



# **Your Student Journey:**

## **The Vici Customer Care Promise**

**V'ICI**

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**LANGUAGE ACADEMY**  
discover a lifelong love of languages

[www.vici.com](http://www.vici.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, our Director, everybody lives and breathes customer service at VICI.

These are the **27 Care Promise Points** you should expect when becoming a VICI member.

### If you don't feel 100% satisfied

with all 27, please speak to a member of our Management Team: Nathalie, Laure, Anne-Claire, Esther or Aneta: [management@thevici.com](mailto:management@thevici.com)



Nathalie

## Our Flexibility

### 1.

We will bend over backwards to offer you flexibility and choice, including:

- Bilingual language programmes for children from the age of 2 to 18
- Weekend and holiday packages available
- Exam-focused programmes
- Intensive daily courses
- Learning for leisure with lifestyle classes
- Attending classes up to 4 times per week with our flexi-timetable
- Studying online with our language learning platform i.vici
- Business-focused programmes tailored to specific industries
- Video tutorials using Lingua Attack

### 2.

In addition to the above options, you can 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!

### 3.

We offer **11 different modern languages**: French, Spanish, Italian, German, Portuguese, Russian, Polish, Arabic, Mandarin, Japanese and English as a foreign language.

### 4.

We even offer corporate programmes and team building packages for our business customers.

## Our Methodology

### 5.

Our preferred teaching method is known as the communicative approach. It is a very natural and 'hands-on' experience of the language that prioritizes oral communication over precise grammar and is proven to help students become more confident, faster.

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

**6.** We advocate **blended learning**, a methodology that uses technology to combine in-class and out-of-class learning, maximising the educational impact for students of all backgrounds.

**7.** We constantly research and test **new resources** (books, interactive online exercises, games etc.) and for this, we always seek to maintain privileged relationships with the best language publishing houses in the UK and Europe.

**8.** Our ethos is all about your language coach being 'a **guide** on the side, rather than a sage on the stage', so we aim to put our students - rather than the teacher and his or her knowledge - **at the heart of each lesson**.

**9.** Our reference is the **European Framework for Languages**, which is the result of over twenty years of research. It is an international standard for describing language ability and provides a transparent, coherent and comprehensive basis for the development of language syllabuses, curriculum guidelines and the assessment of foreign language proficiency.

**10.** Our objective is to be fun yet structured! So, depending on your programme, you will receive:

- Your overall linguistic objectives, topics to be covered and ways of assessment, listed and carefully prepared in a bespoke language programme and signed off by our Language Coordinator
- A detailed project plan (for exam-orientated programmes)
- A 'record of achievement' if you're a young linguist (2 to 18), so parents can track their children's progress per module.

**11.** 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 and we will do all it takes to ensure you enjoy your student journey and that we are supporting you in achieving the results you are after.

## Our People

**12.** All our coaches are native speakers, chosen carefully for their excellent linguistic abilities and passion for what they do.

**13.** Our staff is rigorously trained, and because ongoing employee development and growth are important to us, we offer regular and ongoing learning and training opportunities for all our staff.

**14.** Our clients are precious to us, and we want to build a real connection with each and every one. Our Client Services Director is here to facilitate exactly that, and is on hand to support all of our clients throughout their relationship with VICI.

**15.** We have a dedicated Language Coordinator to support all of our coaching staff and ensure that client touch points are smoothly handled for a seamless customer experience.

## Our Commitment To Young Linguists

**16.** Upon enrolment, children receive beautiful embroidered **VICI uniforms**, some fun **activity books**, a **pencil case**, a **satchel** and **more!**

**17.** Because we want to work in partnership with our parents we run twice yearly **Parent Clinics** to give us an opportunity to discuss what your child is doing at the Academy and how they are getting on. They also provide the opportunity to ask questions about how your child is progressing.

A truly inspiring academy...

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

**18.** We run "Child Focus Weeks" for each child, during which they benefit from one to one attention during their classes at the Academy. After this, parents will receive written comments, notes, observations or suggestions about what you can be doing at home to support your child's learning journey.

**19.** Our childrens' language programmes include **themed learning weeks**, linked to the curriculum and key learning objectives

## Our Special Touches

**20.** Upon enrolment, you will receive:

- Online tips on language learning
- A personal online quiz and advice on the different learning styles
- Online steps to become proficient in your chosen language (skills in reading, writing, listening, spoken production and interaction).

**21.** We organise free cultural and linguistic events throughout the year, for children and adults alike. Whether it's a French pub evening, an Italian board game night, a bilingual film for little ones, art and crafts in Portuguese, all our events are fun, educational, complement and enhance your learning and provide an opportunity to use your language skills in a different context.

**22.** 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.

**23.** We encourage you to join our closed Facebook group for access to VICI updates, interesting blogs and other content including student photos and success stories.

## Our Customer Service

**24.** Expect to receive a Special Saving when renewing your membership with us. Loyalty is always rewarded at VICI!

**25.** Our query response time is 4 hours and any enquiry will be answered in full within 24 hours.

**26.** Complaints are dealt with within 48 hours.

**27.** We offer a money back guarantee - unheard of in the language industry! 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.

*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*