

Childbase Partnership

A Nursery Group Success Story

Childbase Partnership is an employee-owned provider of early years care and education, across their 45 UK sites. Founded in 1989, Childbase is on a mission to give children the best possible start in life.



Outcomes

- Childbase generating reviews focused on priority sources: Daynurseries, Google, and Glassdoor
- Comparing the immediate 6-month period before and after platform rollout, Childbase saw a higher conversion rate % on all three core Listings focus areas
- Reputation has helped visualise customer and employee feedback and is used within company meetings at all levels across the organisation
- Reputation Score increased by 112-points, and sits 70-points above the sector's industry average

Need

- Childbase wanted a platform that was easy to use, and could be managed both centrally, and at the local level, across their 45 sites
- A scalable, modular platform
- The group needed a greater level of flexibility to help their nurseries drive up review volumes and handle feedback more efficiently
- The ability to consolidate their survey programme was a big draw

Decision

- The Reputation platform enables the internal teams at Childbase to centrally respond to reviews which is having a positive impact on their enquiry volumes
- By consolidating Marketing, Operations and HR into a single platform, it has broken down silos and created a common language around their customer and employee experience
- Childbase joined Reputation in August 2023, utilising Insights, Listings, Reviews, and Surveys

Key Learnings

- **27%** increase in review volume on Daynurseries, and 104% on Google
- **13.3%** higher conversion rate to 'clicks to directions' via Online Listings
- **4.9** star rating for Childbase across the group's 45 locations

Learn more, contact us at reputation.com

