

# **Market Intelligence for ELT**

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Development**

# British Council Market Intelligence Series

- Market reports for key markets
- Market segment analysis – student goals, aspirations, satisfaction
- Long-range market research (eg *English Next*)
- Local ELT country profiles
  - List of local agents
  - List of agent associations
  - List of school/teacher associations
  - List of major language schools/partners



# Our goals for UK ELT promotion

- Promoting the UK as the prime destination for learning English
- Supporting UK ELT providers in maximising student inflow & market growth
- Providing market intelligence to develop deeper knowledge of current markets – and open new markets
- Building a better understanding of client needs and wants – their aspirations beyond General English
- Providing better information overseas about UK offer – including video promotion
- Improving communication with Agents
- Providing training for Agents (with EnglishUK)

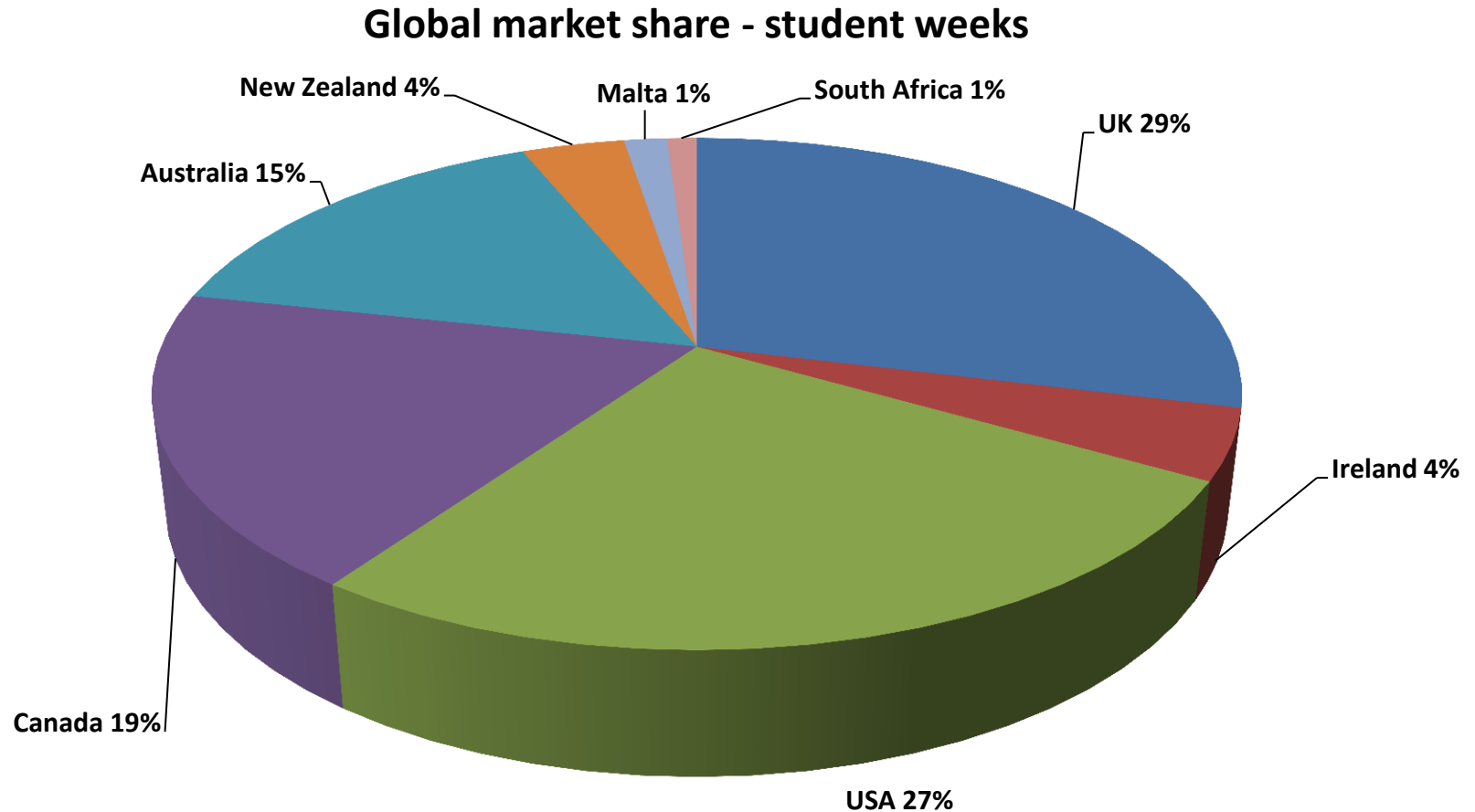
# Challenging times

- **Economic downturn**
- **Visa restrictions**
- **High cost of UK**
- **Reducing market share**

