



Pearson



Customer Services

Divisional Update survey | 2018

The Customer Services Team providing...



133 YEARS

 combined experience

91%

said they read the update every week

94%



when asked, said that it was just the right length

Improving balance of Business and Social news

You said:

"I think the balance is just right"

"I find the business news more useful"

"Include more events or gatherings going on for all teams"

"I think it is about right, though I prefer the social side"

"Happy with the balance"



89%



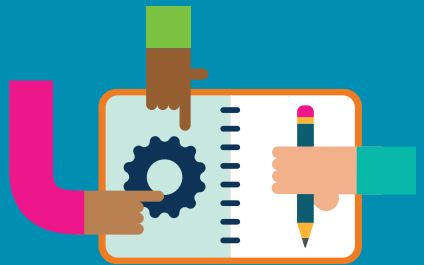
open rate in December 2018

Could the layout and design be improved..?

You said:

"I really like this layout. It's engaging, there is sufficient visual content"

"I think the overall layout and design is good, it is easy to find the section that is relevant to you"



10%

found the Communications library useful

Suggestions for overall improvement:

"Focus on Business related content first, then social"

"It would be great to have more colour used - the backgrounds look very 'samey' "



32

 people would prefer to receive it on a Monday

3

 People would prefer another day of the week

Feedback comments:

"Light sprinkling of social news"

"The writing seems to have adopted a more light hearted tone and I prefer that"

"Think the Divisional Update is really good and is continually improving!"

"I find the divisional update useful for business changes, updates and key dates"

"I love the personal touch and personality each one of you bring to the divisional date"