



QforScan **EUROSPEAK**

Auditor: Katrien Seynaeve

Date: 05-11-2020



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Information on Qfor: <http://www.Qfor.org>*



DataScan

Date of certification: 09-11-2020

Presentation of the organisation

Official name of the organization:	Eurospeak - Eurospeak-Metodika Antwerp
Registered office:	EUROSPEAK nv - 0447.843.555 de Stassartstraat 49 1050 Brussels - Belgium

Address:	EUROSPEAK-METODIKA Antwerpvof - 0885.035.797 Molenstraat 38 2018 Antwerp - Belgium
Telephone number:	EUROSPEAK de Stassartstraat 49 1050 Brussels - Belgium 02 511 89 12 * 03 230 17 27
E-mail address:	infobr@eurospeak.be * info.antwerpen@eurospeak.be
Website:	www.eurospeak.be
Starting year of the audited activities:	1976
Current legal form:	nv - vof
Name of the director, function:	Mrs. Regine Castel – director
Contact person, function:	Mrs. Regine Castel – director
Date of the last day of the audit:	05-11-2020
Audit responsible:	Regine Castel
Recognized by:	IPV-Alimento - FVB Constructiv - OPFO100 BE
Company number:	0447.843.555 (nv) - BE 0885.037.797 (vof)
Branches:	1050 Brussels - Belgium 2018 Antwerp - Belgium 9000 Ghent - Belgium

General presentation

Eurospeak offers practical language trainings for companies, organizations, professionals, expats, students, and private individuals, for all languages, both for beginners and more advanced users. The focus is on professional and general language skills, with an emphasis on increasing fluency. The lessons are customized. The offer is both individual and collective, and can take place at the customer's premises, or in Eurospeak's own premises. The organisation has offices in Brussels, Antwerp, and Ghent. Online language lessons, e-learning and language coaching are also possible. There are also short modules for specific skills such as meeting and negotiating in the foreign language. In addition to the vetted activities, Eurospeak also offers study support.

Activities

- Learning: customized open and in-company language courses and applied language training, including e-learning and language coaching.

Strengths of the organization

More than 40 years of experience in language teaching – offices in Brussels, Antwerp and Ghent – active throughout Belgium and abroad – the management is in the hands of two linguists with extensive experience in teaching and knowledge of current methodologies – trainings tailored to the client and the individual – practice-oriented - flexibility – extensive pool of experienced language trainers-coaches – efficient and effective teaching methods and learning materials - quality-oriented processes – personal approach and follow-up – task- and client oriented – quick follow-up – a varied range of language choices and learning methods

History and structure

The organization was founded in Brussels in 1976 by André Janssens, an undergraduate teacher of languages. From his experience with language camps for young people, he started communicative-functional language teaching for adults. The focus was and is on offering practical and functional language courses for companies and organizations. This makes Eurospeak one of the pioneers of customized language training. In 1987, a branch was set up in Antwerp, in 1991 in Namur and in 1992 an office was opened in Ghent. Stefan Janssens, son of André Janssens, joined the business as director of the establishments in Antwerp and Ghent.

In 2003 André Janssens decided to retire and leave Eurospeak nv. Stefan Janssens wished to focus on language internships for young people and sea classes. Regine Castel, master in Germanic languages and working at Eurospeak since 1996 as coordinator for Ghent and Antwerp, takes over the business.

