

An Empirical study of Business Confucius Institute (BCI) of the Athens University of Economics and Business (AUEB)

Net Promoter Score Survey



Research Abstract

The main purpose of the research is to measure the Net Promoter Score of BCI services and evaluate the overall satisfaction of BCI costumers.



Steps for Net Promoter Score Evaluation

Review of NPS Survey Best Practices.

Conduction of a survey and data production.

Analyzing the results of the survey using statistical techniques.

Providing feedback to Directors of BCI.

The **sample** of the research consists of **63** students (2020-2023) at Business Confucius Institute of the Athens University of Economics and Business.

Net Promoter Score

“**Net Promoter Score (NPS)** measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round”.



Respondents are grouped as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying BCI services and refer others, fueling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic students who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are dissatisfied students who can damage BCI's brand and impede growth through negative word-of-mouth.

Not at all likely

Neutral

Extremely likely



Detractor

Passive

Promoter

% PROMOTERS - % DETRACTORS = NPS (NET PROMOTER SCORE)

Presentation Structure

BCI Chinese Cultural Lectures

BCI Summer Camps

Chinese Bridge Competition

BCI Scholarship

Chinese Language Tests

Demographics



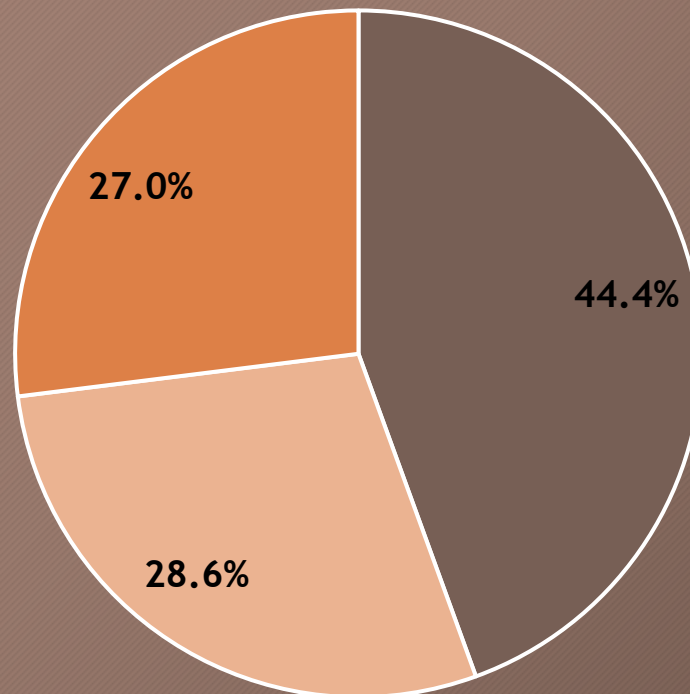
BCI Chinese Cultural Lectures





BCI Chinese Cultural Lectures

Have you participated in any of the BCI Chinese Cultural Lectures?



Yes

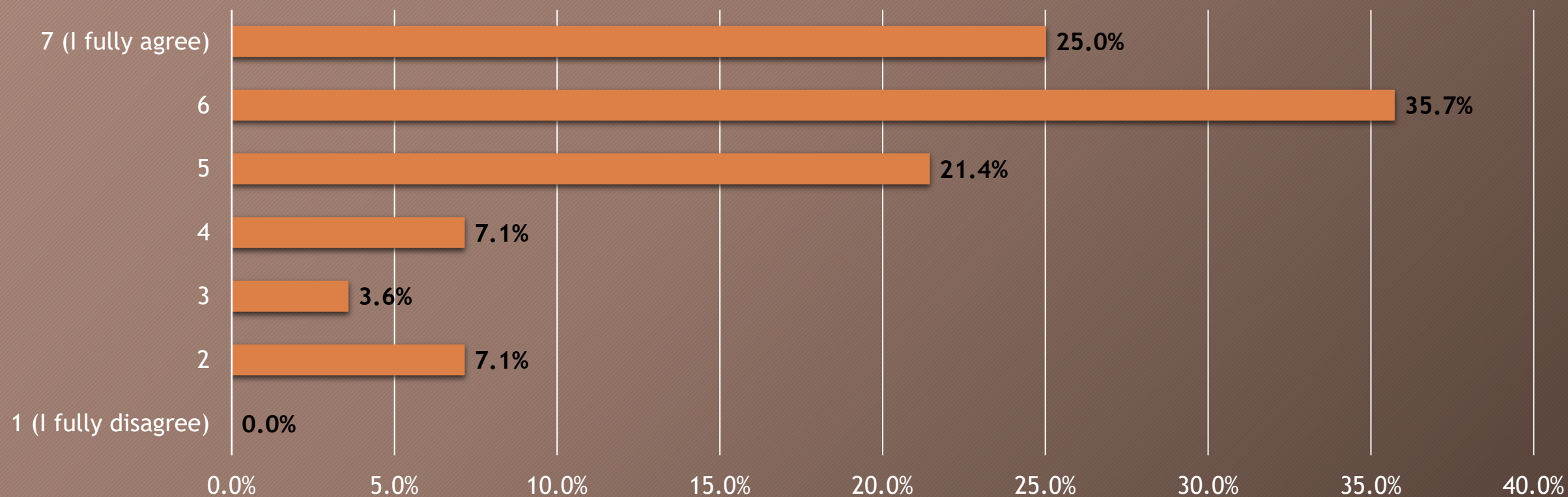
No, although I know that Chinese Cultural Lectures take place.

No, I did not know that Chinese Cultural Lectures take place.

