



Top 10 Reasons Why Encouraging Your Students to Take the AOPA Flight Training Experience Survey Can Benefit Your Business

The AOPA Flight Training Experience Survey results are used to select the 2024 Flight Training Experience Awards recipients. Instructors and flight schools receiving at least five (5) valid survey responses will be issued a customer feedback report showing their strengths and weaknesses.

This anonymized feedback helps flight schools and instructors understand how they can provide better training experiences in the future. To be eligible for an award, instructors must receive at least five valid survey responses, and flight schools must receive at least ten (10) to qualify.

Here are 10 reasons why encouraging your students to take the survey can benefit your business.

#1

Industry recognition: The aviation community widely recognizes and respects the AOPA Flight Training Experience Survey. Positive student and client feedback can enhance your reputation and grow your business.

#2

Reputation building: Favorable ratings from satisfied students and clients can significantly enhance your reputation. Prospective students and clients often rely on reviews and ratings to evaluate the quality and credibility of flight schools and CFIs before making a decision. By encouraging them to rate their experiences, flight schools can build a positive online presence and attract more students, leading to business growth and sustainability. You have the option to publish your flight school's customer feedback report in the Airport Directory/Flight School Finder.

#3

Enhancing student experience: The survey allows students to share their thoughts and opinions on various aspects of their flight training, including instructor competence, facilities, aircraft availability, and customer service. By participating, your students can help shape the future of your business and create a more positive and fulfilling learning environment.

#4

A voice for students: The survey allows your students to share their experiences, opinions, and suggestions. Encouraging them to participate shows that you value their input and care about their training journey. It empowers them to contribute to the broader aviation community by providing insights that can shape the future of flight training.

#5

Understanding customer needs: Your Flight Training Experience Customer Feedback Report provides valuable insights into your students' and clients' needs, preferences, and expectations. You gain a deeper understanding of what students and clients want through feedback, allowing you to tailor your services and overall customer experience to better meet their expectations.

#6

Improving customer satisfaction: Your Flight Training Experience Customer Feedback Report helps you identify areas where you can improve and address any issues or concerns your students and clients raise. You demonstrate your commitment to enhancing customer satisfaction by acting upon customer feedback. Satisfied customers are likelier to remain loyal to you and recommend your business to others.

#7

Enhancing product/service offerings: Your Flight Training Experience Customer Feedback Report helps you gather specific feedback on your training program, staff, services, etc. This information can be invaluable for identifying areas of improvement, launching new programs, or developing new offerings. By incorporating customer suggestions and preferences, you can ensure that you deliver solutions that align with their needs. Simultaneously, you can uncover areas that need improvement or where customers may be dissatisfied, allowing you to address these issues promptly and enhance your overall performance.

#8

Building customer loyalty: Encouraging your students and clients to take the survey shows that you value their opinions and are committed to their satisfaction. This proactive approach can foster a sense of loyalty and trust, as they appreciate businesses that actively seek their feedback and act upon it. Loyal customers are likelier to return for additional training and ratings and become your biggest advocates.

#9

Competitive advantage: By consistently gathering feedback, adapting to customer preferences, and improving your offerings, you can differentiate yourself from competitors and position your business as a customer-centric organization.

#10

Customer-centric approach: By actively encouraging your students and clients to take the survey, you show your commitment to a customer-centric approach. The survey creates a platform for your students and clients to voice their opinions, concerns, and suggestions, promoting open communication and demonstrating that you value and respect their feedback. Your Flight Training Experience Customer Feedback Report can help you gain insights into individual preferences and tailor future interactions, offering a more personalized experience to each student and client.

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