

# Perceptions 2009

**Pardo Fox Ltd**



A division of the National Computing Centre



# Perceptions

- Buyers' opinions
- 15 training providers
- 10 criteria



# Perceptions: providers

2e2

Assima

Firebrand

EMC

Global Knowledge

Happy Computers

HP Education

IBM Training

Learning Tree

Oracle University

Parity Training

QA

SAP

SkillSoft

Sun



# Perceptions: criteria

Awareness

Quality

Instructors

Customer service

Responsiveness

Value for money

Range of courses

Availability

Customisation

Long-term partner

Customer (in last year)

Recommend to others

Influence



**LEARNING DIRECTORS NETWORK**

This is our annual research into how the major training companies are perceived by corporate buyers of IT training. Your input is as valuable as ever, so please take a few moments to complete this short questionnaire. If you fill in your contact details below, you will be entered in a draw to **win a bottle of champagne**. If you prefer to respond anonymously, just omit your name but please answer the influence question. Please return the completed form to the address below. Alternatively, you will find an online version at [www.learningdirectorsnetwork.com](http://www.learningdirectorsnetwork.com). Thank you for your help.

**PERCEPTIONS SURVEY 2009**

Please mark on a scale of 0-5 (5=strongly agree, 1=strongly disagree, 0=don't know) your opinions of each of these IT training providers.  If you have not heard of a company please leave that column blank.	2e2	Assima (formerly DACG)	Firebrand Training	EMC	Global Knowledge	Happy Computers	HP Education	IBM Training	Learning Tree Int'l	Oracle University	Parity Training	QA	SAP	SkillSoft	Sun Microsystems
	1. I am very aware of this company	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
2. They offer high-quality training	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
3. Their instructors are first class	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
4. They have good customer service	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
5. They respond quickly to my queries	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
6. They're excellent value for money	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
7. They've a wide range of courses	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
8. They have good course availability	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
9. They'll customise courses to my needs	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
10. I'd consider them as a long-term partner	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5	0-5
11. We have used this company in the last 12 months (if yes, please tick <input type="checkbox"/> box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. How likely would you be to recommend this company to others on a scale of 1 to 10?	1-10	1-10	1-10	1-10	1-10	1-10	1-10	1-10	1-10	1-10	1-10	1-10	1-10	1-10	1-10



**IMPORTANT Please answer this question as well:**

I influence the purchase of IT training by my organisation for:

- Myself
- Other people
- Both myself and others

To enter the prize draw, please enter your email address here (it will not be disclosed to anyone):

E-mail: .....

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# Perceptions: sample size

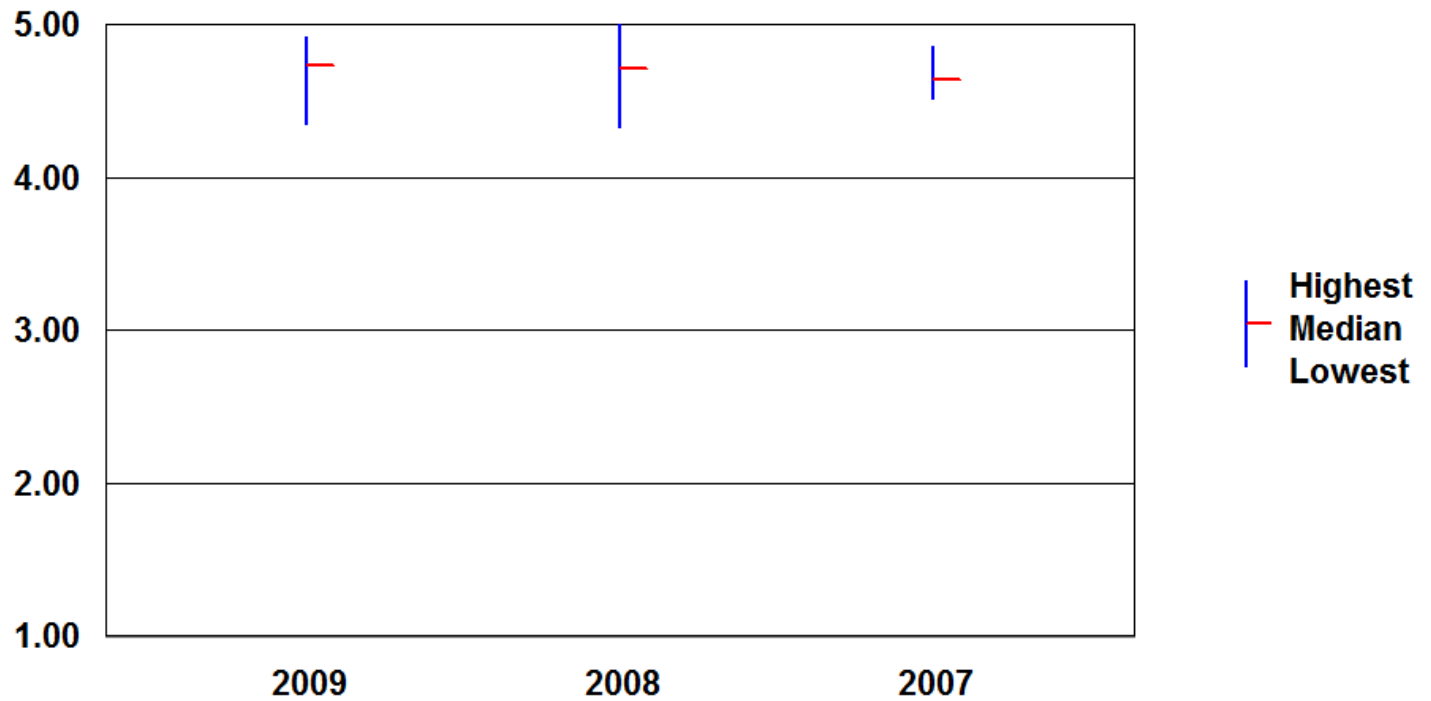
- 579 inputs
- 171 individuals
- 408 who influence others
  - 117 scored awareness only
- 291 buyers' opinions
  - 1.6 customer opinions
  - 3.4 non-customer opinions





