



Top Ten discoveries from "mystery shopping" your school tour

The ISP has visited schools across the country, from tiny prep schools, to large through schools. Our aim is to help schools evaluate the prospective parent experience, something which is very difficult for schools to do themselves. Each and every visit always results in some "easy wins" for schools, as the process has often not been reviewed for years. Below are our most popular discoveries.

- 1 The wrong postcode - often we end up at sports fields!
- 2 Google throwing up a specific page for the school rather than the main home page - often it might take you to a Prep or Senior site instead of the overall school.
- 3 The discovery of old obsolete twitter accounts that are showing up in searches ahead of the real accounts which staff are spending a lot of time on. These accounts can give an incorrect impression of the school.
- 4 No instructions on where to go on arrival - whilst glossy brochures maybe a thing of a past there is now often a complete lack of information.
- 5 Social media posts that don't reflect the school - for example often they may be very sports biased.
- 6 No direct line for admissions - often the main school number goes to voicemail or isn't answered which can be frustrating.
- 7 No itinerary ahead of the visit in terms of how long the visit or who parents may meet.
- 8 Overly unnecessary long tours, due to campus size, tour guides and meetings.
- 9 Indiscreet comments in the waiting room area from staff who don't realise they can be heard by visitors.
- 10 Surprising lack of follow up after the visit.

Call 07929 925971 or email alicia@independentschoolsportal.org if you would like to learn more about how "mystery shopping" could help your school, increase recruitment and receive our full free guide to "mystery shopping".