

# *Customer Experience Management Analysis*

For the period of 1 October 2015 – 31 March 2016

AIESEC in Sydney

This report looks at how AIESEC in Sydney performs in terms of exchange quality, and how we can improve on our current CEM status. It uses post exchange surveys collected through Podio for OGX.

**Our current response rate is 83%.**

- Our goal for response rate is 100%
- This score is based on Realization dates from October 2015 – September 2016.

**Our current NPS is 34.8**

This score is based on:

- Realization dates from October 2015– April 2016
- A sample size of 43, of which 39 were from oGC

# Data Summary

|                   | Realized | Surveys | Response Rate |
|-------------------|----------|---------|---------------|
| oGC Summer        | 43       | 39      | 91%           |
| <i>oGC Winter</i> | 5        | 0       | 0%            |
| oGT               | 1        | 1       | 100%          |
| oGE               | 3        | 3       | 100%          |
| Total             | 52       | 43      | 83%           |

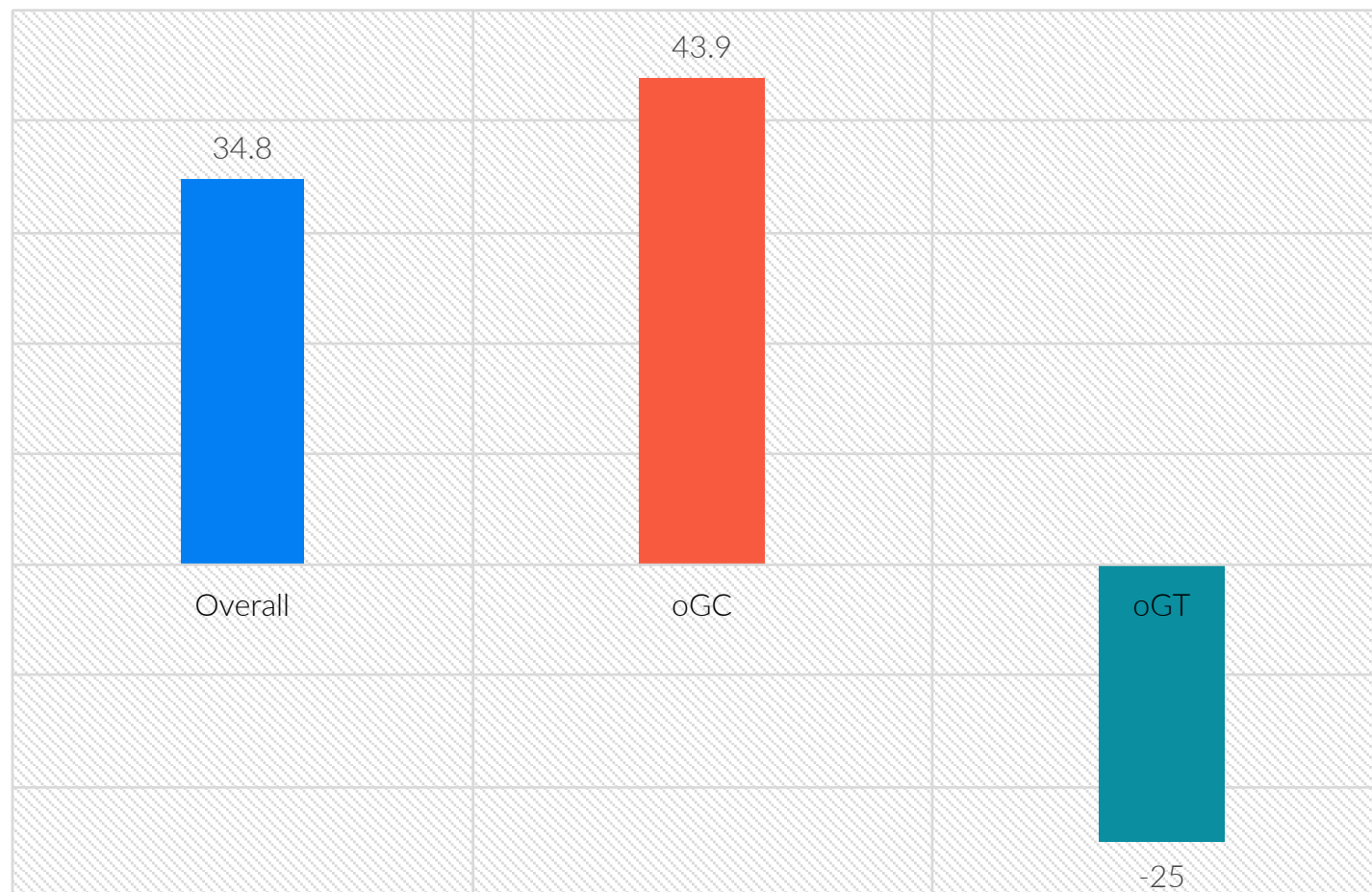
The overall response rate is 83%.

# NPS

34.8  
Overall

43.9  
oGC

-25  
oGT



# Recommendations

- Collect XQS from 2016 Winter Exchanges
- oGT, get yo shit together ☹️

# *Home LC*

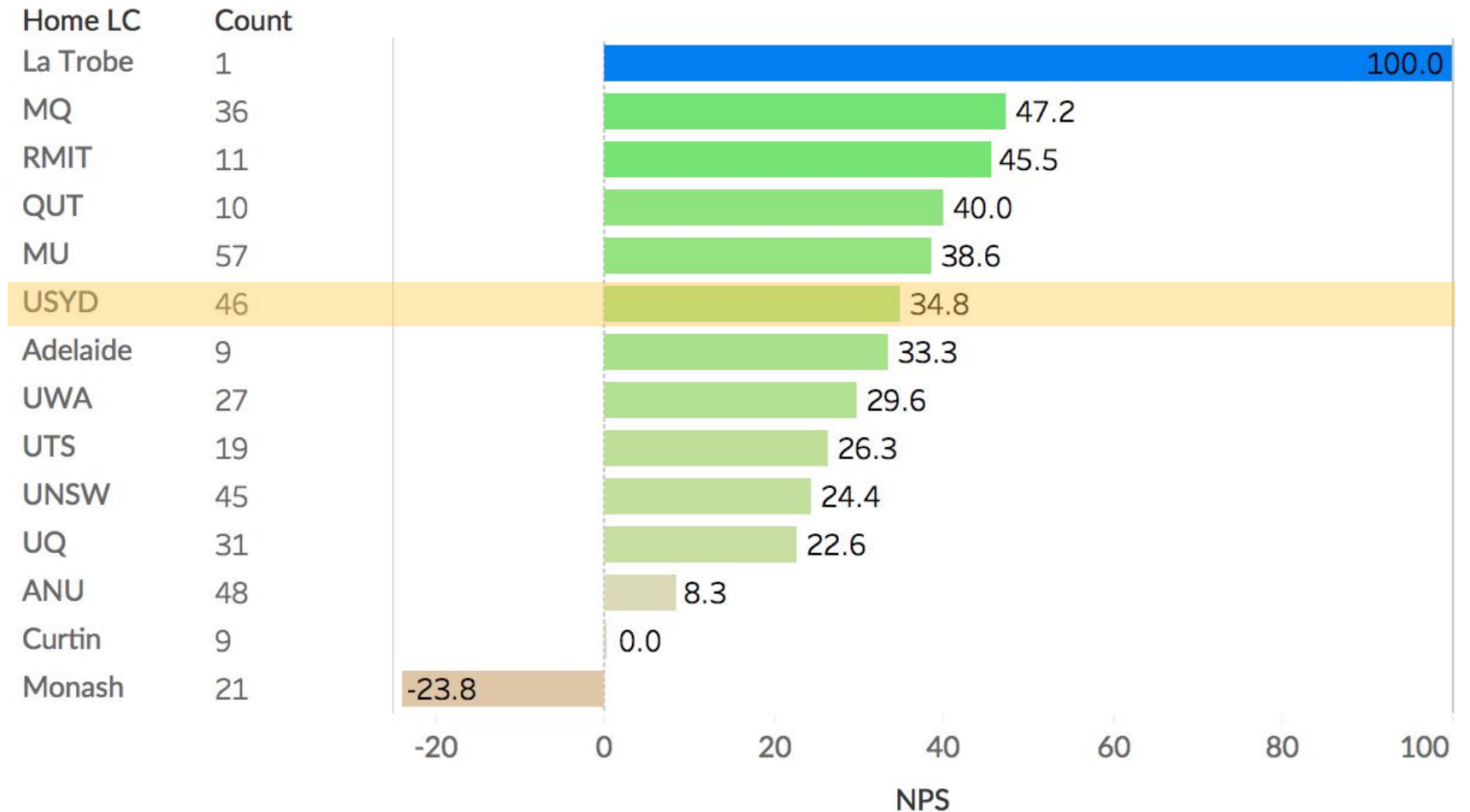
*Based on 46 records of USYD data only*

# NPS by LC

Compared to Cluster 1 LCs (UNSW, MU), we appear to be performing reasonably well.

MU performing more exchanges and having a higher NPS shows that it is still possible to improve our value delivery.

MQ having a significantly higher NPS shows we still have much to improve.