In 2006 Katrien Vanderfaeillie, undergraduate teacher of languages and working as an independent language trainer at Eurospeak since 2003, is attracted to join the business in Eurospeak Antwerp. To this end, a separate legal entity – Eurospeak Antwerp vof – is being set up so that a 50/50 management arrangement can be implemented in Antwerp as from July 2007. Nationally, however, the school continues to operate as Eurospeak. The operation and the offer are the same across the three branches in Brussels, Antwerp, and Ghent. There is close cooperation between the three entities. In July 2006, it is decided to close the secretariat in Namur and to centralize all coordination for Wallonia in Eurospeak Brussels. The decision is taken to reduce the private client base in Namur and to opt for larger corporate clients who order nationally and usually operate from their headquarters in Brussels. In January 2008, Eurospeak chooses to expand its client portfolio through the acquisition of SD Taal. In July 2014, Eurospeak Antwerp vof changes its name to Eurospeak-Metodika Antwerp vof. The goal is extended to include study support, job coaching, career orientation and employment services. This integrates the activities of the company Metodika in Antwerp, under the management of Regine Castel, into Eurospeak Antwerp vof, under shared management with Katrien Vanderfaeillie. Eurospeak thus also meets the increasing demand for additional guidance for foreign-language job seekers, alongside purely linguistic guidance and support. As a result of the changed VAT legislation for language teaching, Eurospeak is since 2014 (mixed) VAT liable. Throughout the years, the organization succeeds in entering new structural collaborations with organizations and partners, as well to further consolidate existing partnerships. The year 2020 is marked by the Corona crisis, which is impacting the education sector heavily. Two permanent staff employees-teachers decide to take on a different professional challenge. At the beginning of March, a new staff member for Antwerp is hired. At the time of the audit, no strengthening of the team is foreseen due to the crisis.

Future developments

Eurospeak wishes to continue to profile itself as a private training provider for customized language courses. The organization wants to expand its scope beyond Belgium and will focus even more on online learning. The development of task- and result-oriented lessons and interactive methods that motivate the participants remains a priority. The online offer will also be based on customization, through elaborated teaching packages with coaching and individual lessons. The emphasis remains on a personal approach and speaking practice in one's own work/living environment. Optimizing the use of the online learning environment will form an essential component within the organization in the coming years, which will also translate into future recruitment and cooperation with teachers, and the internal training policy. Deferred investments in infrastructure and resources, such as a new website, will return to the agenda after the 2020 crisis. Lastly, time will be made for commercial actions. Eurospeak is currently focusing strongly on Dutch trainings and coachings, but also wants to grow for the other languages and acquire an even more diverse client base. Since in recent years there has also been an evolution towards an important share of administrative processing, s.a. in framework contracts because of tenders, administratively strong profiles will be sought in the future.

Scope of the activities concerned

Volume of the activities expressed in number of hours

Domains	In-company trainings	E-learning	Coaching	Total
Communication skills	26152	95	266	26513
Languages	26152	95	266	26513
<i>Dutch</i>	20557	0	266	20823
<i>French</i>	3426	59	0	3485
<i>English</i>	1955	28	0	1983
<i>German</i>	110	8	0	118
<i>Other languages</i>	104	0	0	104
Total	26152	95	266	26513

Notes to the table above

In the reference period from 1/9/2019 until 30/6/2020, Eurospeak provided 79% Dutch lessons, due to an important share of Dutch lessons for non-native jobseekers. The corporate clients ask for Dutch, French and English, with the largest share for Dutch. Nevertheless, Eurospeak wants to continue to present itself as a specialized language organization for all languages, including German, Spanish, Portuguese, Russian and Arabic.

Client base

Number of different clients

2019:	S (26 - 60)
2018:	S (26 - 60)
2017:	M (61 - 120)

Explanations

Based on data from the client base.

Languages

Expressed in: number of days/hours

Dutch:	79 %
French:	13 %
English:	7 %
German:	0.44 %
Other:	0.39 %

Explanations

Based on data from the client base.

Type of client

Expressed in : turnover

direct end clients:	93 %
Clients for whom the organisation works as a subcontractor:	7 %

Explanations

Based on data from the client base.

Profile of the persons:

Expressed in : number of clients

middle management:	16 %
employees:	47 %
workers:	4 %
other:	33 %

Explanations

Based on data from the client base.

Activity sector

expressed in : number of clients

industry:	33 %
trade and distribution:	2 %
finances:	2 %
other services:	35 %
government:	9 %
nonprofit:	5 %
other:	14 %

Explanations

Based on data from the client base.