## Scores - by customers

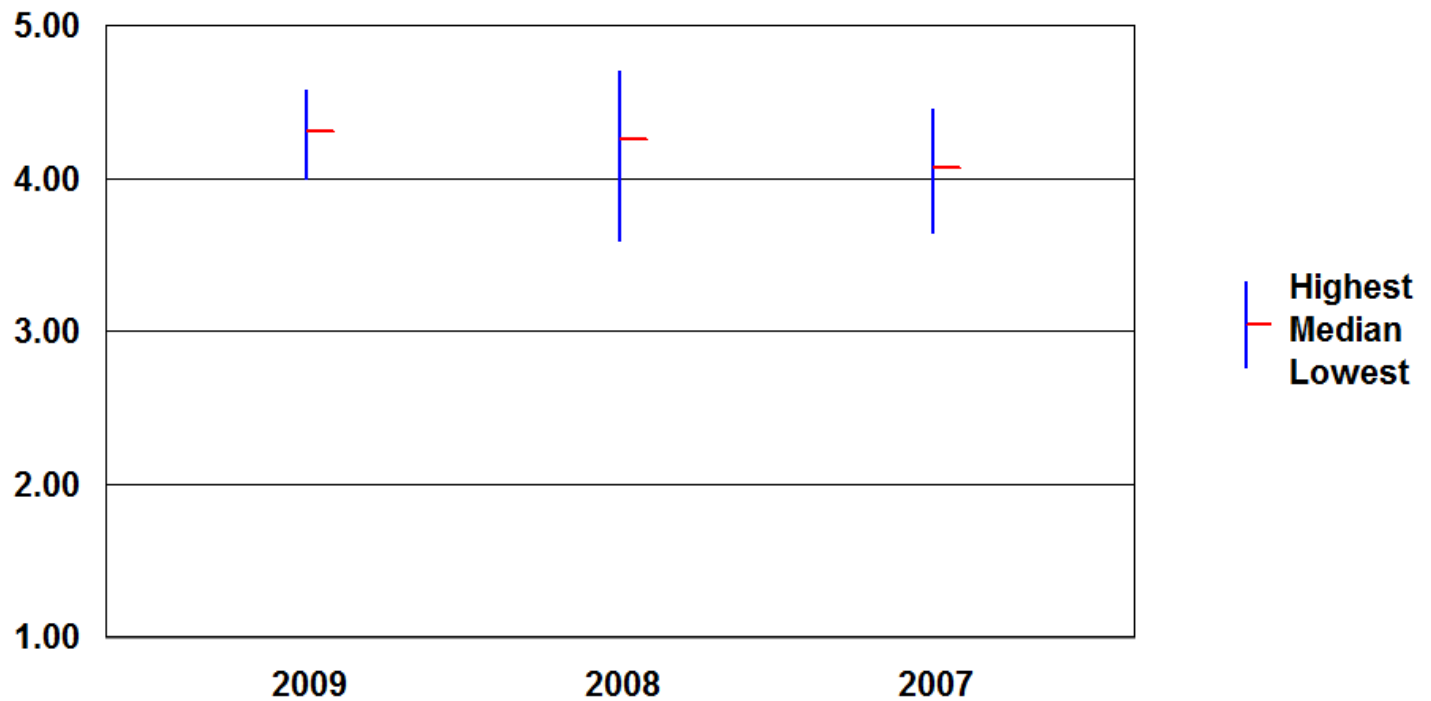
### Awareness





## Scores - by customers

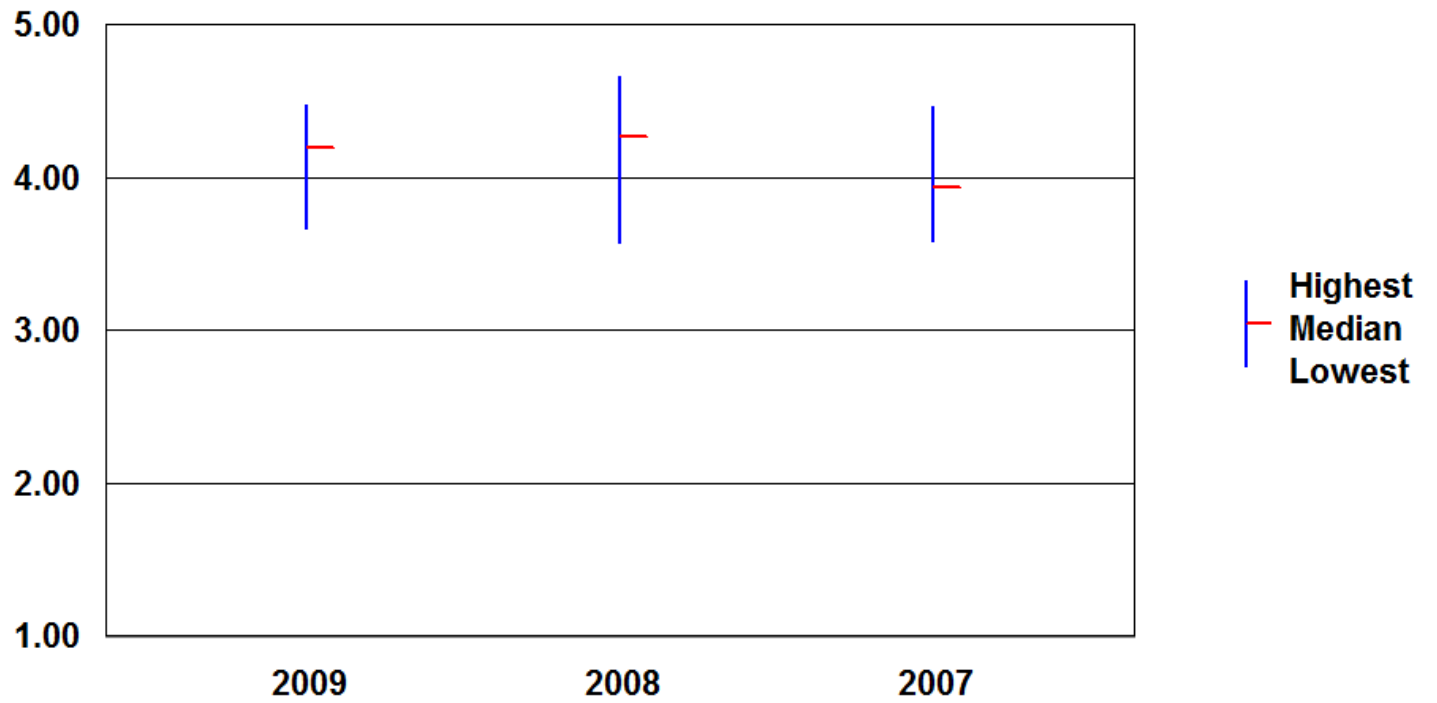
Quality





