

Celebrate a brilliant future

LIKE, SHARE, Comment! Bangladesh counsels students on Facebook followed by face-to-face counselling session as part of Customer Services Week

Background

The British Council Bangladesh recently concluded the Customer Service Week (CSW) from 13-16 October, 2014. To celebrate this special week, we organised, for our customers and visitors, a Facebook chat session on 'Studying and Living in the UK' and as well as a face-to-face counselling session in Dhaka.

Facebook chat session on studying and living in the UK

The two hours long Facebook Chat session on 14 October 2014 delivered in partnership with the University of East London. We distributed flyers of University of East London during the Customer Services Week.

Statistics of visitors reached and engaged in the session are given below:

- Total 154 visitors signed up for the session
- Total 687 people reached
- Total 179 people engaged
- 37 unique queries addressed. There were more than one queries from some participants as well
- The page has 13.7K active fans.

Queries ranged from IELTS, visa application and requirements, entry requirements for courses in UK institutions, application process, deadlines for application, and scholarships among other.

The session received positive feedback from the participants who appreciated this initiative which gave them the opportunity to access important information and advice directly from the British Council. Undoubtedly, this event created an excellent engagement opportunity with our valued customers.

Face-to-face counselling session

This was followed by a face-to-face counselling session on 15 October from 10am to 12pm on Studying and Living in the UK. Here too we responded to queries from different subject areas of academic and professional qualifications and provided information on visa applications. We took this opportunity to promote the Student Insight Survey as well.

Upcoming events:

- EducationUK Certificate for Agents in October 2014
- EducationUK Open day (Agents' exhibition) in British Council Dhaka on 1 November 2014
- EducationUK Open day in British Council Sylhet on 29 November 2014
- EducationUK Seminar on Studying & Living in the UK British Council Chittagong on 14 December 2014

If you would like to partner with us on such programmes and events write to Sarker Asif Iqbal at asif.iqbal@bd.britishcouncil.org and we can create a proposal for you to market your institutions in Bangladesh to the right audience.