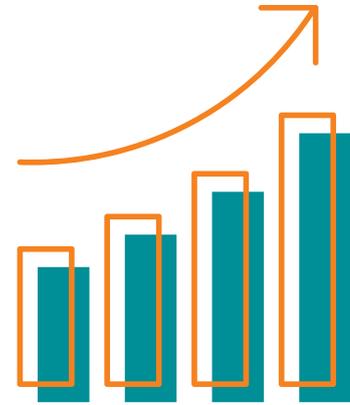




PROGRESS

Our growth was good, our hours had doubled annually for five years straight, however we felt our numbers were still conservative for a tutoring agency in such an affluent area. Locally we are a well-known tuition company and pride ourselves on the majority of our work coming from word of mouth recommendations. We are lucky enough to work with some outstanding tutors and teachers who in turn have created happy students and complimentary parents. The tutoring world is competitive and those that offer the best service will be successful and even with our 5-star reviews on Google we were still finding securing the trust in new prospective clients outside of our established area difficult. Our online presence was not enough for some prospective clients. We have tried Facebook, local magazines, fairs, approaching schools directly (the lists goes on) - but our varied efforts did not have the desired return on the time and money we put in.



Consequently, we looked at ourselves. What could we do to improve? How can we make ourselves more attractive to new leads? What could we do to allow us to provide a better service to our existing customers and improve the progress of our students? How can we better support our tutors? At Headway, we are teachers first. Operating with a child-centred mindset throughout all our actions. We needed a solution to accommodate our current practises, support our tutors and appeal to any new and existing clients. Every successful industry in the world uses systems and platforms to increase organisation, productivity and increase performance; we needed something similar.

POGO Progress was our solution. POGO immediately helped us gain the trust from new clients outside of our established geographical area. During the initial call with a prospective client, highlighting that we use POGO for continual assessment and progress tracking was influential and reassuring. Parents love to understand where their child is at, where they need to improve; POGO, simply does it all and informing them that they can log-in to see their child's work and progress was the icing on the cake. It has helped us bridge the gap between school and tutoring, develop trust and increase the standards of tuition. We offer specialist preparation for entrance exams, POGO's exam database with its answers is invaluable and saves us a lot of time and money. We encourage our tutors to assess their students at the end of each session or when debriefing with their parents - this gives each conversation a purpose and allows our tutors to quickly and accurately inform their client about their student's attainment. POGO has an instant messenger feature and this is great, as it reduces clients messaging our tutors' personal phones and I can also contribute to the conversations to further support our tutors whilst keeping all conversations in one centralised place.



POGO has been amazing for us - it has helped our organisation, communication, teaching standards and encouraged growth. The POGO team are very supportive and accommodating. Being teachers, they have a wealth of knowledge about schools, tutoring and education. Thank you!

Clare Thomson
Headway Tutors
Business Manager



Headway Tutors