## Scores - by customers

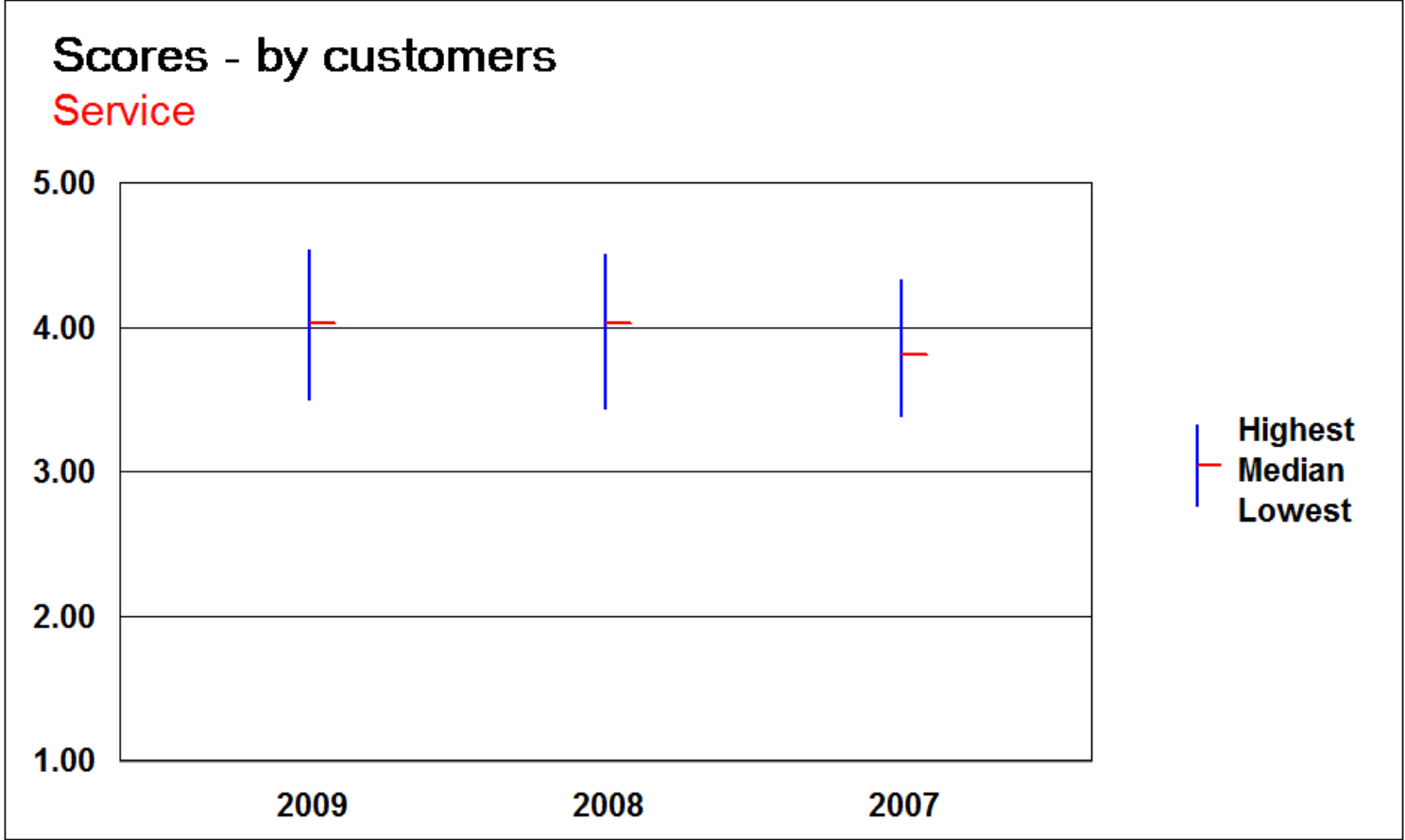
### Instructors





## Scores - by customers

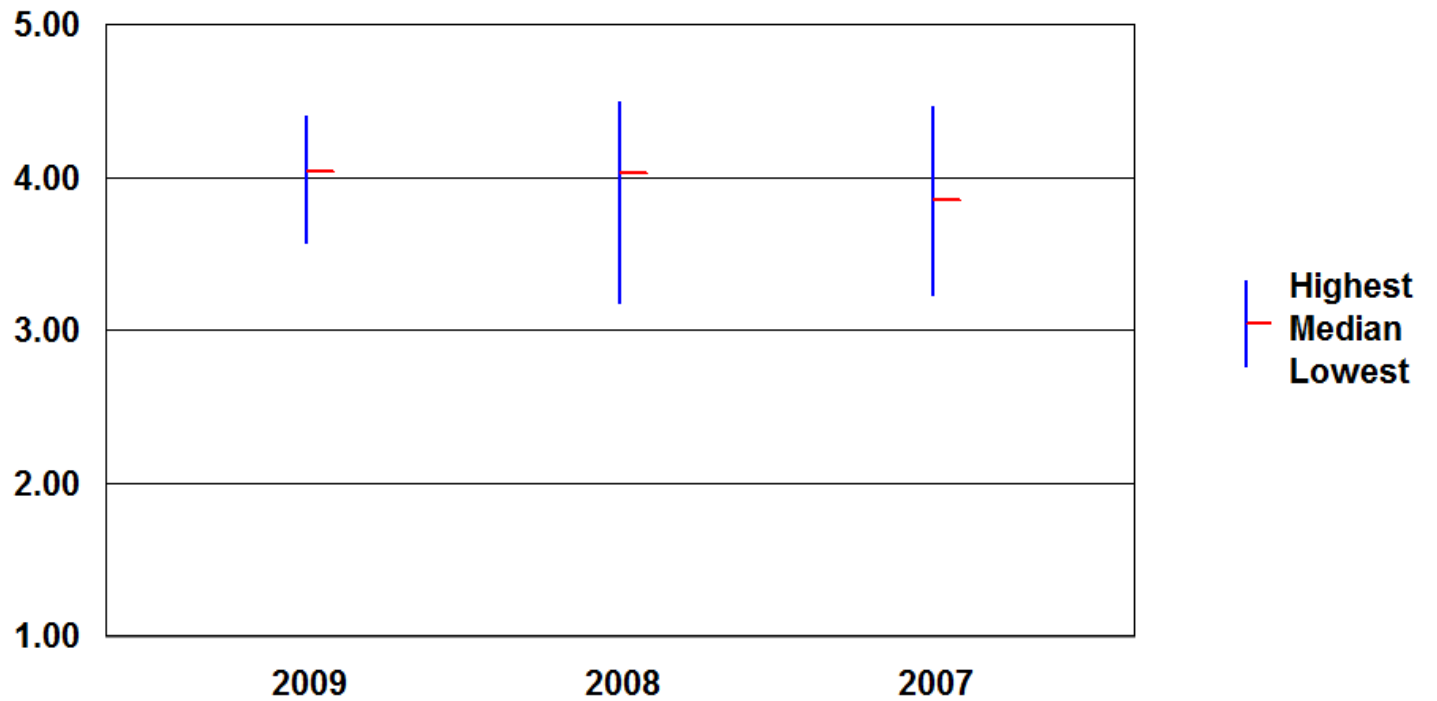
Service





## Scores - by customers

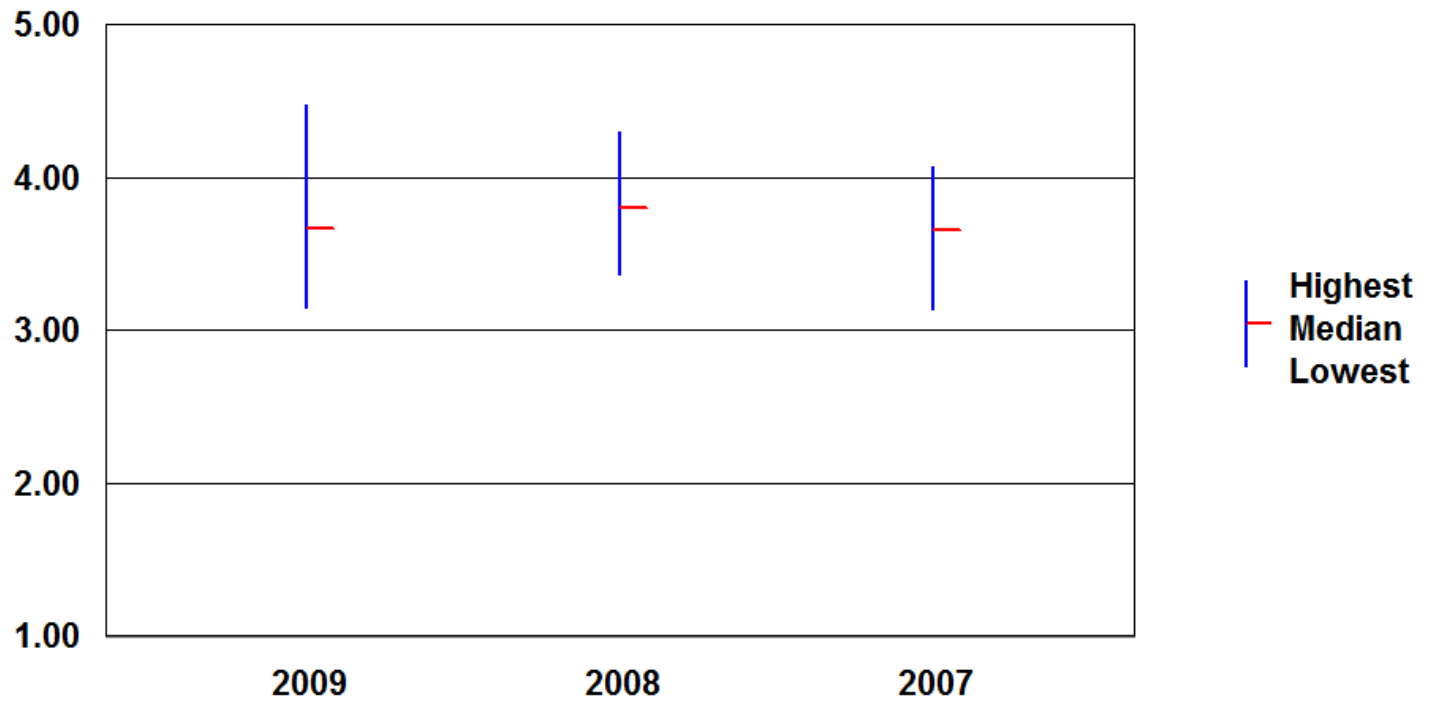