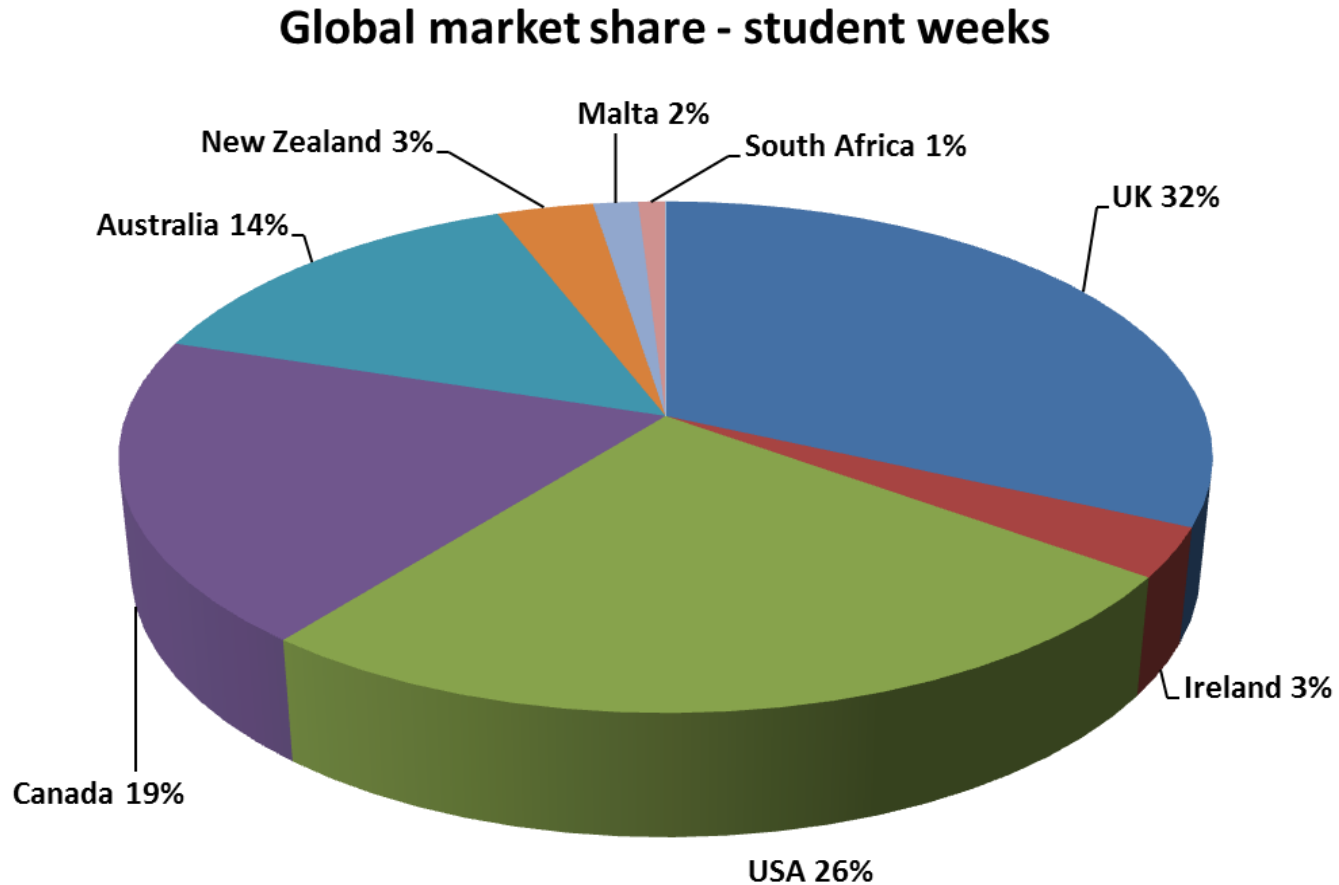
**Yet:**

- **Growing demand for English**
- **Potential new markets**
- **Potential new product areas**

