



resonate
www.resonate.cx

CASE STUDY

Family First: Turning Feedback into Daily Action with Resonate CX

INTRODUCTION

Family First began in 2019 with just four nurseries in London and a clear ambition: to become the UK's leading quality nursery provider.

They built a warm, caring environment where children felt safe, parents felt heard, and teams felt supported. They understood early that growth couldn't come at the expense of closeness.

Today, with around 100 nurseries across the UK, Family First's growth story isn't just about expansion. It's about scale powered by listening, proving that staying close to parents isn't a barrier to growth. It's what makes sustainable growth possible.

"It's a sector where listening to very, very young children, watching their body language and picking up the signals is everything. That's what we do."

Tony Page

Chief Executive Officer

OBJECTIVE

As they expanded, Family First set out to understand how parents and colleagues feel each day, so they could deliver consistent, nurturing experiences across every nursery.

To achieve this goal, they needed to:

- 1 Combine data and feedback to spot wins and opportunities.
- 2 Give leaders and managers one clear view of family sentiment.
- 3 Benchmark against other childcare providers and raise industry standards.

THE JOURNEY AND SOLUTION

Listening from the inside out

Before looking outward, Family First started inward. Teams were already close to parents: chats at the door, handovers, phone calls, and messages. But these were naturally local and immediate.

To uphold their ethos across every centre, they needed to:

- ✓ Keep daily conversations special and personal, and
- ✓ Add a simple, structured way for parents to share feedback in their own time.

At first, they experimented with manual process but could see this would take time and energy away from what matters most: being with children and families. They needed something designed to listen at scale, without asking staff or parents to do more “admin.”

PARTNERING WITH RESONATE CX

Family First chose to partner with Resonate CX to build a listening rhythm that matched their culture of care.

Two core programmes were introduced:



Relationship programme –
Ongoing parent check-ins to track sentiment over time.



Post-tour programme – Feedback from prospective parents after visits to measure welcome, clarity, and first impressions.

Manual approaches proved too time-consuming, pulling focus away from children and families. What they needed was a way to listen at scale without adding admin for staff or parents.

The Resonate CX platform provided the structure and tools. Family First brought the heart, the values, and the context. The platform turned everyday parent feedback into:

- ✓ Clear scores at nursery and group level.
- ✓ Organised insights with themes surfaced quickly.
- ✓ Comparison with industry benchmarks to highlight strengths and growth areas.

For them, the real value was not just seeing a score, but seeing the story underneath:

“Life is about looking for patterns, and I’m always looking for them in what parents tell us.”

– Tony Page | Chief Executive Officer

Those patterns became a bridge between what families feel and what nurseries can do next.

FINDINGS

1) Human connection will always feel different, place to place

The feedback revealed that experiences evolve as children grow, staff change, and family circumstances shift.

Instead of chasing “perfect” numbers, they focused on:

- ✔ Strengthening high-performing nurseries.
- ✔ Supporting centres with improvement areas.

2) Child development is a strength; communication is the next frontier

Early relationship programme data showed that families consistently rated child development very highly.

Parents felt confident that their children were learning, exploring, and progressing in caring environments.

At the same time, communication emerged as an area with even more potential. Parents shared that they would love:

- ✔ Easier, more modern updates
- ✔ Simple, app-like ways to see photos and daily moments.

3) Early signals turn into early conversations

The Resonate CX platform surfaced a cluster of comments linked to a centre transition. Family First invited parents to an open evening to talk openly. Their feedback quickly clarified where extra care and attention were needed.

4) Feedback as a daily habit, not a yearly event

Over time, feedback became part of Family First's daily rhythm. Every night, the team sends a short summary of insights from the platform to senior leaders, who then share them with nurseries.

"Feedback is the breakfast of champions, and we like eating a big breakfast of feedback every day. The principle is that, before the child goes to bed at night, we've responded to the feedback."

– Tony Page | Chief Executive Officer

RESULTS

Even in its early stages, the partnership between Family First and Resonate CX has led to meaningful outcomes for children, families, and staff:

1) A shared view of parent experience across ~100 nurseries

- ✔ An always-on view of parent sentiment across around 100 nurseries.
- ✔ Consistently strong parent scores, with many nurseries achieving the gold standard of NPS on key measures.
- ✔ Focused attention, coaching, and support for nurseries with lower ranges. This led to measurable improvements in confidence, consistency, and family experience.

2) Focused investment, guided by feedback, not guesswork

- ✔ Investment decisions are backed by data.
- ✔ An upgrade to their core communication system.
- ✔ Family engagement improved within a week of rollout across nearly 100 settings.

3) A clear standard for closing the loop with parents

- ✔ Nightly feedback summaries keep leaders and managers.
- ✔ Same-day response principle.
- ✔ Real-time feedback across every centre.

WHAT'S NEXT

For Family First, this is just the next chapter in a long-term listening journey. Looking ahead, they are focused on four directions:

- 1 Annual trend comparisons:
Leadership plans to “annualise” early scores and validate whether improvements sustain over time.
- 2 Sharper, site-specific playbooks:
Using underlying driver scores (child development, communication, etc.) to “matrix” which settings need which actions.
- 3 A bigger focus on post-tour feedback:
Including plans to redesign tours bringing in more flexibility and even more transparency
- 4 Exploring AI-powered enhancements:
Particularly benchmarking access, Risk Radar, AI-powered surveys to help scale insight and reduce manual review as the business grows.

At the heart of all of this is the same core belief Family First began with: Children flourish when families feel heard. Resonate CX simply gives Family First more ears, more often, so every nursery can keep putting families first, every day.

Why Resonate CX

Customer feedback flash by every second. Resonate CX's real-time AI catches each one, cuts through the noise, and puts the next move in the right hands before the moment fades. You launch fast, act even faster, and see the gains in fast business growth.

High-tech focus, friction-free flow, results you can prove.
That's Resonate CX, customer experience the way it should have been all along.



CLEVER TECH. MEASURABLE GROWTH.

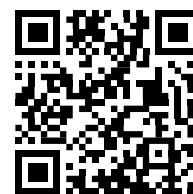
Ready to trade analysis paralysis for action?

EMAIL US

marketing@resonate.cx

FOLLOW US

 **Resonate CX**



BOOK A DEMO