### Responsiveness





## Scores - by customers

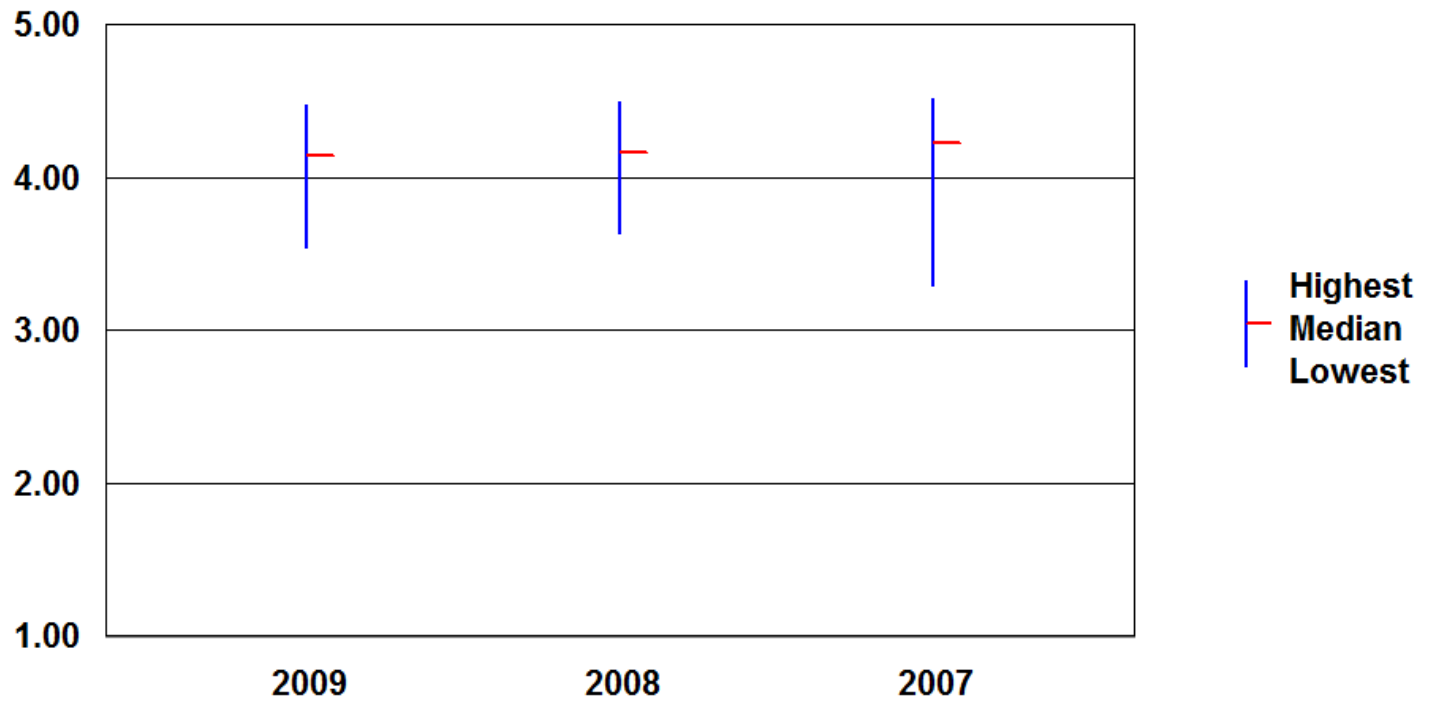
Value





## Scores - by customers

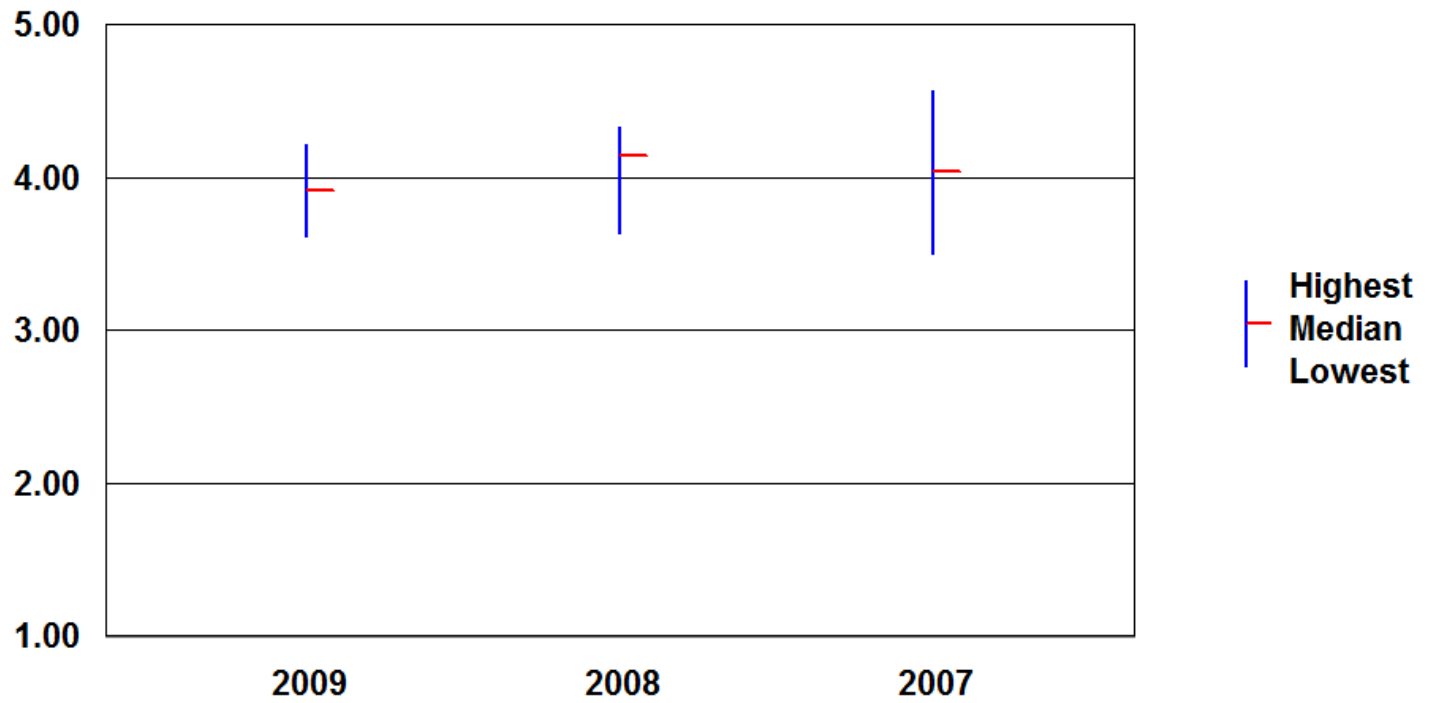