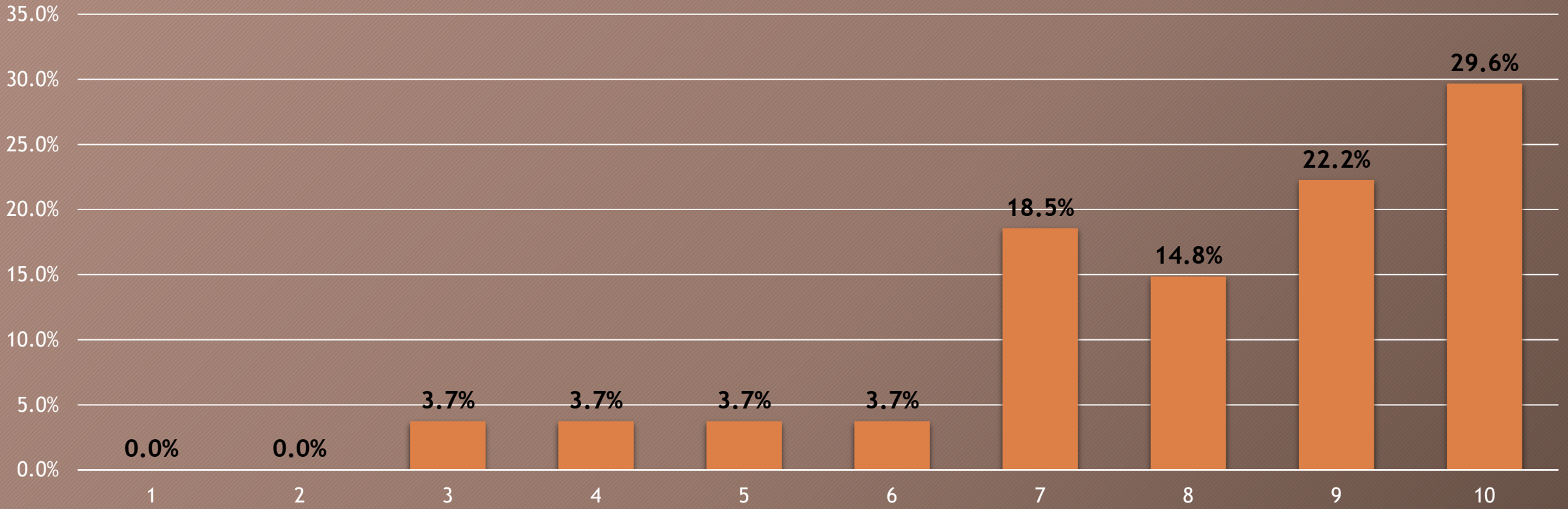


BCI Chinese Cultural Lectures

If you participated in any Chinese Cultural Lecture, do you consider your overall experience satisfactory?



Net Promoter Score



BCI Chinese Cultural Lectures



Net Promoter Score Survey

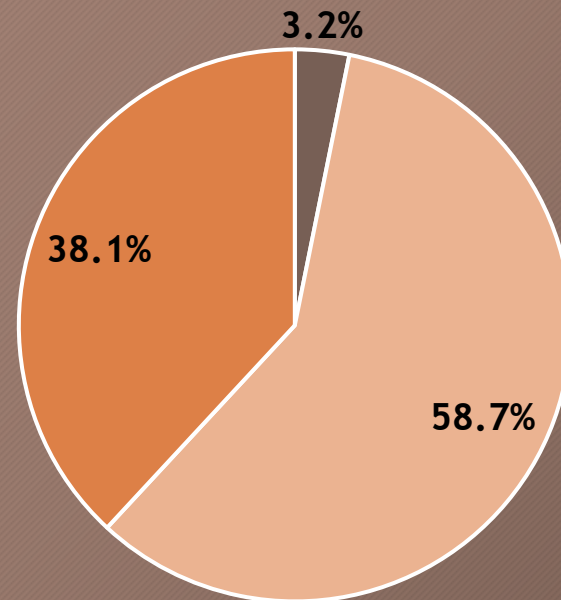
BCI Summer Camps





BCI Summer Camps

Have you participated in any of the BCI Summer Camps?

