

# How Junior Adventures Group is Transforming Outside School Hours Programmes with AI-Powered CXM

## Introduction

Junior Adventures Group (JAG) is a leading provider of before and after-school programmes and school holiday camps. With a mission to help today's children navigate their tomorrow and enrich children's lives outside the traditional curriculum, they operate across Australia, New Zealand, the UK, and Ireland, supporting over 100,000 children with a network of up to 1,000 schools.

For JAG, a customer-centric approach is paramount to delivering an exceptional experience for both children and their families. But the big question remains: How do they stay in tune with the ever-evolving needs of parents and children?

## Challenge

*How to revolutionize outside school hours programs through a family-centric approach*

In 2020, the global landscape shifted dramatically due to the pandemic, compelling many businesses to pivot. For JAG, it meant rethinking how they engaged with families and to deliver services that made sense in light of the many changes COVID delivered to families, communities and working environments.

Before Resonate CX, JAG relied on annual surveys and the occasional pulse check to gauge parents' sentiment.

As such, managing a vast network and ensuring consistent, high-quality service across all locations was no small feat. The missing link? An always-on feedback loop with parents and school management.

Waiting for annual feedback can lead to missed opportunities for early issue resolution and timely interventions. Instead, automating continuous feedback loops after key interactions along the customer journey addresses this problem effectively.

Resonate CX arrived at the perfect time to help turn their vision into a reality and create lasting delight for the families, schools, and communities they serve.

## JAG AND RESONATE CX

*Turning the light bulb on, through real-time feedback.*

Switching on Resonate CX was like flipping a switch in a dark room – suddenly, JAG could visualise and understand real-time parental sentiment. No more once-a-year surveys; Resonate CX provided a continuous stream of insight.

Resonate CX's always-on feedback collection also transformed their decision-making, enabling them to act on insights instantly.

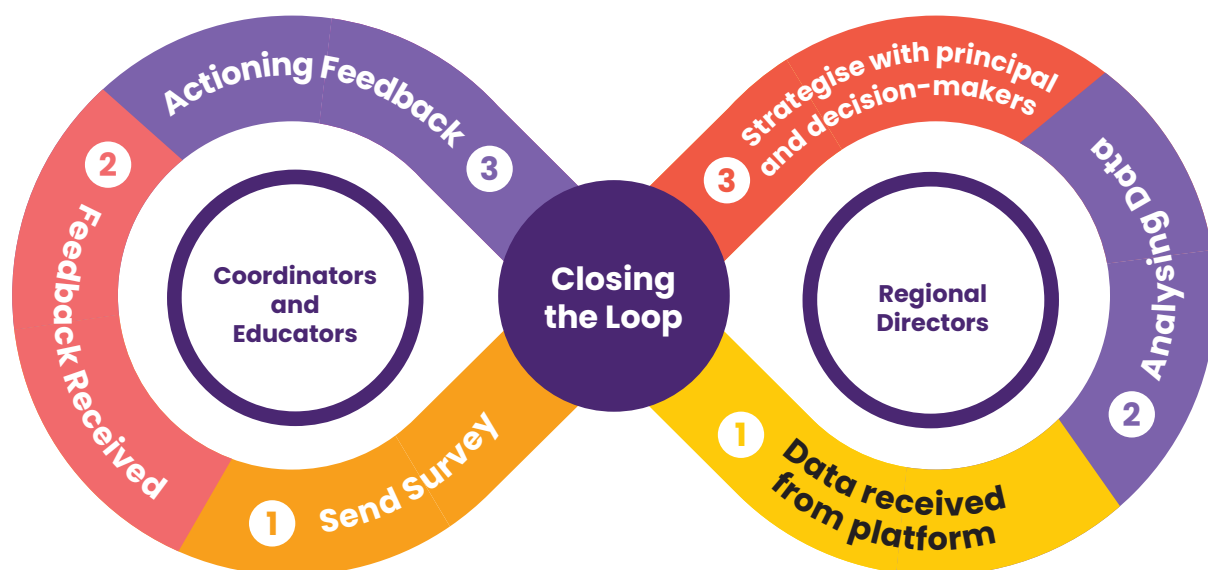
The Resonate CX platform enabled JAG to move to data-driven decisions. The insights from platform helped lay the foundations to build their strategic plans and tactical initiatives.