Company size

Expressed in : number of clients

Less than 50 employees:	35 %
Between 50 and 250 employees:	23 %
250 employees or more:	42 %

Explanations

Based on data from the client base.

Recent references as mentioned by the organisation:

VDAB - Colruyt groep -Cartus - Actiris - SD Worx - Cevora - Agfa-Gevaert - Veolia - Bruxelles Formation.- Niko.

Human Resources

Overview table of employees

	Permanent employees		Regular and occasional employees		Total
	#	fte	#	fte	fte
Consultants	2	1,08	119	21,04	22,12
Not consultants	9	8,76	0	0,00	8,76

Legend: #: number of different natural persons; fte: number of full-time equivalents

Stability of the team of permanent consultants

Average seniority of the consultants (expressed in years):	6,06
Number of consultants leaving the organisation in the last 12 months:	2
Number of consultants recruited in the last 12 months:	1

Explanations

Eurospeak works with a modest team of permanent employees-consultants. They also take on the task of pedagogical coordinator for the freelance consultants. In January 2020, a start was made with four staff language trainers/educational coordinators. As a result of the Corona crisis, two employees left the organization in 2020. In Antwerp, a new employee was recruited at the beginning of March as administrative coordinator with the possibility of becoming a teacher-pedagogical coordinator. Eurospeak works with an extensive pool of freelance language trainers with experience. The average length of service of the freelance trainers is 4.4 years. The figures in the table above are calculated on the number of permanent employees.

Overview of the educational background and work experience of the consultants:

The trainers have a bachelor or master degree, preferably in languages, communication or speech therapy. An educational qualification is an asset. Affinity with language teaching, relevant teaching or business experience in the target language is important. Eurospeak prefers to work with native speakers. A trainer should also have the necessary experience and skills to teach in an activating, interactive and empathic way.

Internal quality monitoring

Eurospeak takes care of quality assurance in the different aspects of a project, and in cooperation between different players: administrative coordinator, pedagogical coordinator, trainers, and client. The training manager or coordinator takes care of the contact with the client and the course participants. Each teacher receives specific information and guidance on their courses. The coordinator is responsible for planning the lessons, reserving a classroom or the materials, ordering textbooks or copying a syllabus, creating the course documents, sending the final reports, and the administrative-financial follow-up. In terms of content, the coordinator, possibly together with the trainer and pedagogical coordinator, makes a preliminary analysis of the needs. The coordinator ensures good communication between all parties. Lessons are attended by the pedagogical coordinator, after which an observation report with tips is drawn up. The coordinator is assisted by a pedagogical coordinator. At the start of a project, the language trainer discusses all aspects of the course. During the course, the coordinator remains the contact person for the client and the teacher. After the project, the coordinator arranges a debriefing for final evaluation and follow-up. Eurospeak pays a lot of attention to the further training of the language trainers, including training and individual coaching by the pedagogical coordinator, the manager-consultant or a teacher/coordinator with experience. There are various ways to monitor the quality of training and services: internal consultation, attending lessons of experienced language trainers, on-the-job coaching, organization of workshops, self-study, an in-house lending library, exchange of information and ideas via a closed Facebook group, via GoogleDocs, and Drop Box. Eurospeak uses its own evaluation system to measure learner satisfaction. The feedback from the evaluations is always fed back to the client. In certain assignments or partnerships, the client's evaluation system is used.

Qfor ClientScan

Learning

The synthesis is based on the responses of a sample taken by the auditor among all principals of learning activities during the period from 01-09-2019 till 30-06-2020.

Number of clients selected and interviewed by CertUp: 12.