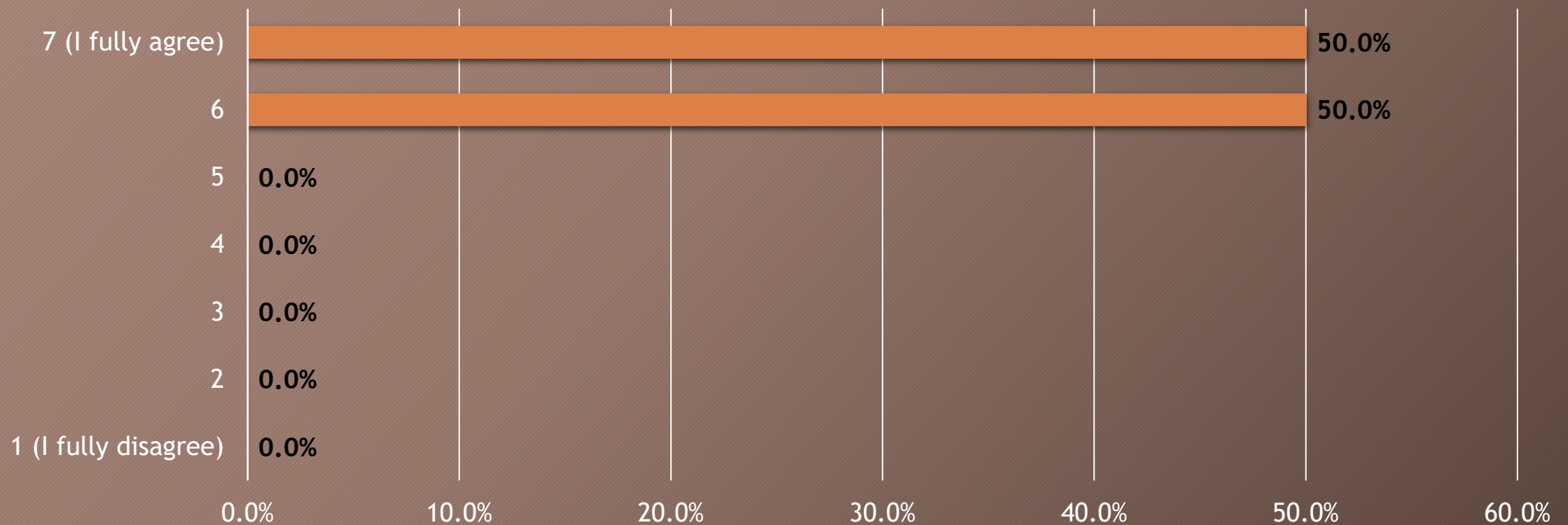


- Yes
- No, although I know that Summer Camps take place.
- No, I did not know that Summer Camps take place.



BCI Summer Camps

If you participated in a BCI Summer Camp, do you consider your overall experience satisfactory?



Net Promoter Score



BCI Summer Camps



Net Promoter Score Survey

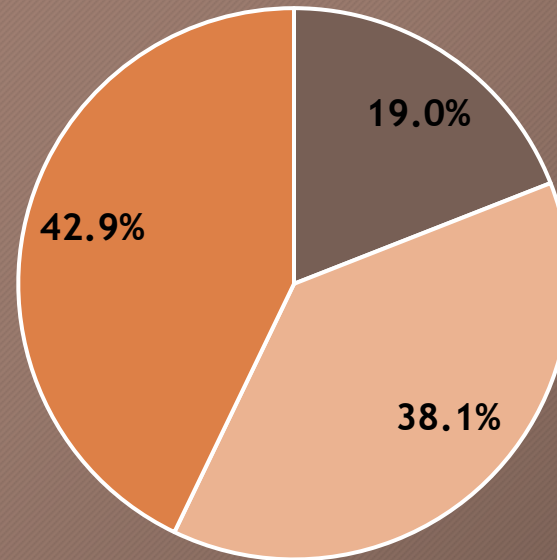
Chinese Bridge Competition





Chinese Bridge Competition

Have you participated in the Chinese Bridge Competition?

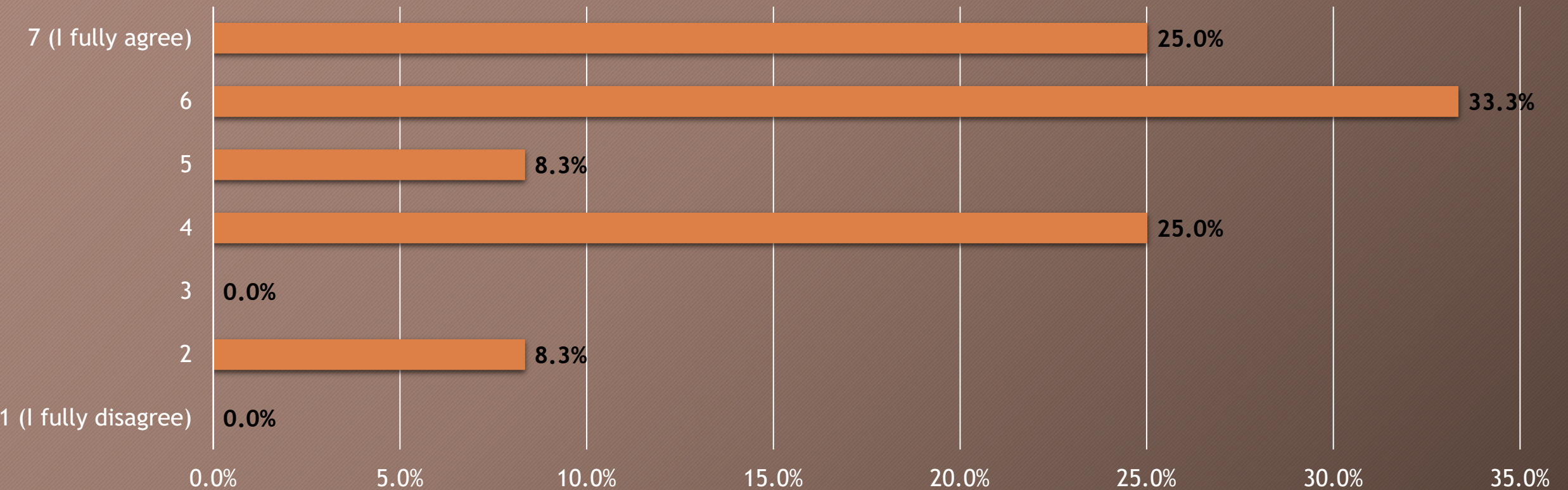


- Yes
- No, although I know that Chinese Cultural Lectures take place.
- No, I did not know that Chinese Cultural Lectures take place.

