



Policy	The Learning Cycle for the delivering of qualifications	Reference	OM. Comp. 2- Customer Retention
		Policy Ref. #	2.2
		Version	2023

Policies & Procedures

The Learning Cycle for the delivering of qualifications

Procedure Purpose

- To recognize that our customers are in the driver’s seat of their learning.
- To involve the customers in setting their program's goals
- To continue customize lesson content to meet the customer’s needs, interests, and learning strengths throughout the lessons
- To guide customers in developing effective learning strategies and tailoring self-study and class activities to their needs
- To get the opportunity to ask questions, make suggestions.
- To Know his/her progress is important to entire team, not just instructor(s)
- To increase motivation to continue efforts
- To help the customer reenroll in further training courses

Staff Involved

The Center’s Director (CD), the Communication Consultant (CC), The Instructional Supervisor (LIS), Instructors, The Customer Relation Person (CRD)

Procedure Method

The Learning Cycle is the principal tool for ensuring a high level of quality throughout our language programs so that all customers receive the same high quality, regardless of where they study. Within the Learning Cycle, every member of staff has an important role.

- 1. Needs Analysis and Level Placement:** focused on this initial stage of the Learning Cycle. In this stage, a Communication Consultant meets with a customer to discuss their needs, assess their current level, and present the right product or solution to the customer. Once the customer has signed a contract, the following stages of the Learning Cycle are conducted. The Director, the Communication Consultant and Instructors are responsible for this point.
- 2. The Orientation Lesson:** The purpose of the orientation lesson is to welcome the customer to

Monitoring Process



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<p>Berlitz and reinforce the information the customer received during the sales interview. The orientation lesson allows us to set and confirm expectations at the beginning of their program. This is conducted by the CD, or CC, or LIS.</p> <ol style="list-style-type: none"> 3. Instruction and Feedback: The content of Berlitz lessons is provided mainly by the Berlitz course materials. Through these, instructors aim to make the customers' exposure to and use the target language as rich, varied, and meaningful as possible reflecting the variety of language your customers will need and use outside the classroom. Verbal feedback is the easiest and probably the most motivating to the customer—who works closer to the customer than instructor? Instructor's regular verbal feedback is both immediate and personal. Simple feedback the instructor should regularly praise customers when they do well, suggest self-study material to help with a problematic grammar point, or just review their current skill level. The instructors and LIS are responsible for monitoring this point. 4. Counseling and Progress Reports: The purpose of counseling and progress reporting is to provide customers with opportunities to give and receive systematic feedback on their progress, course content and program delivery, level of satisfaction, accomplishments, changing needs, and other concerns. It is also our opportunity to give our customers guidance or make specific recommendations to help them make the most of their course. The Instructors and LIS are responsible for monitoring this point. 5. Level Test - Level Achievement: Assessments are designed to be conducted in 45 minutes. This includes listening, reading comprehension, language vocabulary & structure. If writing is included, then an addition of 15 minutes will be allocated. They are conducted by the instructor on a hard copy or online and LIS is responsible for verifying the results. There are also oral assessments conducted as well by the instructors. 6. Certificates: Customers who have completed a Berlitz program are entitled to receive a certificate. The type of certificate they receive depends on the program they have completed. The receptionist prints the certificates after result verification by LIS. 7. Continuation to Next Level: The exact topics of the continuation to the next level meeting vary, depending on the customer. Special planning for this meeting is necessary to address each customer's situation. The CC and CRD are responsible for this point. 	
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Additional Notes
The Berlitz Learning Cycle will help us ensure customers' success by tracking their progress and milestones.



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