Courses





## Scores - by customers

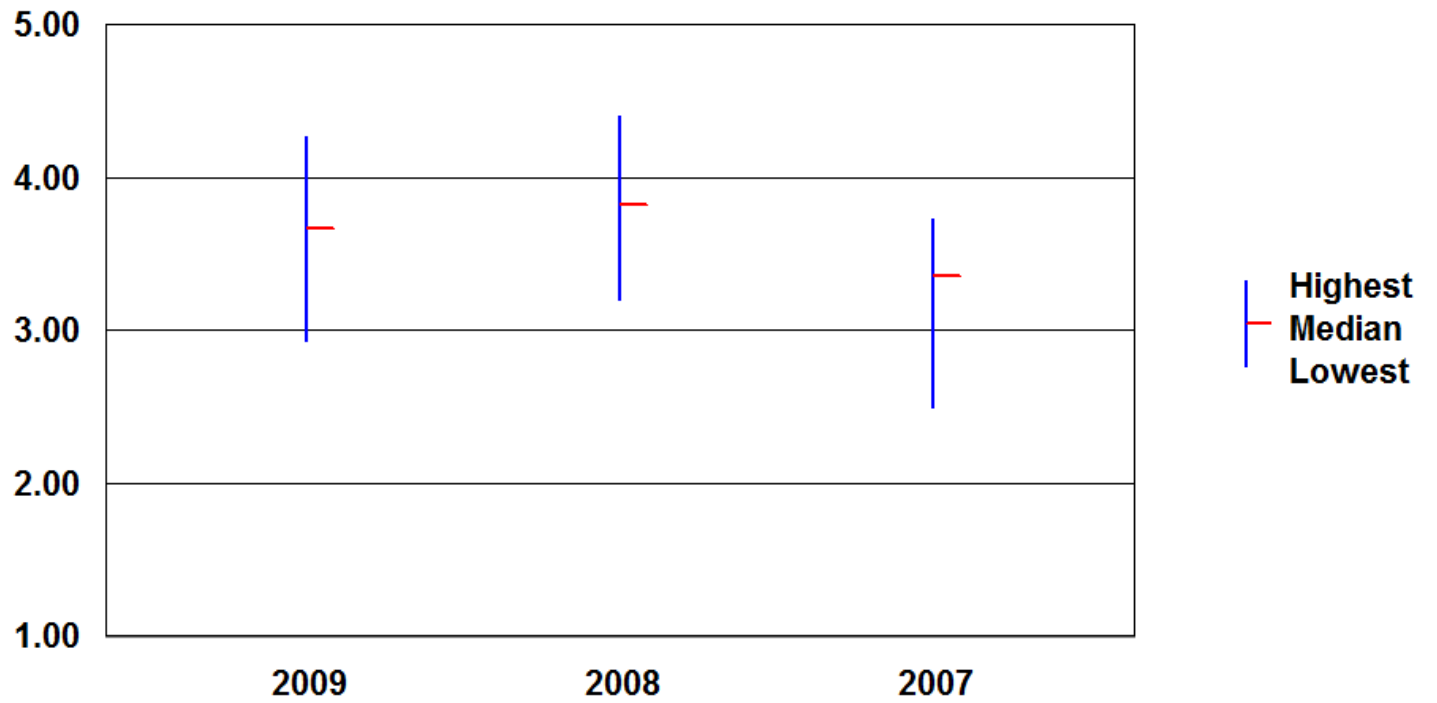
### Availability





## Scores - by customers

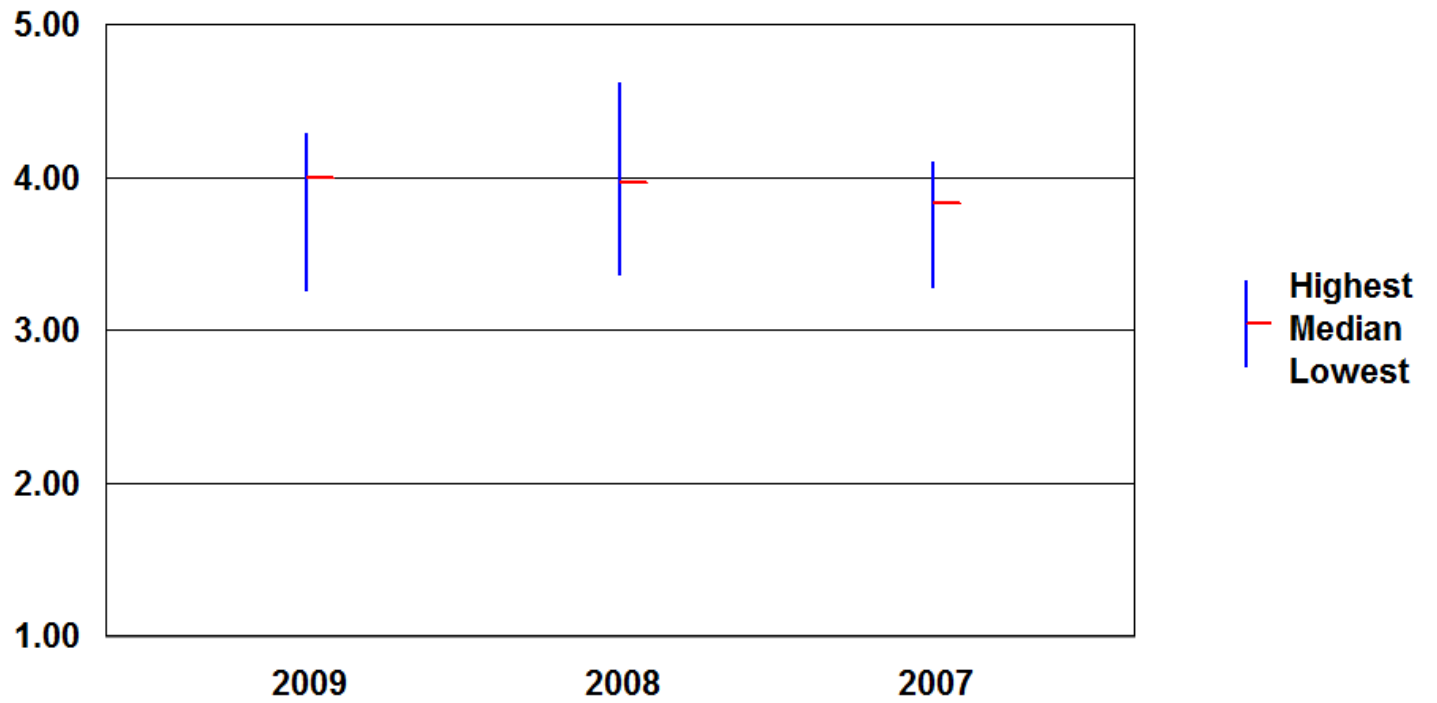
Customise