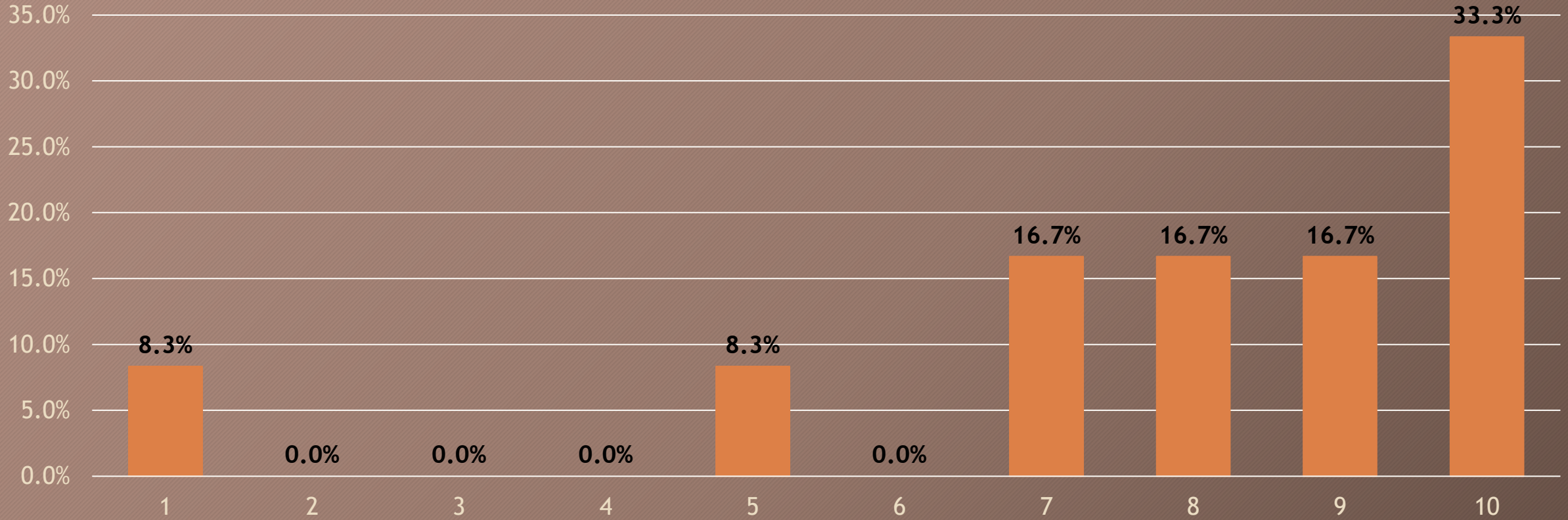


Chinese Bridge Competition

If you participated in the Chinese Bridge Competition, do you consider your overall experience satisfactory?



Net Promoter Score



Chinese Bridge Competition



Net Promoter Score Survey

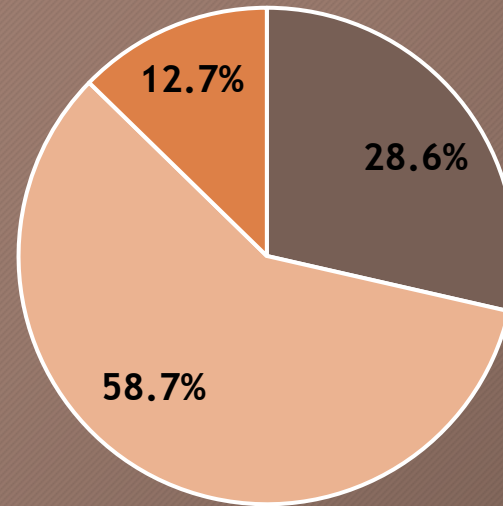
BCI Scholarship





BCI Scholarship

Have you expressed interest in receiving a scholarship from the BCI?



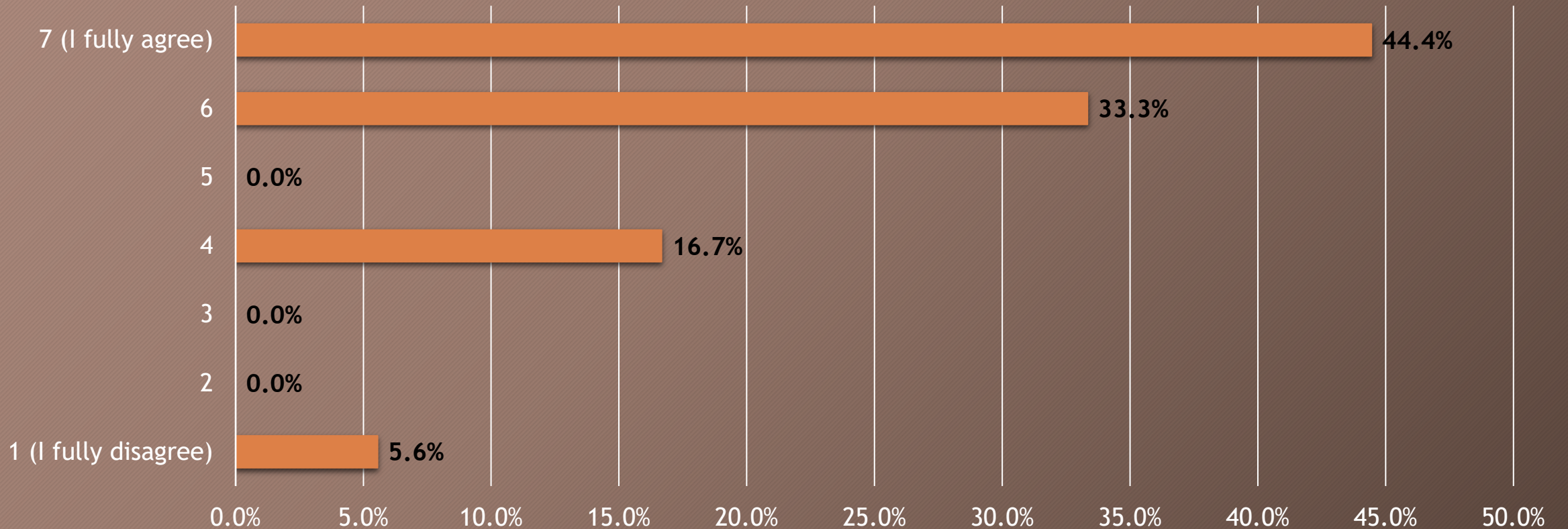
- Yes
- No, although I know that BCI provides scholarships.
- No, I did not know that BCI provides scholarships.

