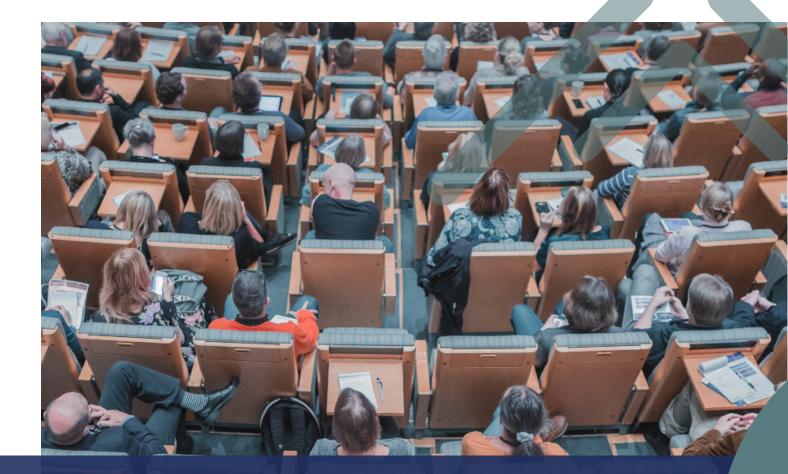# LONDON BUSINESS SCHOOL

Deep diving into Student's Feedback

Winning in the eXperience Economy
with better student engagement and insight

Deep diving into students' feedback and deriving insights of real value is enabling **London Business School** to improve the student eXperience.

Engineering Value with Technology

CapVentis

London Business School

qualtrics.XM

![IMPROVE]

CHALLENGE

London Business School (LBS), the award-winning postgraduate business school, offers the world's best MBA programmes and memorable student eXperiences.

The end-of-year Feedback Programme had three key areas to optimise; time to value, accuracy, and overall context.

The focus was on improving the analysis of survey outputs, turning these into insights of value via enhanced dashboards.

SOLUTION

LBS invested in Qualtrics Vocalize which provides powerful dashboarding functions and features. A dashboard was created to monitor student engagement across multiple touchpoints. The resulting insights could then be accessed by multiple teams, with preconfigured filters delivering the right insights to the right people.

Capventis assisted in solution design and configuration. Support was delivered by a combination of onsite and remote sessions.

Dramatic Improvements in

Data Capture, Management & Analytics

VALUE

- Accelerated time to value though onsite training.
- Insights that are truly actionable.
- Easier to identify relevant correlations.
- Individualised data to drive more personalised and memorable student experience.
- Win-Win (Students-LBS)

"Capventis were really knowledgeable of Qualtrics and attuned to our needs for support to get us setup quickly. We hit the ground running and started finding insights straight away, skipping the usual learning curve. We can now interrogate our data instantly, allowing us to explore multiple avenues at ease, and avoid wasting time looking for correlations in the wrong direction."

Alexandra White
Senior Business Analyst,
LBS

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