

Report On

**Enhancing Customer Retention Strategies and Value Proposition
for Child Protection Training Providers**

By
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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
June, 2024

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

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Subject: Submission of Internship Report

Dear Madam,

With great joy, I am submitting my internship report on “Enhancing Customer Retention Strategies and Value Proposition for Child Protection Training Providers”. The report has been completed with my utmost effort and I have ensured the information is concise and accurate. I sincerely hope that this internship report will be approved by you.

Sincerely yours,

Adeeba Afreen Chowdhury

20104034

BRAC Business School

BRAC University

Date: 13th June, 2024

Non-Disclosure Agreement

This agreement has been made into by and between the organization, Childsafeguarding.com and the undersigned student at BRAC University, Adeeba Afreen Chowdhury.

Acknowledgement

Firstly, I would like to express my gratitude to Childsafeguarding.com, who gave me the opportunity to complete my internship in their company. Despite the internship being entirely remote, I still managed to gain valuable skills that will benefit me throughout my career life because of the company's constant support. I want to thank Childsafeguarding.com for being a delightful company to work and for giving me all the information I needed to complete this paper, despite being miles apart.

I would also like to thank my esteemed academic supervisor, Ms. Afsana Akhtar, for providing me guidance and promptly answering any queries I had throughout this semester. Lastly, I would like to express my gratitude to my parents, for supporting and encouraging me throughout my university journey.

Executive Summary

In this report, I have analyzed the customer retention strategies and value proposition provided by Child Protection Training Providers. Childsafeguarding.com is a Singaporean company, that specializes in providing Child Protection Training to individuals, mainly adults who work with children in different organizations. While the work they do is very important, it is essential that the company is able to hold the attention of their customers to ensure that the training courses are being sold at a profitable level.

The first section, which is titled “Overview of the Internship”, provides an overview of the company where I completed my internship and the duties I had to perform. It discusses the skills I have gained from the company and how I have helped the company achieve its goals.

The second part of the report is titled “Overview of the Company” where information about the company is provided in detail. This includes information regarding what products are sold, the financials and the internal practices of the company. The management and marketing practices of the company are also explained in detail and the SWOT analysis along with the PESTEL analysis has been done.

The third and final section of the report provides a detailed analysis of customer retention strategies held by companies in the child protection training industry and how it can be improved. This is where survey results that were sent out to customers were discussed and further findings and analysis were conducted.

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Chapter 1: Overview of Internship

1.1 Information of the Student

My name is Adeeba Afreen Chowdhury. I am currently enrolled at BRAC Business School, BRAC University and I am currently in the process of receiving my Bachelor's degree in Business Administration, with a major in Marketing and a minor in accounting. My ID no. is 20104034.

1.2 Internship Information

1.2.1 Period, Company name, Department, Address

To complete my degree, I was asked to complete a three-month internship. I have been working as an intern at Childsafeguarding.com since May 2023. My experience in this company, from January 1st to April 30th, 2024, has been highlighted. Childsafeguarding.com is located in Harvey Avenue, Singapore and my internship was completely remote.

1.2.2 Internship Company Supervisor's Information

For the entirety of my employment, my supervisor was the CEO of the company himself, Mr. Matt Harris, Ed.D. As this is a relatively small company, the CEO is directly involved in the company's activities. Matt has founded the company in November of 2018. He co-developed the initial idea, the actual product, and the content and worked with people to launch the company in June 2020.

Matt has a Bachelor of Science degree in Computer Science from California Polytechnic State University-San Luis Obispo (2001). He received his Educational Doctorate from San Francisco State University in 2010. Matt has mainly worked with educational organizations throughout his career, and he also has another company that he owns: International EdTech.

1.2.3 Job Duties

At Childsafeguarding.com, my main job title was: Marketing Support Intern. As a holder of this position, my responsibilities included assisting in the creation of marketing materials, which included social media posts, email campaigns, and website content. I was responsible for conducting market research and analyzing data to identify trends and opportunities. Along with assisting in managing the social media channels, which include Twitter, LinkedIn, and Facebook, I also had to help coordinate and execute marketing campaigns and events.

Furthermore, my responsibilities included coordinating and collaborating with other departments to ensure marketing efforts were aligned with overall business objectives. For example, I worked with Joey Ng, the sales and customer success manager of the company, to coordinate my marketing campaigns as sales and marketing always go hand-in-hand. Lastly, I assisted in tracking and reporting on marketing performance and metrics.

1.3 Internship Outcomes:

1.3.1 My Contribution to Childsafeguarding.com

Building a consistent brand image for the name Childsafeguarding.com was the main objective of all my job responsibilities held in the company. As a marketing team member, I was responsible for scheduling and creating the content that went to the social media pages. I created a set of branding guidelines for static content, videos, and articles. These guidelines include color schemes, font size, and posting schedules that can be followed by future employees as well. This helped to add coherence to the company's image. Besides this, I have created a content calendar that can be followed by future employees. This calendar is efficient in posting and creating social media content beforehand and helps to keep the company prepared for future events.

Besides this, I have conducted research to gather information about competing industries such as TES Educare, UNICEF, Save The Children, etc. This information can be used by the company even after my employment period is over. This information about the competitors can help to analyze data and recognize patterns and insights that will assist in future strategic decision-making of the company.

Furthermore, Childsafeguarding.com relies quite a lot on maintaining partnerships with other EdTech Organizations and schools. I have provided extensive information on these companies' marketing strategies and efforts so that future collaborations can occur. Additionally, I have assisted in marketing strategies for product launch webinars held by the company where I was able to achieve the highest number of attendees in company history.

1.3.2 Benefits to the Student

Throughout my journey at Childsafeguarding.com, I was able to gain hands-on experience and learn about various aspects of marketing. Engaging in content creation and managing social media channels helped me to connect with the customers and understand their wants and needs at different times of the year. I learned that schools focus on purchasing training programs for their employees during the summer break. Therefore, the best time to reach out to them to convince them to take our courses was that period of the year.

Being on the marketing team allows a person to be understanding and intuitive about the wants and needs of a company's customers, and Childsafeguarding.com taught me how to be aware of the changes in trends in the global market. Joining this internship also allowed me to gain some valuable skills that will help me throughout my entire career. I learned Adobe Photoshop, and DaVinci Resolve and familiarized myself with Zoho, the CRM software. I also learned Figma to create mockups for website design.

Additionally, working in this company allowed me to gather knowledge about the global EdTech industry as I was tasked to research various companies that focus on providing training and education. As I have worked at this company for a significant amount of time, my resume has undoubtedly been enhanced and strengthened which allows me to showcase myself as a competitive candidate in future job searches.

Moreover, I have gained project management skills since I was in charge of coordinating marketing campaigns and I delegated tasks to other team members.

1.3.3 Problems faced during the internship period

While this internship has provided me with some valuable experiences and skills that will help me throughout my entire career, there are some challenges that I had to face. Firstly, unlike others, my internship was entirely remote, which meant that I did not have the opportunity to meet my team in person. As the company is based in Singapore, I could not have any face-to-face interaction with the customers and this hindered my ability to make meaningful connections.

Additionally, there was a difference in time zones as well. Singapore time zone is GMT+8 whereas Bangladesh time zone is GMT+6. Therefore, my work started at 7 a.m. and ended around 3 p.m. On days when I had internet connection issues or power cuts, I could not be present at work.

1.3.4 Recommendations

Despite facing some challenges, I believe that completing my internship at Childsafeguarding.com was a great experience. Therefore, I would recommend this company to students who would like to complete their internships in the future.

Overall, this company has been very flexible and understanding when it comes to time differences for team members. However, in the future, establishing clear communication channels between the interns and the supervisors is recommended. This includes incorporating project management software such as Asana, and Trello and instant messaging apps such as WhatsApp or Facebook Messenger.

Furthermore, working remotely as an intern meant that I had to be responsible for my skill enhancements. For future interns, it would be beneficial if the company provided access to online courses and webinars that keep students updated.

Lastly, it would be great if Childsafeguarding.com provided more responsibilities to interns who work in the company. While the tasks that were provided were impactful and made me learn quite a lot, the work pressure was not equal every day. There should be a fixed number of tasks given to interns to make sure that members are prepared beforehand.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Objective

This part of the paper would provide a broad description of the company and would showcase its marketing strategies and management practices. Additionally, the internal policies and management practices of the company will be discussed, along with its financial performance. Lastly, the competitive analysis and similar companies in the industry will be discussed.

2.1.2 Scope

The focus of this part would be to discuss and analyze the organization, its operations, strategies and vision in detail in order to comprehend the performance of Childsafeguarding.com on various aspects. The majority of the data collected regarding the organization came from the information provided on the website of Childsafeguarding.com such as their vision and mission. Moreover, analysis of the organization's operations, strategies and financials were mostly conducted based on my internship experience as a marketing intern.