## Scores - by customers

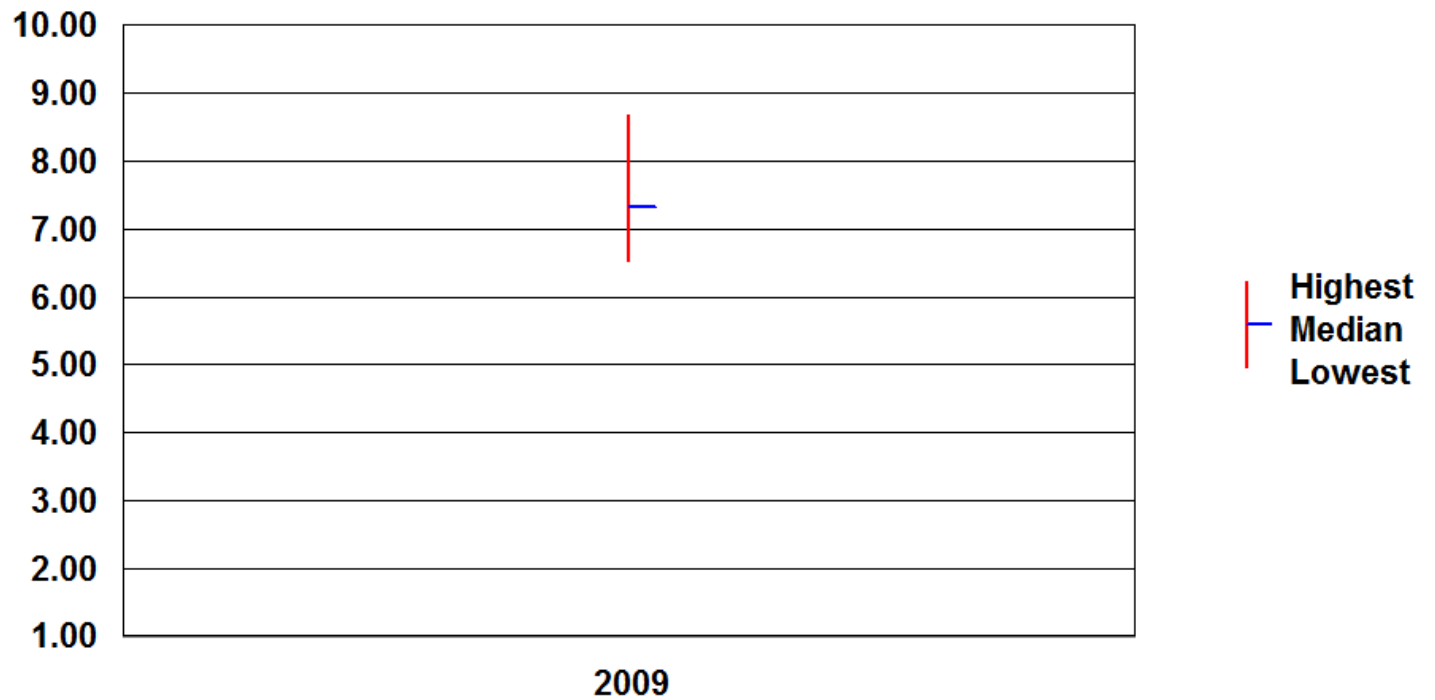
Partner





## Scores - by customers

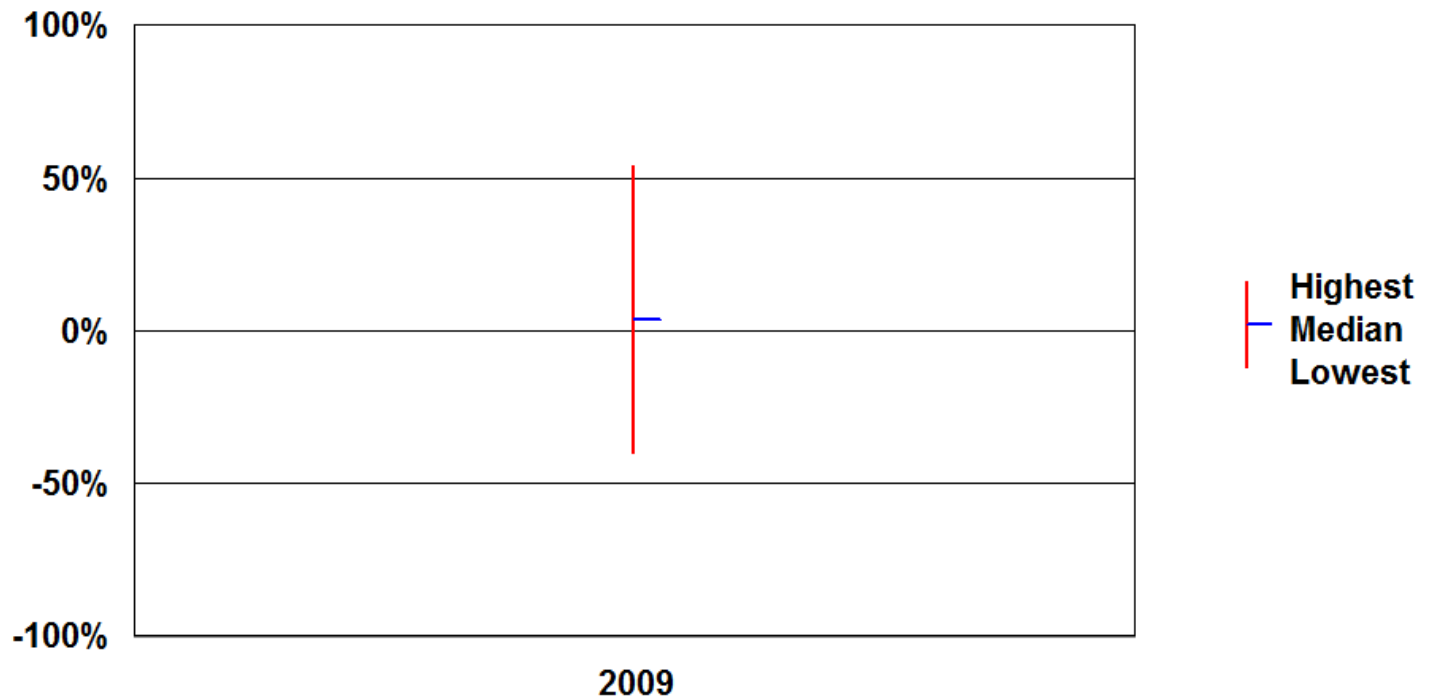
Recommend