***“It’s like switching a light bulb on. It’s like we can finally listen to our customers and see what’s going on in real-time to help us make much better decisions.”***

– Sam Wallace  
Group General Manager,  
Product and Partnerships

Moreover, Resonate CX platform allowed them to close the loop and act on time-critical feedback before the customer escalates into a complaint.

### JAG exercised closing the inner and outer loop through Resonate CX:



## Coordinators and educators close the loop from a parent and family point of view.

- With Resonate CX, JAG captured continuous feedback from parents, understand their sentiments and responds instantly.
- JAG used real-time NPS to gauge where they stand regarding customer advocacy. They could also identify the drivers in those scores, such as communication and transparency, activities, training and development, food, and others.
- JAG was able to deep dive into the data to focus on key drivers and how families feel about each of them.
- JAG ensured a regular review of time-critical feedback before they escalate.

## Regional directors oversee the school relationship surveys and work with principals and decision-makers effectively.

- JAG used a partnership approach, allowing them to give feedback from a strategy or partnership point of view with the schools.
- JAG used the insights from the platform in building their strategic initiative planning, building KPIs around CX metrics.

***“We chose Resonate because it’s a beautiful, simple program that our teams use very easily. It’s intuitive and provides us with exactly what we need in terms of family relationships.”***

## Results

From data overload to delight. Here’s how Resonate CX helps transform JAG.



## Future-ready programmes

JAG designed future-ready programmes that genuinely resonated with families. The seamless process of gathering and analyzing data allowed them to develop strategic plans that went into experience design for products and services.

With real-time data at their fingertips, JAG shifted from gut-feeling decisions to data-driven strategies. They could respond swiftly to parental feedback, fine-tuning their offerings to perfectly match the needs and expectations of families.

## Proactive issue resolution powered by AI-driven insights

Through the powerful AI-powered text analytics, JAG was able to sort through overwhelming volumes of verbatim feedback with clear insights from Promoters, Neutrals, and Detractors, enabling them to follow up on the information based on overall sentiment and customer-specific concerns.

Early identification and proactive resolution of issues ensured that JAG consistently maintained low levels of complaints and incidents, effectively preventing problems from escalating.



## Building strong partnerships with schools

JAG significantly strengthened their partnerships with schools by leveraging data-driven insights to enhance collaboration and communication. Regional directors used the platform to oversee relationship surveys, enabling them to provide strategic feedback and work closely with school principals and decision-makers.

This approach led to improved relationship management, increased school engagement, and the establishment of measurable KPIs around CX metrics, ultimately driving better strategic initiative planning and fostering more resilient school partnerships.



## Transforming families into long-term advocates

Understanding the "why" behind each experience fostered more realistic and honest conversations with parents, ultimately leading to more advocates.



## Improvements in learning and development

JAG significantly improved its ability to coach and train teams, from educators to regional directors. With the Resonate CX platform, they gained deep insights into NPS drivers and areas for improvement, enabling rapid and effective enhancements to their learning and development programs.

## UP NEXT: LEADING THE WAY TO EXCELLENCE

*Resonate CX has not just transformed JAG; it's set them on a path to redefine customer experience in the childcare industry. What's next?*

JAG is committed to embedding these insights deeper into their operations, driving positivity and proactive decision-making. The focus is now on expanding the program, making feedback a cornerstone of their strategic planning, and exploring new ways to give children a voice in their development journey.

## IN A NUTSHELL

Junior Adventures Group's use of Resonate CX's AI-powered customer experience management platform is a shining example of how real-time feedback and data-driven decision-making can make a lasting impact. With Resonate CX, JAG has not only enhanced the quality of their programmes but also strengthened their relationships with parents and schools. The result?



A more responsive, efficient, and impactful organization, dedicated to enriching the lives of children. Now, JAG is not just surviving in a post-pandemic world but thriving, setting new standards for customer experience in the childcare and OSHC sectors.

Overall, the insights provided by Resonate CX have led to higher parental satisfaction, more engaged children, and a seamless feedback loop, setting new standards in the industry.



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www.resonate.cx

We partner with organisations to break down silos and barriers in order to deliver exceptional customer and employee experiences.

Resonate CX is experienced in end-to-end management for customer and employee experience and voice of the customer programs.

## Resonate CX

[www.resonate.cx](http://www.resonate.cx)

[info@resonatesolutions.com.au](mailto:info@resonatesolutions.com.au)

Sydney: +61 2 9957 9400

London: +44 2078 463932

New York: +1 332 895 6179



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