



Procedure	Quality Assurance for Qualification Review Policy & Procedures	Reference	OM. Comp.2- Customer Retention
		Policy Ref.#	2.2
		Version	2024

Policies & Procedures

Customers' feedback

Procedure Purpose

- To Clearly defined quality objectives.
- To regularly evaluate teaching methodologies and materials.
- To continuously ensure professional development for instructors.
- Effectively assess learners and ensure feedback mechanisms.
- To ensure adequate facilities and resources for language learning.
- To ensure a robust system for monitoring and improving learner progress.
- To ensure compliance with relevant industry standards and regulations.
- To ensure ongoing review and improvement of quality assurance processes.

Staff Involved

LCD and all Berlitz staff and stakeholders.

Procedure Method

Berlitz Quality objectives include:

- 1. Learner Learning Outcomes:** Berlitz clearly defines and communicates the learning outcomes to learners through the learning materials. Learners' materials cover a wide variety of activities that enhance learners' knowledge, skills, and competencies they should acquire by the end of the course or program.
- 2. Aligned Instruction:** The instructional activities, assessments, and materials are aligned with the stated learning outcomes. Lessons and assignments are designed to directly address the desired knowledge and skills.
- 3. Effective Teaching Strategies:** Berlitz utilize effective teaching strategies and methodologies that engage learners and facilitate their understanding of the subject matter using a variety of instructional techniques, such as active learning, group discussions, hands-on activities, and multimedia resources.
- 4. Formative Assessment:** Berlitz Incorporate formative assessments throughout the learning process to monitor learner progress and provide timely feedback. These assessments can be mid-level checks, class discussions, projects, or any other method that allows for ongoing evaluation.



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5. **Summative Assessment:** Berlitz conducts summative assessments at the end of the course or program to evaluate learners' overall achievement of the learning outcomes. This includes written curriculum tests, presentations, simulations or other comprehensive evaluations. Summative assessments are benchmarked at 65% success grades which is divided by 40% on written test and 60% On Oral expression.

6. **Feedback and Reflection:** Berlitz instructors and supervisors provide meaningful feedback to learners on their performance, highlighting areas of strength and areas for improvement. Encourage learners to reflect on their learning and set personal goals for further development. Progress Reports are issued twice in a teaching course during which learners are counselled and supported.

7. **Individualized Support:** Offer individualized support to learners who may be struggling to achieve learning outcomes. Provide extra resources, make-up lessons, or additional guidance to help them meet the desired targets.

8. **Collaboration and Professional Development:** Berlitz foster collaboration among instructors and staff to share best practices, discuss challenges, and collectively work towards improving learner achievement of learning outcomes through quarterly meetings, and ongoing professional training & development at the center or in global workshops to enhance teaching strategies and stay updated with current research and trends.

9. **Continuous Improvement:** Berlitz corporation continuously evaluate and review the effectiveness of instructional strategies, assessments, and learning resources. Adjustments and improvements are based on feedback from learners, instructors, and other stakeholders to ensure ongoing enhancement of the learning process.

10. **Teaching Effectiveness:** Berlitz enhance the quality of instruction by conducting training to its instructors by completing a blended "Instructors' Qualification Program" (IQP) to promote effective teaching methodologies, techniques, and strategies that foster learner engagement, participation, and learning.

11. **Learner Satisfaction:** Berlitz ensures improving learner satisfaction by providing a positive and supportive learning environment, addressing learner needs and concerns, and incorporating feedback into ongoing improvements. This is done through the 1st impression and Customer Satisfaction Surveys (CSS) during the course, in addition, the general surveys to individuals and stakeholders to increase transparency and fosters stakeholder buy-in and ownership of the evaluation outcomes.

12. **Staff Professional Development:** Berlitz promotes continuous professional development for instructors and staff members to enhance their language teaching skills, pedagogical knowledge, and intercultural competence.