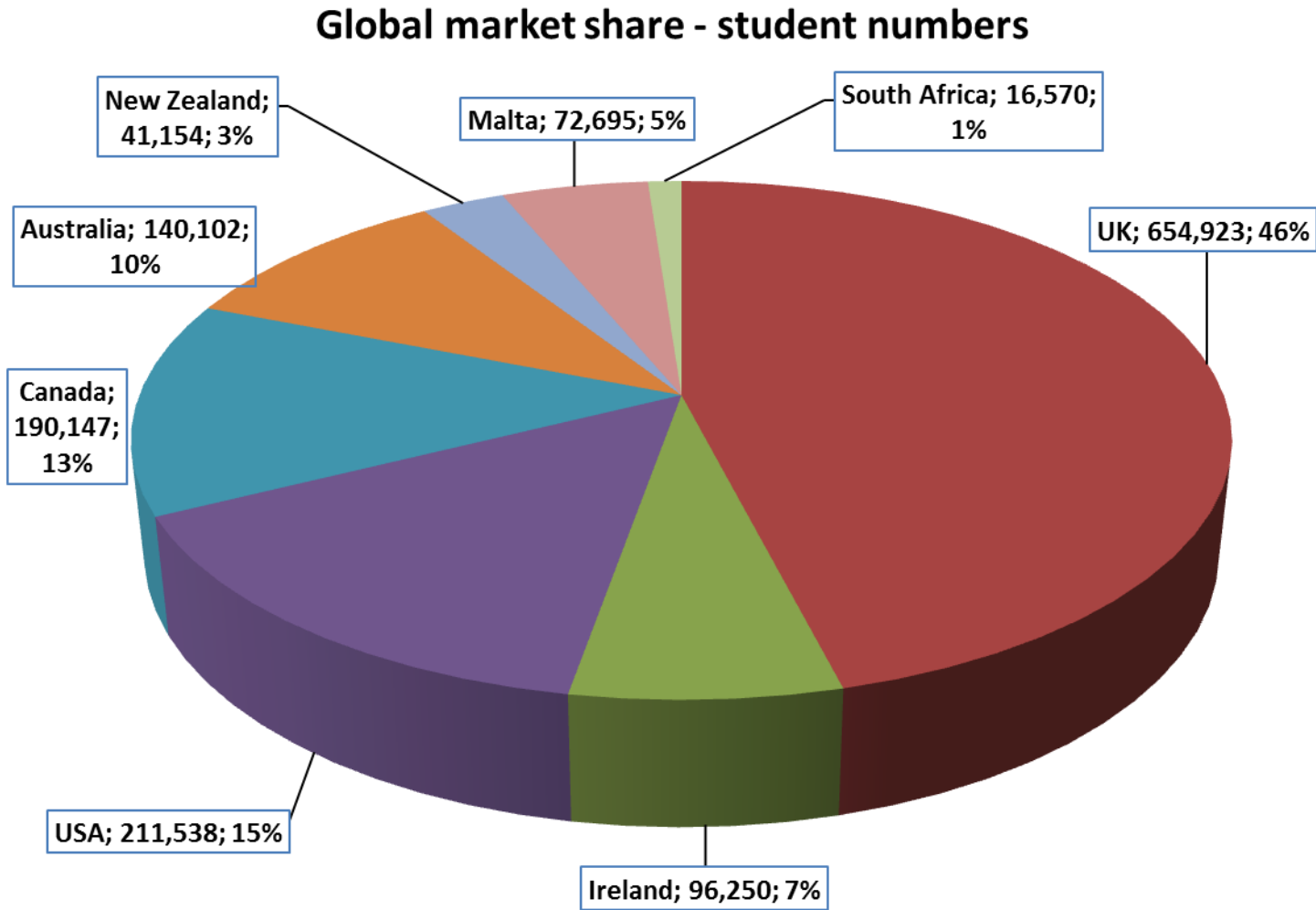
# Global ELT Market by destination 2010



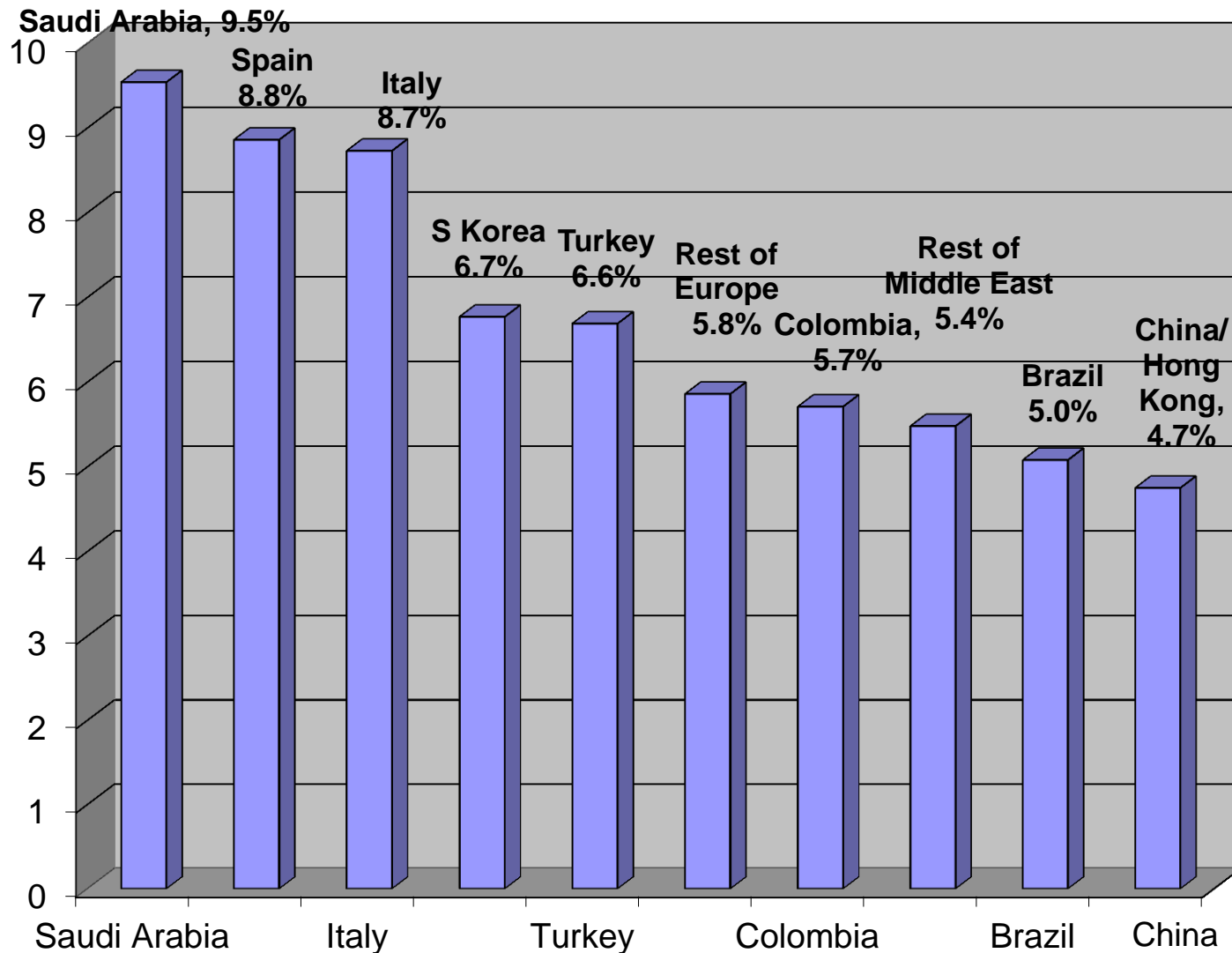
# Global ELT Market by destination 2011



# By student numbers....



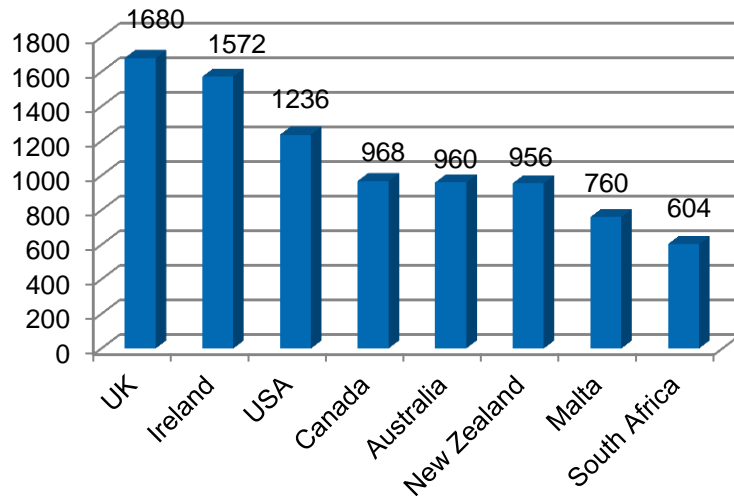