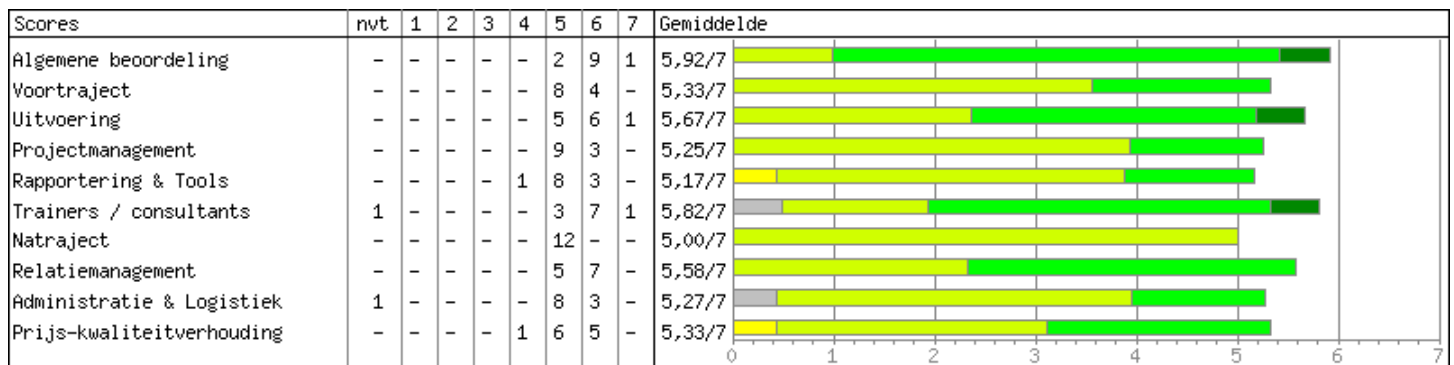
Period of the client survey: from 08-10-2020 till 23-10-2020.

During the audit, the auditor validated the completeness of the client list based on which the client survey was carried out by means of a random check. From the contacts with clients, the auditor can conclude that they are satisfied to very satisfied with the organization and service of EUROSPEAK.

The organization and its learning activities meet the criteria of the QFor ClientScan standard.

The organization and its learning activities comply with QFor ClientScan version 4.

Result



Legende

Vaststellingen hebben uitgewezen dat de organisatie hier:

- zeer zwak in is
- zwak in is
- noch goed, noch slecht in is
- goed in is, mits een aantal bemerkingen
- goed in is, zonder bemerking of heel goed met bemerking
- heel goed in is, zonder bemerking of enthousiast met bemerking
- zo goed in is, dat het alle verwachtingen overtreft
- niet van toepassing

Percentage of satisfied clients : 100%

Percentage of surveyed clients whose satisfaction is at least 4/7.

The percentages below correspond to version 4 of QFor and do not exist in version 3.

A comparison is not possible.

Overall satisfaction: 79%

Weighted average expressing overall satisfaction.

Homogeneity degree: 96%

Degree of cohesion of the results of the individual clients with the overall satisfaction.

Qfor Score calculated on 09/11/2020 : 77%

Score calculated by the Certification Committee based on measurement type, calibration and type of services.

Synthesis of the findings:

The clients are generally satisfied to very satisfied with the preparation of the assignments. They usually state that they have been working with Eurospeak for several years. For training in companies, there is always a preliminary survey of the client's needs, possibly accompanied by a level test.

For the tender dossiers, Eurospeak always responded to the needs formulated in the specifications. Eurospeak works with offers and agreements.

The clients surveyed are positive to very positive about the approach to the trainings, one is enthusiastic. They appreciate the emphasis on practical application, whereby they are taught the necessary basic concepts and grammar. They indicate that they always receive feedback on the assignments they prepare.

The approach tailored to the participants, both individually and in groups, is generally considered positive. According to them, Eurospeak adapts both to the level of the participants and the specific work situation or sector in which they are employed. The possibility of interaction, questioning and own input in the training courses was mentioned as a strong point. The surveyed clients emphasized the added value of the training for the work situation.