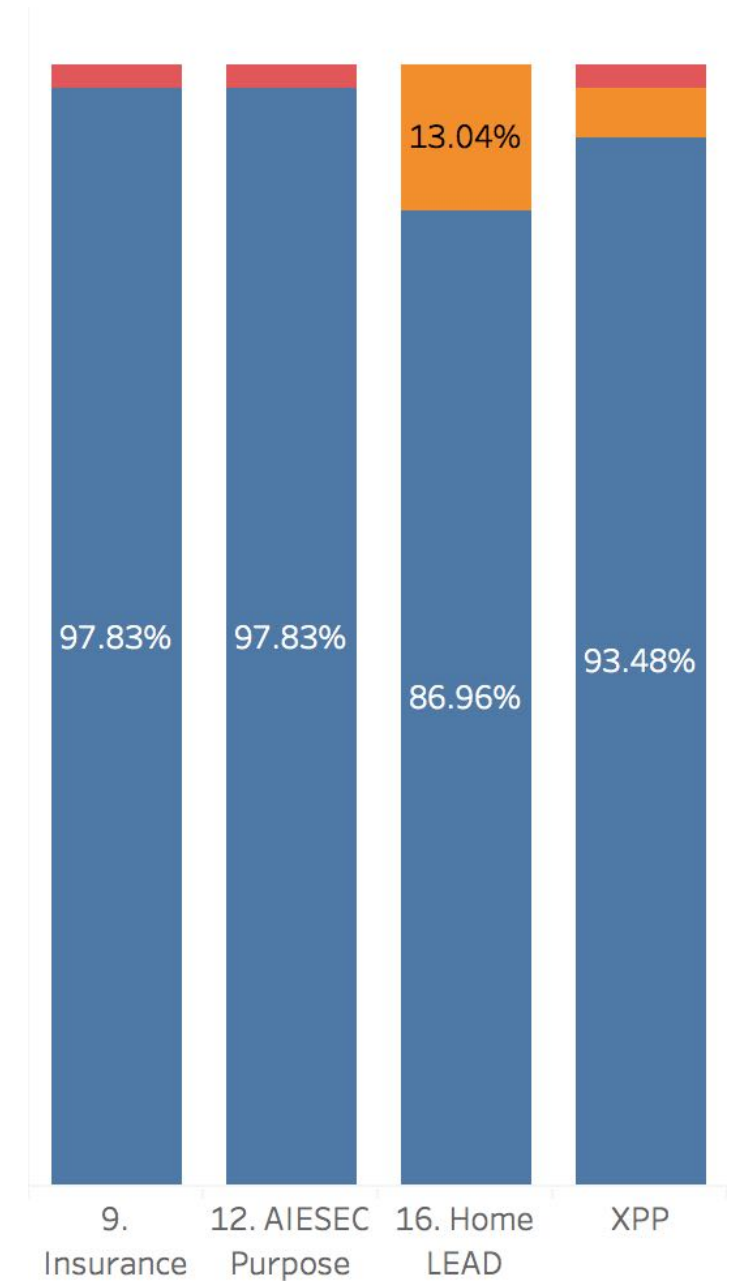
# 16 S&S for Home LC



## Recommendations:

- If an EP is unable to make OPS, ensure that they still get a one on one LEAD session
- For each EP, have a VP or trusted TL/ member to sit down together to go through the contract and XPP (and in turn have the expectation that insurance is required).

*The actual questions asked in the XQS (Exchange Quality Survey) can be found on the next next page.*





# OPS and Reintegration Attendance

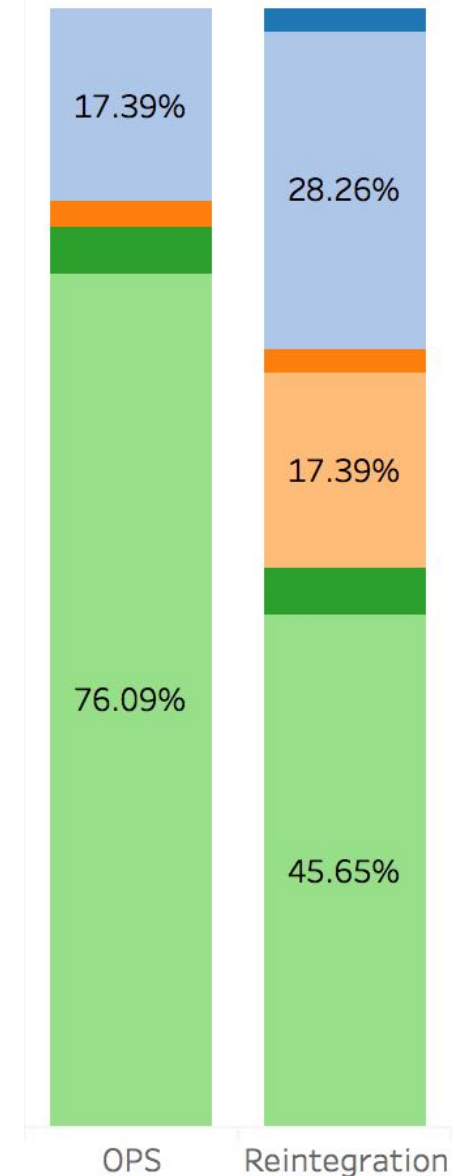
*The actual questions asked in the XQS (Exchange Quality Survey) can be found on the next page.*

## Legend

- No, because I decided I wasn't interested in attending
- No, because I had a conflicting event
- No, because the venue was difficult to find/ get to
- No, I will be attending it soon in February 2016
- Yes, I attended but left at some point during the day
- Yes

## Recommendations:

- Consider holding more than one OPS
- Continue holding more than one Reintegration Seminar



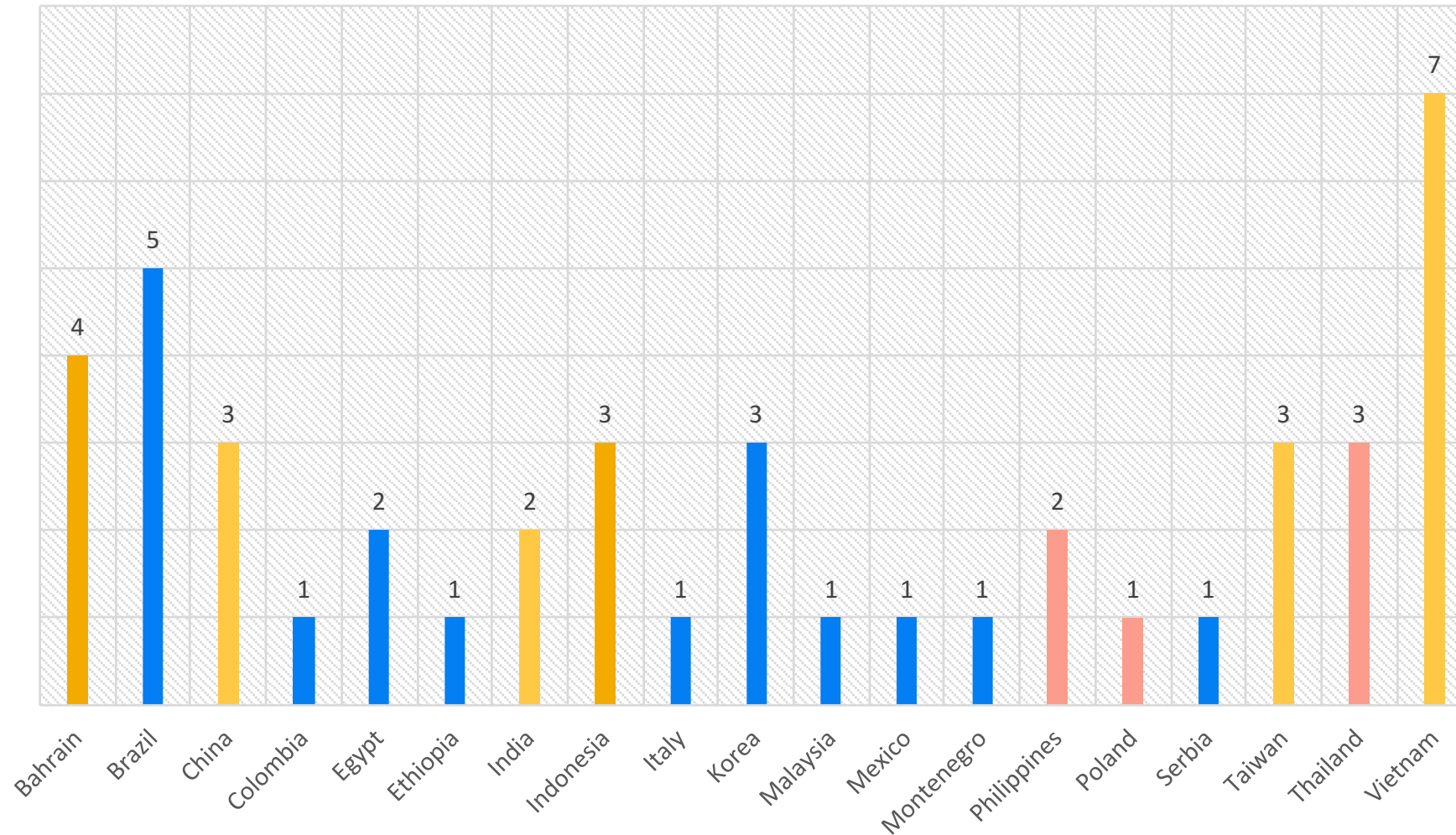
# XQS Questions

| Abbreviation       | Question on XQS  |
|--------------------|--|
| 9. Insurance       | I was informed about the necessity of purchasing a valid insurance policy to cover basic medical costs for the duration of the exchange.   |
| 12. AIESEC Purpose | I was provided written information about AIESEC's purpose, and the role of exchange in developing leadership.  |
| 16. Home LEAD      | I was provided with information in written format on what personal development spaces and opportunities were provided before, during and after the project. I was offered at least 1 facilitated space on personal goal setting before I left for the project. |
| XPP                | I was provided with information on AIESEC's standards and the Exchange Programme Policy (XPP) in written format.   |
| OPS                | I attended the Outgoing Preparation Seminar.   |
| Reintegration      | I attended the Reintegration Seminar.  |

# *Host LCs*

*Based on 370 records Australia-wide data*

# Exchange Destinations at USYD



Dark Yellow are purposeful projects.

Yellow are our national partner countries.

Pink are LC partner countries.