Additionally, the products and services offered by Childsafeguarding.com would also be discussed further into the section to understand its value proposition. Furthermore, various analytical tools such as SWOT analysis and Porter's Five Forces analysis have been used in order to analyze their strengths, weaknesses, threats and other aspects of the organization. Thus, conclusions and implications would be provided at the end of the section based on the analysis conducted to understand the organization and its performance.

2.1.3 Methodology

The methodology section would provide an outline of the analysis tools and aspects of the organization explored in order to present an overall overview of Childsafeguarding.com along with

its performance. Initially, a general overview of the organization is given consisting of information regarding the structure of the company and the main motive behind establishing a child protection training organization is discussed. Moreover, the mission statement along with the values and global approaches of the organization will be presented to understand the company's long-term vision and planning. Furthermore, this section will also focus on the courses, services and certifications offered by the organization Childsafeguarding.com along with its prices, languages offered and the customer diversification based on countries.

The organization will also be explored based on various aspects including their management practices which would consist of leadership, human resource strategies, employee training and compensation policies in order to determine efficiency of their management system. Additionally, the accounting practices and financial policies of the organization are also analyzed to comprehend the financial performance of the organization to a great extent.

Furthermore, the industry and competitive analysis of the organization will be done based on the analysis tools such as SWOT where the strengths, weaknesses, opportunities and threats are discussed from different perspectives. The Porter's Five Forces analysis is also used to deduce and analyze aspects including new competition, customer bargaining power, substitute threat, supplier bargaining power and competitive rivalry. Finally, conclusions along with recommendations will be stated based on the analysis conducted to provide an overall overview of the operations and management practices of Childsafeguarding.com organization.

2.1.4 Limitations

Childsafeguarding.com being a private company held a strong limitation during data collection since the company was reluctant to provide proper data regarding various aspects including financial statements and customer profile. The fact that the internship was a remote position became a hurdle since it is difficult to collect data and conduct proper analysis without being present at the primary location. As I was present in the marketing team only, I was not directly able to contact the customers for their survey and feedback regarding the courses. Additionally,

the company was reluctant to provide information regarding the financials since it was a private organization.

2.1.5 Significance

The analysis and overview of the organization is significant due to various reasons including comprehending the current marketing and operation practices will allow us to identify the lacking and provide suitable solutions. Moreover, analyzing the strategies and policies of Childsafeguarding.com will help us in understanding the overall situation of such child protection service training provider organizations in the market and also compare with the strategies followed by their competitors. Furthermore, it also signifies and highlights the knowledge I personally gained regarding marketing strategies and value proposition while working as an intern at Childsafeguarding.com.

2.2 Overview of the Company

Childsafeguarding.com is a company that recognized how essential it was for adults to be given extensive child protection training throughout the world. The main aim of the company was to make child protection training universally accessible and fruitful for everyone. Childsafeguarding.com focuses on the simplicity of the training content, as it understands the importance of empowering organizations and individuals to protect children from abuse.

In 2019, the CEO, Matt Harris came up with the idea of creating a global eLearning platform that meets the needs of these individuals or organizations. The idea of the business came from a gap that was noticed in this market: most child abuse training programs only provide content in English. Therefore, the business decided to come up with a plan that meets the needs of all individuals from different backgrounds. In 2020, Childsafeguarding.com was successfully launched. The business is fairly small in size, with around 20 employees, and is completely online-based.

2.2.1. Basic information of Childsafeguarding.com

Childsafeguarding.com at a glance	
Company Start Date	June, 2020
Number of Employees	20-25
Headquarters	Singapore
Number of Customers	867
Customers Countries	82
Recognized Customers*	53
Recognized Countries*	23
Education and Corporate Partners*	16

Figure: Basic information of Childsafeguarding.com (Source: Company Website)

2.2.2 Company Mission Statement

Childsafeguarding.com empowers organizations and individuals to protect children from harm.

2.2.3 Childsafeguarding.com's Global Approaches and Values

The company holds three qualities as a part of its global approaches:

- 1) **Accessibility:** This feature is one of the biggest focal points of the company and what it provides. When it comes to accessibility, this encompasses a variety of options, from technological accessibility to financial accessibility. The company understands the need for the course to be accessible on all devices and for the training to be affordable so that everyone can receive it.
- 2) **Simplicity:** This is the second aspect of the global approach of Childsafeguarding.com. The company understands the need for the service to be simple, which is why it provides proper, clear, instructions to help improve the user experience. Therefore, both the platform and the materials in the courses that are created include very simple language, and they avoid complex jargon. This is because the courses are designed for individuals at every sort of reading level.
- 3) **Universality:** This aspect of the global approach is very important as well as it understands the need for people to be child protection trained regardless of their location, language, culture, and society. This is why Childsafeguarding.com offers courses in around 40 languages, accommodating different linguistic backgrounds and countries.

2.2.4 Countries and Languages

Countries:

At present Childsafeguarding.com has customers in 82 countries and they are planning on expanding their customer base even further. (Figure A: Countries served by Childsafeguarding.com)

Languages:

At present, Childsafeguarding.com is offering its courses in 39 languages, with more in production. (Figure B: Languages served by Childsafeguarding.com)

2.3 Management Practices

2.3.1 Company Organogram



eLearn International Pte Ltd
ORGANIZATION CHART 2024

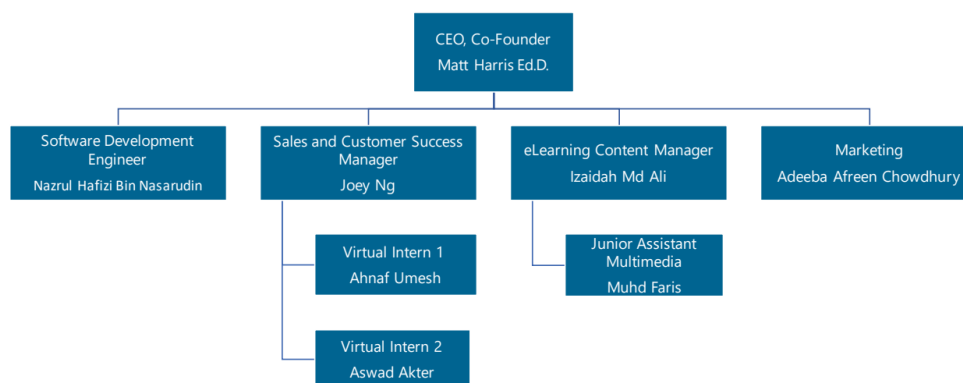


Figure: Company Organogram of Childsafeguarding.com (Source: Company Database)

2.3.2 Leadership Style

Childsafeguarding.com's leadership style focuses on a democratic method. In this case, the employees are actively involved in the decision-making process and their inputs are put into consideration when major decisions are made in the business. This is where employee feedback is taken into account and this helps them feel more involved with the company.

- **Inclusive decision-making:** In this case, the CEO often takes the opinions of the employees into consideration before making a decision. For example, when we were redesigning the company website, the CEO took everyone's opinion into account and made appropriate changes where necessary. This also occurs when new courses are launched in the company.

- Collaborative Culture: This company puts a great emphasis on collaborating with the team. As someone who worked for the marketing department, I was always in close contact with the sales team, as this allowed us to coordinate campaigns and promotions when necessary.

2.3.3 Human Resource Planning

Childsafeguarding.com has made it a commitment to hire and get involved with individuals who have the same mission as the business. The business focuses on empowering individuals by training them to protect children from harm. This is why when people are hired by the company, strict background checks take place.

During the recruitment process, the company often posts job offers on LinkedIn as this is one of the biggest focuses of the company. As this company targets other businesses as their clients, it maintains a strong presence on this website. LinkedIn also provides access to a variety of professionals who are interested in this field of work. Furthermore, when hiring people, internal recruitment also occurs as the company holds great value to their employees who have been with them from the start. Therefore, a lot of people join the company based on references from existing employees.

When it comes to the interview process, it becomes fairly simple as the company mainly wants to know about previous experiences that can help the company achieve their goals in a further manner. The interview process involves multiple steps however and candidates are often interviewed by multiple people in the company before getting hired.

2.3.4 Compensation System

For employees, Childsafeguarding.com has provided a competitive compensation package as this business works entirely remotely. It allows employees to enjoy a healthy work-life balance.

While the pressure is not always equal throughout the year, employees are expected to be online from 9 am to 5 pm. They are awarded fairly for their contributions if they work outside their work schedule and dedicate more time to the company. The salaries vary from one position to another,

but there is always a chance for receiving more outside the salary structure. People who work in the sales team are also provided commissions besides their fixed salary. Performance-based bonuses are given quite often which keeps employees motivated.