Net Promoter Score Survey

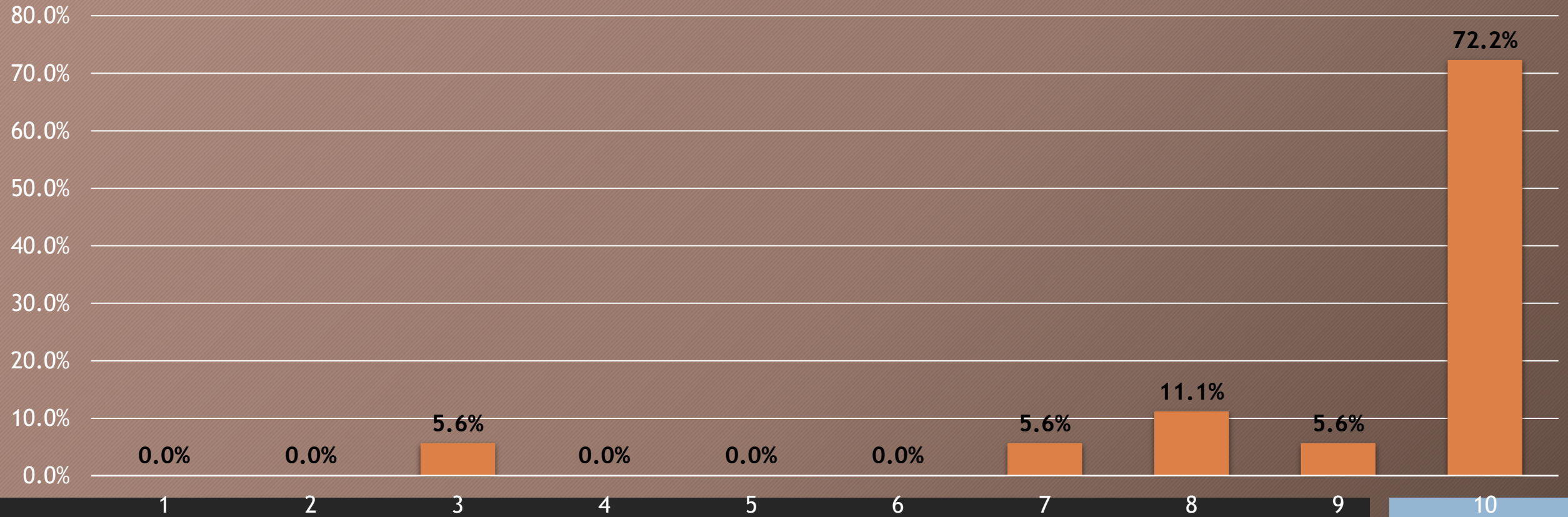


BCI Scholarship

If you received a scholarship, do you consider your overall experience satisfactory?



Net Promoter Score



BCI Scholarship



Net Promoter Score Survey

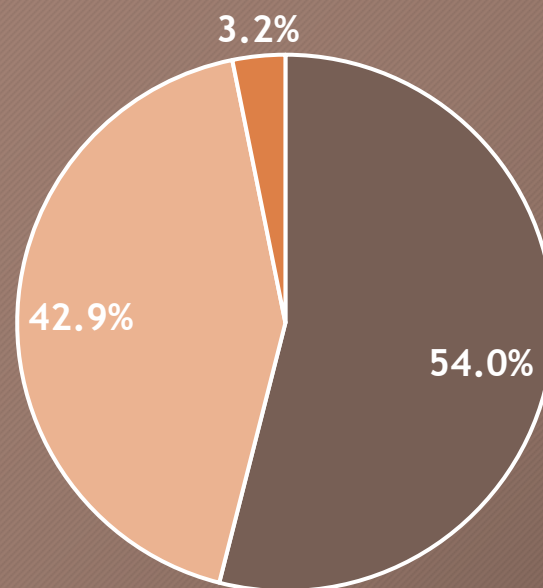
Chinese Language Tests





Chinese Language Tests

Have you participated in any of the Chinese language tests (HSK/HSKK/BCT)?

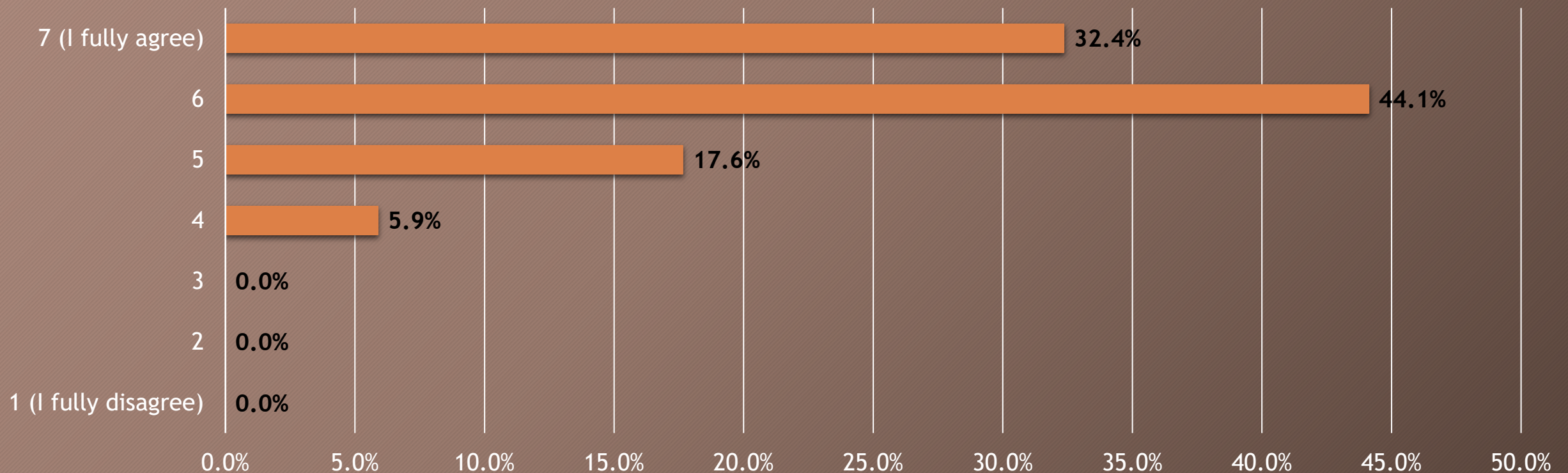


- Yes
- No, although I know that BCI provides scholarships.
- No, I did not know that BCI provides scholarships.