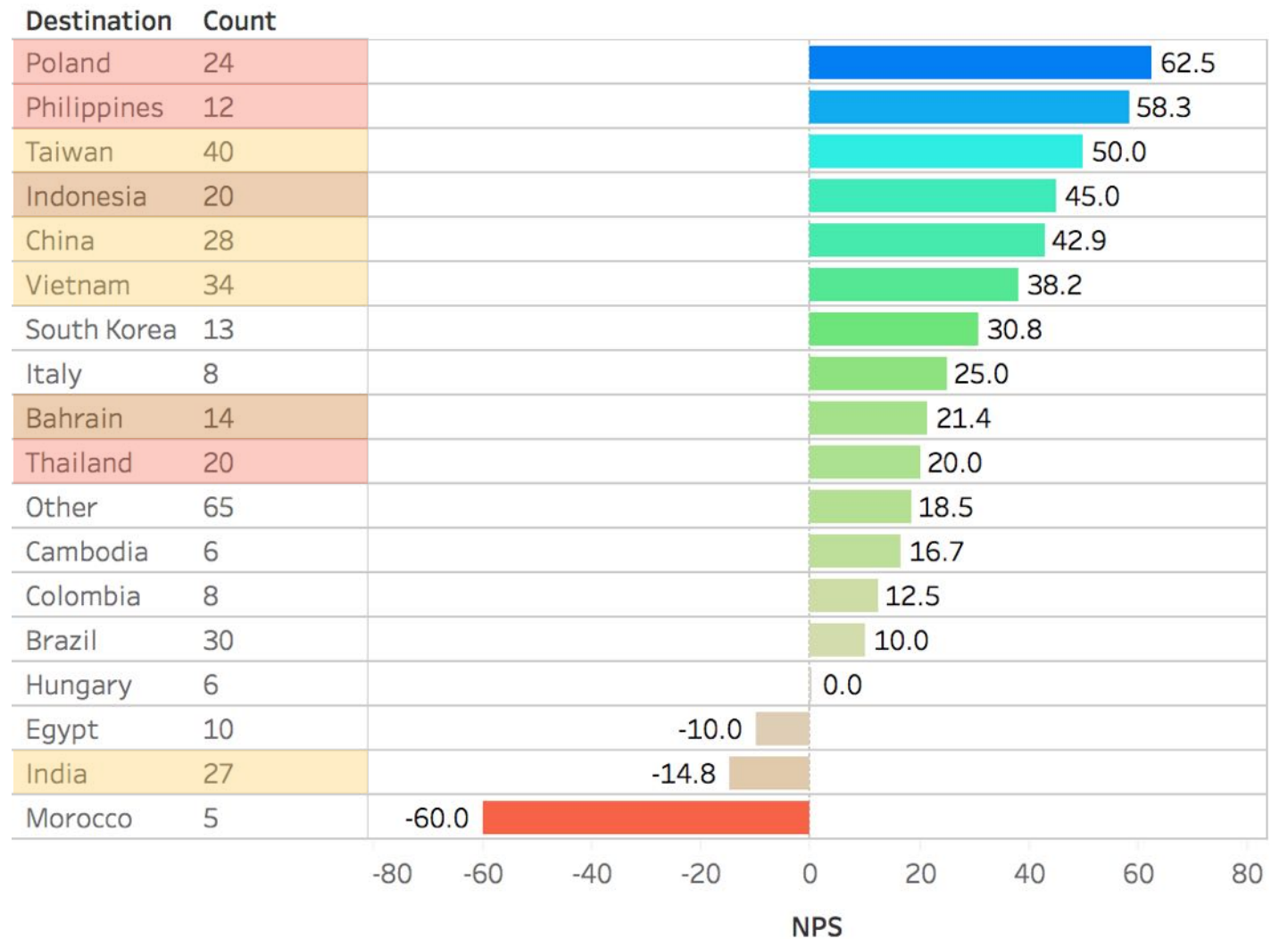
# NPS by Destination

## Inferences:

- Please don't send people to Morocco

Dark Yellow are purposeful projects.  
Yellow are our national partner countries.

Pink are LC partner countries.

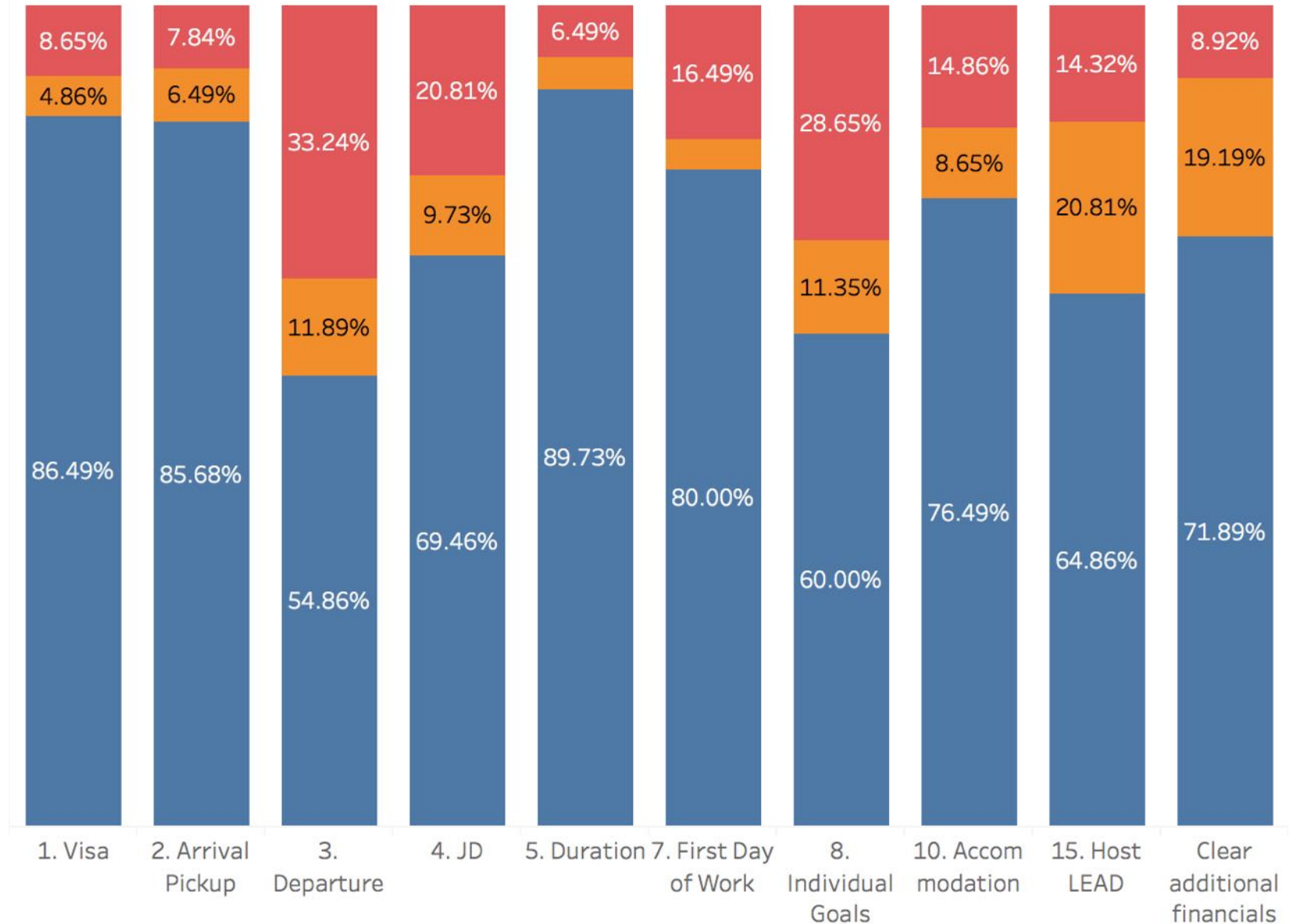


# 16 S&S for Host LCs

The actual questions asked in the XQS (Exchange Quality Survey) can be found on the next to slides.

## Legend

- Disagree
- I'm not sure
- Agree



# XQS Questions

| Abbreviation      | Question on XQS   |
|-------------------|---|
| 1. Visa           | The Host Local Committee provided me (in written format) with all the information required to arrange for any documents, visa, or work permits that were required.  |
| 2. Arrival Pickup | Before realisation, the Host Local Committee provided written information on any domestic transportation required to arrive at this point of pickup and provided arrival reception.   |
| 3. Departure      | The Host Local Committee offered information (in written format) on how to depart from the country two weeks before the end of the placement/project.   |
| 4. JD             | The tasks and activities I performed on my internship/project corresponded with the job description on the opportunity portal. Any changes were made in written form and agreed upon by the company/organisation, me, and the Host Local Committee. |
| 5. Duration       | The placement/project lasted for a minimum of 6 weeks to a maximum of 78 weeks from the first day to the last day of the internship, or otherwise agreed.   |

# XQS Questions

| Abbreviation                | Question on XQS   |
|-----------------------------|---|
| 7. First Day of Work        | A representative of AIESEC accompanied me to the place/organisation of work on the first day of the placement/project.  |
| 8. Individual Goals         | I was provided with my individual responsibility and goals in a written format at the latest of one week after the start of the internship/project.   |
| 10. Accommodation           | The accommodation standard, conditions and costs during the placement/project corresponded to the information provided on the opportunity portal form. AIESEC arranged this accommodation for me. |
| 15. Host LEAD               | I was offered at least 1 facilitated space of leadership development by the Host Local Committee prior to finishing my exchange.  |
| Clear Additional Financials | The opportunity on Opportunity Portal clearly stated if any financial or non-financial compensation would be provided during the placement/project.   |



# Poland

- LCs that produce promoters are **Lublin** (5), **Katowice** (4), Krakow (2, 1 passive)
- LCs that produce passives are Rzesnow (3), Gdansk (2)
- There were no LCs that produced detractors

*AIESEC in Lublin is pretty much perfect. Everyone there is hardworking and they make sure they fulfill all the EPs requirements and more. If something didn't go right they make sure you are compensated. During the week and on days off the HLC make sure to provide with you with activities or something to do so you are always busy and never bored. Even the AIESECers interact with the EPs and they become their personal friends. I personally think AIESEC in Lublin is a great example of how all HLCs should be around the world.*