## Scores - by customers

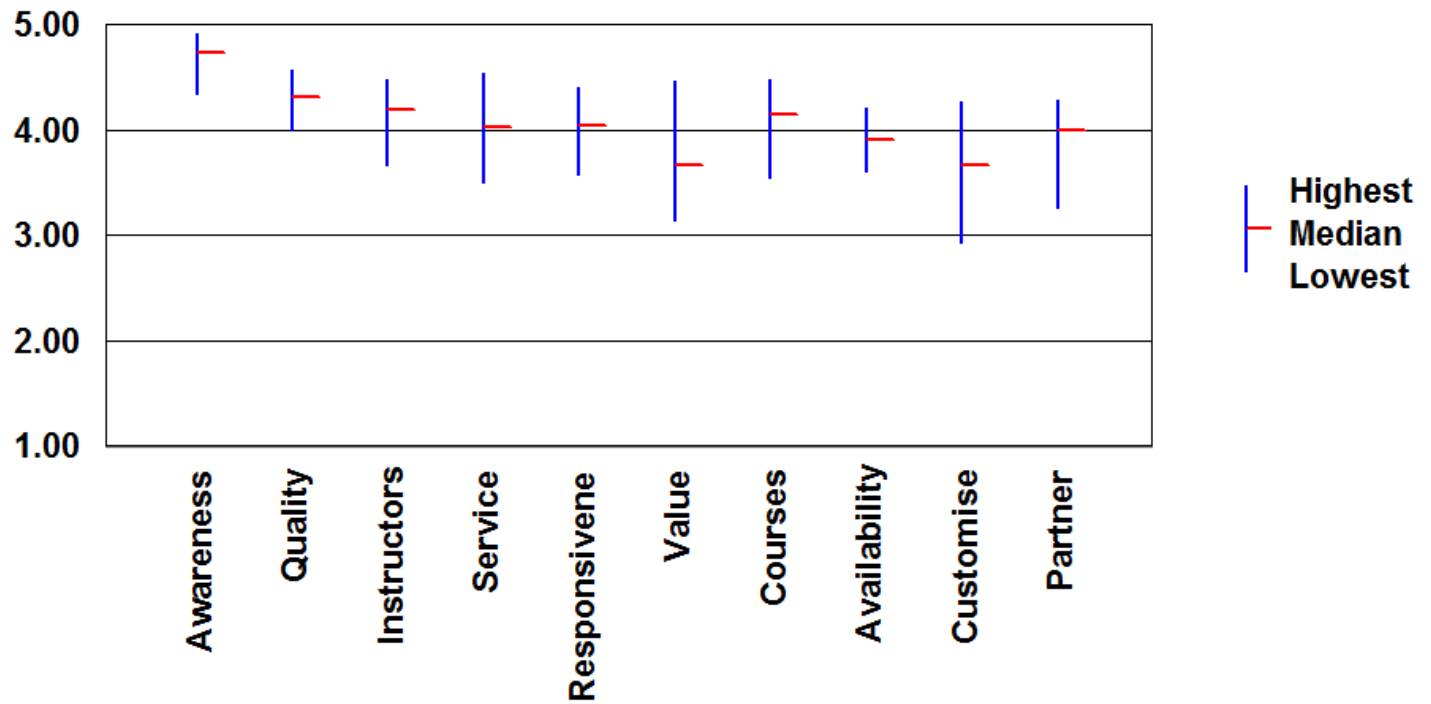
Net promoter





## Scores - by customers

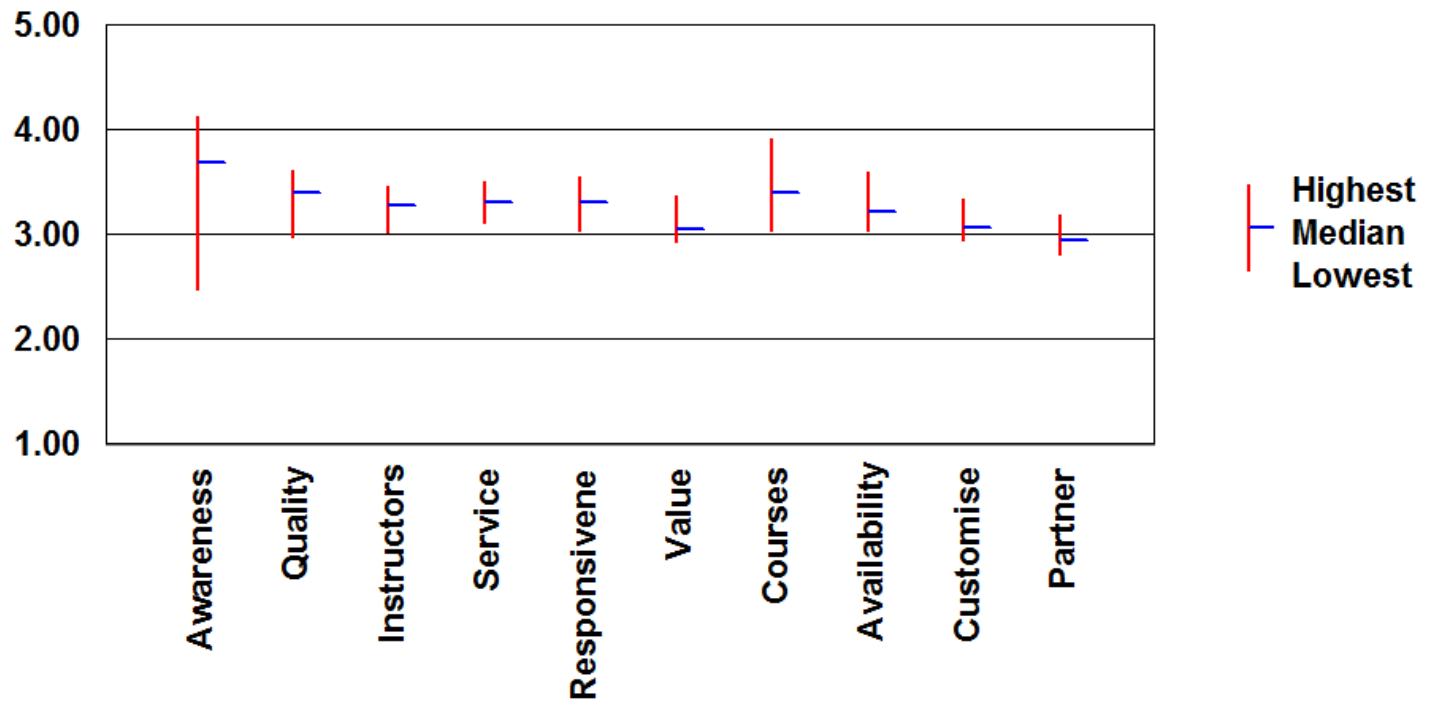
### Median Scores





## Scores - by non-customers - 