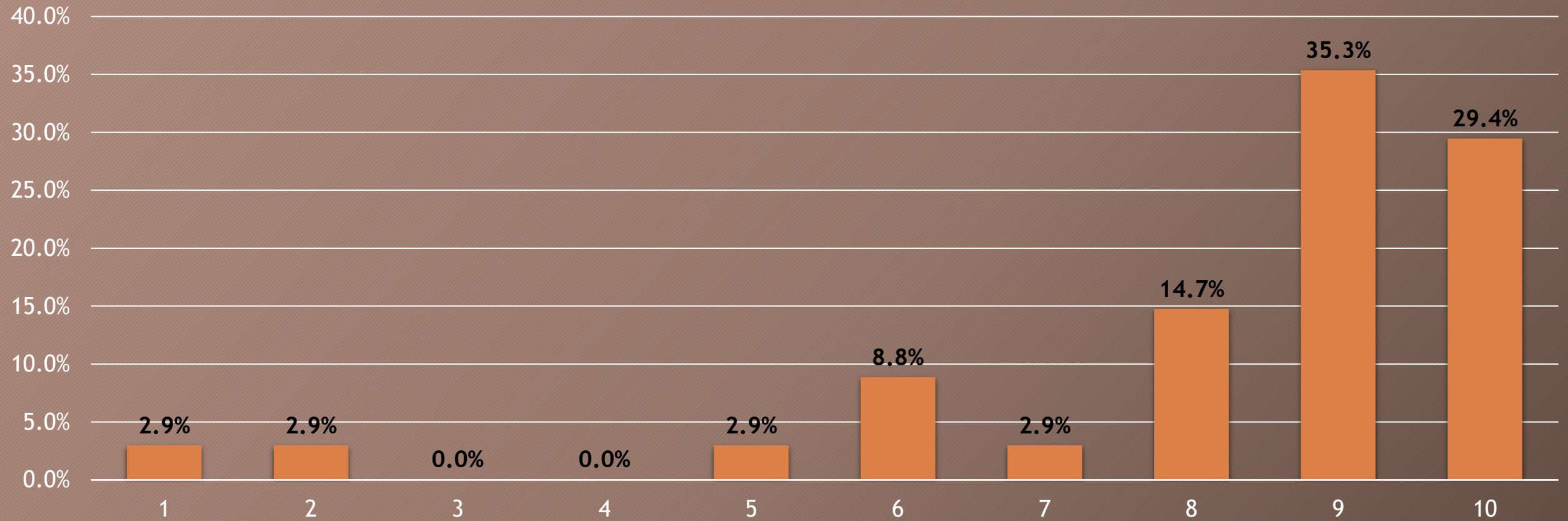


Chinese Language Tests

If you participated in any Chinese language test, do you consider your overall experience satisfactory?