2.3.5 Training and Development

When it comes to training and development, Childsafeguarding.com plays a big role in ensuring that members of the team hold certain sets of skills to be successful players in the industry. While the team is certainly small, members are often encouraged to take online courses based on their job description. For example, as I was in the marketing department, I was encouraged to learn about Google Ads, Photoshop, and video editing from Coursera or LinkedIn courses.

Similarly, workshops are also provided to improve their etiquettes and rules about the workplaces, even if the workplace is remote. The company works on providing access to courses that are quite expensive as well. This helps members of the organization work on their personal skill and development.

2.3.6 Performance Appraisal System

The performance appraisal system of Childsafeguarding.com is a significant aspect of its operations and management since it ensures efficient performance of the organization through constructive criticism based on established benchmarks.

The performance appraisal system of ChildSafeguarding.com consists of well-defined aspects based on the organization's vision, values and objectives. The system consists of key performance indicators (KPI) in accordance with various factors and objectives such as company policies, workplace practices and strategies to enhance child protection training. The CEO conducts regular review sessions of their teams and individuals to assess their performance and provide constructive feedback on areas to improve to ensure continuous growth of both the individuals and the organization as whole.

2.4 Marketing Practices

2.4.1 Marketing Strategy

Childsafeguarding.com's marketing strategy is a little different from the usual for-profit businesses. As this company strictly focuses on other businesses as their consumers, the marketing is handled differently. However, the main idea stands, which is, being a market leader when it comes to being the provider of child protection training services. The marketing department of this company makes sure that a lot of the communication involves making the training accessible, simple and universal.

2.4.2 Target Customers, Targeting and Positioning Strategy

While Childsafeguarding.com's target market mostly involves other businesses, it also focuses on other individuals. The first sort of target customers involves schools, mainly international. Others include educational organizations, healthcare providers and other NGOs that are committed to the welfare of children. While the company is trying to capture the attention of public schools and government agencies, it does not have a proper customer base yet due to a variety of regulations placed by the government in different countries.

With that being said, Childsafeguarding.com's customer base ranges over a span of more than 80 countries. As this business is strictly online, a lot of people have gained access to this due to the ease of the platform itself and the marketing efforts of the team.

Childsafeguarding.com targets individuals who are putting a great deal of focus on improving child protection for children. It wants to focus on the customer market where the people are concerned about this social issue and with time, it has managed to gain a significant number of customers, despite being fully online.

2.4.3 Marketing Channels for Childsafeguarding.com

Childsafeguarding.com uses a multitude of channels to reach their target customers. Since the business is strictly online, the business puts a great emphasis on email marketing and social media marketing. For email marketing, the company sends regular emails and newsletters to provide company updates and advertise about the company's new courses and products. This also occurs when the CEO decides to do webinars for the company's product launches. Figure C: Newsletters sent by Childsafeguarding.com

Besides this, the company puts a great deal of effort in their LinkedIn account since other businesses are also present there. This involves creating social media posts 3 times a week, including holidays and other events. The company also posts regularly on Twitter and Facebook. Figure D: Interface of Childsafeguarding.com's LinkedIn

2.4.4 Products offered by Childsafeguarding.com

2.4.4.1 Child Protection Courses

1. Child Protection Awareness Course

This course is the first course that was launched in 2020 and its target audiences are the support staff and volunteers who work with children in organizations. This may include bus drivers, volunteers, cleaners, security guards, food services workers, gardeners, etc. The course is 60-90 minutes in length and is available in 40 languages.

After the learner completes the course, he/she receives a certificate which is valid for 2 years. It contains the organization's information and is presented in the language that has been used during the course.

2. Level 1: Fundamental Child Protection Training for Educators

This course is mainly targeted toward educators and teachers who work with children in preschools, primary schools, secondary schools, and whole schools. The course is of 3 hours duration and is provided in English and Spanish. This course contains case studies where the

teacher gets to experience learning from the viewpoint of an educator, the viewpoint of a child, and the viewpoint of a designated safeguarding lead.

Similarly, this course also provides a certificate that is valid for 2 years. It uses blockchain technology which means that it cannot be altered. Learners can also share their certificates on social media and their resumes.

3. Child Protection Tutorial for Parents

This tutorial is 10-15 minutes in length and is available in around 23 languages. Learners are given printable handouts and there are no certificates involved. Organizations can purchase this tutorial to help learners (parents of the children) understand child protection. This is designed for both individuals and groups of parents. **Figure E: Courses offered by Childsafeguarding.com**

2.4.4.2 Child Protection Course Certificates

Two of the courses offered by the company provide certificates to learners. These two courses provide certifications:

- 1) Child Protection Awareness Course
- 2) Level 1- Fundamental Child Protection Training for Educators

For **Child Protection Awareness Course**, members are awarded a certificate that is valid for 2 years. This contains major information about the school and how members can report in case an incident occurs. The certificate is given to learners based on the language the course was used. The certificates can be emailed, printed or downloaded for physical use. **Figure F: Course Certificate by Childsafeguarding.com**

For the **Level 1 - Fundamental Child Protection Training for Educators**, members are awarded a certificate that is valid for 2 years. The certificate uses blockchain technology and it cannot change and can be used by learners on professional platforms.

Similar to the other courses' certificates, these are also available in languages based on what the learner has used in the course. The certificates can be printed, downloaded and sent to people through email. [Figure G: Course Certificate by Childsafeguarding.com](#)

2.4.5 Advertising and Promotional Strategies

Childsafeguarding.com focuses on a variety of advertising and promotional strategies to reach out to its target market. This involves creating materials that discuss certain topics during specific times of the year. The CEO focuses on creating advertising campaigns across digital platforms which involves engaging in webinars and presenting in various educational conferences throughout the year. This is one of the biggest ways the organization manages to get contacts and reach out to potential clients. [Figure H: Examples of social media posts by Childsafeguarding.com](#)

2.4.6 Critical Marketing Issues and Gaps

Childsafeguarding.com may face a variety of marketing issues. This includes not being able to deliver its brand positioning consistently across all its marketing channels. It may face problems regarding addressing critical blockades that occur when institutes do not want to evolve to different training methods.

Similarly, the company might face severe competition while differing its product from other companies who are providing the same sort of services. It might also be difficult for the company to reach out to every business worldwide as it is not always possible to measure the effectiveness of the marketing campaigns and promotional strategies. Some countries may not have a certain set of audience that are ready for this sort of marketing and they might be in remote locations as well.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance of Childsafeguarding.com

(YE 31-Dec, USD)	2021	2022	2023
Gross Sales	217,020.0	669,282.5	1,486,250.0
Child Protection Awareness Course	217,020.0	627,772.5	1,387,300.0
Course Sold	10,851.0	27,901.0	55,492.0
Price per course (\$)	20.0	22.5	25.0
Level 1 - Child Protection Fundamentals For Educators	0	22,250.0	44,850.0
Course Sold	0	445.0	897.0
Child Protection Tutorial for Parents	0	19,260.0	54,100.0
Course Sold	0	214.0	541.0
Price per course (\$)	0	90.0	100.0
Discounts	(1,085.1)	(3,346.4)	(7,431.3)
Net Sales	215,934.9	665,936.1	1,478,818.8
% Growth		208%	122%
Cost of Goods Sold	(162,765.0)	(435,033.6)	(891,750.0)
% of Gross Sales	75%	65%	60%
Gross Profit	53,169.9	230,902.5	587,068.8
% of Net Sales	25%	35%	40%
Selling Expenses	(2,159.3)	(6,659.4)	(14,788.2)
General & Administrative Expenses	(10,796.7)	(33,296.8)	(73,940.9)

Operating Income (EBIT)	40,213.8	190,946.3	498,339.6
Interest Expense	(5,000.0)	(5,000.0)	(5,000.0)
Tax	(3,016.0)	(19,094.6)	(74,750.9)
Net Income	32,197.8	166,851.7	418,588.7

Figure: Financial Highlights of Childsafeguarding.com from 2021 to 2023 (Approximate Figures)

Profitability Ratio	2021	2022	2023
Operating Margin	18.5	28.5	33.5
Net Profit Margin	14.8	24.9	28.2

Figure: Ratios of Childsafeguarding.com from 2021 to 2023 (Approximate Figures)

Since Childsafeguarding.com is a privately held company, a lot of information were not disclosed. Only the income statement was created based on approximate figures from existing course prices and knowledge about the company costs.