# Sources of UK ELT students



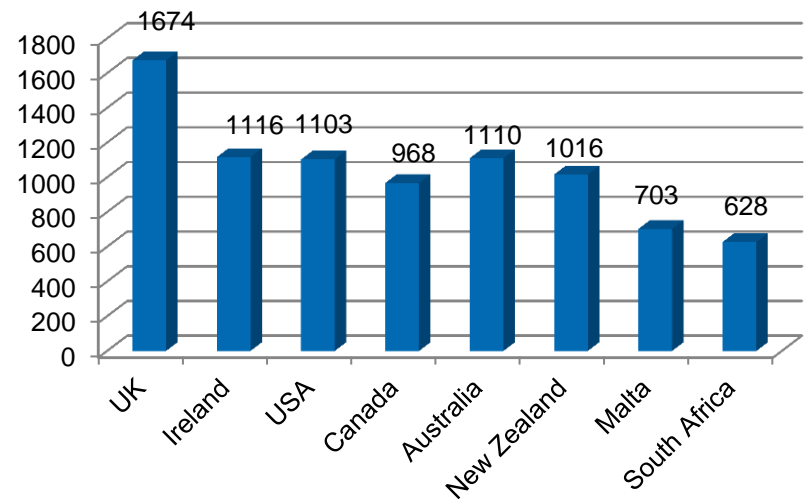


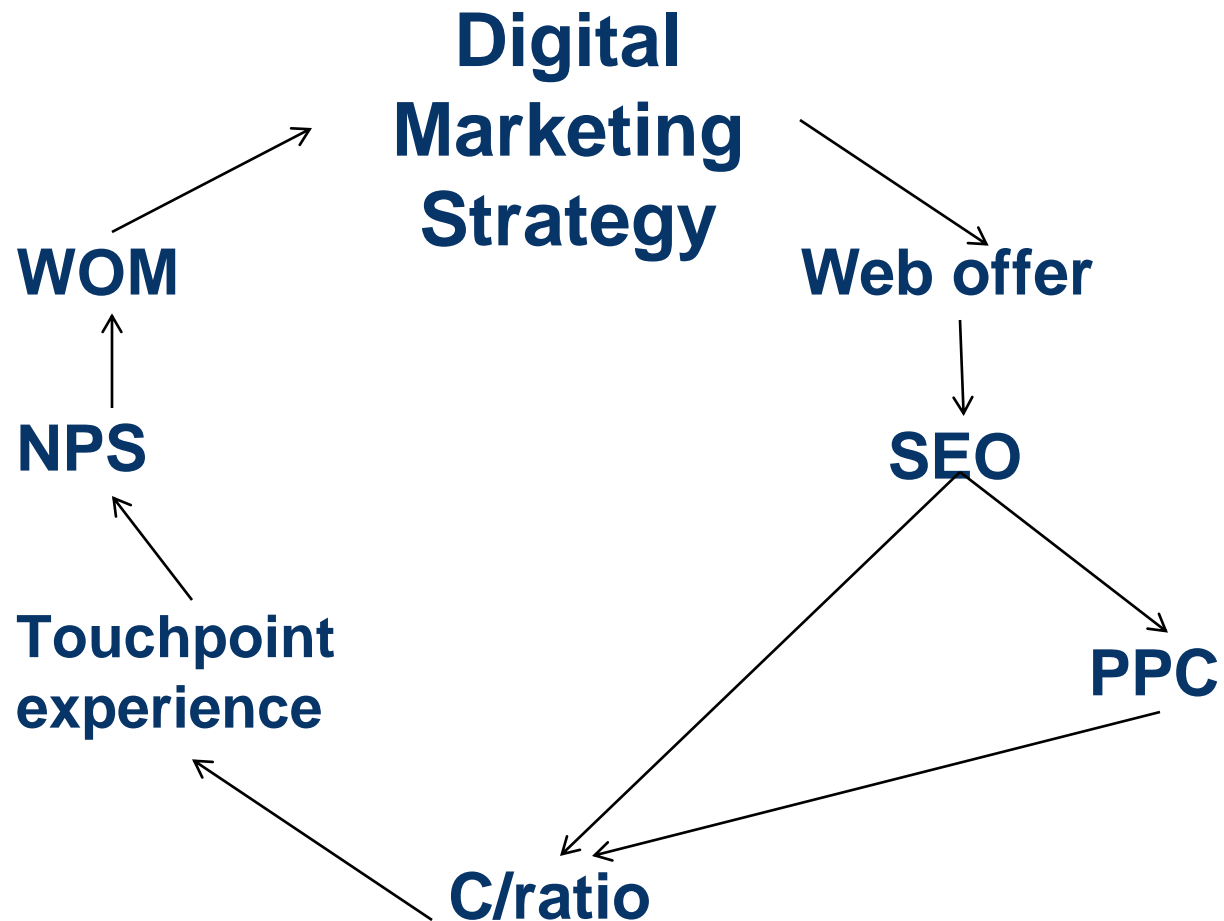
# Cost of UK ELT – tuition fees

## Cost per month USD 2010



## Cost per month USD 2011



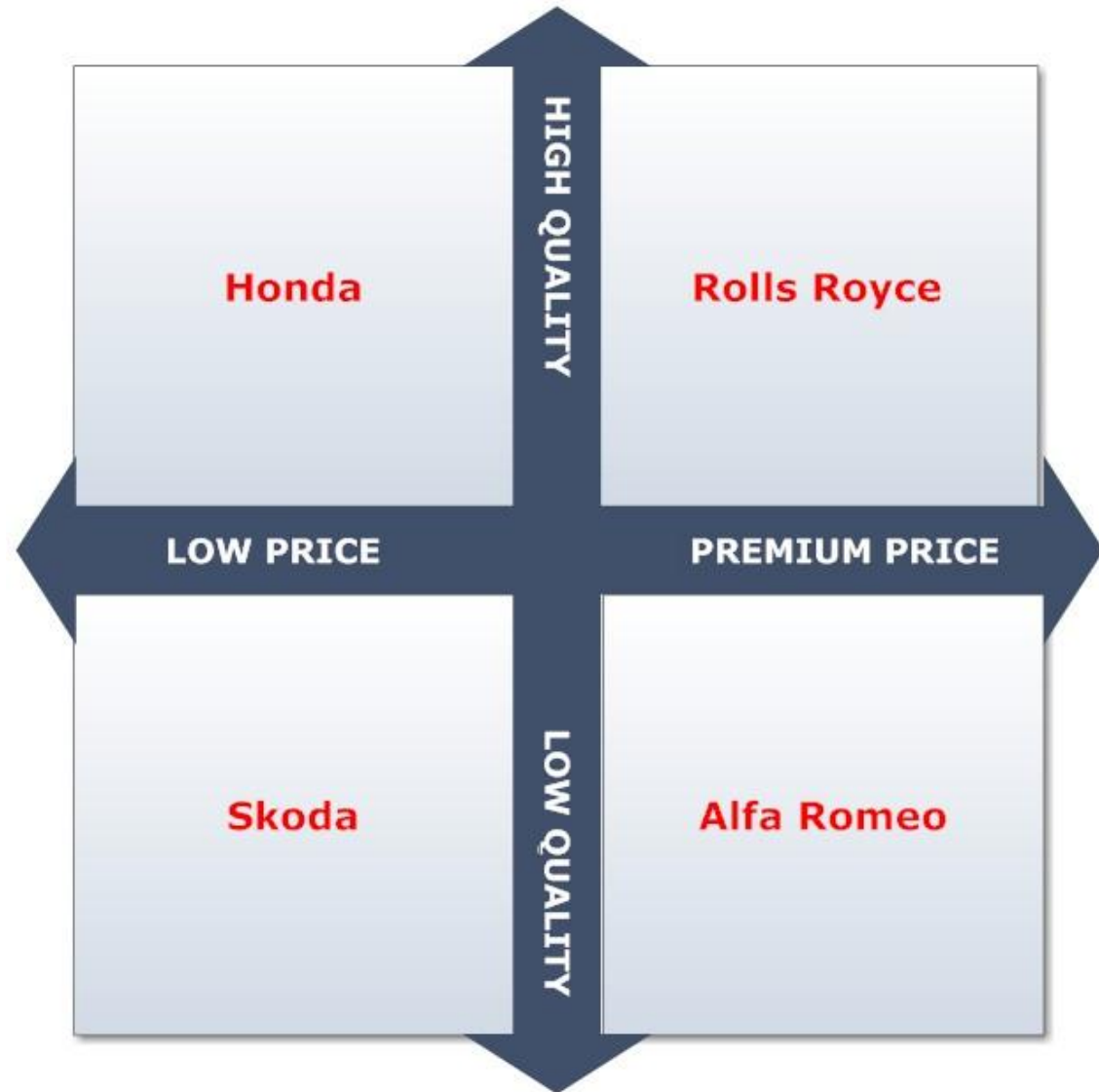


# Customer touchpoint analysis

- A Touchpoint is any customer interaction or encounter that can influence the customer's perception of your product, service, or brand.
- A Touchpoint can be intentional (an email you send out) or unintentional (an online review of your product or company).
- Touchpoints can occur long before a customer actually makes a purchase and long after they have made their first transaction.