13. **Curriculum Development:** Berlitz offers a wide variety of programs to align with industry standards, emerging trends, and the needs of learners, ensuring comprehensive and relevant language learning experience.

14. **Resource Allocation:** Berlitz ensures the availability of adequate resources, materials, and technology to support effective language teaching and learning.



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15. **Retention and Completion Rates:** Berlitz monitors and improves learner retention rates and course completion rates by a minimum of 40% retention rate, by ensuring that learners are supported throughout their language learning journey.

16. **Continuous Improvement & Annual Performance Review:** Berlitz established a culture of continuous improvement by regularly evaluating and reviewing processes, soliciting feedback from stakeholders, and implementing changes to enhance overall quality and identifying areas for improvement, and implementing strategies to enhance the quality of their programs, policies, and practices. A performance report is done by the Instructional Supervisor at the end of the year that reflects all the above results for the LCD to plan the objectives for the following year.

17. **External Review:** Berlitz corporation contributes to accountability, quality improvement, and fostering a culture of continuous learning and innovation. Berlitz Franchisee conducts monthly review through the Training & Quality reports to identify strengths and weaknesses and provide recommendations for improvement. Moreover, Berlitz Bahrain often involves engaging various stakeholders, such as learners, administrators, employers, and community members to increase transparency and fosters stakeholder buy-in and ownership of the evaluation outcomes.

18. **The Quality Assurance team:** At Berlitz, the quality assurance system team is all the managing team involved in providing the best service to learners:

a- The Language Center Director (LCD) is responsible for the overall performance of the Franchise Language Center (FLC) which includes providing leadership, training and development to the center staff and ensuring customers receive the highest level of service and adhering to company policies and procedures.

b-The Assistant Language Centre Director supports the LCD with the overall performance of the Franchise Language Centre (FLC), which includes ensuring customers receive the highest level of service and adhering to company policies and procedures. Provide leadership, training and development to the center staff including FLC personnel, commercial activities, development and evaluation of employees and administrative management.

c-The Language Instructional Supervisor or Manager of Instructions (LIS/MI): is responsible for the quality delivery of instruction at the Franchise Language Centre (FLC) by ensuring Berlitz standards in implementation of the Berlitz Learning Cycle and the Berlitz Instructor Qualification Program (IQP) for instructors, the (LIS/MI) actively influences the retention of customers.

d-The communication consultant Conduct corporate prospect end user sales interviews and present the appropriate Berlitz solution, Conduct corporate appointments to central corporate contacts, such as HR and Training & Development, to present Berlitz. Able to present various training solutions. Provide prospective clients and contacts with program proposals and other follow-up information as needed.

e-The Training Specialist: is responsible for giving instructors more training on the soft skills programs, helping the LCD and CC in creating training needs analysis for company's employees based on their job descriptions and supporting the LIS in managing the instructional team.

f-The Customer Relation Representative (CRD) assures maximum satisfaction of the internal and external customers by managing their expectations in order to achieve the objective of creating retained, loyal customers. The CRD



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handles day-to-day Franchise Language Center (FLC) operations and performs administrative functions. Other key responsibilities include supporting retention and acquisition sales functions and tracking marketing activities.

Additional Notes

- Berlitz Director conducts quarterly meetings with staff members to gather their perspectives on the effectiveness and efficiency of the quality assurance system.
- Berlitz management team evaluate the monitoring and evaluation mechanisms in place, such as audits, inspections, or performance reviews, to ensure they are comprehensive and objective.
- Examine the institution's response to identified non-conformities or areas for improvement, including corrective and preventive measures taken.
- Collect feedback from stakeholders, such as learners and instructors to gauge their satisfaction and perception of the institution's quality.
- Analyze data and findings to generate a comprehensive report highlighting strengths, weaknesses, and recommendations for enhancing the quality assurance system.
- Follow up periodically to track the implementation of recommendations by Berlitz franchisee.