2009

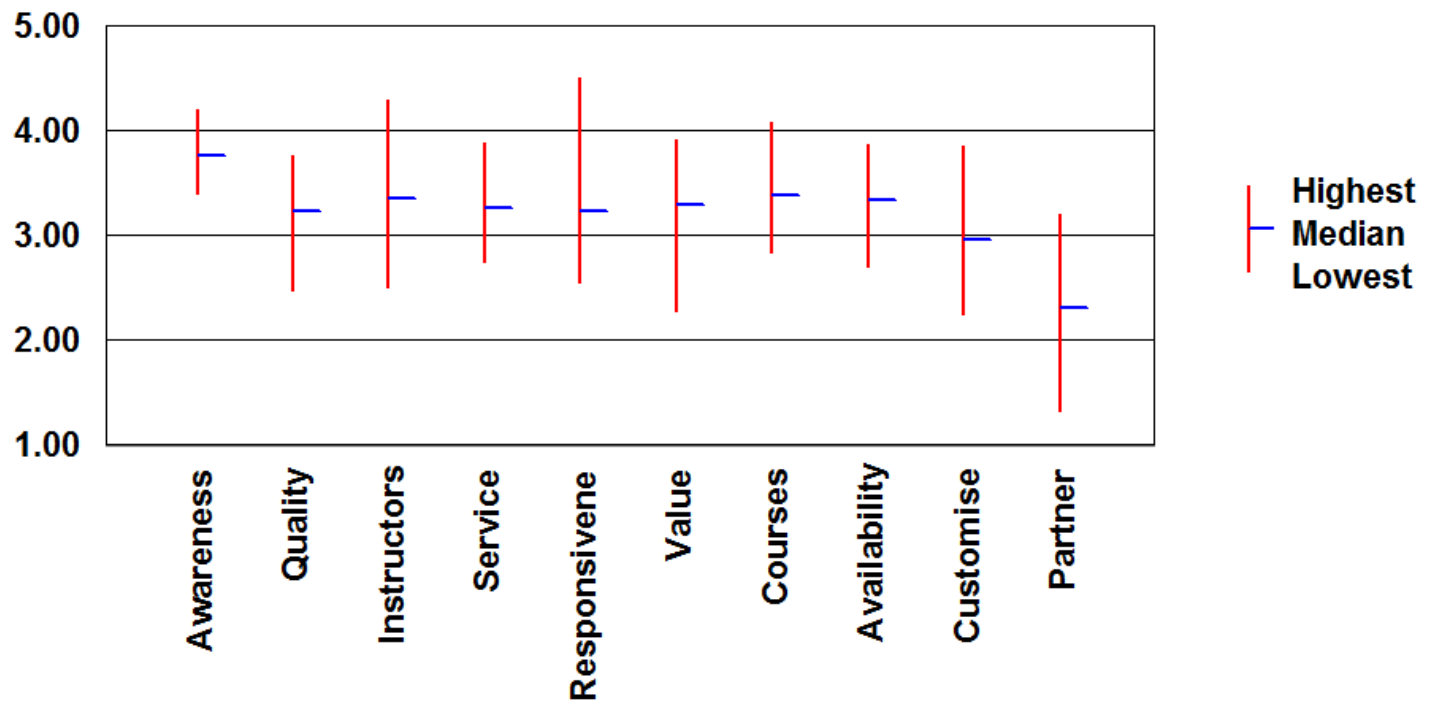
### Median Scores





## Scores - by non-customers - 2008

### Median Scores





## Scores - by non-customers - 2007

### Median Scores