# Customer Perception map



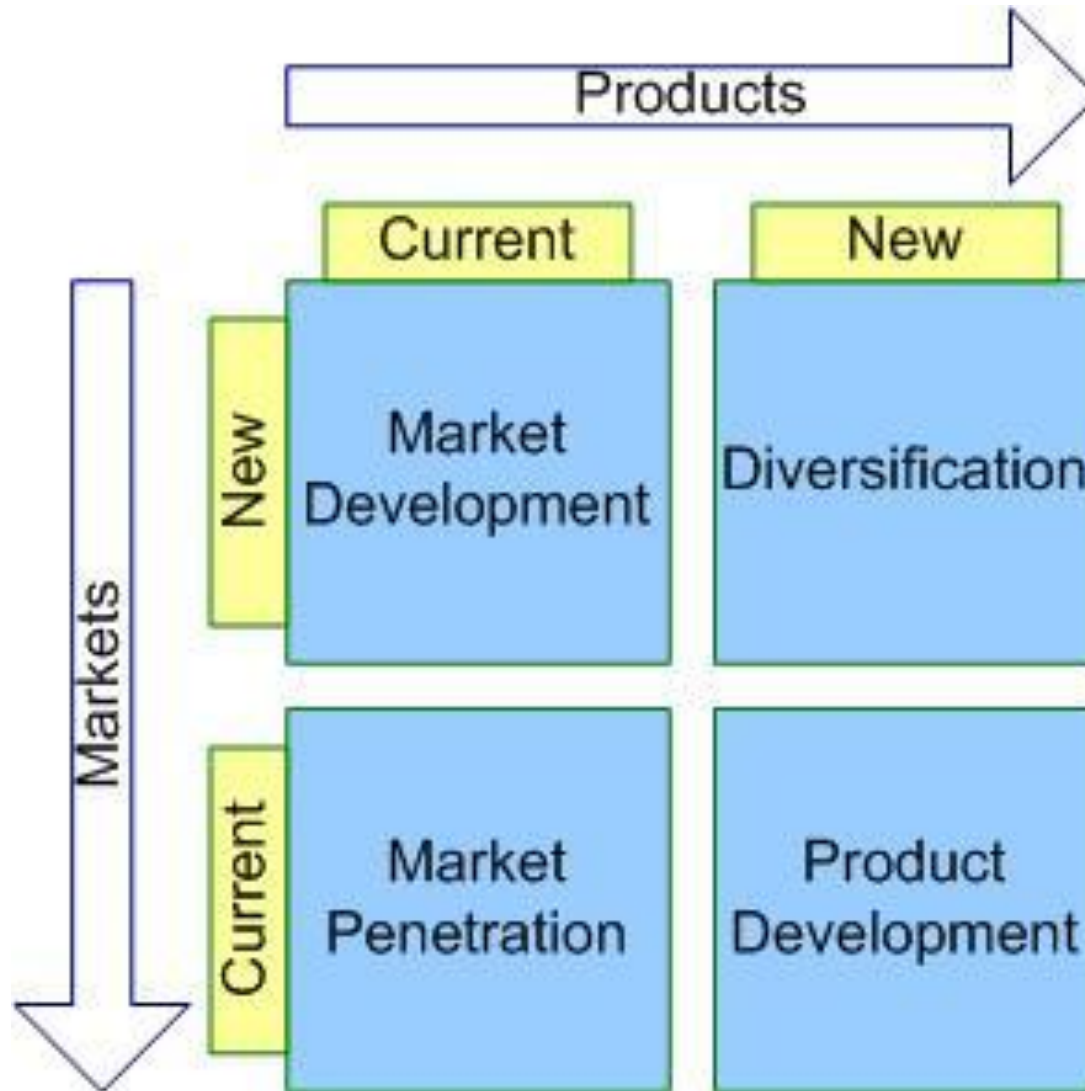
# Positioning UK ELT....move up the value chain