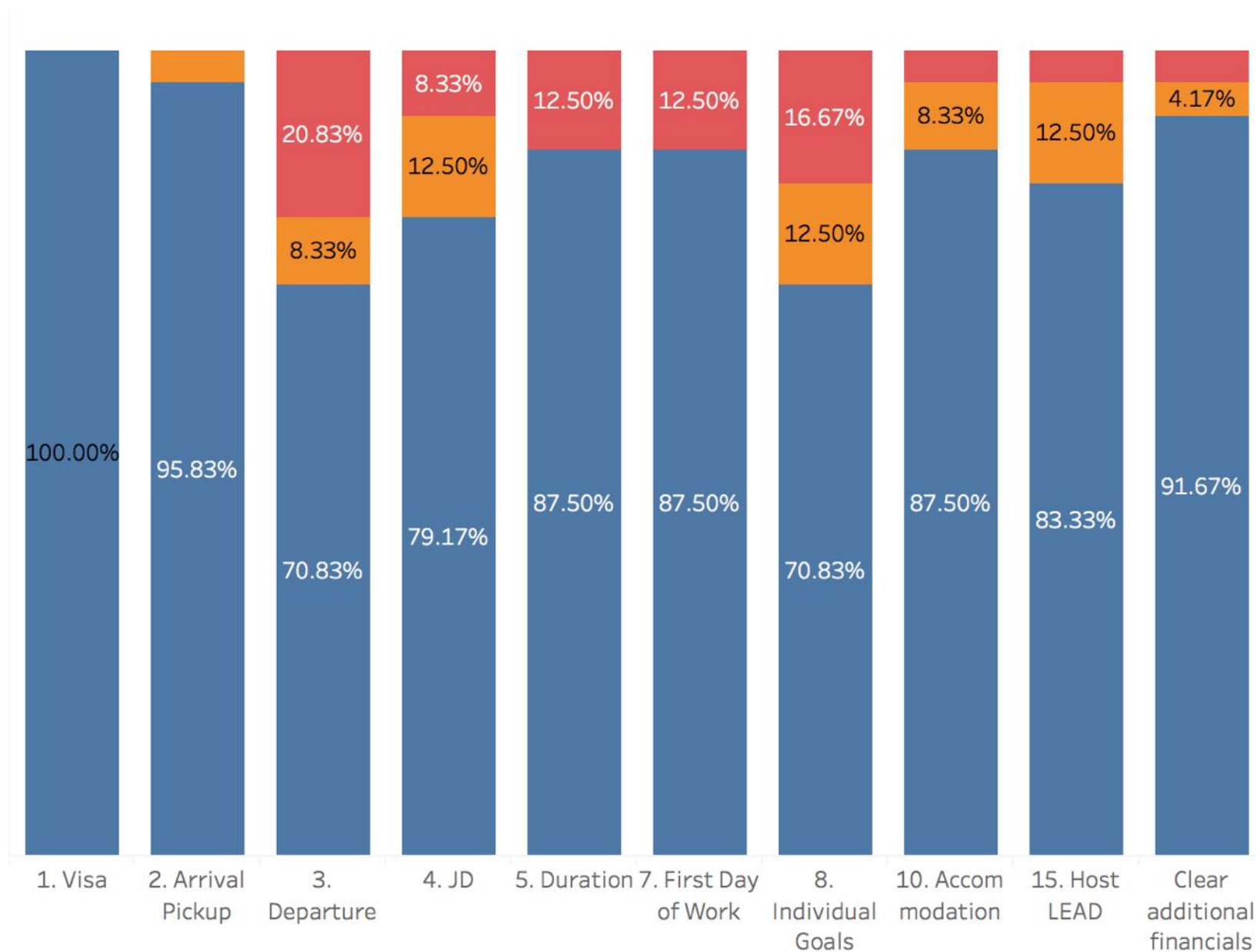
# Poland

16 S&S of Host LC  
Fulfilment

Based on 24 counts of  
data

## Legend

- Disagree
- I'm not sure
- Agree



# Poland

## Recommendations for EPM

- Contact Host LC beforehand to ensure accommodation, transport information and weekly schedule is sent in advanced.
- Avoid approving EPs to LC Rzesow and Warsaw University.

*HLC provided poor management concerning accommodation and transport as well as insufficient support throughout the project. I always had to chase after members of HLC week in week out to get information about schools and housing which is normally provided very last minute causing unnecessary stress. HLC did not even bother collaborating when EPs suggested having a meeting to sort out problems. Project details did not match description on EXPA. Overall I strongly recommend AIESEC Australia NOT to send EPs to this HLC in the future. (LC Rzesow)*

*The people are so friendly and lovely. However, the communication in their committee wasn't the best which meant it was very disorganised. The weekly schedule for where I was expected to work was often only given to me a day before, and it was not clear what my responsibilities were meant to be. I still had a lot of fun, and they were willing to hang out and show us around. (LC Warsaw University)*

# Philippines

- LCs that produce promoters are AdMU (5, 4 passives), DLSU (1)
- LCs that produce passives are Davao (1)
- There were no LCs that produced detractors

*Basically, I took a taxi by myself to the assigned place, and there was only 1 bed available for me and the other intern. Late responses to inquiries (disappearing for 3 days and did not reply even the message was shown 'read'). Fortunately, the local manager helped us out some issues but not the assigned buddy. It's more about the assigned buddy not the local committee as a whole.*

*I was fairly impressed by AdMU, but they did not mention about the working conditions nor the working holidays provided. Throughout the whole 6 weeks of duration, I only worked for 3 weeks instead of the mentioned 6 weeks due to public local holidays (which was not mentioned beforehand). In addition, the surroundings of the accommodation are not the most secured of places for aliens to stay at - robbery happened to one of the Singaporean EPs whilst on exchange.*

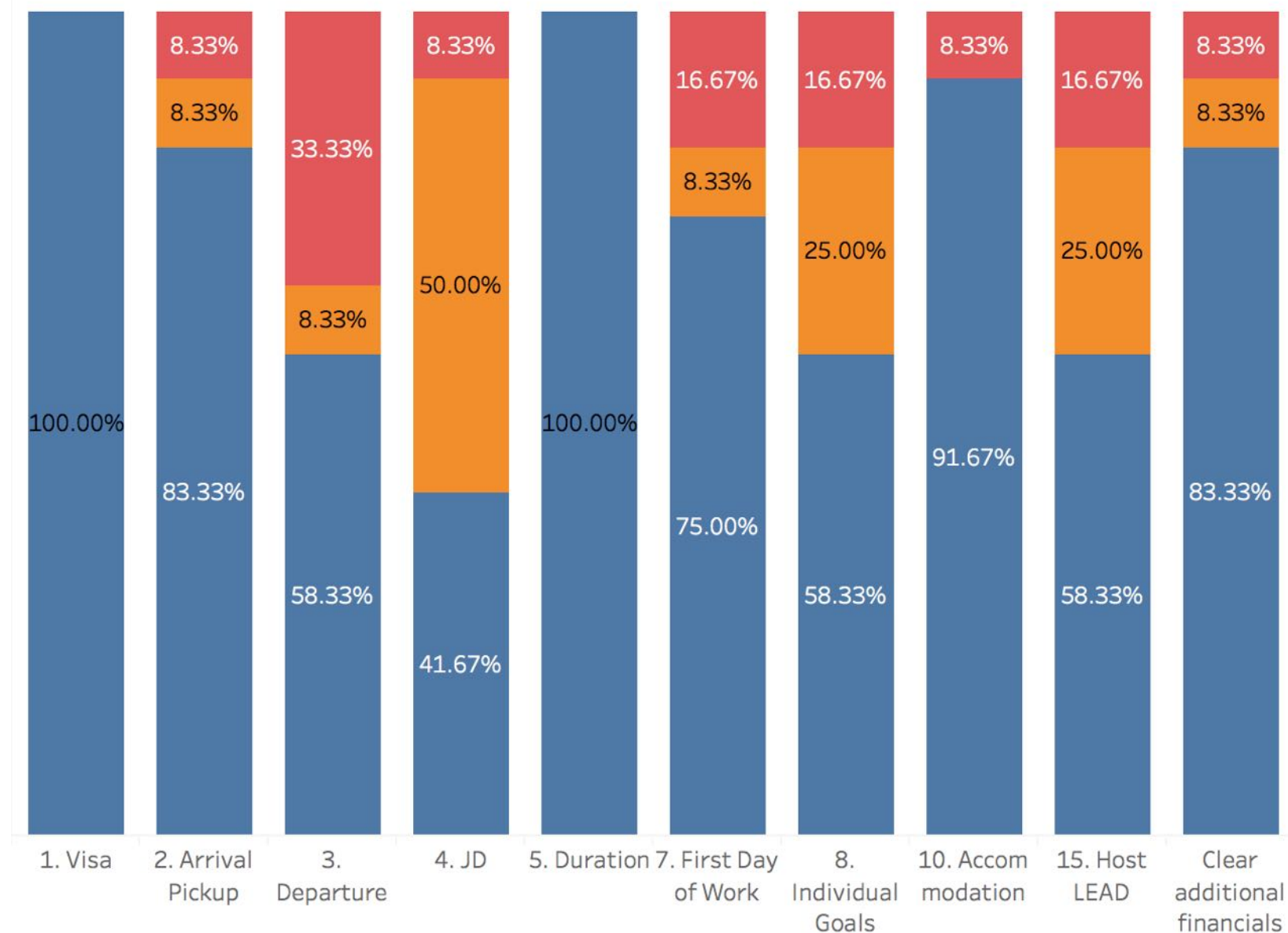
# Philippines

16 S&S of Host LC  
Fulfilment

Based on 12 counts of  
data

## Legend

- Disagree
- I'm not sure
- Agree



# Philippines

## Recommendations for EPM

- Be wary of exchanges during the Dec-Feb duration as there are many public local holidays which can reduce the working hours/ weeks. Chat to the project manager to ensure this expectation is clear with your EP.
- Ensure there is airport pick up.

*I would definitely recommend partnering with AIESEC in Ateneo de Manila Unimversity. They had a very professional approach towards work, but they also make sure EPs has a good time.*

*The Host LC was very helpful and friendly, both in terms of the project and outside of it (travelling, traditions, recommendations, etc.). They tried to help us as much as possible and during disputes, they were somewhat timely in solving. However, more notice about project changes could be given. Members clearly had great care and passion for both the TN and EPs.*

*Highly satisfied with my exchange. AIESEC AdMU is an excellent LC to work with and provides full support to all the exchange participants. The project itself needs improvements, primarily the cycle duration and timing needs to altered. During the months of Dec-Jan, there are many off days in the Philippines which interferes with the flow of the projects.*

# Taiwan

- LCs that produce **promoters** are **WZU** (7, 2 passives), **NCTU** (5, 2 passives), **NTU** (3), **NTPU** (3, 3 passives), **SCU** (1).
- LCs that produced **passives** are **FJU** (2), **MCU** (2)
- LCs that produced **detractors** are **THU** (2, 1 passive, 1 promoter), **CCU** (1), **FCU** (1, 1 promoter).