Net Promoter Score



Chinese Language Tests



Net Promoter Score Survey

Demographics

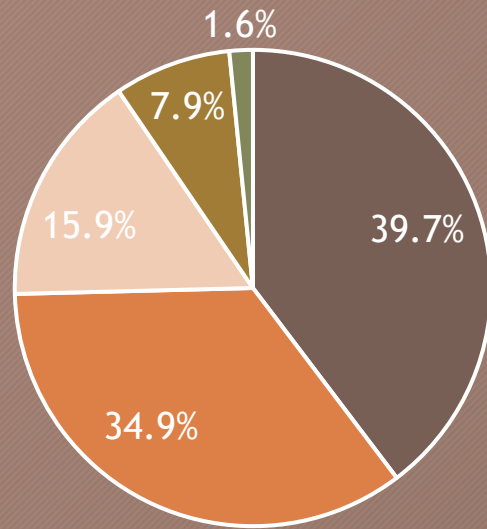


Net Promoter Score Survey



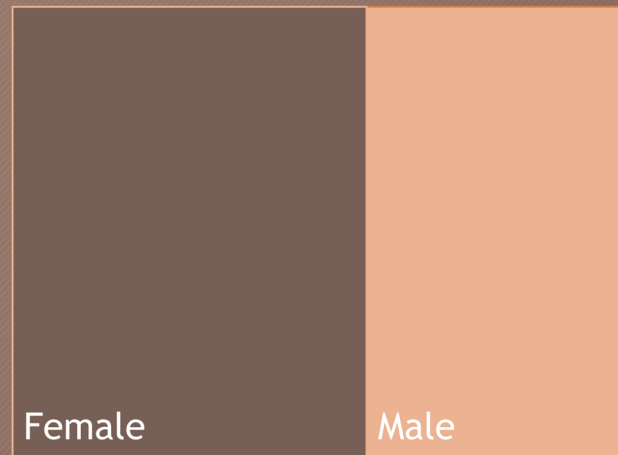
Demographics

Age



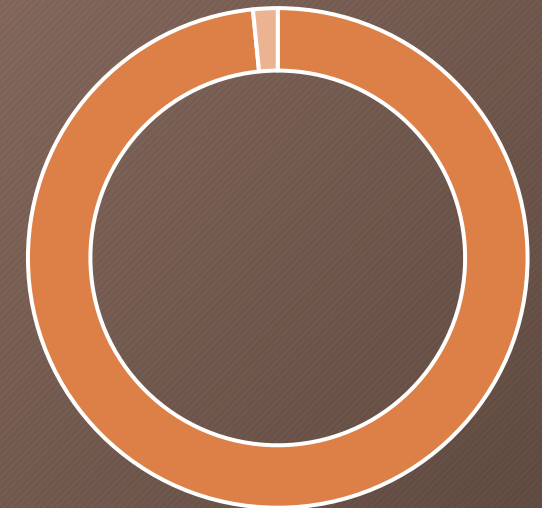
- 18 - 24 years old
- 25 - 34 years old
- 35 - 44 years old
- 45 - 54 years old
- 55 years or older

