experience throughout eight different touch points along the journey and can make improvements based on feedback.

Student feedback has enabled the organization to make various process improvements, such as redesigning payment slips so they are easier to understand.

Today, Net Promoter Scores (NPS) have increased by 19 points for the On-Campus programs and 22 points for the Digital programs, and the organization has seen their survey responses more than double for their 1.2M students engaging in feedback.

Delivering on the mission

Driven by the purpose of “Educate to Transform”, Yduqs is present in 23 states and the Federal District through on-campus teaching and throughout Brazil with digital and remote courses. Yduqs offers undergraduate and graduate courses to more than 1.2M students. Committed to promoting the continuous improvement of its students’ customer experience, Yduqs has been using the Medallia platform since 2019.

The start-up of the Medallia platform at Yduqs marked the transition from a phase in which specific customer experience actions were carried out to a continuous program aimed at achieving empathy with the student. In the past, it was common for a survey with a student to be answered and only 30 days later would the action take place that would solve the student’s demand. Now, satisfaction surveys with students and the analysis of results are carried out in real time.

Understanding feedback along the student journey

Medallia provides a unified view of the student’s perception of the eight blocks of the institution’s student journey. It starts from the application (when the candidate is transformed into a student) for the onboarding phase and the evaluation of the learning experience. The other feedback touchpoints in the student’s journey are payment, communication between the institution and the student, renewal of enrollment, attendance and graduation.

The entire Yduqs board of directors is a user of Medallia dashboards that report in real time the evolution of the institution’s customer experience program. The platform allows the configuration of several different dashboards, which deliver specific data to each user profile, giving the board of directors and employees a clear view of the student’s experience.

Improving the experience to place students at the center of everything we do, requires a cultural change in the company.

Rossano Marques
Vice President of Corporate
Operations at Yduqs

Increasing engagement and satisfaction while continuously improving

A process that has been improved because of the inputs generated by the Medallia platform is related to monthly payment slips. When the team received information that the layout of the boleto was not clear, making it difficult for the students to organize their finances, they started to develop new billet layouts until they arrived at a template that would meet the students' demand. A resolution like this happens after "squads" formed by multidisciplinary teams from Yduqs study and analyze the data from Medallia with the goal of understanding a root cause to a problem. When necessary, squads propose to redesign processes in order to increase student engagement with the institution. Today, Yduqs has twelve squads dedicated to the continuous improvement of the Customer Experience offered to students.

The Medallia platform, with SMT's system integration support, has helped Yduqs NPS evolve, with On-Campus program NPS increasing by 19 points, and Digital program NPS increasing by 22 points. The institution fires an average of 350 thousand surveys for students each month, which will be analyzed instantly, producing KPIs essential to support the transformation of the Yduqs culture. The rate of responses to surveys have also increased, and the number of surveys answered by students more than doubled.

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com)