2.5.2 Accounting Practices

For the accounting practices of the company, Childsafeguarding.com sticks to a lot of accounting principles to maintain its finances. It follows the revenue recognition principal and accrual principal. However, a lot of information is kept hidden as this is not a public company. The CEO maintains his own accounting records. As this is a strictly confidential matter, a lot of information is not disclosed and this business is considered different from other companies. As this business is strictly remote, there are no fixed assets available as well.

2.6 Operations Management and Information System Practices

To make better, informed decisions in the company, Childsafeguarding.com uses a variety of operations management and information system practices. With the usage of complex systems, the

company makes sure to process and store consumer data and reports to make proper decisions in the future.

The company uses Zoho, which is a basket of cloud-based software, to store the interactions and details about clients. For storing details about customers, Zoho CRM is used as it provides access to yearly reports, revenue and data analytics. Figure I: Interface of Zoho CRM used by Childsafeguarding.com

With the use of Zoho CRM, the company keeps track of possible leads, sends them emails and keeps track of the contact stage they are in with the client. This allows the company to keep track of the thousands of clients it deals with every day.

Another way the company uses to keep track of the work employees do is using Trello. Trello is a project management tool that is used by the developers and the CEO of the company. While members of the other teams are not using Trello for communication, the CEO has decided to use this application to keep track of the any platform changes that need to be made by the developers. Figure J: Interface of Trello used by Childsafeguarding.com

Similarly, another application used by Childsafeguarding.com is Monster Insights. This to gain insights on customer interactions with the company and keep track of the marketing efforts that are used to attract new customers. This also helps in strategic decision making and making sound choices when it comes to the company.

2.7 Industry and Competitive Analysis

The industry and competitive analysis of Childsafeguarding.com can be done through the lens of the SWOT Analysis and Porter's Five Forces models. These specific models can serve as appropriate techniques for assessment as the SWOT Analysis broadly covers the organization's strengths, weaknesses, and areas for growth. Additionally, Porter's Five Forces adds more dimension by considering the entire competitive landscape, instead of opting for a more centralized and limited view from the organizational perspective.

2.7.1 SWOT Analysis

Through the SWOT Analysis, Childsafeguarding's strengths, weaknesses, opportunities, and threats are outlined below:

Strengths:

- **Specialized training:** Given how Childsafeguarding.com's training operates within a niche segment, that is, training educational administrative bodies and staff members, it solidifies its specialization in the development and actual execution of the training. The organization does so by being compliant with strict international teaching policies, as well as with the governmental regulations of each country.
- **Accessibility:** One of the core beliefs of Childsafeguarding.com is to focus on accessibility, universality, and simplicity to ensure the efficacy of the training. The organization ensures this by offering the training in a wide variety of different languages, all the while making sure that the training content itself is easy to understand and follow, thus providing an attractive training program for the administrators.
- **Global reach:** Since the training offered by Childsafeguarding.com takes place through its online platform, as well as offering courses in multiple different languages, the organization has easily established a global reach ahead of its competitors. The digitization of the training program has allowed the organization to surpass physical limitations and instead provide training directly to the staff members of the educational institutions.
- **Growing strength in reputation:** As a private company working in the social sector field, Childsafeguarding.com has the challenge of competing against established NGOs. However, the organization has been slowly developing its reputation through its strict compliance with international governmental policies, as well as developing well-reputed training programs through extensive research and development in educational techniques.

Weaknesses:

- **Niche field:** One of the more prominent weaknesses of Childsafeguarding.com's business model is that it operates within a highly niche and specialized field, that is, providing training related to child safeguarding techniques and methods to administrative bodies in different schools across the globe. This serves as a weakness as the niche nature of the work suggests that the training is oftentimes undermined, as the schools may think the staff members may not need such training and instead require short-term instructional sessions regarding school policies only.
- **Lack of physical training:** One of the organization's key strengths, global reach through digital training, serves as one of its weaknesses simultaneously. The method of training by Childsafeguarding.com relies on providing the training materials to the schools after the purchase, resulting in online demonstrations and instructions that oftentimes form a one-way communication passage. This means that the trainers of the organization cannot fully be present when providing the training, meaning that the trainees often miss out on real-time feedback, corrections, question and answer sessions, etc. Additionally, the responsibility of checking the efficiency of the training falls on the shoulders of the administrative personnel at the schools, which can result in a conflict of interest. Therefore, the lack of physical training can compromise the efficacy of the training.
- **Lack of affordability:** The training packages provided by the organization are highly expensive, with the standard price being \$5,000. Consequently, the matter of affordability can hinder the organization's business ventures, because even well-established private schools, especially in developing countries such as Bangladesh, might struggle to afford such an expenditure. Therefore, many schools often pass on the opportunity to purchase the training programs altogether.

Opportunities:

- Expansion of training: As of now, the training packages by Childsafeguarding.com are offered to educational staff members (cleaners, bus drivers, security guards, food service workers, etc.), teachers, and the parents of the students. To expand the reach of the training, the organization can develop a package for board members of the educational institutes, which can allow room for positive change from an infrastructural level at the schools.
- Establish secure position: The organization works on a global scale through online platforms. As a result, it does not currently have an established headquarters, offices, etc. in any country. Regarding this, Childsafeguarding.com is planning to potentially establish its foothold in its country of choice in order to centralize its operations from its home base. This can additionally help to provide in-person classes for more efficient training programs.

Threats:

- Stigma and/or taboo: The business model of Childsafeguarding.com relies on training individuals how to navigate highly sensitive subjects, such as ensuring that children are safe from sexual harassment or inappropriate behavior. However, in a lot of countries, such as Bangladesh, the general public considers these matters to be taboo and avoids talking about them. This can create obstacles in the organization's mission plan, as their training programs can be hindered by the public's sensitivities.
- Competition: The organization's competitors can be NGOs that are extensively involved in social work. As Childsafeguard.com works exclusively with private schools that can afford to purchase their training programs, public schools are left out of the organization's mission. This creates a gap where NGOs provide free training to the public schools that are left out. Consequently, this means that NGOs can also push out Childsafeguarding.com, as schools can just opt for free or affordable training under the NGOs.

Given how the SWOT Analysis provided a view of the organization's direct operations, Porter's Five Forces can provide a view into how Childsafeguarding.com operates within its competitive business landscape.

2.7.2 The Porter's Five Forces

1. Threat of new entrants: MODERATE

While it has been noted that NGOs can serve as Childsafeguarding.com's competitors, it can also be held that the NGOs are not exactly direct competitors. This is because the training provided by NGOs and similar organizations is not as highly specialized as Childsafeguarding.com, which means that the organization currently does not have any direct competitors, but the market is still open for new entrants to enter the competition.

2. Customer bargaining power: HIGH

The bargaining power of the customers, current and potential, is very high for Childsafeguarding.com. This is because of several reasons. Firstly, the organization's focus on social work can be considered unimportant by the general public and many educational institutions. Within the framework of a school, the protection of a child does not generally go beyond basic safety measures and socially driven policies, such as the banning of corporal punishment. Therefore, safeguarding a child does not factor in as a necessity. Secondly, the organization's offering is still niche, which means that it targets a very specific market of schools that are in the upper socio-economic brackets of each country. Therefore, these schools can just opt out of training and avail the help of potential substitutes. Therefore, the customer has the upper hand in bargaining when it comes to Childsafeguarding.com.

3. Threat of substitutes: MODERATE

The USP of Childsafeguarding.com lies in its high levels of specialization and credibility. Therefore, the schools that avail the organization's services are generally guaranteed to receive training of high quality. This means that direct substitutes are difficult to find, but they can still exist.

Additionally, close substitutes can enter the market and gain the upper hand with competitive pricing.

4. **Supplier bargaining power: LOW**

As discussed previously, the customer bargaining power is high, so the supplier bargaining power of Childsafeguarding.com is inversely proportional, meaning that it's relatively low. Since the customers can choose to not avail the organization's services, the organization does not hold enough power to find solid footing with the customers.

5. **Competitive rivalry: MODERATE**

While the number of direct competitors may be low for Childsafeguarding.com, switching costs for the customers can be minuscule and save them a lot of money. NGOs and other online resources can either provide similar training for free or at affordable rates, despite not being as specialized, so switching costs are very low.

However, the schools that do purchase the training from the organization oftentimes display customer loyalty, which can deter them from opting for cheaper alternatives.

2.8 Conclusions

Childsafeguarding is a child protection training provider that started its journey in 2020 and is situated in Singapore. 20-25 employees are in the company and it serves around 900 customers that span over 82 countries. The main focus of the company is accessibility, simplicity and universality.

With a democratic leadership style, the company makes sure the workers are involved in making valuable decisions. One of the biggest challenges the company faces is maintaining consistent brand image and getting through to customers when they resist training. Despite facing a very niche customer base, the company is doing fairly well and is committed to fulfilling its promise: keeping children safe.