*There was a lot of visible issues with the local committee in Taiwan (preparation, communication and looking after us). I know it was their exam period but there was a lack of care for EP's.*

*Taiwan is a nice country in terms of delicious food and kind people. However, my LC in Taiwan was not responsible for me. Also, I did not have a work for 2 weeks out of 6 weeks. When it comes to the 2 weeks, I feel that it was a waste of money and time. (LC CCU)*

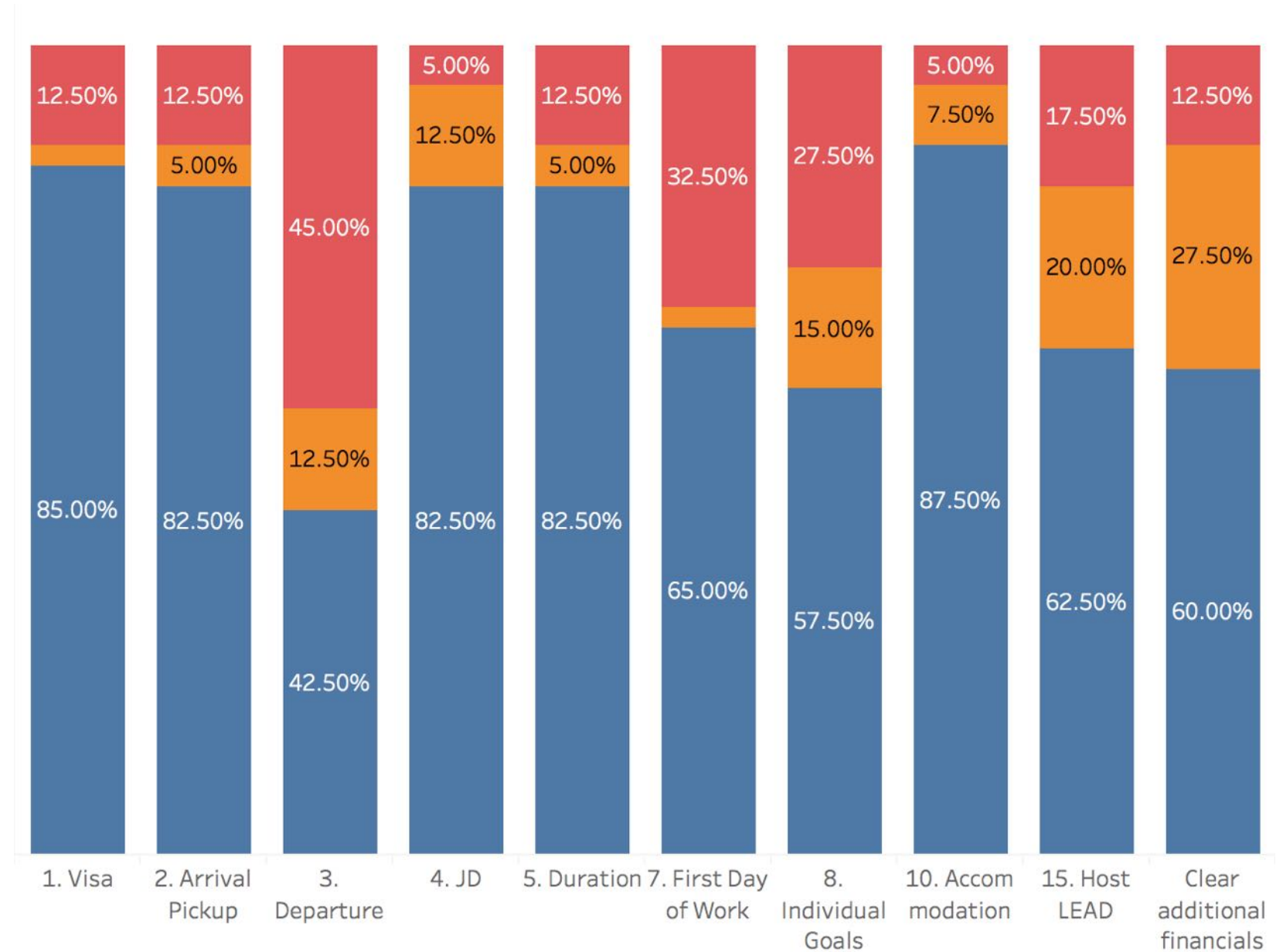
*The camp was very unorganised and inefficient on the THU behalf (LC THU)*

# Taiwan

16 S&S of Host LC  
Fulfilment

## Legend

- Disagree
- I'm not sure
- Agree





# Taiwan

## Recommendations for EPM

- Proactively talk to the Project Manager about the JD to ensure it exists for the entire 6 weeks
- Set the expectation that there will be disorganisation and last minute changes

*I think Host Local Committee should have more responsibility in arranging my tasks in Taiwan... They keep changing my working place and also don't really concern about my current situation when I was in Taiwan...*

*VERY VERY VERY GOOD. They looked after me soooooooo well. Like I asked for bubble milk tea at 3am and we went and drove out for it. Even when they were tired they still did all night karaoke with us because they wanted us to have a good time. They accommodated to all our requests. (LC WZU)*

# Indonesia

- LCs that produce **promoters** are **Brawijaya** (3, 1 passive), **Bandung** (2, 1 passive), President University (2, 3 passives), Surabaya (1), Unibraw (1).
- LCs that produced **passives** are UI (2), UNDIP (1).
- LCs that produced **detractors** are **Binus University** (1).

*Please tell them if they still want to run a project, just be responsible to the project and eps. If they don't want, they can just don't do it. (Binus University)*

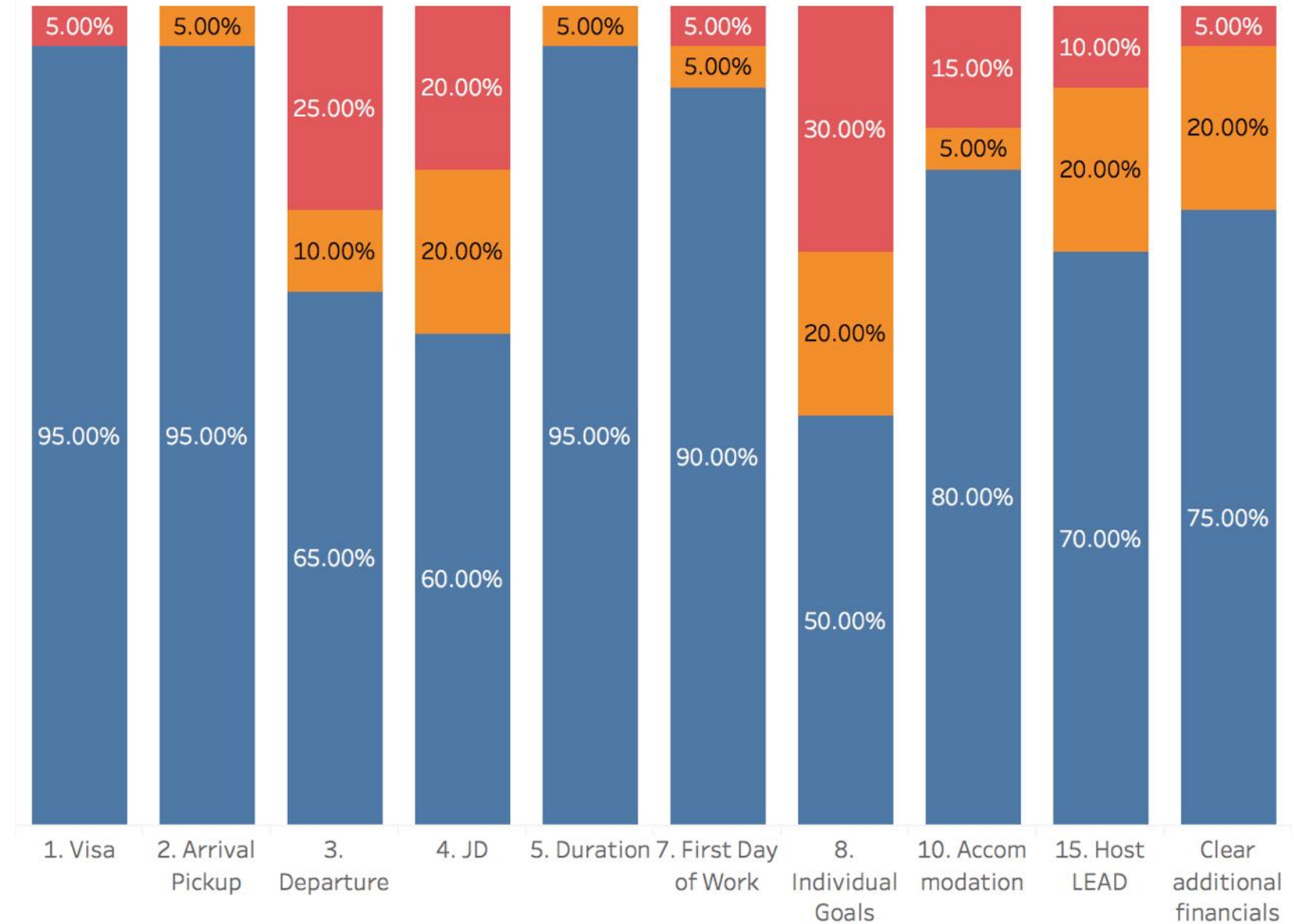
*The people themselves were amazing. They were beyond welcoming and made us all feel like were at home and with friends. However certain elements of the program were seriously disorganised. For example we had to pay an extra \$175 USD for 'internal trips' which wasn't outlined on the portal. They also didn't outline our individual roles and even what exactly we would be doing for the 6 weeks. We ended up having a lot more free time than I anticipated and doing activities that a few people in the program were not really happy to do. E.g. a protest march and flash mob in Jakarta's city centre after the bombing. However I could see how hard they were all working to make our time in Indonesia really special, I just think that the LC and the EPs had very different expectations of what the program was going to be about.*

# Indonesia

16 S&S of Host LC  
Fulfilment

## Legend

- Disagree
- I'm not sure
- Agree



# Indonesia

## Recommendations for EPM

- Ensure accommodation, transportation, JD and arrival is proactively checked up on with the project manager.
- Set the expectation that there will be disorganisation.
- Ask about additional fees that may be required.