Gender



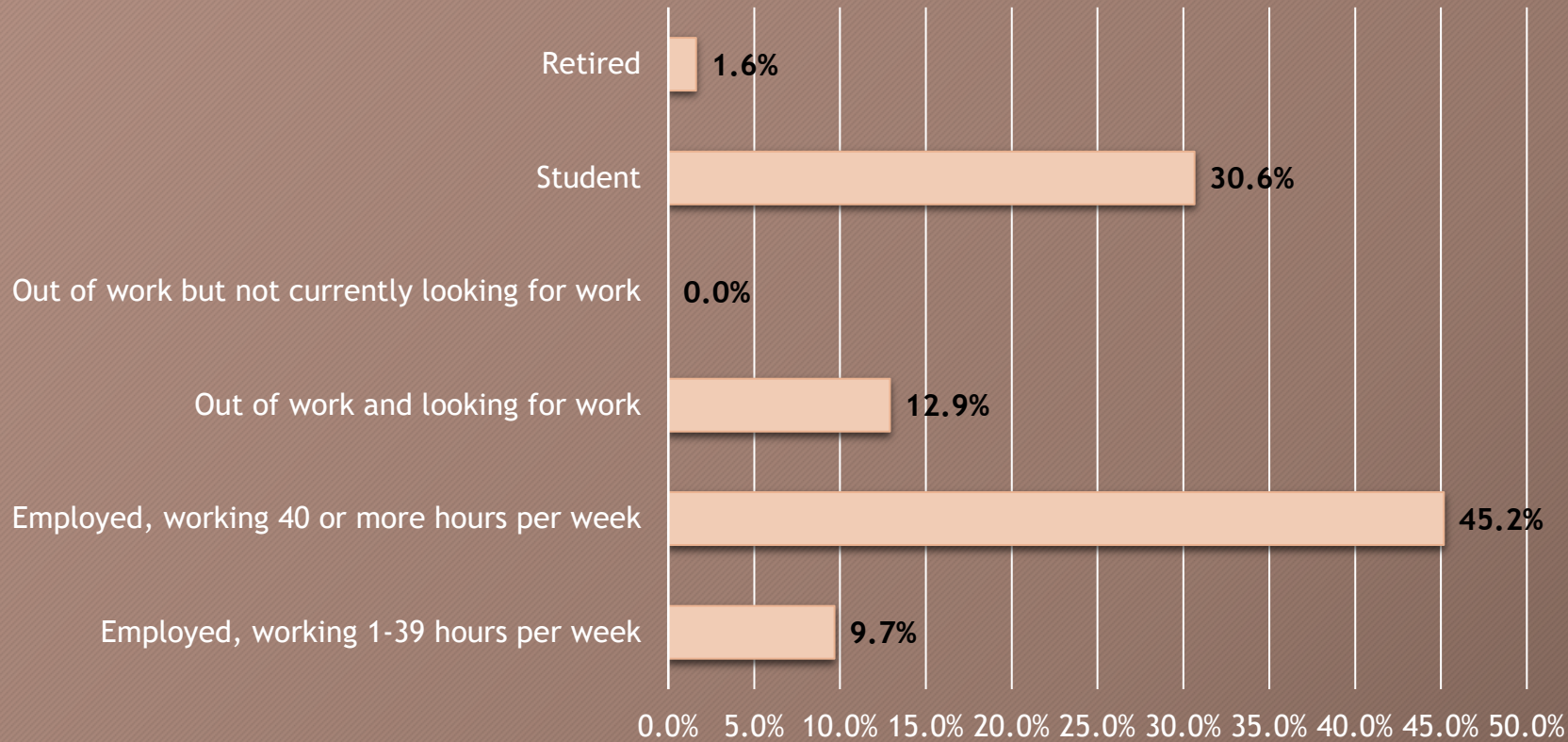
- Male
- Female

Ethnicity/Nationality

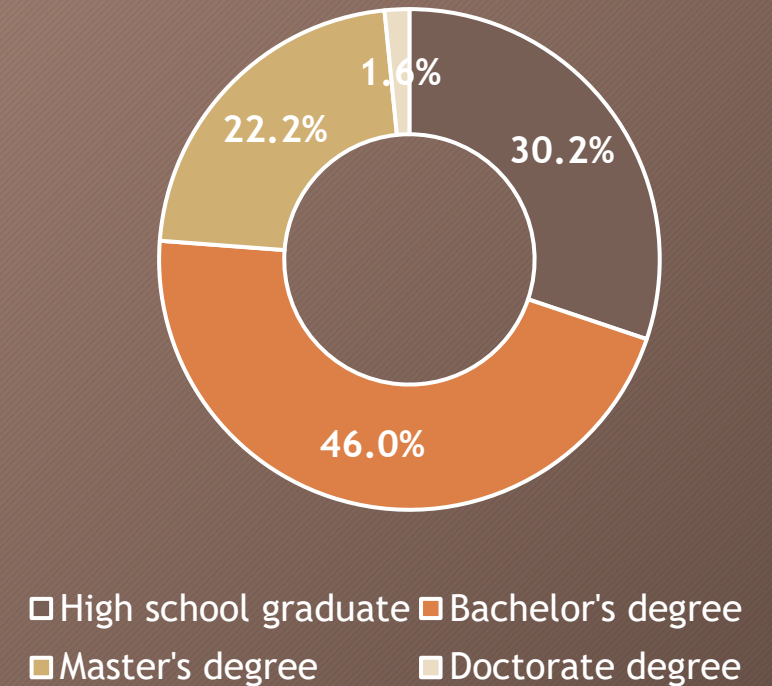


- Greek
- Other

Employment status



Highest degree or level of education



Demographics



Net Promoter Score Survey

Conclusions



Main Conclusions from the survey results

“A positive NPS (i.e., one that is higher than zero) is generally deemed **good**, a NPS of +50 is generally deemed **excellent**, and anything over +70 is **exceptional**”.

Source: www.wikipedia.org



NPS
=
37,0%

BCI Chinese Cultural Lectures

NPS
=
50,0%

BCI Summer Camps

NPS
=
33.4%

Chinese Bridge Competition

NPS
=
72.2%

BCI Scholarship

NPS
=
47.2%

Chinese Language Tests

Suggestions:

- Focus groups
- Surveys with open questions

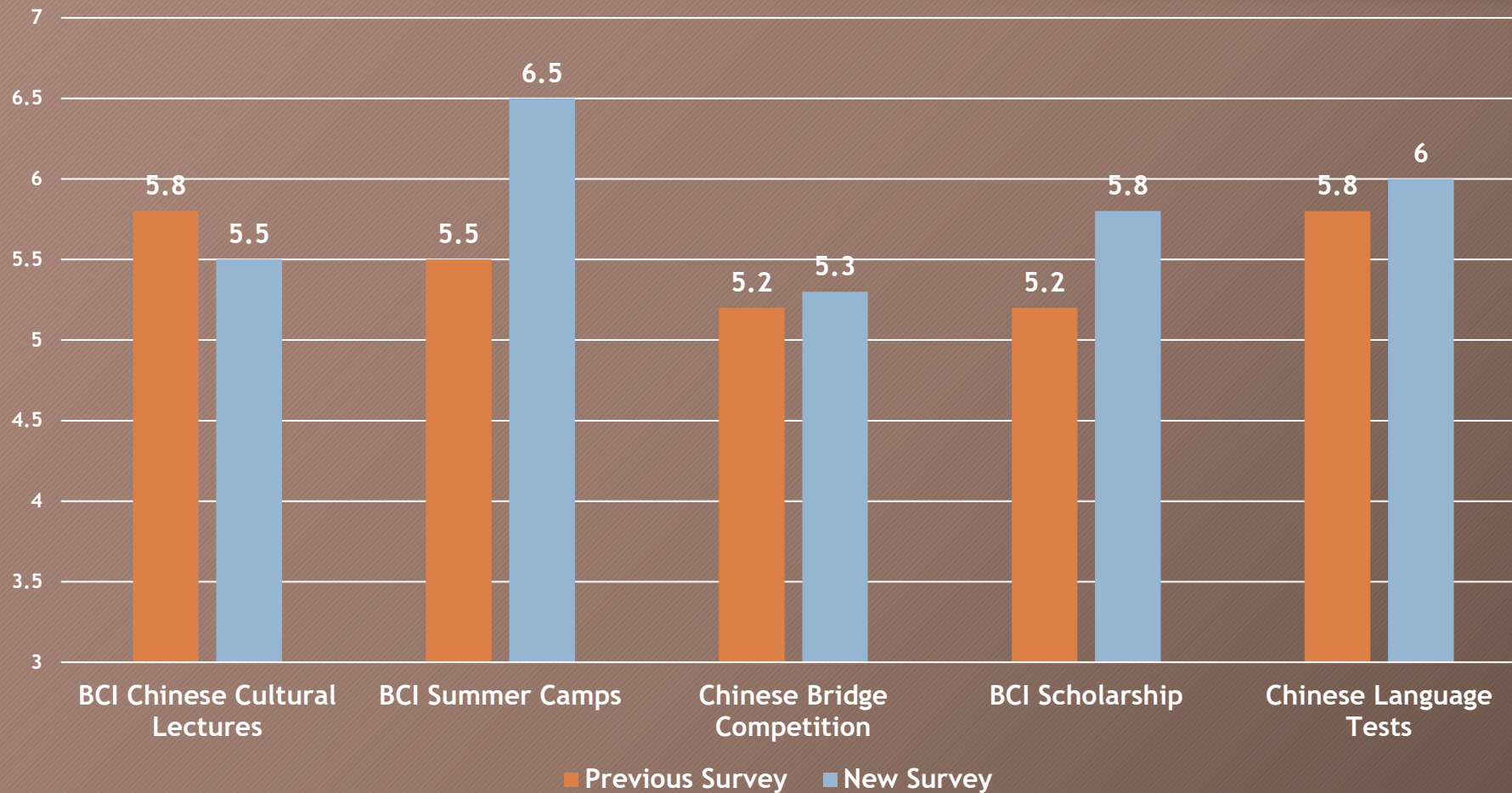


Comparison of Net Promoter Score between the two Surveys





Comparison New Survey 2020-23 <-> Previous Survey 2015-19



Results demonstrate an increase in students' ratings of Summer camps, Bridge Competition, Scholarships and Language Tests. There is a small decrease in students' rating of cultural lectures.

Net Promoter Score Survey