2.9 Recommendations

While it can be held that Childsafeguarding.com has a solid business plan for navigating the digital landscape in the area of social work, there are still some gaps within its framework of operations. These gaps can potentially be mitigated through the implementation of the following:

The organization provides different training packages at different price points. However, these packages may all be out of budget for many schools across the world, or some schools may think that the training for the given prices may not be worth it. Therefore, the organization can introduce more affordable packages, or a short trial system, so that more schools are not deterred by matters of affordability. Given how the organization's social work landscape is still niche, outreach programs familiarize different schools with their model in order to gain more customers as well as exposure.

One of the biggest gaps for the organization would be how it's not allowed to provide training in public schools, due to its privatization and governmental policies. This is where collaborating with NGOs can help, where Childsafeguarding.com can potentially contribute to programs or execute them jointly with the NGOs, leading to more reach while still abiding by the rules of governmental regulations.

While plans to establish a base are potentially underway, Childsafeguarding.com will benefit greatly from establishing a strong image in a specific country. This can allow the organization to maintain centralization, and further aid them in conducting in-person training sessions if possible.

Currently, the training programs by the organization are given online, but the responsibility of keeping a check lies with the school's administrative body. Therefore, the trainees cannot voice their concerns, questions, etc. to the trainers directly. Similarly, the trainers themselves cannot properly give feedback or do proper follow-up sessions. Enabling a two-way communication channel will allow for more efficiency in the training program, as well as encourage more personal investment from the trainees.

Chapter 3: Project Part

“Enhancing Customer Retention Strategies and Value Proposition for Child Protection Training Providers”

3.1 Introduction

The project primarily focuses on addressing the significance of customer retention strategies for child protection training organizations along with the necessary steps required to establish such strategies successfully. Moreover, it highlights the approaches needed to enhance the value proposition of such service providers.

A child protection training provider often faces a lot of obstacles while trying to hold an existing customer base. This is why it is necessary for a company to establish proper and effective marketing strategies as it helps to keep existing customers while also searching for new ones. Hence, the project aims to lay out the findings and analysis regarding customer retention and value proposition based on my internship experience along with providing insights and recommendations for the future.

3.1.1 Problem Statement

The biggest issue behind child protection training providers is the ability to gather and retain customers. A lot of these companies face issues while trying to appeal to new ones and despite the rising importance of child protection training, providers still do not always manage to grasp the attention of learners.

Therefore, it is necessary for these providers to come up with innovative and impactful solutions to gather and attract more customers. This requires a huge need for understanding factors that affect customer loyalty and the changing landscape of education technology. Once the companies are familiar with this, they will be able to come up with newer practices that can help them do better and contribute heavily to safeguarding children throughout the world.

3.1.2 Objective

This report's focal point would be the value proposition and the customer retention strategies of child protection training providers situated in both developed and underdeveloped nations of the world. The key drivers of why customers choose specific child protection training providers will be discussed with a focus on aspects related to training material content, customer service and more support.

The main objective of this report would be to understand the importance of retaining customers in this industry and how different they are from other businesses. Using childsafeguarding.com as a case study, customer satisfaction and loyalty would be assessed and specific areas for improvements would be identified.

In this case, the first focus would be to analyze the significance of customer strategies and how important it is to keep customers interested even after the purchase has been made. Toward the end of the research, recommendations will be provided to these sorts of companies by analyzing existing successful strategies in the industry and the current trending practices. For example, a dedicated customer success team for Childsafeguarding.com will be able to enhance the customer retention rate, as it the diverse needs of each customer will be met individually.

3.1.3 Literature Review

When it comes to educational organizations, employees are in the best position to teach people about protecting children and for teaching children how to be safe in certain situations. They are responsible for teaching their employees to create a safe environment for the students. (Briggs, 2020) If a child suffers from abuse, the child, along with the family and community that surrounds them become victims as well. Throughout the world, the majority of countries have made it compulsory for organizations to make sure that employees are properly trained when they are around children. Therefore, healthcare professionals, educators, social workers, and even the police are often provided training to be prepared in case of such incidents. (Walsh et. al. 2022)

Unfortunately, according to WHO, despite these regulations being implemented, around 1 billion children still suffer from all kinds of abuse because most nations fail to follow up on the strategies that are created to prevent such incidents. An individual, who spends most of his/her time around children, as a parent or even an educator, must be equipped with proper training and knowledge. This is because while some countries are aware of the risks that are involved with child abuse, most child protection measures have been taken in developed countries. In the UK, safeguarding children success stories are rarely seen. There are horrific stories that are present despite the government working in collaboration with schools and other organizations. Most workers need to be even more informed about what it means to safeguard children from abuse. (Quin, 2023)

In countries where child protection training takes place, it can be considered as effective. This is because studies have shown that a training session that was developed for social workers to improve their interactions with the fathers of the children delivered significant results. Fathers seemed to be more cooperative and the social workers had more knowledge of how to deal with certain situations (Maxwell et al., 2012).

According to Tucci (2015), companies are in charge of creating a safe, hospitable culture for children by ensuring that employees are properly equipped with knowledge related to child protection. Around 100 organizations have been given child protection training by The Australian Childhood Foundation.

Even in sports, children can often be victims of abuse. This is why it is essential to develop a universal framework that protects all children in every aspect of their lives. It is essential to build partnerships between the companies that specialize in children participating in sports and the companies that provide child protection training. (Tuakli-Wosornu et al., 2023) This suggests that companies from all industry may benefit from this sort of training.

Unfortunately, despite all the efforts that have been created to mitigate this ongoing problem, learners are not always keen on receiving training on child protection. They are often reluctant and may feel uncomfortable to talk about child abuse. Most people are not interested in gaining knowledge that is not directly related to their field of work (Morrison, 1997). Therefore, companies

that provide child protection training must have proper customer retention strategies. While child protection training may not be the priority for everyone, it is a concern that arises every time an unfortunate situation occurs to a child.

3.1.4 Significance

The significance of this research adds value to existing companies that are providing child protection training to organizations. This would give an overview of the critical issues that underly these sorts of organizations since they do not function like other for-profit businesses. These are educational organizations, that have a very niche customer base and it is important to make customers aware of their services.

The research would allow child protection training companies to deliver their training in a more successful manner and help them understand the impact of their training on organizations. It is extremely important to take customer feedback into account in this industry as this helps customers come back to the business frequently for self-development. Furthermore, this research should provide a holistic view of the child protection industry and would help individuals protect children from abuse and neglect in a better manner in the future.

When customer retention is involved, it benefits all sorts of businesses and customers, not just business owners in the child protection or EdTech industry. Customers who are happy with their purchases are likely to come back in the future, leading to increased profits.

3.2 Methodology

This report aims to find out the underlying issues faced by child protection training when they try to retain customers. This will focus on finding solutions on how to eliminate customer dissatisfaction and how businesses can provide more value. Both primary and secondary research has been conducted.

Firstly, **the secondary research** process involved a critical investigation of existing sources such as journals, articles, newspapers, and competitor's websites. This was done to find out existing

methods, disadvantages, and profitable ways used and faced by existing businesses in this particular industry. This research would provide ample insight into the industry and give a view of the existing child protection training providers. For this research, **quantitative research** has been done through the survey questionnaire that was sent to customers.

Secondly, **primary research** has been conducted by communicating with existing clients of the business. **Convenience sampling** was used because it was not possible to randomly select clients as base is very low. A total of **28 survey responses** were taken based on availability. A structured questionnaire was sent to them to understand the behavior that comes with their purchases. The questionnaire has provided important information regarding their preferences, inspirations, and worries about this training. They have also suggested ways that the business could improve their offerings.

The combination of both primary and secondary research for this industry has been used to find out the deep-rooted issues with businesses like these. These businesses (such as Childsafeguarding.com) are primarily focusing on social issues but they also need to understand the importance of keeping customers interested to prevent child abuse incidents.

3.3 Findings and Analysis

To have an idea of the customer retention strategy of Childsafeguarding.com, respondents were asked to fill out a survey once they purchased a course from the website. The profile of respondents gave key information that helped me to understand the existing customer base of the company. Customers came from a variety of occupational backgrounds, with heavy emphasis in healthcare and education sectors. Both organization leaders and individuals were asked to fill out the surveys. The results are discussed below:

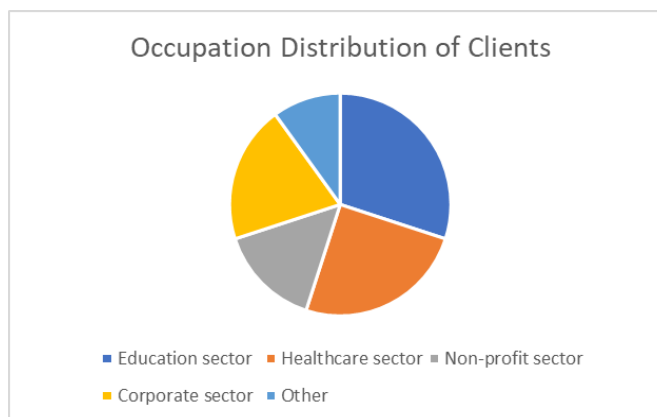


Figure 4: Occupation Sectors of Clients of Childsafeguarding.com

Experience with Childsafeguarding.com

A good part of Childsafeguarding.com client base has been with them for over two years, which indicates a high level of customer loyalty. Customers first got to know about Childsafeguarding.com from online searches or social media, which showcases the digital marketing efforts being successful in attracting clients.