*My manager overseas was nice but I feel that she never really got much information to me and also many important details she did not tell me or she told me really at the last minute. For example she only told me my transportation way on the morning that i left to the airport. I spent the night worrying whether was i taking the bus to the place or was there someone to pick me up. Also she only told me about the change of project i think a few days before i left. She did not tell me the place i was going until i think 2 days before i left. So i actually booked the flight ticket with transit to malang airport because i thought that was where i would be going but i could have booked it to surabaya which would not even require a transit. She did asked me how i was doing once or twice but i think it would have been better if she gave me more information and at the time i need it and not later :)*

# China

- LCs that produce **promoters** are **SYSU** (3), **UNNC** (2), SWUFE (1, 1 passive), XMU (1), Nanjing (1), Beijing (1), UIBE (1), BFSU (1), Qingdao (1).
- LCs that produced **passives** are FDU (1), GDUFS (1), JNU (1), SJTU (1).
- LCs that produced **detractors** are **Wuhan University** (2, 3 passives, 1 promoter), Ningbo (1, 1 promoter), XISU (1)

*It was great! really welcoming and helped me get around the new city. ONLY issue was that they forgot the day I was arriving so waited in the airport for 4hours before i realised they weren't coming. (Ningbo)*

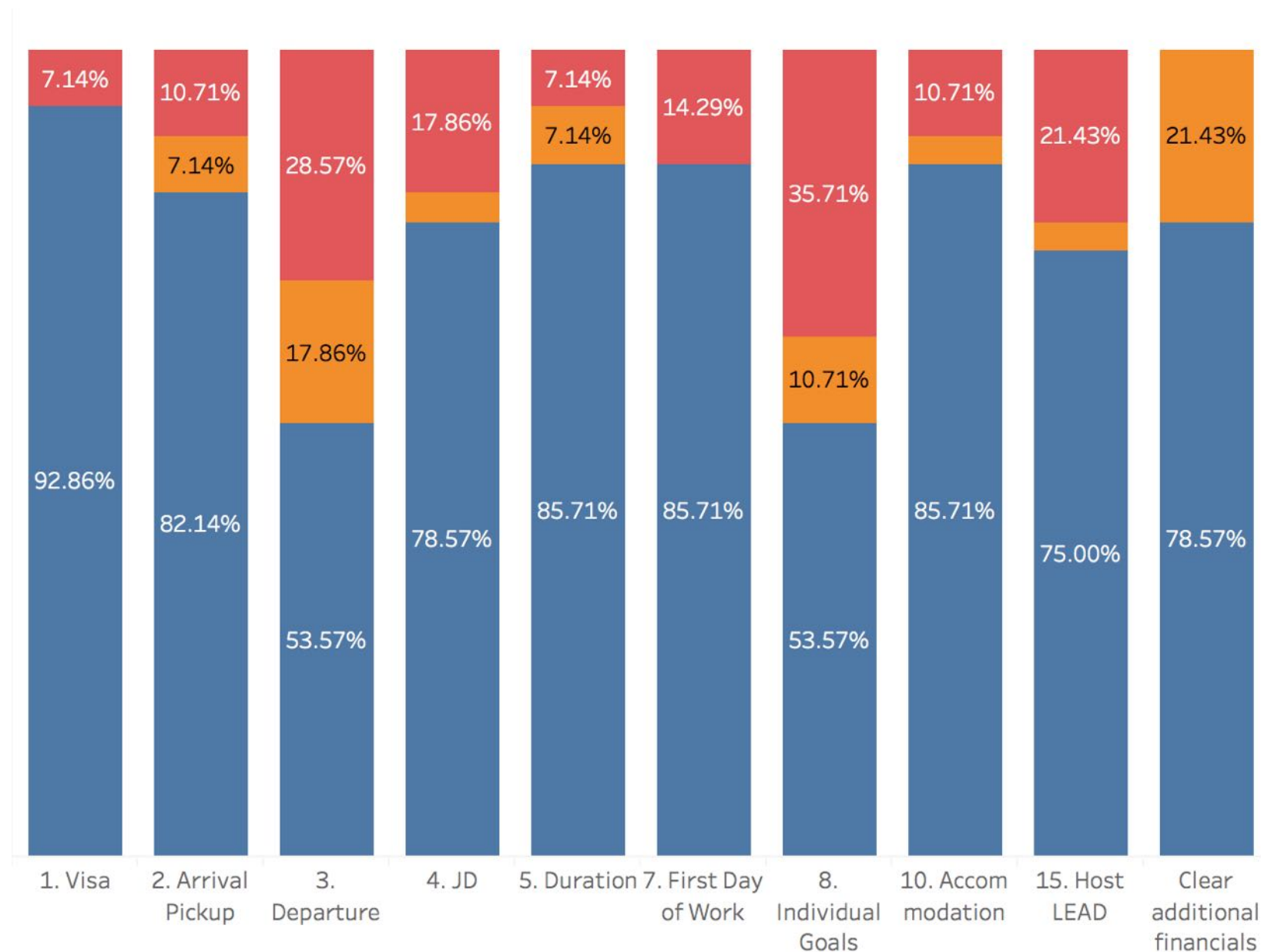
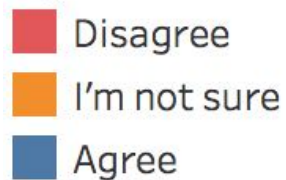
*It was a bit unorganised because of the timing. Most of the LCs in WHU would have went back for chinese new year and thus it was difficult for the project leader to achieve anything.*

*I did not recieve a written document on my responsibilities, but we did review after each day's work and discussed what should be done and how to improve.*

# China

16 S&S of Host LC  
Fulfilment

## Legend



# China

## Recommendations for EPM

- Ensure airport pick up and clear, detailed and *accurate* JD exists.
- Be aware of Spring Festival time which means AIESECers may be in short supply.
- Ask Project Manager before approving about the LEAD spaces facilitated.
- Do NOT match to Wuhan University (WHU)

*Another issue I found was the description on the online AIESEC portal didn't really match the activities that we undertook whilst actually on exchange. I also found that all the EP's on my exchange didn't have any idea as to what we were actually doing when we all arrived in China. This is because the LC and OC's were very vague in answering questions about what we were doing over the duration of the exchange.*

*The host local committee for my project was based in Zhuhai, while I was exchanging in Hangzhou. Thus, all physical delivery and standards weren't complete by my host committee. This made all logistics for the exchange difficult because the company became liable to help myself and the other EP when in need. There weren't any leadership development spaces hosted by Hosting LC, therefore it was difficult to reflect on what I was gaining out of the exchange other than measuring my own experience.*



# Vietnam

- In general, LCs in Vietnam service value equally inconsistently.
- LCs that produced **promoters** are **Hanoi** (6, 1 passive).
- LCs that produced **passives** are RMIT (2), FTU HCMC (5, 7 promoters, 1 detractor), HCMC (1, 3 promoters, 1 detractor).
- LCs that produced **detractors** are NEU (2, 3 promoters, 1 passive).

*Not such a highlight was the visa issue where I was asked to pay USD\$20 on top of the visa fee already paid without being notified previously. Not much follow-up or service from anyone except sue. Additionally, despite Sue's best efforts, the AIESEC HCM city service team did housing very last minute and only provided 1 choice, I ended up having to arrange my own housing within my first 2 days of landing despite paying for that service! (LC HCMC)*

*the OCs are nice and I appreciate the buddy system, content of the project is also well-designed (LC Hanoi)*

*I had difficulty before my arrival with clear details on visa and other arrangements needed. After booking flights I was told the program would be two weeks shorter. However during my time in Vietnam I had a lot of support and had extremely good communication! (LC HCMC)*

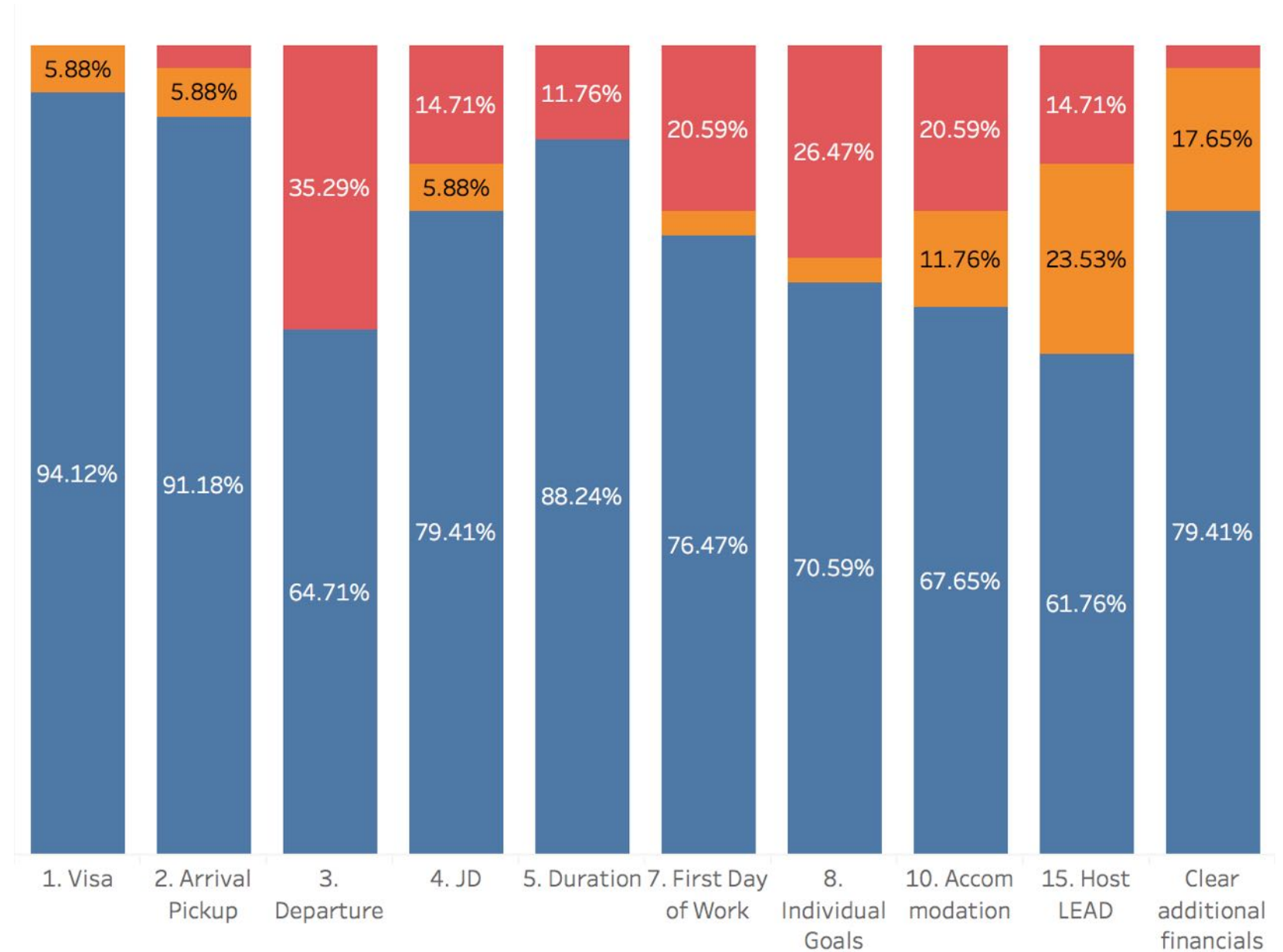


# Vietnam

16 S&S of Host LC  
Fulfilment

## Legend

- Disagree
- I'm not sure
- Agree



# Vietnam

## Recommendations for EPM

- Be aware of the Lunar New Year Festival which may suspend classes
- Have clear expectations with the Project Manager about additional costs with visa and accommodation.