Commodities	Goods	Services	Experiences
Coffee	Nescafe	McDonalds	Starbucks

Value brand ←————→ Premium brand

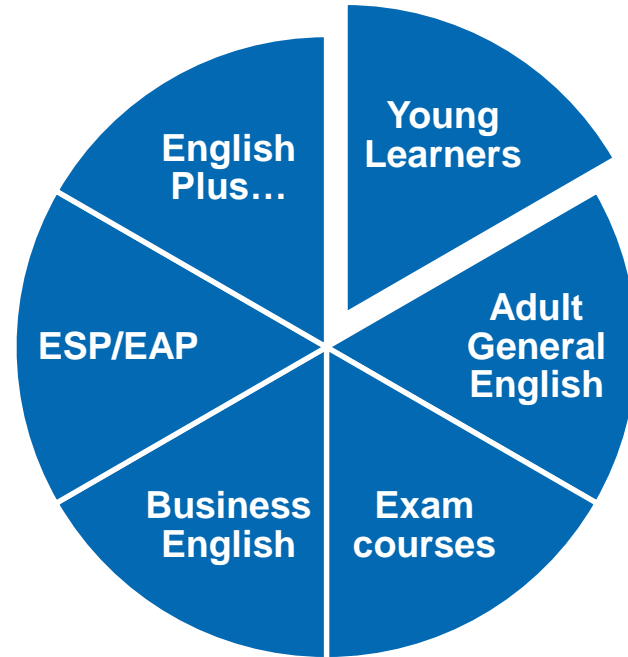
Low Margins ←————→ High Margins

# Innovate in markets & products – the Ansoff Matrix



# Innovating...

- **Market segment shift**



# Delighting your customers....



Cisco IP Video Phone E20 supports Cisco TelePresence MultiWay, which intuitively and instantly integrates multiple-party video calls.

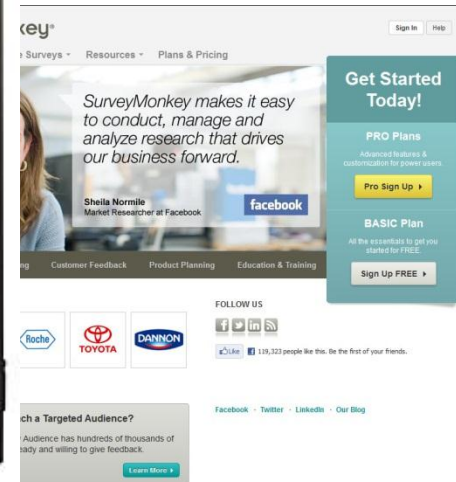


Make  
your phone  
your wallet

Pay in-store by tapping  
your phone.

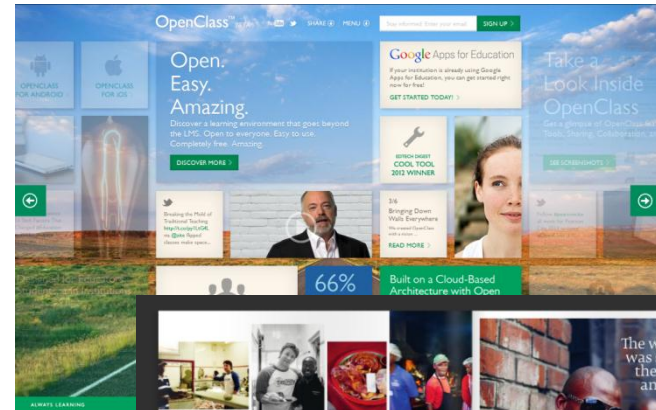


Play the video





# Digital teaching materials



# British Council support for UK ELT – baseline

BC Promotional resources	Local BC office support
EducationUK ELT website	Briefing interview for UK providers
Agent Fairs	List of local agents / associations
Agent training	List of school/teacher associations
AccreditationUK brand promotion	List of major language schools
Market intelligence reports for key markets	Country ELT profile report
Promotion on BC LearnEnglish & TeachingEnglish websites	Agent briefing/training meetings
Client market research, focus groups	Parent/student/sponsor briefing meetings/presentations
Dissemination of EnglishUK guide overseas	Distribution of EnglishUK guide, videos etc
Promotional videos	
New media promotional strategies	

# British Council Market Intelligence Series