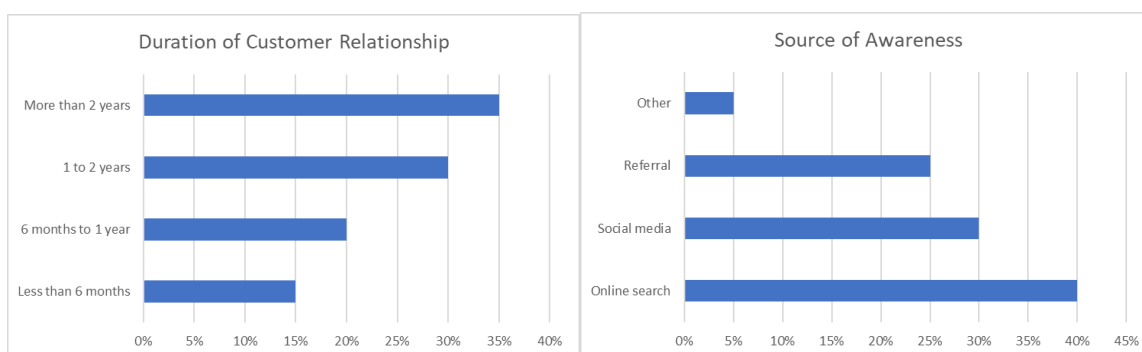


Figure 5: Duration of Relationship and Source of Awareness of Clients

Satisfaction with Services:

Most customers were satisfied with the courses sold by Childsafeguarding.com and this gives an indication regarding the company's product quality and effectiveness. However, a larger portion

of the customer base provided neutral or dissatisfied, so there are few areas of improvement to meet the needs of the clients.

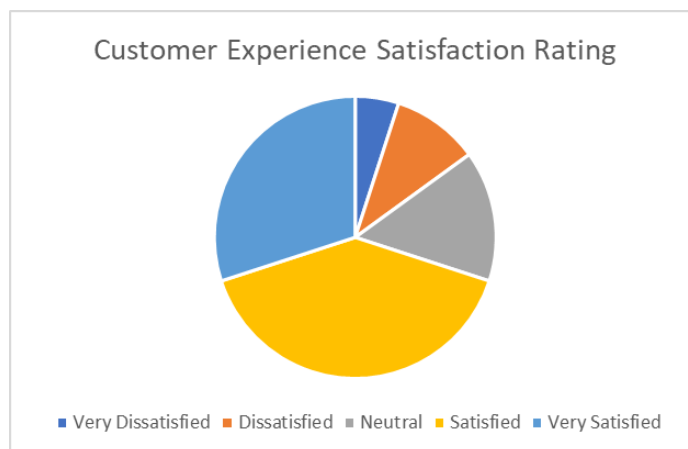


Figure 6: Customer Experience Satisfaction Rating of Childsafeguarding.com

Communication and Support:

The customer support team of Childsafeguarding.com mainly received high ratings. However, there is still room for improvement. Customers suggested that they do not receive company updates regularly. Therefore, there is room for improvement in the frequency of communication.

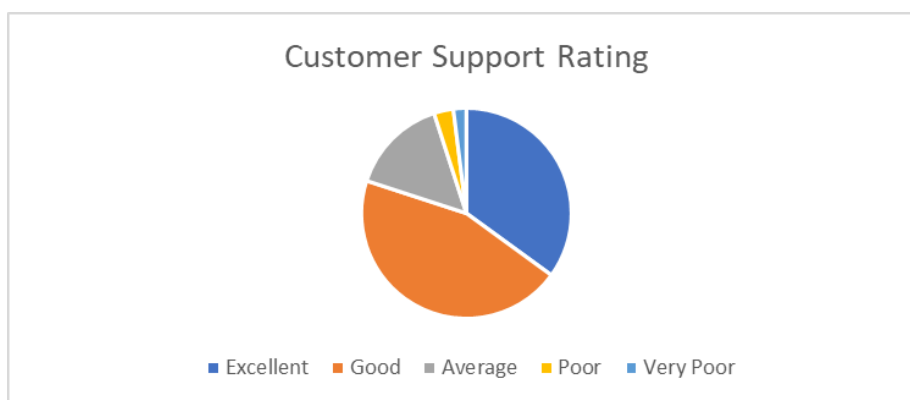


Figure 7: Customer Support Rating of Childsafeguarding.com

Retention Factors:

The quality of training materials and the timeliness of customer support provided to the customers enabled and encouraged them to continue to make repeated purchases. Customized communication also plays a role in keeping customers with the repurchasing process, however to a very small extent.

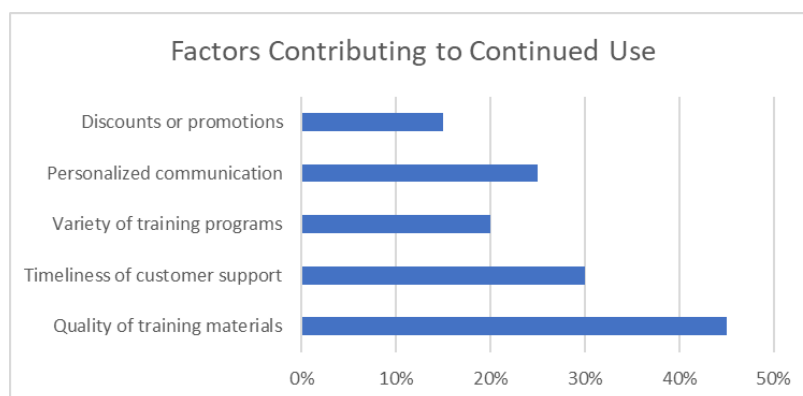


Figure 8: Factors Contributing to Continued Use of Customers of Childsafeguarding.com

Feedback and Improvement:

Most respondents provided feedback which suggested a high level of willingness to connect with the company. Despite the high satisfaction levels to feedback, there is still room to be better to address customer suggestions in a better manner.

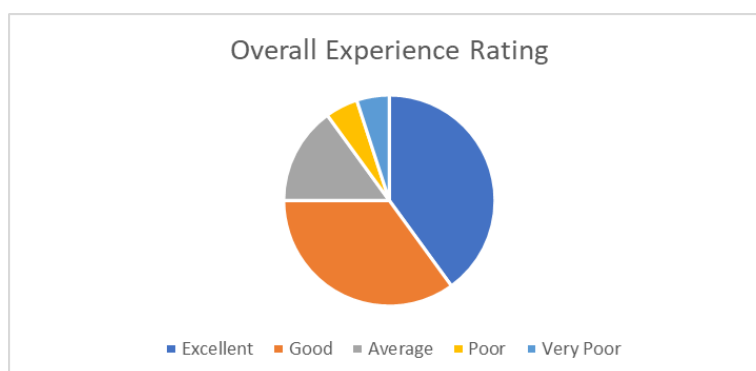


Figure 9: Overall Experience Rating of Customers of Childsafeguarding.com

Recommendation and Suggestions for Improvement:

One of the biggest feedbacks from the customers were them wanting the enhanced interactive courses. A lot of companies often provide gamified experiences that enhances the learning experience of learners. A mobile application is highly desired by customers for some much-needed convenience, along with specialized training modules that caters to specific needs and preferences.

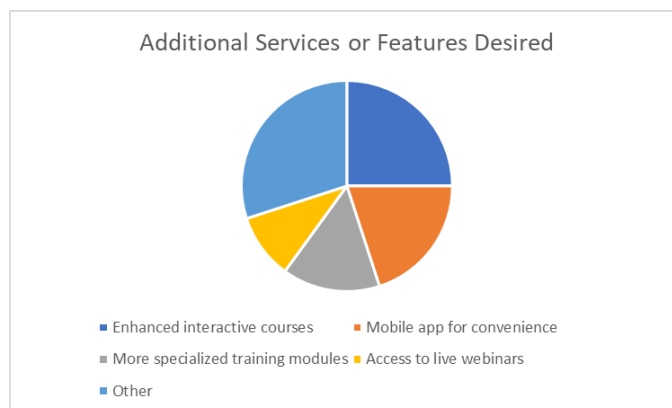


Figure 10: Additional Features Desired by Customers of Childsafeguarding.com

3.3.1 Customer Retention Strategy of Childsafeguarding.com

Childsafeguarding.com has a strong customer lifecycle management (CLM) that can help to maintain long-term relationships with customers. As this is a product that provides value for a long time, it is important for the company to keep contact with customers.