The clients are generally satisfied to very satisfied with the practical organization of the training courses, both individual and in groups. The participants in the group lessons indicate that they are satisfied with the composition of the groups with people of a similar level. They appreciate the smooth way in which planning agreements are made, with the necessary flexibility. The agreements are always kept.

The participants are generally satisfied to very satisfied with the course material. They have a syllabus with the basic rules, supplemented with other tools such as exercises, language tips, articles and vocabulary geared to the job or sector, or video material. There is a suggestion to communicate even more clearly about the learning resources they use through digital platforms. The participants emphasize that they can continue working with the material on an independent basis after the training. The participants also appreciate that additional material was sent to them during the training, based on specific questions or needs.

The qualities of the trainers were generally estimated positively to very positively. The clients appreciate the flexibility of the trainers. They believe that they can adapt quickly in terms of level, concrete language needs, availability and working methods. The calmness and patience of the trainers was also mentioned as a strong point, with room for personal attention and involvement. Several participants highlighted the commitment and passion that the trainers exude for their profession, which is motivating.

There is general satisfaction with the follow-up process. Eurospeak uses its own evaluation form or a survey of the company or partner with whom it worked. There was also room for informal and ad hoc feedback during the trainings and in between. The clients appreciate that Eurospeak is quick to adjust based on this interim feedback. The principals in the companies receive an evaluation of the participants afterwards, with a summary of the progress and the points of attention. The quality of this report is highly appreciated by them. Some mention that they do have the coordinates of the trainer, but they usually do not have contact afterwards. Several clients appreciate the way Eurospeak ensures quality control through internal observation of trainers by colleagues.

The relationship with Eurospeak's contact person usually runs very smoothly and professionally. Questions via e-mail or telephone are always answered on the same day. There is a pleasant contact and a friendly approach.

There is general satisfaction with the administrative handling, except for a remark on a late invoice. The clients appreciate the flexibility with which Eurospeak adapts the locations of the training courses to client demand. Usually, the sessions took place at the participant's premises, or at Eurospeak's own premises. The participants were positive about the accessibility and infrastructure. The online training courses, which are becoming an increasingly important part of the offering, were evaluated positively.

The price-quality ratio was generally found to be good to very good. They feel that the price they pay for the training and the time they invest in it provides the necessary added value for the company or for them personally. One client finds the rates on the high side compared to other players in the market. In tenders, Eurospeak generally applies competitive rates.

In general, all clients are satisfied to enthusiastic about the cooperation with Eurospeak. The strong points that are mentioned by most are the flexibility, customization, expertise and commitment of the teachers, the professional approach, and the easy contacts.

The quality of both content and approach is highly appreciated by the participants. The clients surveyed indicated that they would recommend Eurospeak to others. Most of them cannot immediately identify areas for improvement. Elements that were mentioned for the future are: provide aftercare between sessions as far as feasible, making the use of digital tools even more explicit in the training courses, and ongoing attention to alignment with the function and sector of the participants.

Learning

General

Scope of the audit

The scope of the audit is limited to:

-Learning: customized open and in-company language courses and applied language training, including e-learning and language coaching.

The FoodScan accreditation will be maintained based on the cooperation with Alimento-IPV, training advisor for the food industry.

Visit to the organization

During the visit, the auditor validated the information contained in this audit report by means of a random check.

Qfor accreditation

Based on the checks carried out by the auditor, the Certification Committee decided that the audited organization and its activities meet the standard Qfor ClientScan.

Date of certification: 09-11-2020

Validity period: from 09-11-2020 to 14-09-2023

Explanations

Eurospeak nv with offices in Ghent and Brussels and Eurospeak-Metodika Antwerp vof with office in Antwerp are jointly active on the market under the commercial name Eurospeak.

The language trainings of both legal entities are part of the scope of this audit.

The study support that is part of the offer of Eurospeak-Metodika is not within the scope of this audit.

The validity period is the maximum period of validity.

Auditor

Katrien Seynaeve