

EDUCATIONAL MARKET RESEARCH



ABOUT US

B2B Education is the dedicated educational unit of B2B International. The higher education sector, in the UK and abroad, is more competitive than it has ever been. Similarly, the qualification framework for 14-19 year olds is an area of continuous change and development. Against this backdrop, B2B International offers a research team dedicated to working with organisations within the education and training sector. Through bespoke research, our ability to reach wide audiences, and our insightful analysis and interpretation, we equip our Clients with the tools and solutions they need to face the challenges of this specialist sector.

WHO WE CAN HELP

We work for:

- Schools, colleges, other institutions and examining bodies providing education and qualifications to 14-19 year olds
- Universities and colleges providing higher education to students aged 19 and over
- Awarding bodies developing and delivering courses and services

WHAT WE OFFER

We aim to find the answers to your most challenging and pressing questions. We do this by using a wide variety of qualitative and quantitative research techniques, including:

- Depth telephone interviews
- Face-to-face interviews
- Focus groups
- Desk research
- Online surveys and e-focus groups
- Paper surveys

Whether looking internally at your employees and your students, or focusing on external stakeholders and more general sector trends and influences, our research can help you to discover, amongst other things:

- What drives students in their choice of university and course?
- How satisfied are students with what you offer?
- How is this changing over time?

- Are your audiences truly aware of your offerings and, if not, how can you increase this understanding?
- Are you taking care of all the needs of today's diverse student populations?
- How satisfied and engaged are your staff?
- How can the turnover of quality staff be reduced?
- Could staff communication and support be improved?
- How do you choose which qualifications to offer?
- Which courses are needed in the future?
- What external opportunities are there for you?
- How are awarding bodies/government agencies chosen and why?
- What external factors are shaping the sector and will become matters of concern for the future?

EXPERIENCE

The education team at B2B International has wide experience in the areas of pre- and post-19 education. From satisfaction studies and branding projects through to facility evaluation and awareness tracking, we have spent many years immersed in this key sector and understand the important changes that continue to be of influence.

Our reputation is further enhanced by the quality and credentials of our staff. Key members of our research team have previously worked in the public sector and, more specifically, within the field of education. This gives us an unrivalled understanding of, and appreciation for, the challenges facing educational establishments.

We are experienced in speaking to all levels of contacts within the educational sector, including:

- **Students**
- **Student Unions**
- **Academics**
- **Teachers**
- **Heads of department**
- **Governors**
- **Local authorities**
- **Awarding bodies**
- **External stakeholders**
- **Employers of graduates**

WHAT OUR CLIENTS SAY ABOUT US

"A difficult job both in terms of the complexity of the issues and the accessibility of the target audience, which was well executed and gave valuable insights"

University of Manchester

"B2B International are the kind of company that it is easy to work with, you can easily feel they are part of your organisation! They show the ability to pick up the issues quickly and gain the confidence of staff. This, coupled with insightful design, analysis and recommendations make them a professional company whose services you value highly."

University of Huddersfield

QUALITY STANDARDS

As with all the projects we undertake, B2B International recognises the importance of meeting high quality standards. Our interviewing, fieldwork and analysis all comply, as a matter of course, with the ISO 20252 Market Research Standard.

ABOUT B2B INTERNATIONAL

B2B International is a leading business-to-business market research consultancy that specialises in carrying out ad-hoc market research for businesses, government departments, educational institutions and medical specialists alike.

From our offices in the UK, USA and Asia, we carry out research across the world into a vast array of industry sectors. In all, our 30 years of research experience and industry expertise means that we have managed over 1,000 custom-designed market research projects.

Highly skilled in data collection, analysis and reporting, we answer the most difficult questions facing your business and really add value by turning the information we gather into clear, actionable findings. So, if you are looking to enter a new market, build your position in a market, create a new brand, find out how satisfied customers or employees are, target markets more efficiently or develop a new product, B2B International can help.

FURTHER INFORMATION

To find out more about our Educational market research capabilities, please contact:

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