*I'm not satisfied with the Host Local Committee of AIESEC NEU, they have been unorganised during my stay and had a habit of informing the interns as well as the attendees of events such as venues the night before, which was annoying at the time. They were overall polite and sometimes looked after us when experiencing the new world of Hanoi, but they also had to have things their way all the time, which may be inconsiderate to some people. They may need more practice and experience before I recommend NEU as a Host committee. (LC NEU)*

*I'm not really satisfied with my OC in Vietnam. All of our interns' buddies were not there with us to help us from the first day in HCMC, even, some of us just met their buddy once during the whole 7 weeks there. In addition, they didn't prepare the project well and lots of troubles happened throughout the project. (LC FTU HCMC)*

# Super Sad Case Practice :(

*I could have rate the program 7 or even 8 out of 10 if there were more support from the host LC, but from my experience I can only rate it 6 out 10 at this stage. From GE program only, I think the effort the host LC put on organizing this program and the amount of attention they would like to pay to their EP is far less than enough. I understand that everyone in the LC is busy and the GE program is new. What made me disappointed is not the leadership team in the LC, of course everyone is very smart and friendly, but the amount of work they did and the way they did it. If the internship is not going well, I agree that it is partical the intern's own fault to not be transparent and proactive enough. But when an EP had a car accident due to the negligence of taxi driver and sought help from her EP buddy, it was not proper that all the EP buddy did was made one call to the taxi company and agreed to the company that they should not be responsible. I felt so helpless when I had to go to hospital by myself everyday and argue with the taxi company whose representatives couldn't even understand English well. If I was the only intern who was not satisfied, it could be my bad of being too spoiled. But when the other intern from Indonesia felt so disappointed that he even refused to connect with AIESEC anymore, it should be something worth noticing. To solve all issues in an unfamiliar country who doesn't speak English was a great chance for self-development and I never doubt about the AIESEC value, but my experience in Vietnam was so frustrating and lack of support from the host LC made me feel isolated. (LC FTU HCMC)*

# Bahrain

- LCs that produced **passives** are **Manama** (7, 4 promoters)
- LCs that produced **detractors** are Skheer (1, 1 passive)

*I LOVED LC MANAMA. They were a fantastic host and really went above and beyond for the EPs, and wanted to make sure that everything went well for us. They were so open and helpful. Even if there were bumps you could tell they were attentive and learn from any mistakes and always checked on us to make sure we were ok. Definitely a fantastic experience because of them (LC Manama)*

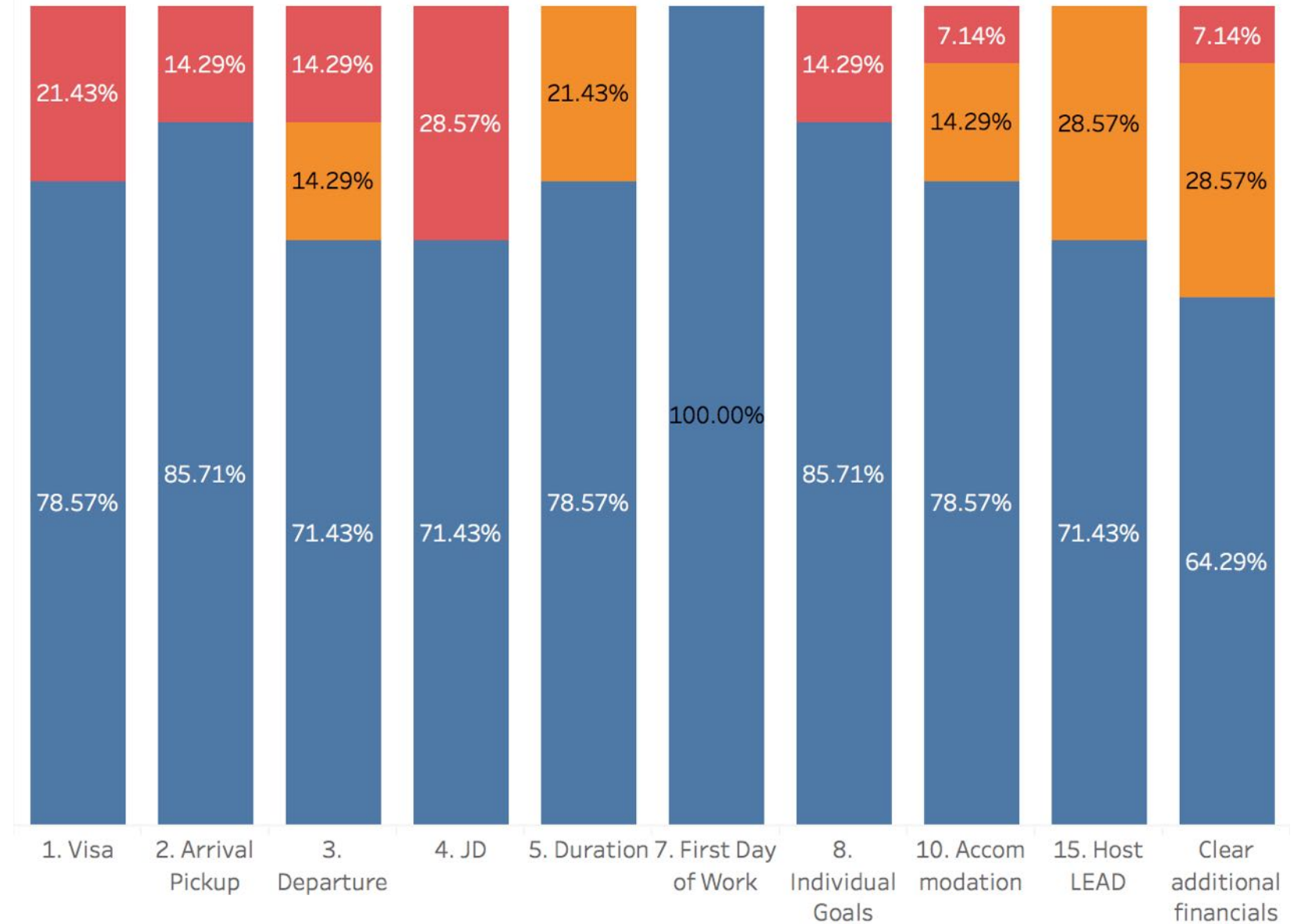
*LC Manama provided really good service, they took us travel around, and taught us local language, and provided effective transportation as well. (LC Manama)*

# Bahrain

16 S&S of Host LC  
Fulfilment

## Legend

- Disagree
- I'm not sure
- Agree



# Bahrain

## Recommendations for EPM

- Send EPs on the first or last cycle (not middle)

*The iGCDP members clearly put a lot of effort into caring for the project and its EPs. In terms of connecting with the interns, the hosts did an outstanding job. The approach to EP servicing was very structured, however overly so, as EPs were given little independence and required permission to go anywhere, meet with anyone and take initiative of their own. Giving EPs independence and opportunity to take initiative is crucial to the exchange experience but the inability to travel anywhere apart from in cars and the sense of protectiveness is an underlying cultural difference that AIESEC in Bahrain must find a compromise to. (LC Skheer)*

# Thailand

- LCs that produce **promoters** are **Assumption University** (5, 5 passives), Thammasat (1).
- LCs that produced **passives** are Chulalongkorn University (2, 2 promoters, 1 detractor).
- LCs that produced **detractors** are **Bangkok University** (2).

*the host local committee was nice but the accomodation provided was absolutely terrible. It did not match with the host description at all . I and the other girls who shared the accommodation complained about the accomodation at the started of the program and we even wrote a long letter to complain. But there was very little that the local committee could do. What a pity. (LC Chulalongkorn University)*