- **Personalized Communication:** Newsletters, customized email and follow-up emails are often sent to customers of Childsafeguarding.com. These are the main aspects of communication held by the company. This is how the company manages to keep in touch with the clients and always respond to queries as soon as possible.
- **Continuous Support:** The company delivers 24/7 support to all its clients, and provides all the necessary assistance in regards to certification renewals, course materials, along

with updating regularly with the top practices in regards to child protection. Clients always feel respected throughout their involvement with Childsafeguarding.com.

- **Value-added Services:** Along with the core training programs, value-added services which includes webinars, workshops, and consulting sessions are also offered by them. Supplementary materials enhance the overall client experience and encourages them to stay loyal.

3.3.2 Analysing Childsafeguarding.com's Customer Retention Strategy

The customized promotion and 24/7 support by Childsafeguarding.com proved effective to build strong relationships with clients. The value-added services that are offered by the company are well-received and led to overall long-term relationship growth. However, the company is facing problem in addressing all customer feedback and implementing the changes. This feedback loop is extremely important for the business in the long term and if the changes are not implemented soon enough, the customer base will remain dissatisfied.

While most of the customers are satisfied with what the company is providing, there is still room for improvement. A lot of customers still remained neutral when it comes to the image of the company, which suggests that the company needs to be more memorable and impactful.

3.3.3 Customer Retention Strategies of Competitors

Companies in this industry such as Bravehearts (Australia), TES Safeguarding (UK) and UNICEF (U.S.) are major competitors of Childsafeguarding.com and they often use the same type of strategies to retain customers. While Childsafeguarding.com is doing what companies would do, it does not offer services that differentiate itself from its competitors. In fact, some companies are doing more in this case, and this leads to the customers choosing other companies for receiving child protection training.

Most companies in this industry offer promotions or bulk discounts to encourage customers to make repeated purchases. These companies specialize in B2B sales and bulk discounts are often provided to organizations who purchase these courses from them. This encourages customers to engage in the subscription programs or buy more course seats.

Similarly, loyalty programs are also created by companies in this industry to entice customers. This is where these companies offer discounts in the form of points to make sure customers are regularly purchasing the courses. These discounts can often be turned into rewards. For example, the company may offer early access to courses or free seats for webinars that they hold regularly.

Most of the competitor's website included chatbots which provide customer support 24/7. This is something that Childsafeguarding.com still does not offer. Some of these companies also have mobile applications or user-friendly websites that make the customer purchasing process quite simple and effective.

Similarly, while Childsafeguarding.com has previously partnered with quite a huge number of businesses, other competitors in this landscape have also been collaborating with local schools or other public service providers to create strong relationships and cater to clients from a larger location.

3.4 Summary

This project part of the paper dives into the complex strategies that children protection training providers face when it comes to retaining customers. While the main focal point of this research involved understanding the importance of customers being satisfied and loyal to the companies, they take training from, the paper focused on combining both primary and secondary data to get access to the potential issues and solutions.

With the literature review, the project aims to understand the importance of child protection training given to individuals and how important it is to establish programs that provide these sorts of training. While these programs have been existing for a while now, the secondary research found issues where individuals are reluctant to receive training and often face discomfort.

The customers of Childsafeguarding.com were useful for representing the entirety of the customer base held by child protection training providers. With proper customer loyalty management strategies paired with personalized communication, the service proved to be valuable and successful.

3.5 Recommendations

Childsafeguarding.com has numerous steps it can take to enhance its customer retention strategy. Based on the survey results, it can be seen that the customers have a neutral perception of the company and its products. This suggests that customers are not offered something substantial that would make the company memorable to them. There is no differentiating aspect in the company's product offerings.

Firstly, the customer feedback that has been provided must be implemented on a regular basis. For example, most customers complained the lack of a mobile application. As a company that has been existing for almost 3 years, **a mobile application** should exist to make the course taking easier for learners.

Secondly, there should be **a higher form of technology integration** in the company. Like other competitors in the industry, Childsafeguarding.com can use applications to make managing employees easier. Furthermore, there can be an implementation of chatbots in the website, which would make answering queries easier and faster.

Similarly, communication that is personalized according to the customers can be created. Customer success stories can be used in social media communications to improve the relationships customers have with the company. This also includes providing **more resources** on child protection and information about company events that encourage customers to engage more with the company. This will also help the company highlight its differences from its competitors.

Another method would be to expand on the **webinars or company events** that take place. Unlike other companies in the industry, Childsafeguarding.com only holds webinars when there is a

product launch. If free workshops are held, word-of-mouth marketing may help to spread awareness about the company.

Additionally, when it comes to customer's satisfaction with the course, some of them recommended to making the course a little more interactive. To fix this issue, Childsafeguarding.com can create courses where the learning experience is a little more **gamified**. This means rewards are given based on the progress of the learners.

Customers seemed eager to provide feedback once forms were sent. This suggests that they are interested in helping the company grow, but there is room for improvement. While it is easy to collect feedback, customers may be frustrated when they see their feedback is not being implemented by the company. It is essential to make changes and communicate it with them when the new features are implemented. This establishes trust between the company and the customers. Lastly, it is essential to enhance the **digital marketing** section of the company. As customers found the company during online searches, investing in SEO optimization and creating more efficient social media campaigns and content marketing efforts may help to reach newer and larger customer base.

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Appendix

Survey Questionnaire

How long have you been a customer of Childsafeguarding.com? *

- Less than 6 months
- 6 months to 1 year
- 1 to 2 years
- More than 2 years

How did you first hear about Childsafeguarding.com? *

- Online search
- Social media
- Referral from a friend or colleague

অন্য: _____

On a scale of 1 to 5, how satisfied are you with the child protection training programs offered by Childsafeguarding.com? *

- | | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Dissatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Satisfied |

What aspects of Childsafeguarding.com's services do you find most valuable?

আপনার উত্তর _____

How would you rate the responsiveness of Childsafeguarding.com's customer support team? *

- | | | | | | | |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Poor | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Good |

How often do you receive communication from Childsafeguarding.com regarding updates, new courses, or promotions? *

- Daily
- Weekly
- Monthly
- Rarely
- Never

What factors contribute to your decision to continue using Childsafeguarding.com's services? (Select all that apply) *

- Quality of training materials
- Timeliness of customer support
- Variety of training programs offered
- Personalized communication
- Discounts or promotions

Have you ever provided feedback to Childsafeguarding.com regarding their services? *

- Yes
- No

How likely are you to recommend Childsafeguarding.com to others in need of child protection training? *

- Very Unlikely 1 2 3 4 5 Very Likely
-

How would you rate your overall experience as a customer of Childsafeguarding.com?

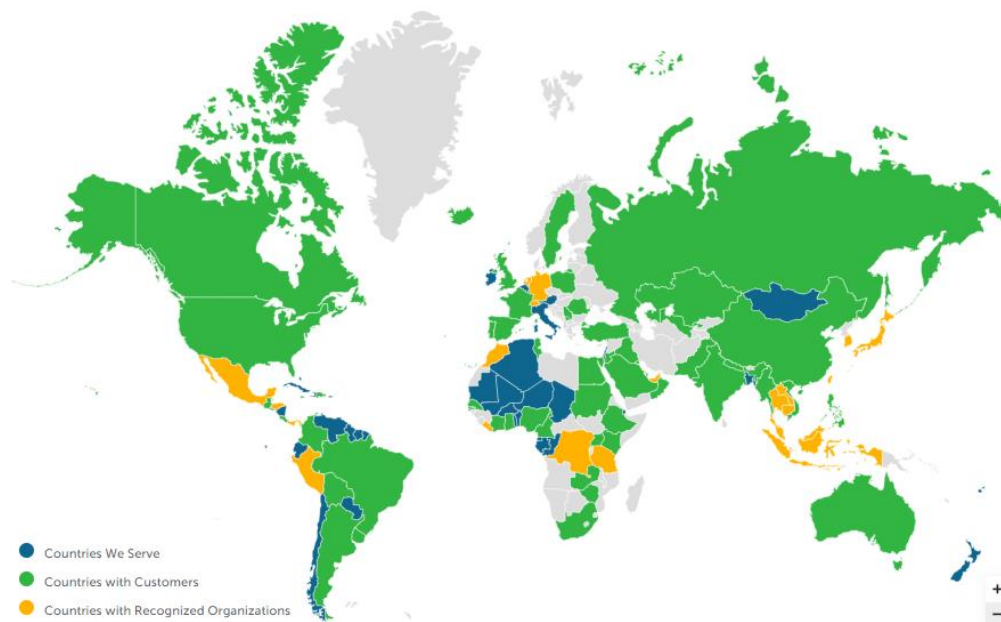
- Poor 1 2 3 4 5 Excellent
-

Mention some additional Services or Features you desire that would make your experience even better with Childsafeguarding.com

