

- 15.** Be part of our closed Facebook group for general updates, read interesting blogs, share photos of students and be informed on any of our latest free cultural events.
- 16.** Costa Coffee is served on site... We have our own VICI Menu: Latte, Cappuccino, hot chocolate, green tea... Apple, orange or cranberry juices... All free of charge when you visit us for your lesson.
- 17.** Expect to receive a Special Saving when renewing your membership with us. Loyalty is always rewarded at VICI!
- 18.** A hand-made VICI thank you card will be sent to you to wish you a warm welcome, congratulate you on your exams or even say goodbye...
- 19.** Expect a beautifully crafted card on your birthday!
- 20.** We will send you VICI-labelled Cupcakes for any referrals sent to us! They taste divine and will be delivered to your door...
- 21.** Our query response time is 4 hours and any enquiry will be answered in full within 24 hours.
- 22.** Complaints are being dealt with within 48 hours.

**23.** A Customer Service Manager, Clare is onsite 4 days per week, 30 hours per week.

**24.** Your VICI 'Best Biz Buddies' Card will be with you within 2 weeks of enrolment: The *VICI best biz buddies!* Scheme is a reward programme that has for its aim to obtain some generous discounts for you, in targeted local independent retailers! Available to VICI Students only!

**25.** Above all... We are Results-driven – We won't promise we have the magic potion to make you learn languages and it isn't about our own scientifically proven method... (These tend to be fictitious!) Each student learns differently... We are simply results-driven and will do all it takes to ensure you enjoy your student journey and support you in achieving the results you are after.



**26.** Yes! (Unheard of in the language industry) We have a money back guarantee in place! So, if after 3 months of following your chosen language programme you can honestly say that you haven't experienced any improvement, we will refund your money.

## Your Student Journey: The Vici Customer Care Promise



Vici Language Academy LLP Arcade House, The Arcade, Bartholomew Street, Newbury  
Berkshire RG14 5AD T: 01635 285700 W: [www.thevici.com](http://www.thevici.com) E: [learn@thevici.com](mailto:learn@thevici.com)

**"To be honest, if you were to write a business case about what you can do to provide excellent customer service, Nathalie does it all. Ultimately that is why the VICI Language Academy won; it truly delivers exceptional customer service."**

**Lead judge, Wesley Cole**

Best Customer Service trophy at the West Berkshire Business Awards



LANGUAGE ACADEMY

[www.thevici.com](http://www.thevici.com)

# Your Student Journey: The Vici Customer Care Promise

## Why?

### 1. Passion for customer service

We actually believe in it rather than just talk about it!

### 2. Proactivity

We constantly seek to improve our service before any complaints may arise and we are always on the front foot with the services that we provide.

### 3. Culture

It's not just about Nathalie Danon-Kerr, our Director - everybody lives and breathes customer service at VICI.

**These are the 26 Care Promise Points you should expect when becoming a VICI member.**

If you don't feel 100% satisfied with all 26, please speak to a member of our Management Team: Nathalie, Clare, Victoria or Valerie: [management@thevici.com](mailto:management@thevici.com)



**Impressed by the dedication, professionalism and expertise...**

"The team knows exactly what they are doing and have a relentless determination to make it happen, with quality and service always the key factors."

Derek Rodgers

### 1. Flexibility:

- a. Bilingual language programmes for children from the age of 2 to 18
- b. Weekend language clubs and holiday packages
- c. Exam-focused courses
- d. Intensive daily courses
- e. Learn for leisure with our lifestyle classes
- f. Attend classes up to 4 times per week with our flexi-timetable or choose to study online with our language learning platform i.vici
- g. Ask for a business focused programme tailored to your industry... *Anything is possible!*

### 2. All this in 12 different modern languages:

French, Spanish, Italian, German, Portuguese, Russian, Polish, Arabic, Turkish, Mandarin, Japanese, English as a foreign language.

### 3. All our staff members are 'VICI Certified'

chosen carefully to be excellent linguists and passionate about what they do. All are trained by our Head of Training, Victoria. We have also appointed CKI Ltd (Coaching Key Influence) to develop a bespoke programme for blending with our formal training; and this to ensure that all our teachers have life coaching knowledge and skills (to help them understand how to deal with their students' needs accurately).

### 4. Ask for a tailored language programme

(as opposed to a standardised course)... It is all about you, your learning preferences and preferred communication style. One size doesn't fit all when it comes to language learning!

### 5. It's fun yet structured

- (for greater results!)
- a. Your overall linguistic objectives, topics to be covered and ways of assessment will be listed and carefully prepared in a bespoke language programme, signed off by our Head of Training

- b. A detailed project plan will be put into place for exam-orientated programmes
- c. A 'record of achievement' is also available for young linguists (2 to 18) so parents can track their children's progress per module

### 6. Our reference is:

the European Framework for Languages which is the result of over twenty years of research and is exactly what its title says it is: a framework of reference. It provides a transparent, coherent and comprehensive basis for the elaboration of language syllabuses and curriculum guidelines and the assessment of foreign language proficiency.

### 7. Your Language Dropbox:

most of our programmes will entitle students to their own personal dropbox folders... This way, you have something tangible to go back to, to support you and go away with.

### 8. The Communication approach:

our preferred teaching method! It is a very natural and 'hands-on' experience of the language that prioritizes oral communication over accurate grammar and is proven to help students become more confident, faster. It is all about your coach being 'a guide on the side, rather than a sage on the stage'... It therefore places students at the heart of the lesson... (rather than the teacher and his or her knowledge!)

### 9. We constantly research and test new resources:

books, interactive online exercises, games... and for this, we always seek to maintain privileged relationships with the best language publishing houses in the UK and Europe.

### 10. We organise free cultural and linguistic events

throughout the year, for children and adults alike. A French pub evening, an Italian board game night, a bilingual film for little ones, art & craft in

Portuguese... Anything that is fun, educational and can complement and enhance your learning and help you use your language skills in a different context, we will aim to provide.

### 11. Receive a welcome pack upon enrolment with:

- a. Tips on language learning
- b. A personal quiz and advice on the different learning styles
- c. All necessary steps to become proficient in your chosen language (skills in reading, writing, listening, spoken production and interaction).
- d. A nice VICI folder will be handed out to you too!
- e. Children have beautiful VICI embroidered uniforms, some fun activity books, a pencil case, a satchel and more!

### 12. Graduation ceremony:

twice a year we organise a special ceremony centred around our students to give you, and other members, the chance to shine and receive all the support and encouragement you need (and deserve!). Dedicated learners, serious about their language studies, choose VICI and all our staff feel a duty to live up to this! Once enrolled in our academy, we make a promise to take you as close to bilingualism as we can. The graduation process therefore ensures that our students are following a clear and well-structured syllabus, are made aware of their progress and are being fully supported when needed.

### 13. Each month, we showcase one of our students'

stories and progress through a personalised case study... Be our monthly star!

### 14. Make full use of our "Media Room":

a TV with foreign language channels, magazines, DVDs, novels... in many foreign languages! Come during your lunch break, grab a coffee and a biscuit and watch your favourite programme or borrow other resources to enjoy at home.



LANGUAGE ACADEMY

Sarah Bowen

### A truly inspiring academy...

"The teachers' attention to detail is wonderful - my daughter has become incredibly inspired by them and now loves languages."