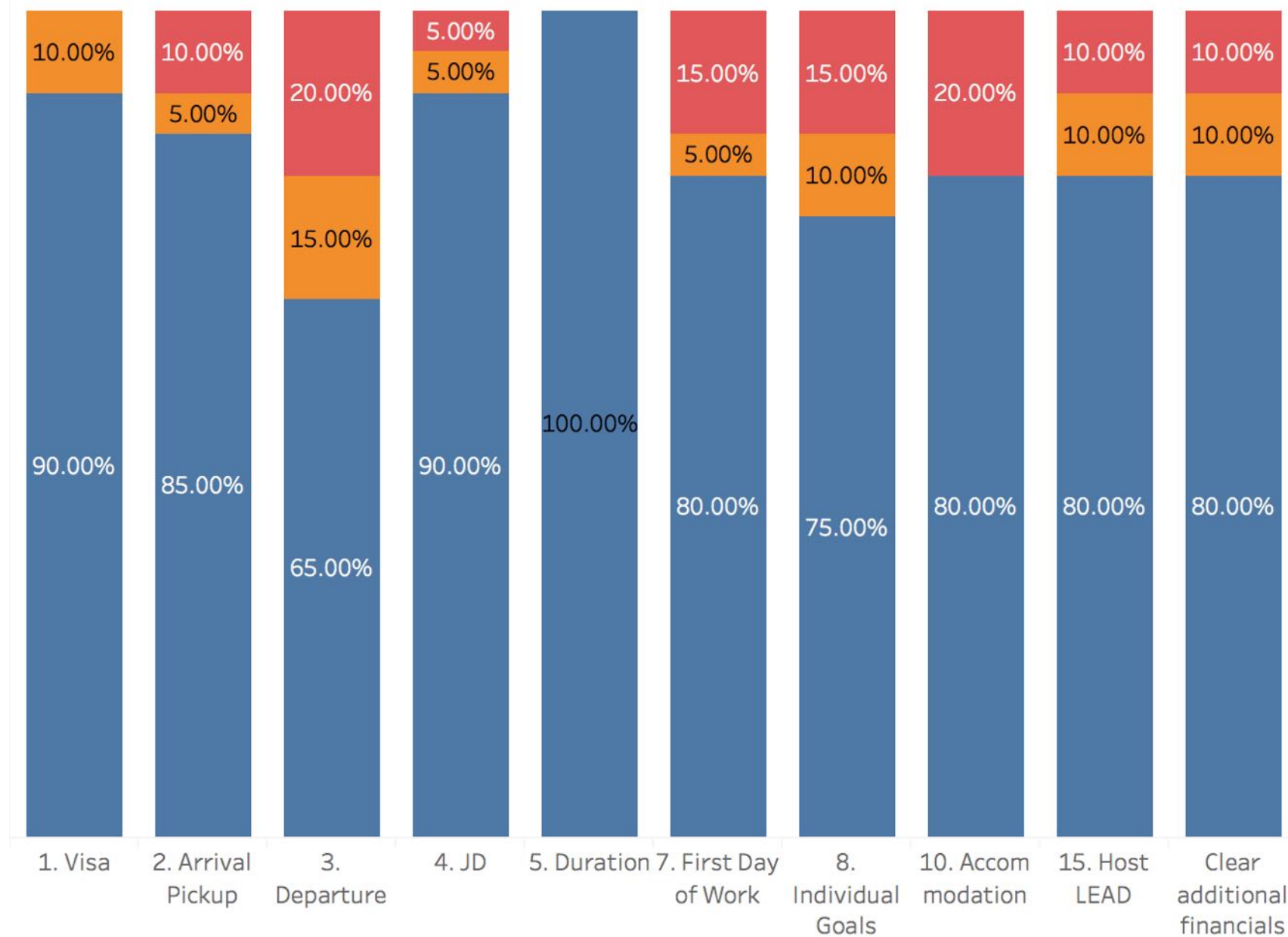
*They are nice. It's just they did not give me any wxact information about what will I face, where is the project will take place, and how will I teach these students. Not even any information about the level of English of the students. It makes it hard for me to prepare myself. Moreover, they are not exactly that helpful when I ask them for help. Lack of sincere emphaty I guess? (LC Assumption University)*

# Thailand

16 S&S of Host LC  
Fulfilment

## Legend

- Disagree
- I'm not sure
- Agree





# Thailand

## Recommendations for EPM

- Talk to Project Manager about accommodation and JD to set expectations before Realization

*I was generally satisfied with AIESEC Chulalongkorn about how they supported me prior and during the exchange trip. I would rate 9 on 10 scale. They were really inspiring and supportive. However, there are two problems that I was concerned about. the first is they discouraged EPs to travel without host family. I knew that it was because of safety issue or they wanting EPs to spend time with host community. Nevertheless, I believe travelling is a good way to learn about culture. The other issue is they did not inform EPs about the transportation back to the capital city (where Eps could catch flights back to their home countries) a week prior to the finish of project. I actually got to know that 3 days before my project finished. Definitely this made me anxious. (LC Assumption University)*

# India

- LCs that produce **promoters** are **KIIT University** (2, 2 passives)
- LCs that produced **passives** are Delhi (2), Jalandhar (1), Ahmedabad (1).
- LCs that produced **detractors** are Delhi University (3, 3 passives) Mumbai (1, 1 passive), Shubham (1), New Delhi (1, 1 passive), Delhi ITT (1, 1 passive).

*AIESEC Delhi is kind of organised and helpful, they just need to improve on communication and transparency. They have many issues that need to be addressed and told to interns before they arrive. like having a project and known accommodation would be a nice start. (LC Delhi)*

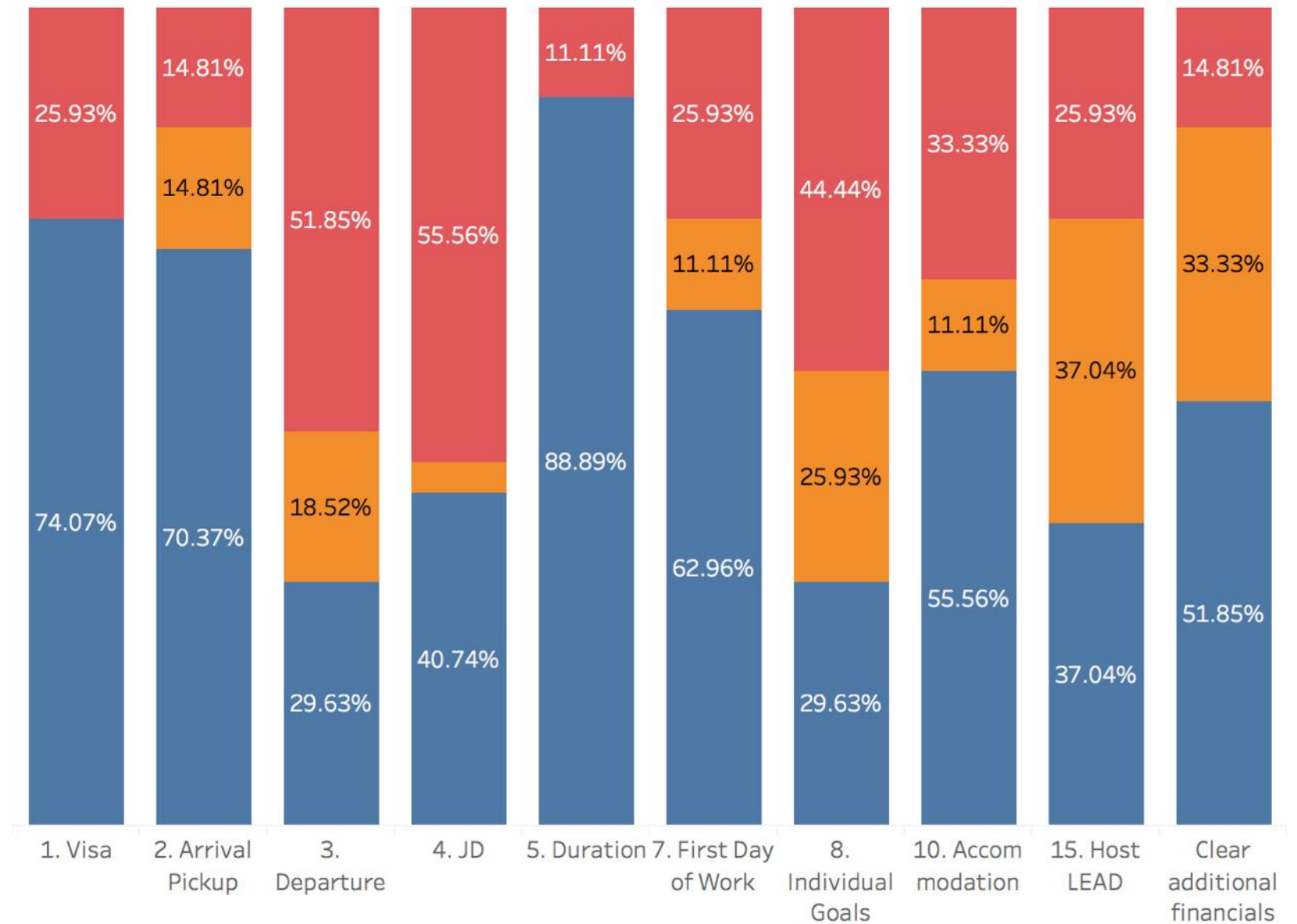
*Work very hard behind the scenes to deliver the project. Very satisfied with their support (LC Amhedabad)*

# India

16 S&S of Host LC  
Fulfilment

## Legend

- Disagree
- I'm not sure
- Agree



# India

## Recommendations for EPM

- Have a expectations meeting with the EP, Project Manager and EPM to clear up accommodation (and additional costs if necessary) and all other S&S

*We became great friends - they need to be more organised with GT interns though I believe GC was okay. Also, people being away because it's winter holidays and they are back with their families is not a good excuse to not deliver on S&S. But other than that I love them - they have people who genuinely care about your experience and will even go out of their way to meet you and sit with you while you eat dinner, just to keep the interns company. That kind of dedication is unparalleled and was incredibly touching. (LC KIIT University)*

# Another sad story

*Really unsatisfied with aiesec New Delhi. They forgot to pick me up, they mixed up my accommodation, they did not say accommodation was not covered and then made all interns pay; they set us up with poor accommodation (10 people in a room - for that price you could find an equivalent accommodation that was single room and personal toilet); accommodation was not as described (hostel, 10 people per room, no hot water, staff stole money and food; barely kitchen facilities). Additionally the programs did not exist, interns personally organized programs with NGO; NGOs did not know interns were coming; program given it's non-existence was nothing like described; aiesec New Delhi charger NGOs money saying that they were interns not volunteers. On top of this no ep buddy; ep manager was never in contact with me (only messaged me twice on my exchange); ep manager showed little or no concern for me; ep manager did not come to NGO with me; ep manager and president lied to my family and me and said that accommodation would be covered on multiple occasions and then went back on this; ep manager lied to my family in saying that they taken various measures to take care of me and situations but actually took no action; ep manager did nothing to help the exchange or any situations encountered; ep manager said multiple lies to me about situations. Ep manager took multiple days or weeks to reply. Previous ep manager (president) was very rude and insincere. They also forged a document as they were to impatient for me to sign it. Very dissatisfied with aiesec New Delhi every intern I encountered said they had encountered problems and were personally dissatisfied. I believe that working with aiesec New Delhi has discouraged many interns from recommending the exchange.*

# Overall Recommendations

- Although the majority of the 16S&S are not the sending LC's responsibility, EPMs can be persistent to ensure the S&S are met. Therefore, for each EP approved, proactively chat to the Project Manager to ensure that their LC's weaker points are clearly outlined.
- Continue having shadow EPMs for every EP.

# Standards for Exchange Programs





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