Your answer

Figures

Figure A: Countries served by Childsafeguarding.com



(Source: www.Childsafeguarding.com)

Figure B: Languages served by Childsafeguarding.com

AFRIKAANS Afrikaans	AMHARIC አማርኛ	ARABIC اللغة العربية	BENGALI বাংলা	BRAZILIAN PORTUGUESE Português do Brasil
BURMESE မြန်မာ	CANTONESE 廣東話	DUTCH Nederlands	ENGLISH	FRENCH Français
GERMAN Deutsch	HEBREW עברית	HINDI हिन्दी	INDONESIAN Bahasa Indonesia	ITALIAN Italiano
JAPANESE 日本語	KANNADA ಕನ್ನಡ	KAZAKH Қазақша	KHMER ភាសាខ្មែរ	KOREAN 한국어
LAO ລາວ	MALAY Melayu	MALAYALAM മലയാളം	MANDARIN (Simplified) 简体中文	MANDARIN (Traditional) 繁體中文
MONGOLIAN Монгол	NEPALI नेपाली	POLISH Polski	RUSSIAN Русский	SERBIAN Српски
SPANISH Español	SWAHILI Kiswahili	TAGALOG Filipino	TAMIL தமிழ்	THAI ไทย
TURKISH Türkçe	URDU اُردو	VIETNAMESE Tiếng Việt	XHOSA isiXhosa	

(Source: www.Childsafeguarding.com)

Figure C: Newsletters sent by Childsafeguarding.com



You can now add your organization's logo to all ChildSafeguarding.com certificates

All of our ChildSafeguarding.com certificates, webpages, and handouts will now include your logo.

Your logo will appear on:

- Child Protection Awareness Course certificates in all languages
- Level 1 - Fundamental Child Protection Training for Educators certificates (including the new languages we are releasing soon)
- Parent Tutorial webpage and handouts in all languages
- Recognition Program and webpage

YOU CAN ALSO REPRINT OLD CERTIFICATES WITH YOUR LOGO

So, you can now brand your certificates for your organization by uploading your logo to your dashboard.

The logo will stay on your certificates, even if the learner leaves your organization.

NOTE: There is no cost associated with uploading or showing your logo.

(Source: Childsafeguarding.com Company Email)

Figure D: Interface of Childsafeguarding.com's LinkedIn



(Source: Childsafeguarding.com LinkedIn)

Figure E: Courses offered by Childsafeguarding.com



(Source: www.Childsafeguarding.com)

Figure F: Course Certificate by Childsafeguarding.com



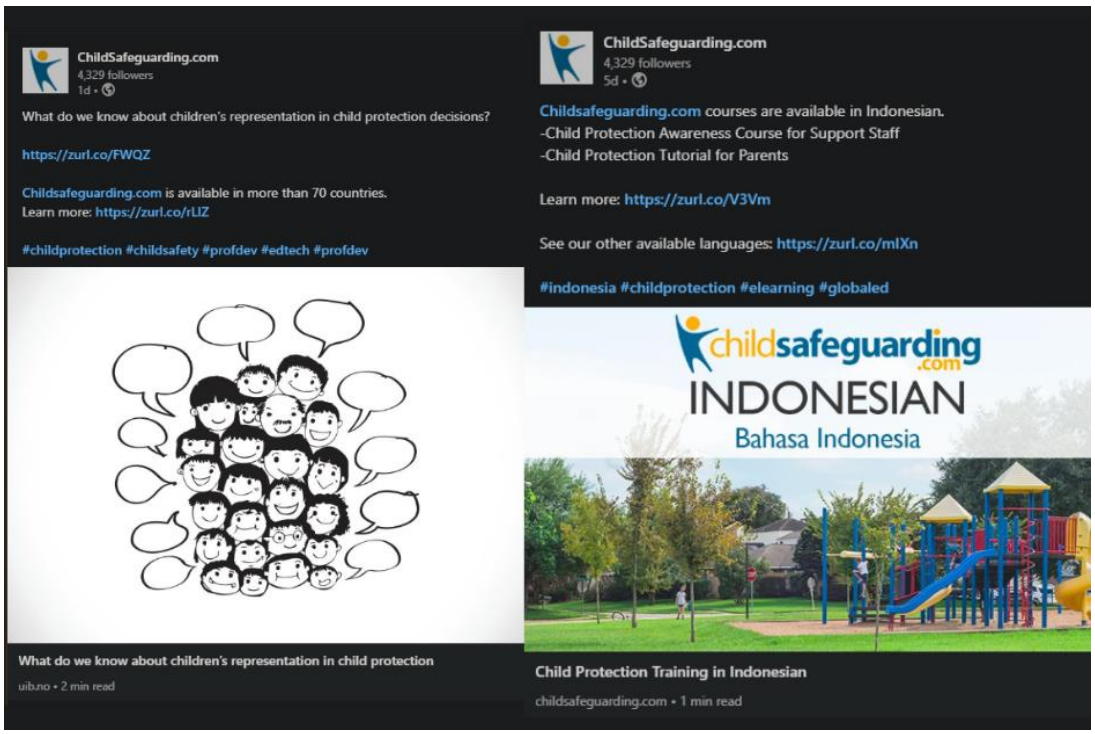
(Source: www.Childsafeguarding.com)

Figure G: Course Certificate by Childsafeguarding.com



(Source: www.Childsafeguarding.com)

Figure H: Examples of social media posts by Childsafeguarding.com



Source: Childsafeguarding.com Social Media

Figure I: Interface of Zoho CRM used by Childsafeguarding.com

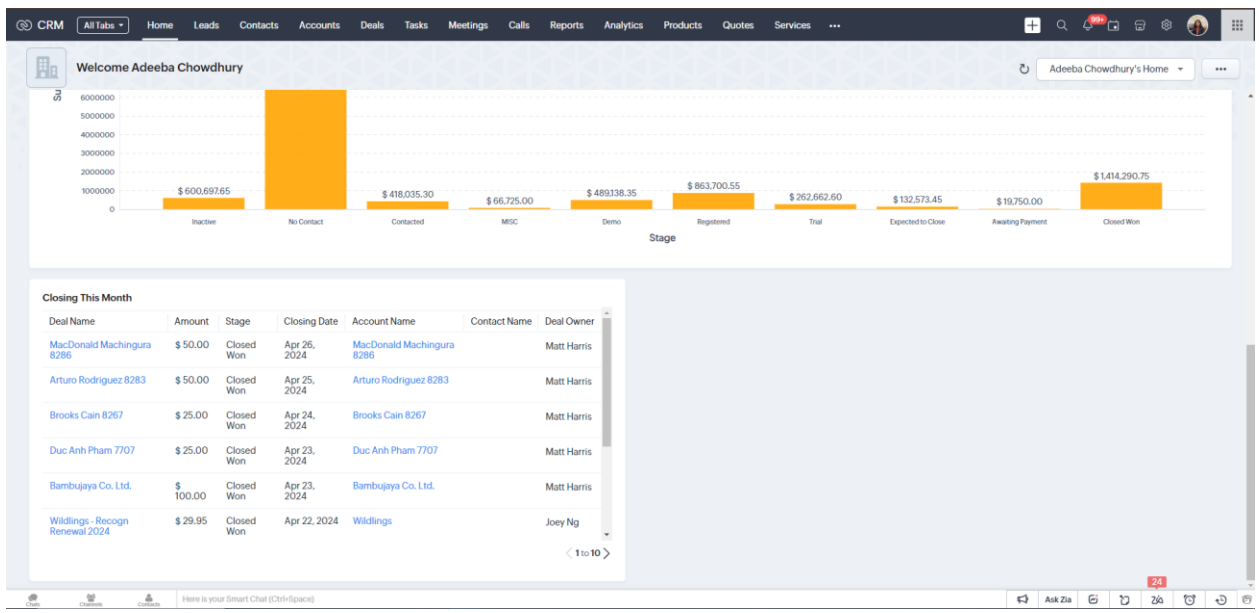


Figure J: Interface of Trello used by Childsafeguarding.com

